

# **京东绿色物流发展现状分析及对策研究**

## **摘 要**

近年来，中国经济快速发展，经济的迅猛发展带动了物流业的持续发展，目前，物流业已经成为支撑社会经济发展的重要产业之一。然而，生态环境恶化、资源消耗加快等一系列问题不断出现在人们的视野中，经济与环境、发展与保护之间的矛盾愈来愈突出，如何在物流业中降低资源消耗，减轻环境污染从而实现二者的有机统一做到绿色环保，不仅成为整个物流行业应首先思考的问题，也成为了未来物流业发展的方向之一。京东近几年不断摸索着绿色物流的发展道路，引领行业向着绿色的方向发展。

**关键词：**绿色物流；京东；现状；对策

## Abstract

In recent years, China's economy has developed rapidly, and the rapid development of the economy has driven the continuous development of the logistics industry. At present, the logistics industry has become one of the important industries that support social and economic development. However, a series of problems, such as the deterioration of the ecological environment and the acceleration of resource consumption, continue to appear in people's eyes. The contradiction between economy and environment, development and protection is becoming more and more prominent. How to reduce resource consumption and reduce environmental pollution in the logistics industry Achieving the organic unification of the two to be green and environmentally friendly has not only become the first question that the entire logistics industry should think about, but also one of the future development directions of the logistics industry. JD.com has continuously explored the development path of green logistics in recent years, leading the industry to develop in a green direction.

**Keywords:** Green logistics; Jingdong; current situation; Countermeasures

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