So, it is common knowledge that natural resources such as water, minerals and natural energy reserves are limited. Their excessive use leads to depletion and deterioration of the environment. Sustainable management is aimed at caring for resources and developing alternatives that will help preserve resources for future generations.

Regarding environmental problems, it should be noted that rapid economic and technological development has led to increased pollution and climate change. This caused the deterioration of ecosystems and the health of the population. The principles of sustainable management are focused on the reduction of greenhouse gas emissions, the protection of biodiversity and aimed at reducing waste. This contributes to mitigating the negative impact on the environment.

Also, the principles of sustainable management are aimed at stimulating the minimization of risks associated with economic crises and fluctuations in raw material prices. Thanks to the implementation of the system of efficient use of natural resources and reduction of dependence on external factors, enterprises acquire high competitiveness.

Improving working conditions, maintaining high standards of social responsibility and caring for local communities is another direction of sustainable management, namely social responsibility and well-being. This creates a fairer distribution of benefits and increases trust on the part of society.

Regarding legal regulation and reputation, in the context of globalization and increased legal regulation, businesses and governments are forced to implement sustainable approaches to comply with regulations and standards. Businesses that adhere to the principles of sustainability also increase their reputation and attractiveness to investors and consumers.

So, based on the above, sustainable management is a requirement of time. Sustainable management is an important strategic direction that allows enterprises to adapt to global challenges, while maintaining or even increasing competitiveness, as well as ensuring the well-being of future generations.

CORPORATE CULTURE AS A STRATEGIC ASSET FOR EFFECTIVE PERSONNEL MANAGEMENT

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The rapidly changing external environment of enterprises introduces adjustments in economic processes, and many of them find themselves unable to quickly adapt to new conditions, which, in turn, makes it difficult to effectively manage the quality of products and services, as well as the work of personnel. The inability to manage the work activity of its personnel leads to dissatisfaction of both staff and managers. In turn, dissatisfied staff becomes less effective for the company and a collective of dissatisfied employees can lead to collapse. Thus, one of the key ways to increase job satisfaction in modern enterprises is a developed corporate

culture, which contributes to achieving organizational efficiency and serves as a lever for increasing profits.

The management of any enterprise faces tasks that must be solved: establishing high moral standards of behavior in the work collective, creating a favorable psychological climate and maintaining social and psychological interaction. Corporate culture significantly affects the internal structure of the enterprise, as well as its position in the external environment. In fact, the positive or negative impact of culture on the staff depends on the traditions existing in the enterprise. Corporate culture should always be under the close attention of the management of the enterprise.

Personnel are the main bearers of corporate culture. At companies with established traditions, corporate culture becomes an integral part of the work process and has an active influence on the staff. Every company has its own unspoken, and sometimes even written in internal documents, principles and rules that are mandatory for all employees. This is a certain code of conduct that reflects the special spirit and style of the company, its philosophy. The corporate culture of an organization is its internal moral norms, as well as communication standards in the internal environment (between employees) and in the external environment (with clients and partners). It forms a special atmosphere, creating in each employee a sense of pride and belonging. Compliance with its rules is mandatory for everyone – from managers to executives. It is corporate culture that determines relations within the team, issues of leadership and subordination, as well as the procedure for making key decisions. However, a highly developed corporate culture does not just set a set of rules; it changes the outlook of employees entering into employment relationships. Corporate culture acts as a kind of «soul» of the enterprise, so only a strong culture, accepted by all employees, can have a positive impact on the staff. However, many companies still do not recognize its importance as a management tool, which can negatively impact their ability to adapt to a rapidly changing external environment.

When management chooses the forms of corporate culture, a significant role in the choice of forms of corporate culture is played by the company's belonging to a certain industry, the technologies used and the factors affecting the organization in the context of a dynamic external environment. The content of corporate culture directly affects the behavior of personnel and is determined by the way employees interact with each other and the patterns of behavior they create.

The personnel of the enterprise, taking into account expectations and beliefs, form their working environment, create common forms and themes of communication, perform actions that are perceived by others and express emotions and feelings that are understandable to everyone. The behavior of the personnel within the enterprise is closely connected with the norms of behavior resulting from the actions, expectations and beliefs shared by the employees.

In an enterprise, one or more subcultures may naturally coexist with the dominant culture in the same context or create a kind of alternative space for interactions and norms within it. In the first case, a subculture is a kind of isolated community in which the values and norms of the dominant culture are even more

pronounced than in other parts of the enterprise. This is especially characteristic of subcultures of the central management apparatus or key management structures.

In the second case, subcultures adopt the basic values of the corporate culture, but supplement them with specific norms that usually do not conflict with the dominant attitudes. Such subcultural processes can be observed in subdivisions of the enterprise or remote territorial offices, where adaptation to the specifics of work (functional services) or local conditions (territorial offices) takes place.

In addition, subcultures may exist in the enterprise that consciously reject the goals and values of the organization, similar to what happens in society. Among the representatives of organizational countercultures, the following types can be distinguished: open opposition to the values of the dominant corporate culture; opposition to the authority established within the dominant enterprise culture; disagreement with the patterns of relations and interaction supported by the mainstream culture.

Enterprise countercultures usually arise when people or groups (formal or informal) feel that existing conditions do not provide them with the satisfaction they need or want. In this case, organizational countercultures act as a cry for help in times of stress or crisis, when the current support system collapses and staff seek to regain control of their lives in the enterprise. Individual counterculture groups can become highly influential during major transformations involving significant changes in the nature, structure and character of the enterprise.

Thus, corporate culture is an important element that determines the internal structure and functioning of enterprises. It affects the motivation and satisfaction of personnel, creating an atmosphere conducive to effective interaction and completion of assigned tasks. For successful management of corporate culture, the management of enterprises should pay attention to the formation and maintenance of positive traditions and norms, as well as the involvement of personnel in this process. Only a strong corporate culture, accepted by all employees, can contribute to the creation of a united team, which in turn will have a positive impact on the efficiency of work and the achievement of strategic goals. Investing in corporate culture is a strategically important step towards ensuring the sustainability and success of the company in the long term.