

improve the efficiency of the recruitment process, but requires a cautious approach and compliance with ethical standards. To further improve the efficiency of recruitment, it is worth strengthening the cooperation between HR professionals and administrative management, which will contribute to the development of a strong corporate culture and retention of talent in the company.

Sources:

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**THE ROLE OF SUSTAINABLE MANAGEMENT IN THE CONTEXT
OF LIMITED NATURAL RESOURCES**

One of the key factors that make sustainable management a priority for modern economic systems is the limitation of natural resources. First of all, it is about the depletion of oil, gas, coal, forest, and fresh water, which are raw materials for many types of economic activity.

The problem is that, as already mentioned, they are limited and exhaustible. The constant demand for natural resources creates the need for intelligent management and conservation of natural resources for future generations, as this leads to such consequences as economic, environmental, social and others.

Economic factors include losses, disruption of production chains, and increased production costs. For example, as the available mineral deposits decrease, the costs of their extraction increase, because it is necessary to use more complex technologies and look for new deposits, which accordingly increases the cost price, which in turn leads to an increase in price and a decrease in competitiveness. In this context, sustainable management helps to minimize the economic risks associated with the depletion of resources due to their efficient and balanced use.

Limited resources lead to a negative impact on the environment, namely water, soil and air pollution. This leads to the deterioration of the health of the population, the destruction of the ecosystem, and global environmental problems. Therefore, one of the tasks of sustainable management is to minimize damage to the environment.

The limitation of natural resources also requires the search for renewable and alternative sources of energy and raw materials. Thus, replacing fossil fuels with renewable ones allows reducing the load on non-renewable resources and ensuring

their preservation, which is part of sustainable management aimed at diversifying resource sources and reducing dependence on depleting resources.

It is important that effective sustainable management requires the participation of state institutions, corporations and public organizations. The joint efforts of all interested parties contribute to the creation of conditions for the conservation of resources and the development of a sustainable economy.

Thus, all this emphasizes the need to develop long-term strategies focused on the efficient use of resources, the search for alternatives, and environmental protection. Sustainable management minimizes the negative consequences of resource depletion, preserving them for future generations, ensuring the sustainable development of society and the economy.

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TRANSFORMATION OF THE CORPORATE CULTURE OF UKRAINIAN ENTERPRISES IN THE CONTEXT OF ECONOMIC CHANGES

Changes in the management system of Ukrainian enterprises make adjustments to the processes of corporate culture formation. Unfortunately, many enterprises are unable to quickly adapt to new business conditions in the new conditions and, as a result, there is a lack of effective management, high quality of products and service. Particularly negative impact of external environmental factors of the organization is reflected in the work of the personnel of enterprises, and also manifests itself in a decrease in labor productivity due to dissatisfaction with work. One of the effective ways to ensure highly efficient work of personnel and interest in the work process, as well as satisfaction with the work process, is the formation of the corporate culture of the organization.

The corporate culture of the organization is the internal moral standards, as well as communication standards in the internal environment (among the staff) and in the external environment (with clients and partners). Corporate culture increases employee productivity, improves communication within the company and creates the company's image and increases customer loyalty. Underestimation by the management of the harmonious combination of personal and organizational values in the personality structure leads to a decrease in the effectiveness of the corporate culture. Thus, the development of the corporate culture of the organization is relevant today. It is the corporate culture that determines relationships within the team, issues of leadership and subordination, the procedure for making important decisions, and also creates the corporate values of the organization, which are of two types: universal and unique corporate values