Professional Service and Environmental Protection of Fujian SMEs

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Abstract. The development of SMEs is affected by their own conditions, and the awareness of environmental protection is weak. Many of the problems encountered by small and medium-sized enterprises in the process of protecting the environment cannot be solved by enterprises. Enterprises are affected by their own limited resources and are not paying enough attention to environmental protection. The society needs to provide professional services, and the government needs to transform its functions to establish a service-oriented government and build a new professional service system to promote SMEs to carry out environmental protection.

1. Introduction
In 2019, Fujian Province ranked 8th in the country in terms of total GDP, but small and medium-sized enterprises in Fujian accounted for the vast majority, and the contribution rate of Fujian small and medium-sized enterprises to GDP exceeded 70%. In the information age, small and medium-sized enterprises have short life span, short growth, insufficient innate development, poor foundation, lack of talents, lack of innovation and development, financing difficulties, low industrial level of enterprises, and weak government policies, etc. These factors have caused weak corporate environmental protection awareness. It is necessary for the government and society to provide support in all aspects and promote SMEs to carry out environmental protection through professional services.

Spence & Lozano pointed out that SMEs play an unparalleled important role in all countries and are the main driving force of economic growth in all countries. However, in the past, the research objects of environmental protection and social responsibility were mainly concentrated on large and medium-sized enterprises, while the environmental protection research on small and medium-sized enterprises was weak. This article hopes to provide some suggestions to promote the environmental protection of enterprises by studying the professional services provided by the government.

2. The professional service industry promotes enterprises to protect the environment and fulfill their social responsibilities.
Compared with the coastal provinces, the development of the service industry in Fujian Province is relatively lagging behind, and there are more prominent problems in funding, service level, personnel quality, structure and development motivation. The lagging development of the service industry has become a "bottleneck" restricting the rapid development of Fujian's economy, and has become an important factor restricting the optimization and upgrading of the industrial structure and the development of the national economy at present and in the future.
It can be seen from Figure 1 that the output of a company is affected by input and processing. The environmental damage caused by enterprises is mainly in the processing link, such as producing pollutants and producing products that are harmful to the environment. In addition, the impact of the input link on the environment is mainly the failure to implement green procurement and use clean energy.

2.1. Enterprise underinvestment
However, the development of small and medium-sized enterprises is affected by their own conditions. Some enterprises are in the initial stage, and how to survive in market competition has become the most important issue. In addition, there are problems in corporate management quality and concepts, the quality of personnel is generally low, and internal control of enterprises is relatively large. For example, the basic management system is not established, the management is not informatized, and there are major problems in quality management, cost management, financial management, and human resource management. Due to the high survival pressure of enterprises, high production costs, and weak environmental protection awareness, the investment in environmental protection in the production process is insufficient.

2.2. Difficulty in environmental law enforcement
According to the provisions of the National Environmental Protection Law, environmental protection includes protection of the natural environment and prevention of pollution and other public hazards. Environmental damage is a gradual process, and environmental damage does not erupt until it accumulates to a certain extent. Environmental protection is closely related to the daily production and operation of enterprises. The contradiction between the expansion of production and operation of enterprises and environmental protection is prominent. Protection requires a certain amount of input, but the competitiveness of small and medium-sized enterprises is not enough, and various costs are too high, causing enterprises to be unwilling to invest in environmental protection or insufficient investment. There is a certain contradiction between corporate environmental protection and corporate survival.

Local implementation of environmental protection law enforcement is difficult. The impulse of local governments to pursue GDP is still strong, and the key lies in the trade-off between local governments' economic development and environmental protection. Many grassroots environmental law enforcement officials said that the personnel power of the environmental protection department lies in the local area. Some local environmental protection bureaus dare not investigate development zones, key protected enterprises, and leaders do not dare to do so without nodding their heads. It is especially difficult for cities and counties to implement environmental law enforcement in place.

3. Professional services promote the way for SMEs to protect the environment
The social responsibilities performed by enterprises mainly include: (1) creating social wealth, promoting economic development, (2) protecting resources and the environment, and achieving sustainable development, (3) complying with laws and regulations, ensuring fair competition among enterprises, and (4) fulfilling ethics Responsibility, forming a social atmosphere of honesty and
friendship, (5) Performing charitable responsibilities, and protecting the interests of disadvantaged groups in society.

The development of resources and environmental protection by small and medium-sized enterprises is part of their social responsibility and also the needs of their own development. Small and medium-sized enterprises are the most active cells in the market economy with Chinese characteristics. Small and medium-sized enterprises are the main force to alleviate social employment and the main foundation of national economic and social development. Many of the problems encountered by small and medium-sized enterprises in protecting the environment cannot be solved by themselves. The resources of enterprises should be concentrated in their areas of expertise, and the society needs to provide professional services to share part of the functions of the enterprise. Due to the disadvantages of the development of SMEs, the government needs to provide support in all aspects. The government should provide professional services to promote SMEs to protect the environment. The professional services provided by the society and the government are the methods and means to realize the environmental protection of SMEs.

3.1. Improve the service level of professional services

Professional service industry refers to the various specialized services provided to clients by enterprises using technology and experience, such as legal services, accounting, auditing and tax services, modern logistics, pensions, translation, finance, consulting, energy conservation and environmental protection. In recent years, China's service industry has developed well, and the producer service industry in particular has shown a rapid development trend, and its share in the added value of the service industry has steadily increased. At present, the added value of the service industry accounts for more than the secondary industry in GDP, and the contribution rate of economic growth also exceeds that of the secondary industry. In the future, the share of producer services in GDP will continue to increase.

The government accelerates the construction of a comprehensive service system for small and medium-sized businesses by regulating and supporting the construction of various specialized service markets, allowing professional service companies to improve their competitiveness and fulfill their social responsibilities for small and medium-sized enterprises. At present, financial management, human resource management, information management, and financing of SMEs are their weakest links. Certification agencies, environmental monitoring agencies, financial accounting outsourcing, taxation services, human resources services, information services, financing services and other professional service industries actively serve enterprises.

The government promotes ISO14000 environmental system certification. The implementation of ISO14000 will help the government to carry out environmental protection guidance to enterprises and improve the management level of enterprises. However, individual companies currently carry out ISO14000 environmental system certification, and there are fraudulent behaviors. Individual companies are not carrying out ISO environmental system certification to protect the environment and improve corporate management, but just want to obtain a qualification. Enterprises need to invest a certain amount of people, money, and materials to truly implement ISO standards. Although ISO certification is a recommended certification, currently international bidding and domestic government procurement require suppliers to have ISO certification qualifications, and companies have to be forced to conduct certification instead of voluntary certification based on environmental protection. Very few certification bodies can issue certificates to companies as long as the companies give money, regardless of the results of on-site audits. The government should strengthen supervision in this area.

3.2. Establish a service-oriented government to promote environmental protection of SMEs

Service-oriented government is a brand-new concept put forward by Chinese scholars in the 21st century, and it is a practically developing administrative management model. Service-oriented government is customer-oriented and provides various professional services. In 2004, Wen Jiabao proposed for the first time "strive to build a service-oriented government". The Chinese government also pointed out that it is necessary to effectively transform government functions and build a government under the rule of
law and a service-oriented government. It can be seen that various government management measures, laws and regulations, and financial and taxation support policies can all be regarded as professional services provided by the government. The government should transform its functions, strengthen policy guidance, financial support, macro-control, and scientific management as the main measures for the government to serve enterprises. The government transforms its functions and provides a full range of services. The government provides specialized services such as taxation, human resources, information, financing, and law. The government has increased the purchase of services to provide professional services to enterprises, and established performance evaluation standards and evaluation systems to support the environmental protection of SMEs.

The government provides a full range of services for the environmental protection of small and medium-sized enterprises, promotes government-society-enterprise collaboration, and creates an optimized plan for innovative social governance. It is necessary to add new vitality to enterprise environmental protection, improve the social professional service system, and construct a brand new professional service system.

The government has increased penalties for violations. The government has strengthened the management of certification agencies and environmental testing units. For example, Guangdong Province launched a special supervision and inspection work for ecological environment monitoring agencies in 2018. Six testing agencies were suspected of fraud and were punished. Although certification bodies are not government agencies, they undertake part of the government's responsibilities and should severely penalize violating certification bodies. The government establishes a unified evaluation system for certification agencies to strengthen the self-discipline of certification agencies.

4. Conclusions
Environmental protection and clean production have attracted more and more attention from the government, society and enterprises. The weak environmental awareness of SMEs is a major problem, and the benefits of enterprises and environmental protection investment are the main contradictions. The government should further strengthen its awareness of serving enterprises and society. Government departments continue to promote the reform of decentralization, management and service, solve problems for enterprises, and actively serve enterprises, thereby promoting the high-quality development of SMEs. As Chinese laws and regulations impose stricter penalties on violations of environmental protection, small and medium-sized enterprises should consciously abide by national laws and regulations, otherwise the cost of punishment must exceed the cost saved, or they face the risk of production suspension. Small and medium-sized enterprises should balance and grasp the three pairs of contradictions in the short and long term, micro and macro, internal and external.

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