

The fifth stage “Talent Assessment” – is one of the most difficult, because talent, on the one hand, is diverse, and may manifest itself in different aspects and to varying degrees, on the other hand, a talented employee can occupy different positions position in the organizational hierarchy.

The sixth stage “Motivation of talent” – involves the use of mechanisms and tools aimed to increase the enthusiasm of a talented employee, and the desire to work productively and fully realize their abilities, which is also a way to retain talent in the organization.

In conclusion, it should be noted, that talent management is a system of organizational, economic, and socio-psychological measures aimed at increasing the level of competencies in critical areas. Personnel policies focused on talent management prioritize the value of unique abilities, innovative and creative potential, and non-standard professionally important qualities, forming the employee as a transprofessional personality.

Building a sustainable talent management system – a new perspective for the development of personnel management in the “knowledge economy”, which can become the basis for managing organizational development for many years to come. It can be stated that science and practice of a new promising direction related to talent management are radically changing personnel policy and the system of traditional HR management and becoming a global prospect for tomorrow.

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ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT GOALS DURING THE WAR IN UKRAINE

Implementation of the sustainable development principles during the military conflict in Ukraine is a difficult task, but it is critically important for ensuring economic, environmental and social stability in the country.

Sustainable development in business means strategy and practical measures aimed at reducing the negative impact on the environment and at the same time increasing the positive contribution to the development of society.

Sustainable development is viewed through the lens of the three Ps (people, profit, planet), and is measured using ESG principles, which include information on environmental, social and management aspects of business activity. This means that at the state level, the main criterion of the company's influence is not only the financial aspect but also compliance with the specified principles [1].

Modern domestic companies increasingly pay attention to the implementation of the sustainable development principles in their activities. This trend reflects a healthy approach to business, where important values and responsibility to the public become a priority. Business is no longer limited to making money, it also strives to create a positive impact on the world and make it better for future generations. At the heart of this approach is the idea of responsibility.

The implementation of sustainable development approaches in their activities by Ukrainian companies will contribute to the deepening of national business and its integration in the global context. It is similar to learning a foreign language for communication at the international level, that is, committing to actions that demonstrate a willingness to cooperate “on equal terms” and contribute to the improvement of our world [3].

With the start of hostilities, most Ukrainian enterprises turned their attention to the social factor, namely, to people. At the moment, businesses do not adhere to the previous financial plan, as all resources are directed to solving the immediate needs of the people, including logistics, providing food, water, medicine and covering other basic needs. Of course, in such conditions, the business sphere will experience difficulties. But the loss of human lives is much more important, so the emphasis on these tasks is understandable and correct.

According to statistics, an important priority for companies is to support their personnel and their families in matters of relocation, payment of wages in case of forced downtime, as well as compensation to the families of those who suffered as a result of military operations (97%). The second priority is military support for the Armed Forces of Ukraine and the Territorial Defense Forces (84%). The third priority is providing humanitarian support to internally displaced persons, which concerns 69% of enterprises. The fourth important direction of sustainable business development in the conditions of war in Ukraine is assistance to medical institutions, which is provided by 66% of respondents [4].

However, there are some challenges in implementing the Sustainable Development Goals at the state level. First of all, this is due to limited funding and resources. About 79% of respondents noted that the state's attention is now focused on ensuring defense capability, which is logical in the conditions of a military conflict. Nevertheless, the number of those who believe that the main obstacles to the implementation of the Sustainable Development Goals at the state level, including insufficient budget and resources, limited awareness of officials about the principles of sustainable development and ignorance of the need to implement these principles, decreased by half [2].

Therefore, sustainable development in business during the military conflict in Ukraine is determined not only by financial indicators but also by responsibility to society and the environment. This requires companies to actively support their staff and population in emergency situations, as well as direct resources to solve social problems. It is also important to assist the state in integrating the goals of sustainable development into state policy. The implementation of these approaches helps not only to maintain stability in conflict conditions, but also to strengthen the position of Ukrainian business in the global arena and to emphasize the importance of values and responsibility in the modern business environment.

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THE COMPANY'S ACTIVITIES IN THE FIELD OF SALES OF PETROLEUM PRODUCTS

The Marketing and Transport (M&T) business unit is the link in the Company's business structure between the upstream division of PetroKazakhstan Kumkol Resources JSC (PKKR) and the refining division of PetroKazakhstan Oil Products LLP (PKOP).

M&T's business strategy is aimed at maximizing profits from operations involving the circulation of oil and petroleum products by increasing exports, imports, refining and sales of petroleum products in the most economically profitable areas. In order to implement its business strategy, M&T is engaged in the transportation of crude oil through the main oil pipelines of KazTransOil JSC, the Kazakhstan-China pipeline, as well as the shipment of petroleum products from various loading terminals and oil depots by rail and road transport.

M&T supplies crude oil to PKOP for processing and sells refined petroleum products such as gasoline, diesel, fuel oil, jet fuel, vacuum gas oil and liquefied gas in both domestic and export markets.

M&T includes the following main structural divisions, each of which is responsible for a specific area of activity related to the transportation and sale of oil and petroleum products:

- Marketing of crude oil - purchase and sale of crude oil for export, import of oil, sales on the domestic market of the Republic of Kazakhstan, sales of crude oil by joint ventures PC - Turgai Petroleum JSC and JV KazGerMunai LLP, toller supplies of oil to PKOP for processing.

- Marketing of petroleum products – purchase and sale of petroleum products to the domestic market of the Republic of Kazakhstan and for export; interaction with PKOP and tolers under processing service agreements; fulfillment of the Company's social obligations in terms of plans for the shipment of petroleum products to various regions of Kazakhstan; interaction with authorized central and regional government bodies of the Republic of Kazakhstan, regional administrations and operators on issues of distribution of petroleum products and sales on the domestic market.

- Logistics and supply – planning, organizing and coordinating the supply of crude oil through the systems of KazTransOil JSC, the Kazakhstan-China pipeline (KCP) and the KAM pipeline, transportation of oil and petroleum products from all the Company's loading terminals for export and to Kazakhstan. domestic market, management of commodity transport and forwarding services, management of rolling stock, planning and coordination of oil supplies to PKOP for refining.

- Asset management – management and optimization of assets controlled by M&T; control over the technical condition, timely repair and operation of facilities for the reception, storage and sale of petroleum products, as well as the modernization of assets.

- Market development and competition – analysis of the oil and petroleum products market and information support for all divisions of the Company, marketing research of existing and new products and market directions.

The relevance of the chosen topic is related to the fact that currently profit is considered as the main indicator of the effectiveness of the organization's business activities. Profit as a complex