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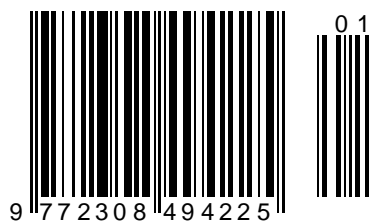
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ON THE IMPORTANCE OF PARTNERSHIP BETWEEN ALL BRANCHES OF GOVERNMENT AND MANUFACTURERS IN THE FORMATION OF THE PRIORITY AND PREFERENCES OF CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT IN THEIR PRODUCTS

Abstract: in the article, the authors motivate the manufacturer to recommend to the market through their motivation, by managing quality, to manufacture import-substituting products for the consumer, to revise their concept of forming the market with popular and competitive goods, taking into account their attractiveness. Such an understanding will fully correspond to the consumer's desire to satisfy his desire to make a purchase, taking into account his social status, to provide manufacturers with the sale of their products in full and guaranteeing themselves stable TPP from their activities and financial stability. And here it is important not to admit a serious methodological error - to reduce economic policy to economic analysis, and to maintain the spirit of solidarity in the team - one for all and all for one - and the seeker will surely find success.

Key words: quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TPP, attractiveness, assortment, assortment policy, demand, sales. paradigm, economic policy, economic analysis.

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Introduction

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Increasing the demand and competitiveness of the products of footwear enterprises is one of the most important areas of real economic growth both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District. Therefore, the current situation has led to the need to

produce products of the original assortment, taking into account the national and climatic characteristics of these regions and to improve the metrological support for testing footwear and leather goods to improve the quality of products as part of their import substitution.

But it is not enough just to produce products on the territory of the Southern Federal District and the North Caucasus Federal District, it is necessary to

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ensure the development and expansion of their production in the future, which is possible when taking into account the interests of all participants, developing a competitive assortment, introducing an innovative technological process using more productive universal and multifunctional equipment, improving the metrological control of footwear and leather goods, interest and support of regional, municipal and federal authorities.

Chemicalization contributed to the transition to the assembly of shoes from units, from pre-processed parts, which led to the creation and implementation of innovative technological solutions, including semi-automatic lines, automated equipment with microprocessor control.

Chemicalization also contributes to the creation of resource and energy - saving technologies, which are becoming indispensable in the face of dwindling resources of the planet. For all its variety and specific features, progressive resource-saving technologies have common features: they are mostly of a low-operational nature and are distinguished by low-waste production. The chemical technology of leather goods meets these requirements. For example, with the injection method, the formation of a molded sole occurs with a minimum amount of waste (up to 1% in total), and when cutting rubber soles from plates, the amount of waste reaches 30%.

It should be borne in mind that the chemical methods of the technology of leather goods are distinguished by a significantly smaller number of operations compared to traditional threading: up to 50 ... 70 operations of the technological cycle instead of 150 ... 180 in the case of making shoes with a welt fastening method.

The chemicalization of footwear production contributes to the improvement of the aesthetic, moisture-proof, frictional and other properties of footwear, which makes it possible to increase the competitiveness of the products. Recently, under the influence of chemicalization, fundamentally new types of footwear have appeared, for example, sports footwear, which is made by casting in the form of a plastic outer shell with an inner stocking inserted into it. Perhaps these are the shoes of the future, which will fundamentally change the entire technology of its production, lead to the complete automation of the process itself.

Another method, dipping, can be used to make shoes by combining the creation of the upper material with the simultaneous molding of the shoe itself. It is also a fundamentally new progressive method of chemical technology of leather goods.

When classifying the methods of chemical technology of leather goods, one should proceed from the fact that they are associated with the processes of processing, molding and finishing of various polymeric materials, such as natural and artificial leather, plastics, elastomers, film and textile materials,

cardboard, wood, etc. These methods are based on such processes of chemical technology as pressing, gluing, welding, casting, finishing, etc.

Chemical technology methods are usually classified according to a number of characteristics. For example, according to the physical state of the material when molding polymers:

- in a viscous fluid state - injection molding, extrusion, pressing, sintering, etc.;
- in a highly elastic state - evacuation, pneumoforming, hot stamping, etc.;
- in a solid state (crystalline or glassy; here the ability to exhibit forced highly elasticity is taken into account - stamping at room temperature, rolling, etc.);
- using solutions and dispersions, rotational molding of plastisols, injection molding of plastisols, molding of products by dipping;
- using oligomers - liquid molding, dipping, etc.

According to the method of molded materials, the methods can be classified as processing:

- thermoplastics - injection molding, extrusion, blow molding and vacuum molding;
- gelatinized pastes - dipping, casting, injection molding;
- rubbers and thermosets - pressing, injection molding;
- polyurethanes - casting, injection molding.

As a result, chemicalization contributes to an increase in labor productivity and a decrease in labor intensity in the manufacture of leather goods. The advantages of chemical fastening methods (glue, vulcanization, stitching and casting) over traditional ones (welded - thread, nail - pin) are quite obvious.

Main part

What is the main thing today for the success in the market for many new and long-standing firms, small, medium and large enterprises, many of which were not so long ago small, for numerous commercial structures and joint ventures? It is their ability to provide the consumer with shoes of higher quality than before, and moreover, for the same or less price.

Modern manufacturing, or as it is commonly called, world-class manufacturing, must meet the following requirements:

- have greater flexibility, the ability to quickly change the range of products. Product life cycle is shorter than ever, product range is diverse
- higher, and the seriality of products, the volume of one-time production batches - less. Hence, a production focused on the release of mass, standardized products (strictly corresponding to standards, specifications, technical conditions), unable to constantly adapt to the needs of real, often small groups of consumers, is now doomed to

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extinction:

– use new forms of control, organization and division of labor, taking into account the more complex production technology;

– rely on comprehensive quality management. Quality requirements not only increased, but also changed the nature of decision-making: it is not enough to produce good products, you also need to think about organizing after-sales services, about providing additional branded services to consumers who are highly individualized in their requests;

– improve quality at the same time products and reduce costs. If earlier it was possible to offer the consumer a lower quality product at a lower price and, conversely, a high price always corresponded to high quality, today the situation has changed. Higher quality products should be provided at the expense of the same lower price.

Now in our country there is a situation where most of the population has a very modest income, and it is she who is a potential buyer of mass-produced footwear.

Solving the problems of style, marketing, advertising will allow domestic footwear of mass production to be demanded by this wide sector of the population of Russia. Small and medium-sized shoe enterprises should provide footwear to a more profitable part of the population, however, as well as highly automated production complexes.

In recent years, the absolute increase in the production of leather footwear has been constantly increasing, the range of footwear is being updated at shoe enterprises, taking into account the demand of the population, the production of model and insulated footwear, footwear with a top made of white leather and genuine patent leather, smart shoes for children is increasing. The transition of the country's economy to market relations led to a sharp deterioration in the situation in the footwear industry in Russia due to a decrease in the effective demand of the population, deepening inflationary processes, a crisis of non-payments, which, in turn, caused an imbalance in production and circulation.

When organizing the sale of manufactured footwear, one should not forget that in the South and North Caucasian Federal Districts there were and remain so-called "hot spots", which are territories with a crisis in the economic situation and a negative political situation.

Correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally brilliant and deceiving. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - no more.

A product made by man is dual in nature, it

combines the natural properties of raw materials and the characteristics brought into it by human labor. The product has a rental value and added value. In this context, it is not value that is important - it serves as a quantitative equivalent of the quality of a product in general, but the result of labor - in the form of a transformation of the natural state of an object. The product of human activity has a natural, basic, level and a superstructure, introduced. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the product is one, but the production duality of the product is associated with it.

Such two-sidedness of the quality of the goods misleads those who, having not yet understood the art of dialectical thinking, strive to sort everything out "on the shelves", forgetting about the structure of which these shelves are parts. The quality of a product is only determined by a natural basis, but it is built artificially.

The quality of the product has several creators. This is a fashion designer, constructor, technologist, manager; their qualifications, experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

The economic situation affects both producers and consumers, pumpsthe market is on the waves of its uneven movement, and together with purchasing power and perceptions of quality. Outwardly, determining the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but (mainly) diverging views. One involuntarily recalls Krylov's Fish, Cancer and Pike, who have undertaken to haul the cart. In our case, there are even more subjects. The designer, technologist, manager develop their understanding of the quality of the goods (they can be combined), they are linked by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, conditioned by the real buying opportunity. There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary - a speculator - is able to form an image of quality in his own interests, in particular, through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer. As a result, we came to the "quality square", combining product quality and quality image. Anything common exists objectively, but only through a single one: at the end of the process, there is always a separate, concrete buyer Pyotr Stepanovich Sidorov and boots, which Pyotr

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Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales assistant professionally explained to Petr Stepanovich that there are better quality boots in the same price range, but, being an independent person, he did not change his decision. This is why pre-sale preparation of products and the culture of the seller are important. The last word belongs to the buyer, his perception of the quality of the product. Everything else only plays up to him.

The most serious contradiction, apparently, remains the discrepancy in the images of product quality between the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and the consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - a product. The former make it, the latter consume it, but they have different motives due to their different position in the system and the culture of target perception. The manufacturer creates the product, but not the product - the ultimate goal of the manufacturer, but the sale of the product. The direct connection between the producer and the consumer is local because it has a negative effect on the producer. The seller blocks the consumer from the manufacturer, and the manufacturer is forced to focus not on the market, but on the market situation, which is most often artificially formed by a speculator and advertising. Money, perhaps, does not "smell", advertising policy frankly "stinks", it is so far from objectivity and free from professional honor. Being in a state of irresponsibility for information, advertising serves the market clearly and in any form. The manufacturer, unlike the seller, is responsible for information both by law and by his professional reputation. The seller manipulates the information as he sees fit - the manufacturer is constrained by responsibility, moreover, the market often dictates the rules of relations to him.

What is the way out for the manufacturer? There is only one way out - direct presence on the market and significant investment in consumer education and education. It is difficult to overcome such a program alone, uniting is absolutely real. The domestic manufacturer has everything it needs to oust the speculator from the retail market. He has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the old, pre-reform, priorities, which are actively exploited by unscrupulous manufacturers and to which the authorities shyly close their eyes, which does not want to return to the Soviet experience. Confectioners, meat-makers, winemakers shamelessly use Soviet brands, replacing them with surrogates. Brands of Vyatka, Orenburg, Ivanovo, some Moscow and Leningrad enterprises are returning to the market. The tendency of the return of interest is gaining stability. Of course clothing and footwear -

not sausage and vodka or chocolate and natural confectionery. Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern Federal District and the North Caucasus Federal District is costly. The use of universal and multifunctional equipment forms the technological process in such a way that it makes it possible to produce the entire assortment of high quality footwear with different price niches.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of innovative processes. Such a solution is possible if, in each case, an efficiency coefficient is used for such an assessment, the value of which, as a concordance coefficient (W), will be applied in the range $0 < K_{ef} < 1$. If its value tends to one, then this means that the manufacturer has managed to find the most optimal solution, if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result are required. In the practice of expert assessment, the assessment of competence with the help of an expert's self-assessment has become widespread. There are various approaches to assessing this indicator. In accordance with one of the methods, the assessment of the competence of expert auditors is based on the calculation of the competence coefficient K_j , which is calculated on the basis of the expert auditor's judgment about the degree of awareness of the problem being solved and the indication of the sources of argumentation of his own opinion. Competence coefficient, K_j , is calculated by the formula:

$$K_j = 1/2 (K_{uj} + K_{aj}), \quad (1)$$

where K_{uj} is the coefficient of awareness of the problem; K_{aj} is the coefficient of argumentation on the same problem.

The expert's awareness coefficient is calculated based on the expert's self-assessment, namely:

- awareness of the state of the modern market economy (1);
- awareness of the state of affairs in light industry (2);
- competence in the field of marketing communications (3);
- competence in advertising communications (4).

In table 1, in the numerator, the expert auditor puts down a self-assessment score (from 1 to 10), and the maximum score (10) corresponds to acquaintance at the level of authorship (co-authorship) in the development of specific approaches to solving the problem proposed to him, to the minimum score (1) - complete absence acquaintance with the problem under consideration. After the self-assessment is completed by the expert auditors, the score is adjusted, i.e. the resulting value is multiplied by a factor of 0.1

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and entered into the denominator. Thus, the points are transferred to the range of values from 0 to 1, which is

the most common for calculating the competence coefficient.

Table 1. The level of professional competence of experts based on the results of their self-assessment

Expert	Expert self-assessment criteria (points)			
	1	2	3	4
1	7 / 0.7	7 / 0.7	5 / 0.5	5 / 0.5
2	7 / 0.7	7 / 0.7	6 / 0.6	6 / 0.6
3	5 / 0.5	10 / 1.0	3 / 0.3	2 / 0.2
4	5 / 0.5	6 / 0.6	4 / 0.4	5 / 0.5
5	7 / 0.7	7 / 0.7	4 / 0.4	5 / 0.5
6	8 / 0.8	4 / 0.4	6 / 0.6	6 / 0.6
7	4 / 0.4	6 / 0.6	2 / 0.2	1 / 0.1
8	7 / 0.7	7 / 0.7	5 / 0.5	5 / 0.5
9	6 / 0.6	7 / 0.7	1 / 0.1	2 / 0.2
10	10 / 1.0	10 / 1.0	7 / 0.7	9 / 0.9

The argumentation coefficient is determined by summing up the points of the argumentation assessment, namely: high - 1, medium 0.8, low 0.5. At the same time, for the criterion "Theoretical analysis of the assessment of the argumentation of an expert" (from 0.3 to 0.1), "Industrial experience of an expert" (from 0.5 to 0.2), and for the criteria "Results of the

assessment of generalized works of domestic authors", "The results of the evaluation of the generalized works of foreign authors."

"The results of a personal assessment of the state of affairs abroad", "Expert's intuition" it is taken equal to 0.05. First, the degree of argumentation of the opinions of each expert is determined (table .2).

Table 2. Assessment of the argumentation of expert opinions

Sources of argumentation	Intensity of influence		
	High	Average	Low
Theoretical analysis of the expert's argumentation assessment	1,5,6,10	2,3,4,7,8,9	
Expert production experience		3,9,10	1,2,4,5,6,7,8,
The results of the assessment of the generalized works of domestic authors	1,5,6,9,10	2,3,4,7,8	
Evaluation results of generalized works of foreign authors	2,5,10	1,6,8,9	3,4,7
Results of a personal assessment of the state of affairs abroad	6,10	1,2,5,8,9	3,4,7
Expert intuition	1,2,3,5,8,9,10	6,4,7	

Then the degree of familiarity of each expert with the problem under study (competence) is determined (Table 3) and the degree of competence of

each expert based on the results of their self-assessment in Table 4.

Table 3. Adjusted level of argumentation, given in the range of values from 0 to 1

Expert	Level of evidence	
	Payment	Result
1	$0.3 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.7
2	$0.2 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.6
3	$0.2 + 0.4 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.8
4	$0.2 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.6
5	$0.3 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.7
6	$0.3 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.7
7	$0.2 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.6
8	$0.2 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.6

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9	$0.2 + 0.4 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.8
10	$0.3 + 0.4 + 0.05 + 0.05 + 0.05 + 0.05 =$	0.9

Table 4. The degree of competence of each expert based on the results of self-assessment

Expert	Competence in the field							
	the state of the modern market economy		the state of affairs in light industry		state of affairs in the field marketing communications		state of the art in advertising communications	
1	$(0.7 + 0.7) / 2$	0.7	$(0.7 + 0.7) / 2$	0.7	$(0.7 + 0.5) / 2$	0.6	$(0.7 + 0.5) / 2$	0.6
2	$(0.6 + 0.7) / 2$	0.65	$(0.6 + 0.7) / 2$	0.65	$(0.6 + 0.6) / 2$	0.6	$(0.6 + 0.6) / 2$	0.6
3	$(0.8 + 0.5) / 2$	0.65	$(0.8 + 1) / 2$	0.9	$(0.8 + 0.3) / 2$	0.55	$(0.8 + 0.2) / 2$	0.5
4	$(0.6 + 0.5) / 2$	0.55	$(0.6 + 0.6) / 2$	0.6	$(0.6 + 0.4) / 2$	0.5	$(0.6 + 0.5) / 2$	0.55
5	$(0.7 + 0.7) / 2$	0.7	$(0.7 + 0.7) / 2$	0.7	$(0.7 + 0.4) / 2$	0.55	$(0.7 + 0.5) / 2$	0.6
6	$(0.7 + 0.8) / 2$	0.75	$(0.7 + 0.4) / 2$	0.55	$(0.7 + 0.6) / 2$	0.65	$(0.7 + 0.6) / 2$	0.65
7	$(0.6 + 0.4) / 2$	0.5	$(0.6 + 0.6) / 2$	0.6	$(0.6 + 0.2) / 2$	0.4	$(0.6 + 0.1) / 2$	0.35
8	$(0.6 + 0.7) / 2$	0.65	$(0.6 + 0.7) / 2$	0.65	$(0.6 + 0.5) / 2$	0.55	$(0.6 + 0.5) / 2$	0.55
9	$(0.8 + 0.6) / 2$	0.7	$(0.8 + 0.7) / 2$	0.75	$(0.8 + 0.4) / 2$	0.6	$(0.8 + 0.2) / 2$	0.5
10	$(0.9 + 1) / 2$	0.95	$(0.9 + 1) / 2$	0.95	$(0.9 + 0.7) / 2$	0.8	$(0.9 + 0.9) / 2$	0.9
	The most competent expert in this matter is 10, because he has the highest degree of acquaintance - 0.95, computertents also experts 6 - 0.75; and 1, 5, 9 - they have 0.7.		The most competent in this matter are experts 10 - 0.95, as well as experts 3 - 0.9; 1 and 9 - 0.75, and 2, 5 they have 0.7		The most competent in this issue are 10 experts - 0.8; as well as experts 6 - 0.65; 1, 2 and 9 - they have 0.6		The most competent in this issue are 10 experts - 0.9; as well as competent experts; 6 - 0.65; and 1, 2, 5 - they have 0.6	
General output:	The most competent on all issues 1,2,5,6,8,9,10 experts							

Considering the traditional technological processes for the production of leather goods, which today are sources of negative impact on the environment and human health, it can be stated with great confidence that almost each of the technological operations is, to one degree or another, environmentally hazardous. The most significant harmful effect on a person is exerted by the operations of the technological process associated with the use of parts of the top and bottom of shoes, made from auxiliary materials containing toxic substances. First of all, these are, of course, mortar adhesives containing 78 - 80% solvents (acetone, ethyl acetate, gasoline). And if you consider that currently more

than 80% of shoes are made using auxiliary materials,

The considered method for assessing the competence of experts with their participation in the work of expert commissions of various organizations can be used if there is sufficient reasoning about the reliability of the results of their work. If there is a need for the head of the organization that forms these expert commissions in a personal assessment of the competence of each participant, in this case it is proposed to use a new method. First, the most preferred marketing communications for promoting light industry products are determined using self-assessment of experts. All personal data are summarized in table 5.

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
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	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 5. The results of the assessment by experts of the most effective marketing communications for the promotion of light industry products

Expert	Marketing communications element			
	advertising	public relations	personal sale	sales promotion
1	1	3	4	2
2	4	2	3	1
3	3	1	2	4
4	2	1	3	4
5	1	2	4	3
6	2	3	4	1
7	1	3	4	2
8	1	3	4	2
9	1	3	4	2
10	4	3	2	1
Total:	20	24	34	22
Output	1st place	3rd place	4th place	2nd place

As can be seen from Table 6.6, experts gave preference to advertising as the main means of marketing communications for promoting light industry products, in second place experts gave preference to sales promotion, third place - public relations and fourth place - personal sales. After that, the assessment of preferred communications for the experts with the highest competence based on the results of all studies is repeated - these are experts numbered 1,4,5,6,7,8,9. The results of the assessment of preferences are given in Table 6 for the most competent experts.

The experts gave preference to advertising and sales promotion as the main means of marketing communications for promoting light industry products

in the sales market with unstable demand.

But if the customs commission (TC) needs to make sure that experts have professional competence, it is necessary to use the addition to the program for processing the results of a priori ranking developed by the authors, expanding its capabilities by giving it an evaluation function. This need arose due to a significant increase in the volume of customs work. Now the customs is forced to invite a wider and not always prepared group of specialists as experts to participate in assessing the quality of such a wide range of products without sufficient experience in a qualified assessment of their purpose and quality, which can provoke the entry of low-quality products into domestic markets.

Table 6. The results of the assessment by competent experts of the most effective marketing communications for promoting light industry products

Expert	Marketing communications element			
	advertising	public relations	personal sale	sales promotion
1	1	3	4	2
4	2	1	3	4
5	1	2	4	3
6	2	3	4	1
7	1	3	4	2
8	1	3	4	2
9	1	3	4	2
Total:	9	18	27	13
Output	1st place	3rd place	4th place	2nd place

To confirm the reliability of the proposed methodology in an objective assessment of the competence of experts, a survey was carried out of a group of experts and teachers of higher educational institutions of the Rostov region, who participate in

the training of the specialists themselves involved in the examination by customs.

To do this, we will expand the list of the most preferred advertising communications used to promote light industry products using the assessments

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	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
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of expert auditors, namely: radio, television, print, Direct Mail, Public relations, telemarketing, sales promotion, special advertising, advertising facilities,

other types of product promotion (flyers, posters, handouts, balloons). The list of the most preferred advertising communications is shown in Table 7.

Table 7. Characteristics of the most preferred advertising communications for promoting light industry products to domestic sales markets

Name of advertising communications	Rank
Advertising communications	
Radio	
TV	
Seal	
"Direct mail"	
Public relations	
Telemarketing	
Sales promotion	
Special advertising	
Advertising structures	
Other types of promotion: Flyers, Posters, Handouts, Balloons	

The results of the expert questionnaire are shown in Table 8, and the university professors - in Table 9. We were pleasantly surprised that the preliminary designated competence of the invited specialists for the questionnaire was confirmed by the final results - their assessment of the importance of the proposed competencies (the effectiveness of marketing communications for promoting light industry products to the consumer) basically coincided (tables 8 and 9). But, given that the main task of the customs is to obtain an assessment of the competence of each expert during their work in customs and to decide on their possible admission to participation in the examination in the future or their refusal to do so, we conducted a comparative assessment of the results of the questionnaire on these marketing communications for all participants experiment, that is, for experts and for university professors.

The results of the questionnaire are shown in Tables 9–32. The sum of the ranks for each competence was compared with each other for experts and for teachers, and this made it possible, based on

the value of the coefficient of concordance, to arrange them according to the degree of competence. The group of the most competent, whose concordance coefficient was $0.9 \div 0.97$, included 9 teachers out of 10, and only one teacher had a concordance coefficient lower than the normative one, namely, 0.54; but for expert specialists - the results of their participation in the examination are much worse, none of them received the value of the coefficient of concordance, which the teachers showed - they have it equal to 0.5 - 0.87, therefore, With such a result of the examination, the customs service has grounds for refusing the specialists participating in the examination and offering them either to improve their qualifications with subsequent verification of competence, or to attract other specialists whose level of competence will meet the requirements. Figures 1-14 show the results of a questionnaire survey by experts and teachers of advertising communications for the promotion of lightweight products and the results of calculating the concordance coefficient W.

Table 9. The results of the questionnaire survey by experts (students) on the most effective advertising communications for promoting light industry products

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8

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	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4
1	67	26	39	54	56	60	36	63	65	81
Output	9	1	3	4	5	6	2	7	8	10

Table 10. The results of the questionnaire survey by experts (teachers) on the most effective advertising communications for promoting light industry products

Expert	Elements of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	10	1,5	1,5	3,5	5,5	3,5	5,5	7	8	9
2	8	1,5	3,5	1,5	3,5	5,5	5,5	7	9	10
3	9,5	1,5	3	4	5	6	1,5	7	8	9,5
4	10	4	1,5	1,5	4	4	6	7	9	8
5	10	1,5	3	4	5	6	1,5	7	8	9
6	10	1	4,5	4,5	4,5	4,5	2	7	8	9
7	4	1	6	7	9	10	2	3	5	8
8	10	1,5	6	4	4	4	1,5	7,5	7,5	9
9	10	1,5	4,5	4,5	4,5	4,5	1,5	7	9	8
10	10	1	3	5,5	3	5,5	3	7	9	8
Sum of ranks	91.5	16	36.5	40	48	53.5	30	69.5	80.5	85.5
conclusions	10	1	3	4	5	6	2	7	8	9

But at the same time, I would like to warn the heads of organizations that attract experts about their responsibility to provide concise, unambiguous information about goods, in the decoding of which the experts involved will participate. The advantages of this information are brevity, unambiguity, but the perception of symbols requires a certain professional training to decipher the information. The basic requirements for commodity information are the following basic requirements: availability, sufficiency, reliability.

These requirements became known as the "Three Ds".

The first "D" - reliability - implies the truthfulness and objectivity of information about the product, the absence of misinformation. Unreliability of information is information falsification.

The second "D" - availability - is associated with the principle of information openness of information about the product for all users. The Federal Law "On Protection of Consumer Rights" states that information about a product must be in Russian.

The third "D" - sufficiency - is interpreted as rational information saturation, i.e. both incomplete and redundant information should be excluded. Incomplete information, for example, the expiration date of a dairy product is not specified, can lead to damage to the health of the consumer. Excessive information is useless information about a product; it can irritate the consumer and prompt them to abandon

a purchase.

Understanding the importance for society of the role of expert specialists involved by the TC CU to work in customs expertise to provide consumers with high-quality products, guaranteeing them safety and protecting them from the use of low-quality products, the authors proposed a new method for assessing the competence of specialists involved by the TC CU for their participation in customs examination ...

Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern Federal District and the North Caucasus Federal District is costly. The use of universal and multifunctional equipment forms the technological process in such a way that it makes it possible to produce the entire assortment of high quality footwear with different price niches.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of innovative processes. Such a solution is possible if, in each case, an efficiency coefficient is used for such an assessment, the value of which, as a concordance coefficient (W), will be applied in the range $0 < K_{ef} < 1$. If its value tends to one, then this means that the manufacturer has managed to find the most optimal solution, if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result are required.

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Table 11. The transformed matrix of ranks based on the results of a questionnaire survey by experts - students and teachers of advertising communications for promoting products of light products and (results of calculating the coefficients of concordance W)

Survey participants		Factor										
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	W
Students	1	4	1	6	7	9	10	2	3	5	8	0,59
	2	9	4	8	7	2	3	1	5	6	10	0,71
	3	6	1	2	5	4	3	7	8	10	9	0,85
	4	10	2	1	4	3	8	5	9	6	7	0,87
	5	10	1	3	2	9	7	4	5	6	8	0,82
	6	10	5	2	7	8	4	1	9	3	6	0,68
	7	2	1	3	9	8	7	4	5	6	10	0,64
	8	2	1	7	8	3	10	4	5	6	9	0,51
	9	4	5	1	2	3	7	6	9	8	10	0,79
	10	10	5	6	3	7	1	2	8	9	4	0,75
University teachers	11	10	1,5	1,5	3,5	5,5	3,5	5,5	7	8	9	0,87
	12	8	1,5	3,5	1,5	3,5	5,5	5,5	7	9	10	0,92
	13	9,5	1,5	3	4	5	6	1,5	7	8	9,5	0,96
	14	10	4	1,5	1,5	4	4	6	7	9	8	0,90
	15	10	1,5	3	4	5	6	1,5	7	8	9	0,96
	16	10	1	4,5	4,5	4,5	4,5	2	7	8	9	0,96
	17	4	1	6	7	9	10	2	3	5	8	0,96
	18	10	1,5	6	4	4	4	1,5	7,5	7,5	9	0,54
	19	10	1,5	4,5	4,5	4,5	4,5	1,5	7	9	8	0,96
	20	10	1	3	5,5	3	5,5	3	7	9	8	0,96
Places		9/10	1/1	3/3	4/4	5/5	6/6	2/2	7/7	8/8	10/9	
Expert opinions		67	26	39	54	56	60	36	63	65	83	
Teachers' opinions		91,5	16	36,5	40	48	53,5	30	69,5	80,5	85,5	
Rank sums		158,5	42	75,5	94	104	113,5	66	132,5	145,5	168,5	

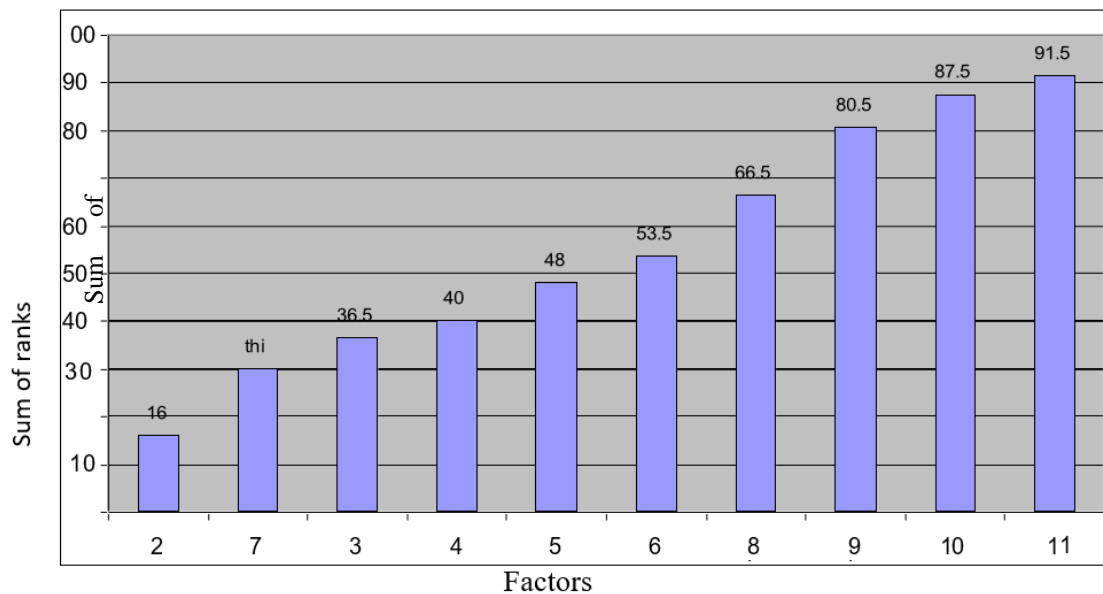
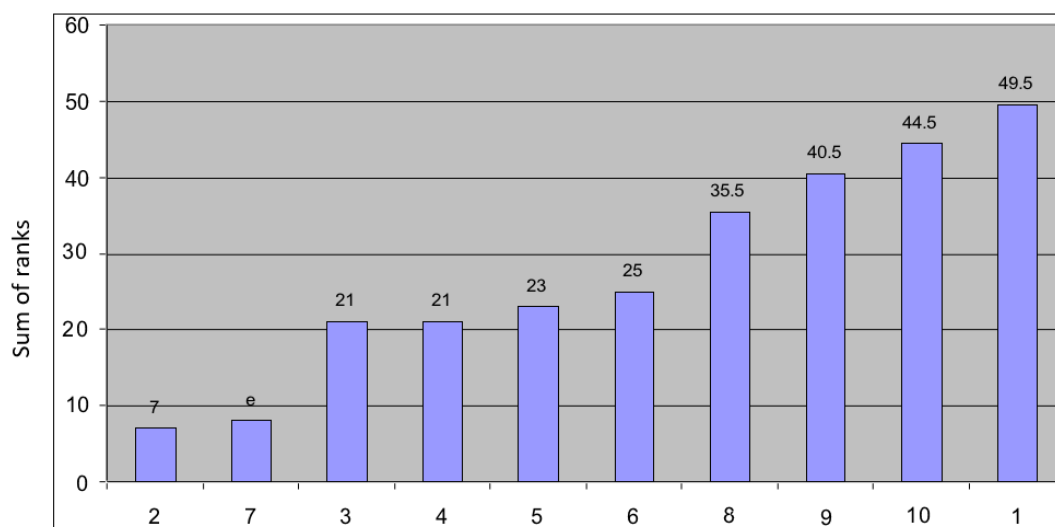


Figure 1 - The results of a survey by experts, students and teachers on the impact of advertising communications for the promotion of lightweight products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
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JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350



Factors

Figure 2 - The results of the questionnaire survey by experts, students and teachers on the influence of advertising communications for the promotion of lightweight products (shoes) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, without all respondents whose opinion does not coincide with the majority of survey participants

Table 12. The results of the questionnaire survey by student experts of the most effective advertising communications for promoting light industry products

Experts	Factors									
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4

Table 13. Results of processing a survey of student experts on the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	4	1	6	7	9	10	2	3	5	8	0,47
2	9	4	8	7	2	3	1	5	6	10	0,44
3	6	1	2	5	4	3	7	8	10	9	0,53
4	10	2	1	4	3	8	5	9	6	7	0,53
5	10	1	3	2	9	7	4	5	6	8	0,53
6	10	5	2	7	8	4	1	9	3	6	0,39
7	2	1	3	9	8	7	4	5	6	10	0,53
8	2	1	7	8	3	10	4	5	6	9	0,53
9	4	5	1	2	3	7	6	9	8	10	0,53

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
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JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

10	10	5	6	3	7	1	2	8	9	4	0,35
Rank sums	67	26	39	54	56	60	36	66	65	81	
Sum of ranks without heretics	32	10	10	22	27	32	26	36	36	44	
Coef. concord.		0,31		0,53							
Crete. Pearson		27,56		12,06							

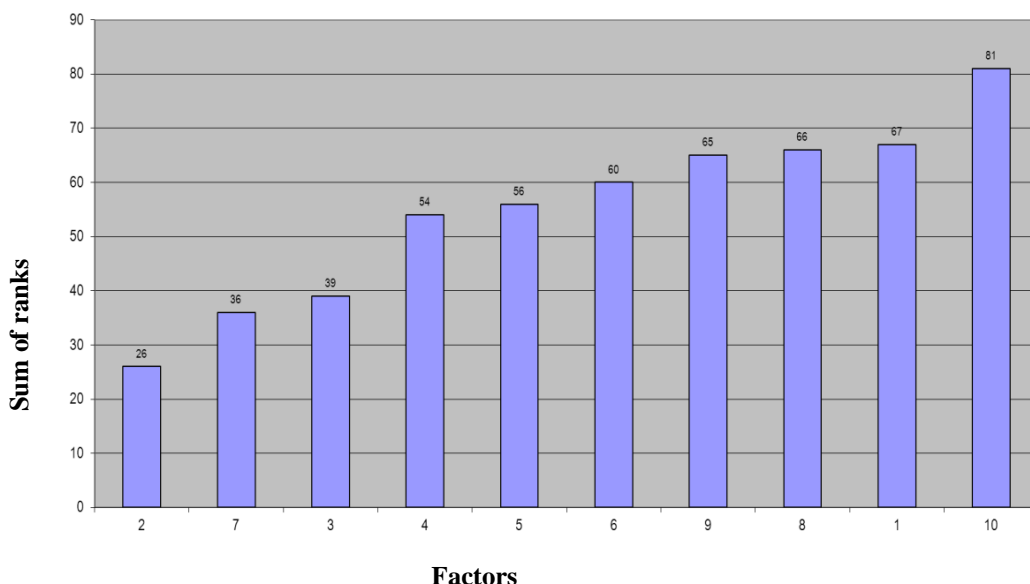


Figure 3 - The results of processing a survey of student experts on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

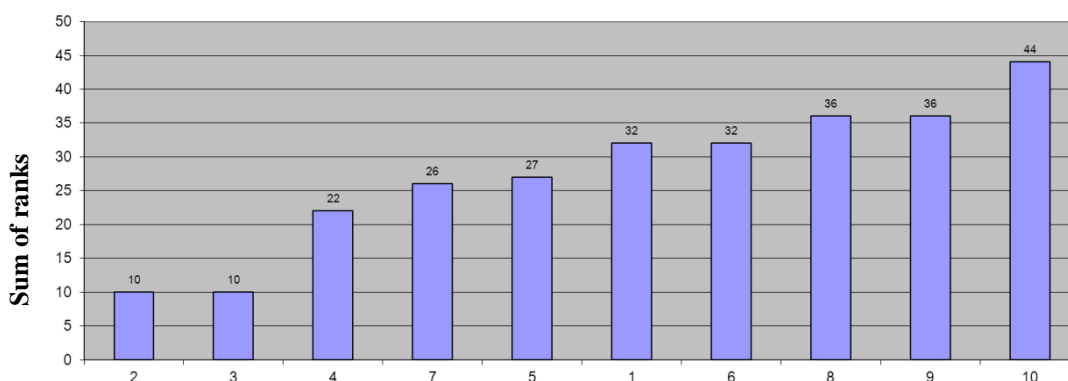


Figure 4 - The results of processing a survey of student experts on the influence of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, i.e., whose opinion does not coincide with the majority of respondents

Table 14. The results of processing a survey of student experts on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the concordance coefficient $W < 0.5$, which means their incompetence, and respondents, for which the coefficient of concordance $W > 0.5$, i.e., whose opinion is competent

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi	
1		4	1	6	7	9	10	2	3	5	8												0,52
2		9	4	8	7	2	3	1	5	6	10												0,61

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
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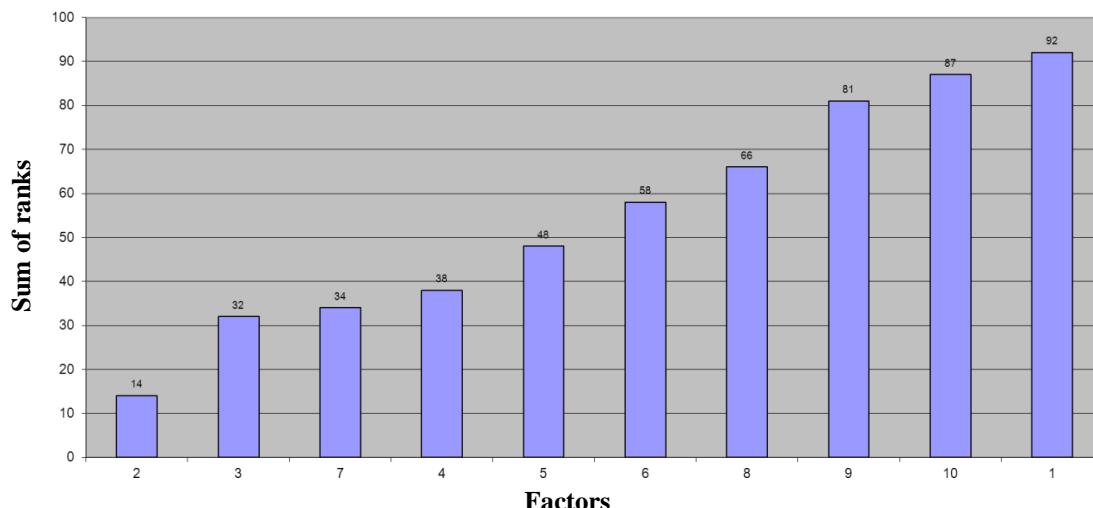


Figure 5 - The results of processing a survey of expert teachers on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

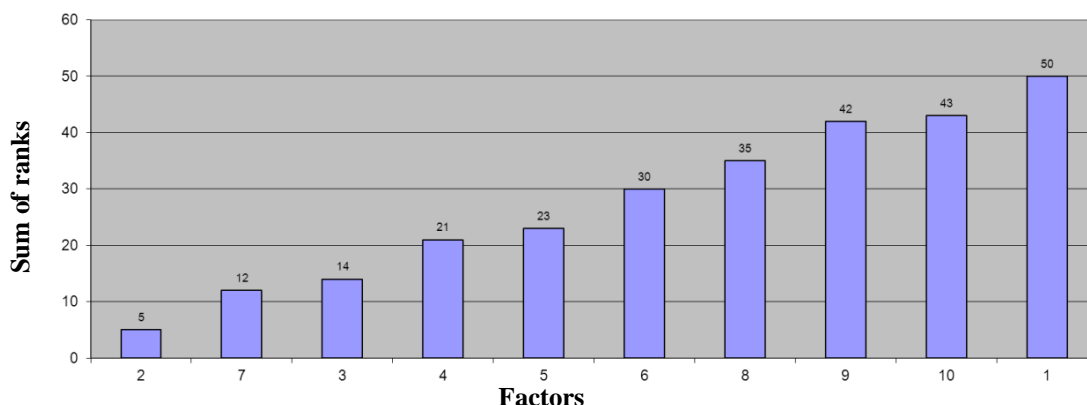


Figure 6 - The results of processing a survey of expert teachers on the impact of the most effective advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, i.e. whose opinion does not coincide with the majority of respondents

Table 17. Results of processing a survey of expert teachers on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the concordance coefficient $W < 0.5$, which means their incompetence, and respondents, for which the coefficient of concordance $W > 0.5$, i.e., whose opinion is competent

Experts	Factors																				Wi
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
11	10	1	2	3	5	4	6	7	8	9											0,77
12	8	1	3	2	4	5	6	7	9	10											0,77
13	10	5	1	2	3	4	6	7	9	8											0,73
14	10	1	6	3	4	5	2	7	8	9											0,79
15	10	1	3	4	5	6	2	7	8	9											0,97
16	10	1	3	4	5	6	2	7	8	9											0,97
17	10	1	3	4	5	6	2	7	8	9											0,97
18	4	1	6	7	9	10	2	3	5	8											0,97
19	10	1	3	4	5	6	2	7	9	8											0,97
20	10	1	2	5	3	6	4	7	9	8											0,97

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 18. The results of processing a survey of expert teachers and students on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the coefficient of concordance $W < 0.5$, which means their incompetence, and respondents with a concordance coefficient $W > 0.5$, that is, whose opinion is competent

	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi	
Experts																							
1		4	1	6	7	9	10	2	3	5	8												0,69
2		9	4	8	7	2	3	1	5	6	10												0,71
3		6	1	2	5	4	3	7	8	10	9												0,73
4		10	2	1	4	3	8	5	9	6	7												0,76
5		10	1	3	2	9	7	4	5	6	8												0,77
6		10	5	2	7	8	4	1	9	3	6												0,70
7		2	1	3	9	8	7	4	5	6	10												0,69
8		2	1	7	8	3	10	4	5	6	9												0,67
9		4	5	1	2	3	7	6	9	8	10												0,69
10		10	5	6	3	7	1	2	8	9	4												0,68
11		10	1	2	3	5	4	6	7	8	9												0,77
12		8	1	3	2	4	5	6	7	9	10												0,77
13		10	5	1	2	3	4	6	7	9	8												0,73
14		10	1	6	3	4	5	2	7	8	9												0,79
15		10	1	3	4	5	6	2	7	8	9												0,97
16		10	1	3	4	5	6	2	7	8	9												0,97
17		10	1	3	4	5	6	2	7	8	9												0,97
18		4	1	6	7	9	10	2	3	5	8												0,97
19		10	1	3	4	5	6	2	7	9	8												0,97
20		10	1	2	5	3	6	4	7	9	8												0,97

Table 19. Results of a questionnaire survey of student experts in different areas of training on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4
11	4	3	5	7	6	2	9	8	1	10
12	6	1	7	2	10	5	9	8	3	4
13	2	3	4	8	10	5	6	7	1	9
14	9	2	8	1	3	4	5	6	7	10
15	9	2	8	1	3	4	5	6	7	10
16	10	3	8	5	7	1	9	2	6	4
17	10	3	5	7	9	1	8	2	4	6
18	2	1	7	5	8	6	9	3	10	4
19	4	1	3	8	7	5	9	6	2	10
20	4	1	7	8	9	3	10	6	5	2
21	9	1	6	9	7	3	8	4	5	2

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 3.939 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

22	2	3	4	2	1	5	3	5	5	6
23	1	2	8	6	3	1	7	5	4	3
24	4	5	3	8	2	6	1	7	10	9
25	5	1	6	9	10	7	8	4	3	2
26	9	8	1	4	6	5	2	7	3	10
27	2	1	3	9	10	4	7	6	5	8
28	7	1	8	6	9	5	10	4	3	2
29	5	1	2	9	10	6	8	7	4	3
30	9	1	10	6	7	2	8	5	3	4
31	2	1	7	6	10	4	9	5	8	3
32	4	1	8	10	9	2	5	3	7	6
33	5	1	2	10	8	3	9	4	7	6
34	5	6	7	8	4	4	3	3	1	2
35	8	1	7	5	6	2	9	4	3	10
36	3	4	3	5	1	2	2	4	5	6
37	5	7	2	3	1	1	4	5	5	6
38	8	4	10	9	6	5	3	2	1	7
39	6	2	1	10	9	5	3	4	7	8
40	8	3	4	5	1	7	6	2	9	10
41	4	1	5	9	3	6	10	7	8	2
42	4	1	3	9	10	2	8	6	7	5
43	5	1	4	6	3	7	10	2	9	8
44	2	1	10	4	9	3	8	7	5	6
45	2	1	2	5	4	6	3	3	1	7
46	2	1	3	6	5	4	7	2	1	8
47	2	2	2	3	3	1	1	1	1	4
48	3	2	1	7	6	5	4	8	1	9
49	1	1	1	3	3	2	4	2	1	5
50	2	2	2	3	4	6	5	1	1	7
51	1	1	2	3	4	5	6	7	1	8
52	4	3	5	7	6	8	2	1	9	10
53	3	2	4	6	5	8	9	10	1	7
54	2	1	3	9	8	7	6	4	5	10

Table 20. Results of processing a survey of student experts in different areas of their training on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	4	1	6	7	9	10	2	3	5	8	0,52
2	9	4	8	7	2	3	1	5	6	10	0,28
3	6	1	2	5	4	3	7	8	10	9	0,40
4	10	2	1	4	3	8	5	9	6	7	0,30
5	10	1	3	2	9	7	4	5	6	8	0,38
6	10	5	2	7	8	4	1	9	3	6	0,29
7	2	1	3	9	8	7	4	5	6	10	0,85
8	2	1	7	8	3	10	4	5	6	9	0,41
9	4	5	1	2	3	7	6	9	8	10	0,27
10	10	5	6	3	7	1	2	8	9	4	0,22
11	4	3	5	7	6	2	9	8	1	10	0,80
12	6	1	7	2	10	5	9	8	3	4	0,50
13	2	3	4	8	10	5	6	7	1	9	0,89
14	9	2	8	1	3	4	5	6	7	10	0,32
15	9	2	8	1	3	4	5	6	7	10	0,31
16	10	3	8	5	7	1	9	2	6	4	0,37

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

17	10	3	5	7	9	1	8	2	4	6	0,49
18	2	1	7	5	8	6	9	3	10	4	0,46
19	4	1	3	8	7	5	9	6	2	10	0,89
20	4	1	7	8	9	3	10	6	5	2	0,62
21	9,5	1	6	9,5	7	3	8	4	5	2	0,47
22	2,5	4,5	6	2,5	1	8	4,5	8	8	10	0,23
23	1,5	3	10	8	4,5	1,5	9	7	6	4,5	0,44
24	4	5	3	8	2	6	1	7	10	9	0,25
25	5	1	6	9	10	7	8	4	3	2	0,64
26	9	8	1	4	6	5	2	7	3	10	0,23
27	2	1	3	9	10	4	7	6	5	8	0,86
28	7	1	8	6	9	5	10	4	3	2	0,51
29	5	1	2	9	10	6	8	7	4	3	0,74
30	9	1	10	6	7	2	8	5	3	4	0,45
31	2	1	7	6	10	4	9	5	8	3	0,56
32	4	1	8	10	9	2	5	3	7	6	0,59
33	5	1	2	10	8	3	9	4	7	6	0,70
34	7	8	9	10	5,5	5,5	3,5	3,5	1	2	0,19
35	8	1	7	5	6	2	9	4	3	10	0,57
36	4,5	6,5	4,5	8,5	1	2,5	2,5	6,5	8,5	10	0,24
37	7	10	3	4	1,5	1,5	5	7	7	9	0,20
38	8	4	10	9	6	5	3	2	1	7	0,36
39	6	2	1	10	9	5	3	4	7	8	0,66
40	8	3	4	5	1	7	6	2	9	10	0,34
41	4	1	5	9	3	6	10	7	8	2	0,43
42	4	1	3	9	10	2	8	6	7	5	0,68
43	5	1	4	6	3	7	10	2	9	8	0,24
44	2	1	10	4	9	3	8	7	5	6	0,54
45	3,5	1,5	3,5	8	7	9	5,5	5,5	1,5	10	0,89
46	3,5	1,5	5	8	7	6	9	3,5	1,5	10	0,89
47	6	6	6	8,5	8,5	2,5	2,5	2,5	2,5	10	0,39
48	4	3	1,5	8	7	6	5	9	1,5	10	0,89
49	2,5	2,5	2,5	7,5	7,5	5,5	9	5,5	2,5	10	0,89
50	4	4	4	6	7	9	8	1,5	1,5	10	0,76
51	2	2	4	5	6	7	8	9	2	10	0,82
52	4	3	5	7	6	8	2	1	9	10	0,35
53	3	2	4	6	5	8	9	10	1	7	0,79
54	2	1	3	9	8	7	6	4	5	10	0,89
Rank sums	290.5	140.5	272	355.5	345.5	267	335.5	293.5	276.5	393.5	
Sum of ranks without heretics	15.5	7.5	17	40.5	36.5	32.5	38.5	24.5	12.5	50	
Coef. concord.	13.19, 45.46.49.54	0.18		0.89							
Crete. Pearson		87.60		3.62							

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

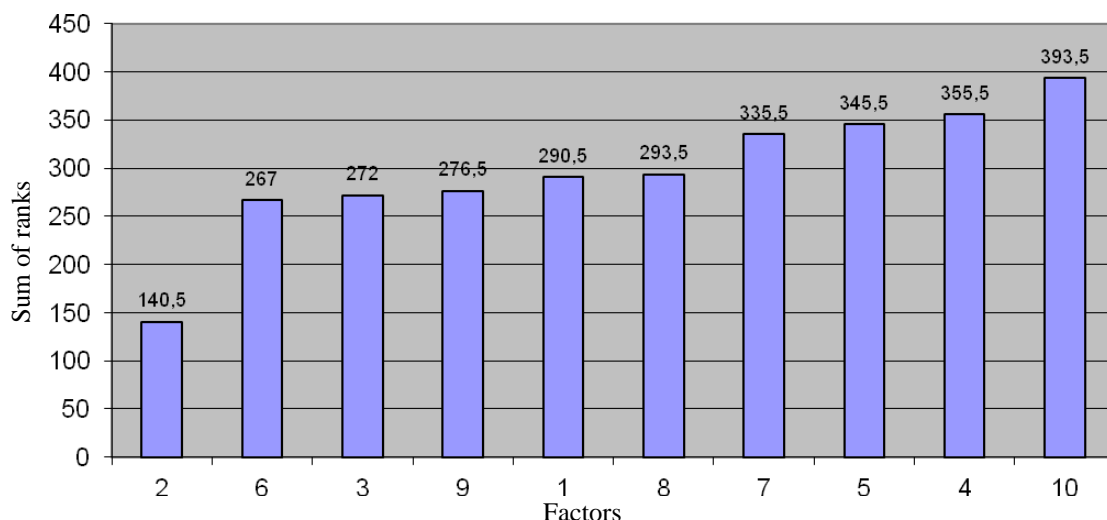


Figure 7 - The results of processing a survey of experts - students of different directions of their training on the influence of advertising communications for the promotion of light industry products (footwear) on the markets of the regions of the Southern Federal District and the North Caucasus Federal District

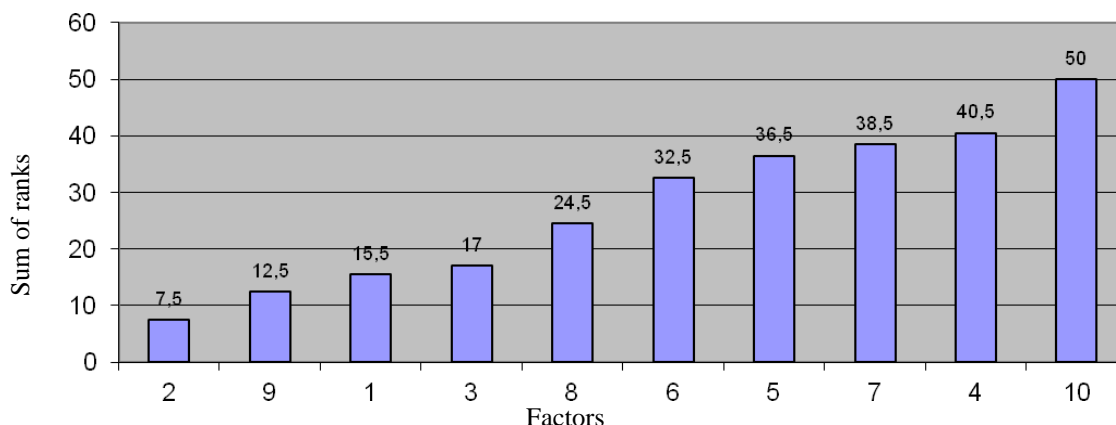


Figure 8 - The results of processing a survey of students in different directions of their training about the influence of advertising communications for promoting light industry products (footwear) without heretics, i.e. whose opinion does not coincide with the opinion of the majority of respondents

Table 21. The results of processing a survey of students from different areas of training on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the coefficient of concordance is $W < 0.5$, which means that they are incompetent \ and, and respondents who have a concordance coefficient $W > 0.5$, that is, whose opinion is competent

Experts	Factors											
	1	2	3	4	5	6	7	8	9	10		
1	4	1	6	7	9	10	2	3	5	8	0,78	0.78
2	9	4	8	7	2	3	1	5	6	10	0,64	0.64
3	6	1	2	5	4	3	7	8	10	9	0,71	0.71
4	10	2	1	4	3	8	5	9	6	7	0,67	0.67
5	10	1	3	2	9	7	4	5	6	8	0,70	0.70
6	10	5	2	7	8	4	1	9	3	6	0,67	0.67
7	2	1	3	9	8	7	4	5	6	10	0,84	0.84
8	2	1	7	8	3	10	4	5	6	9	0,77	0.77
9	4	5	1	2	3	7	6	9	8	10	0,69	0.69

Impact Factor:

ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 3.939 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

10	10	5	6	3	7	1	2	8	9	4	0,53	0,53
11	4	3	5	7	6	2	9	8	1	10	0,72	0,72
12	6	1	7	2	10	5	9	8	3	4	0,72	0,72
13	9	2	8	1	3	4	5	6	7	10	0,64	0,64
14	15th	9	2	8	1	3	4	5	6	7	10	0,64
15	16th	10	3	8	5	7	1	9	2	6	4	0,63
16	17th	10	3	5	7	9	1	8	2	4	6	0,71
17	18th	2	1	7	5	8	6	9	3	10	4	0,70
18	20th	4	1	7	8	9	3	10	6	5	2	0,73
19	21st	9	1	6	9	7	3	8	4	5	2	0,68
20	22nd	2	3	4	2	1	5	3	5	5	6	0,67
21	23rd	1	2	8	6	3	1	7	5	4	3	0,69
22	24th	4	5	3	8	2	6	1	7	10	9	0,66
23	25th	5	1	6	9	10	7	8	4	3	2	0,76
24	26th	9	8	1	4	6	5	2	7	3	10	0,68
25	27th	2	1	3	9	10	4	7	6	5	8	0,85
26	28th	7	1	8	6	9	5	10	4	3	2	0,71
27	29th	5	1	2	9	10	6	8	7	4	3	0,78
28	30th	9	1	10	6	7	2	8	5	3	4	0,68
29	31st	2	1	7	6	10	4	9	5	8	3	0,72
30	32nd	4	1	8	10	9	2	5	3	7	6	0,75
31	33rd	5	1	2	10	8	3	9	4	7	6	0,79
32	34th	5	6	7	8	4	4	3	3	1	2	0,62
33	35th	8	1	7	5	6	2	9	4	3	10	0,77
34	36th	3	4	3	5	1	2	2	4	5	6	0,66
35	37th	5	7	2	3	1	1	4	5	5	6	0,59
36	38th	8	4	10	9	6	5	3	2	1	7	0,71
37	39th	6	2	1	10	9	5	3	4	7	8	0,78
38	40th	8	3	4	5	1	7	6	2	9	10	0,67
39	41st	4	1	5	9	3	6	10	7	8	2	0,69
40	42nd	4	1	3	9	10	2	8	6	7	5	0,77
41	43rd	5	1	4	6	3	7	10	2	9	8	0,74
42	44th	2	1	10	4	9	3	8	7	5	6	0,74
43	47th	2	2	2	3	3	1	1	1	1	4	0,76
44	48th	3	2	1	7	6	5	4	8	1	9	0,84
45	50th	2	2	2	3	4	6	5	1	1	7	0,83
46	51st	1	1	2	3	4	5	6	7	1	8	0,84
47	52nd	4	3	5	7	6	8	2	1	9	10	0,73
48	53rd	3	2	4	6	5	8	9	10	1	7	0,81
49	13th	2	3	4	8	10	5	6	7	1	9	0,85
50	19th	4	1	3	8	7	5	9	6	2	10	0,85
51	45th	2	1	2	5	4	6	3	3	1	7	0,85
52	46th	2	1	3	6	5	4	7	2	1	8	0,85
53	49th	1	1	1	3	3	2	4	2	1	5	0,85
54	54th	2	1	3	9	8	7	6	4	5	10	0,85

Table 22. Results of a questionnaire survey of teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	10	1	2	3	5	4	6	7	8	9
2	8	1	3	2	4	5	6	7	9	10
3	10	1	3	4	5	6	2	7	8	9

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

4	10	5	1	2	3	4	6	7	9	8
5	10	1	3	4	5	6	2	7	8	9
6	10	1	3	4	5	6	2	7	8	9
7	4	1	6	7	9	10	2	3	5	8
8	10	1	6	3	4	5	2	7	8	9
9	10	1	3	4	5	6	2	7	9	8
10	10	1	2	5	3	6	4	7	9	8
11	3	3	1	4	6	2	2	1	6	5
12	4	1	3	5	8	7	1	2	1	6
13	4	3	2	8	7	1	1	6	5	9
14	3	2	1	9	8	7	6	4	5	10
15	2	1	1	7	6	4	2	2	3	5
16	1	1	4	5	4	3	1	2	1	6
17	1	1	1	4	3	2	1	1	1	4
18	2	1	3	8	7	6	5	4	9	10
19	3	2	2	7	5	6	4	1	1	8
20	3	3	2	4	5	1	6	1	7	8
21	2	1	5	4	3	2	1	2	1	6
22	2	1	2	4	3	4	3	3	3	4
23	1	1	2	3	4	5	6	2	1	7
24	3	4	3	2	5	1	6	2	7	8
25	3	1	2	7	6	5	4	8	9	10
26	2	1	1	3	4	5	4	2	5	6
27	1	1	2	6	6	5	2	3	4	6
28	3	1	2	8	7	6	5	4	4	9
29	2	1	3	4	5	3	6	2	1	7
30	2	2	3	5	4	4	3	1	6	7
31	2	1	2	7	6	3	1	4	4	5
32	2	2	2	4	5	6	1	3	1	7
33	1	1	2	6	5	4	3	2	2	7
34	4	3	5	10	9	8	1	2	7	6
35	4	3	2	7	8	9	5	6	1	10
36	3	1	2	6	8	7	5	4	4	9
37	3	1	4	5	8	7	2	2	1	6
38	4	2	3	2	5	1	2	1	1	3
39	2	1	1	6	7	5	4	3	3	8
40	2	1	3	8	7	6	4	5	4	9
41	3	2	2	7	6	5	4	1	1	8
42	1	1	3	2	4	3	4	2	2	5
43	2	1	1	5	4	6	2	2	3	7
44	1	1	3	6	5	4	1	1	2	7

Table 23. Results of processing a survey of teachers and specialists on the impact of advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	10	1	2	3	5	4	6	7	8	9	0,53
2	8	1	3	2	4	5	6	7	9	10	0,56
3	10	1	3	4	5	6	2	7	8	9	0,64
4	10	5	1	2	3	4	6	7	9	8	0,47
5	10	1	3	4	5	6	2	7	8	9	0,62
6	10	1	3	4	5	6	2	7	8	9	0,60
7	4	1	6	7	9	10	2	3	5	8	0,85

Impact Factor: **ISRA (India) = 6.317** **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

8	10	1	6	3	4	5	2	7	8	9	0,52
9	10	1	3	4	5	6	2	7	9	8	0,58
10	10	1	2	5	3	6	4	7	9	8	0,55
11	5,5	5,5	1,5	7	9,5	3,5	3,5	1,5	9,5	8	0,68
12	6	2	5	7	10	9	2	4	2	8	0,81
13	5	4	3	9	8	1,5	1,5	7	6	10	0,69
14	3	2	1	9	8	7	6	4	5	10	0,97
15	4	1,5	1,5	10	9	7	4	4	6	8	0,95
16	2,5	2,5	7,5	9	7,5	6	2,5	5	2,5	10	0,80
17	3,5	3,5	3,5	9,5	8	7	3,5	3,5	3,5	9,5	0,92
18	2	1	3	8	7	6	5	4	9	10	0,79
19	5	3,5	3,5	9	7	8	6	1,5	1,5	10	0,86
20	4,5	4,5	3	6	7	1,5	8	1,5	9	10	0,66
21	5	2	9	8	7	5	2	5	2	10	0,70
22	2,5	1	2,5	9	5,5	9	5,5	5,5	5,5	9	0,93
23	2	2	4,5	6	7	8	9	4,5	2	10	0,78
24	4,5	6	4,5	2,5	7	1	8	2,5	9	10	0,51
25	3	1	2	7	6	5	4	8	9	10	0,72
26	3,5	1,5	1,5	5	6,5	8,5	6,5	3,5	8,5	10	0,75
27	1,5	1,5	3,5	9	9	7	3,5	5	6	9	0,96
28	3	1	2	9	8	7	6	4,5	4,5	10	0,97
29	3,5	1,5	5,5	7	8	5,5	9	3,5	1,5	10	0,79
30	2,5	2,5	4,5	8	6,5	6,5	4,5	1	9	10	0,76
31	3,5	1,5	3,5	10	9	5	1,5	6,5	6,5	8	0,79
32	4	4	4	7	8	9	1,5	6	1,5	10	0,82
33	1,5	1,5	4	9	8	7	6	4	4	10	0,97
34	4	3	5	10	9	8	1	2	7	6	0,74
35	4	3	2	7	8	9	5	6	1	10	0,89
36	3	1	2	7	9	8	6	4,5	4,5	10	0,97
37	5	1,5	6	7	10	9	3,5	3,5	1,5	8	0,84
38	9	5	7,5	5	10	2	5	2	2	7,5	0,49
39	3	1,5	1,5	8	9	7	6	4,5	4,5	10	0,97
40	2	1	3	9	8	7	4,5	6	4,5	10	0,97
41	5	3,5	3,5	9	8	7	6	1,5	1,5	10	0,88
42	1,5	1,5	6,5	4	8,5	6,5	8,5	4	4	10	0,73
43	4	1,5	1,5	8	7	9	4	4	6	10	0,94
44	2,5	2,5	6	9	8	7	2,5	2,5	5	10	0,91
Rank sums	216	96	160	301	319	277,5	195	202	245,5	408	
Sum of ranks without heretics	14	6,5	9,5	42	42	36	28,5	23,5	23,5	23	
Coef. concord.	14, 28, 36, 39, 40	0,45		0,97							
Crete. Pearson		179,50		4,92							

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

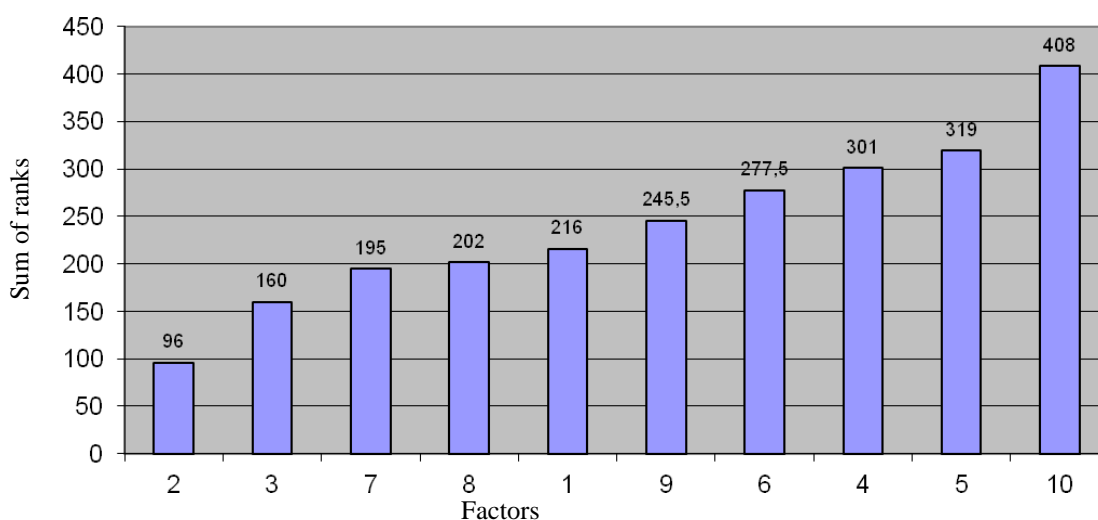


Figure 9. The results of the questionnaire survey by teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

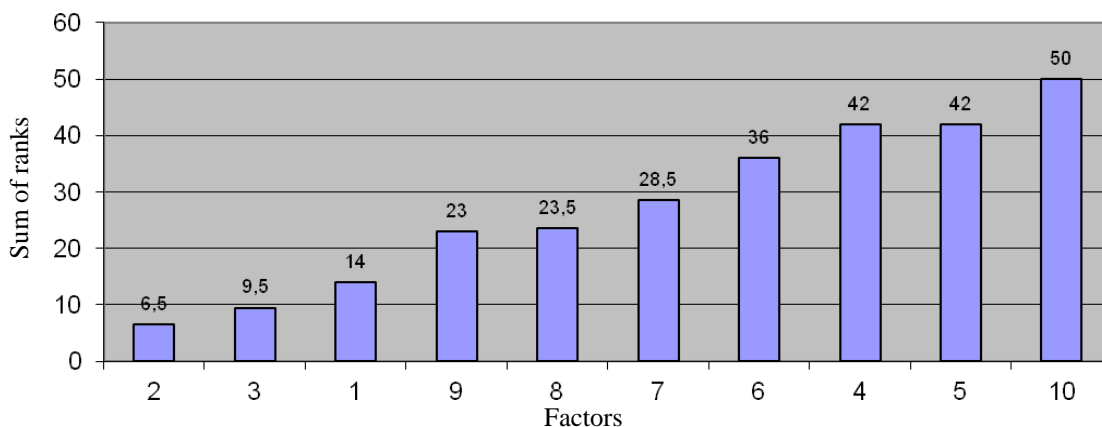


Figure 10. The results of the questionnaire survey by teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, the opinion of those experts that does not coincide with the opinion of the majority of respondents without heretics, that is, whose opinion does not coincide with the majority of respondents

Table 24. The results of processing a survey of teachers and specialists on the influence of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the coefficient of concordance is $W < 0.5$, which means that they are incompetent and , and respondents who have a concordance coefficient $W > 0.5$, that is, whose opinion is competent

Experts		Factors										Wi
		1	2	3	4	5	6	7	8	9	10	
1	1st	10	1	2	3	5	4	6	7	8	9	0,77
2	2nd	8	1	3	2	4	5	6	7	9	10	0,77
3	3rd	10	1	3	4	5	6	2	7	8	9	0,77
4	4th	10	5	1	2	3	4	6	7	9	8	0,68
5	5th	10	1	3	4	5	6	2	7	8	9	0,77
6	6th	10	1	3	4	5	6	2	7	8	9	0,77
7	7th	4	1	6	7	9	10	2	3	5	8	0,89
8	8th	10	1	6	3	4	5	2	7	8	9	0,71

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 3.939 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

9	9th	10	1	3	4	5	6	2	7	9	8		0,76
10	10th	10	1	2	5	3	6	4	7	9	8		0,76
11	11th	3	3	1	4	6	2	2	1	6	5		0,83
12	12th	4	1	3	5	8	7	1	2	1	6		0,88
13	13th	4	3	2	8	7	1	1	6	5	9		0,85
14	15th	2	1	1	7	6	4	2	2	3	5		0,95
15	16th	1	1	4	5	4	3	1	2	1	6		0,89
16	17th	1	1	1	4	3	2	1	1	1	4		0,94
17	18th	2	1	3	8	7	6	5	4	9	10		0,93
18	19th	3	2	2	7	5	6	4	1	1	8		0,91
19	20th	3	3	2	4	5	1	6	1	7	8		0,82
20	21st	2	1	5	4	3	2	1	2	1	6		0,83
21	22nd	2	1	2	4	3	4	3	3	3	4		0,95
22	23rd	1	1	2	3	4	5	6	2	1	7		0,92
23	24th	3	4	3	2	5	1	6	2	7	8		0,741607
24	25th	3	1	2	7	6	5	4	8	9	10		0,89
25	26th	2	1	1	3	4	5	4	2	5	6		0,91
26	27th	1	1	2	6	6	5	2	3	4	6		0,95
27	29th	2	1	3	4	5	3	6	2	1	7		0,90
28	30th	2	2	3	5	4	4	3	1	6	7		0,89
29	31st	2	1	2	7	6	3	1	4	4	5		0,91
30	32nd	2	2	2	4	5	6	1	3	1	7		0,89
31	33rd	1	1	2	6	5	4	3	2	2	7		0,96
32	34th	4	3	5	10	9	8	1	2	7	6		0,86
33	35th	4	3	2	7	8	9	5	6	1	10		0,93
34	37th	3	1	4	5	8	7	2	2	1	6		0,89
35	38th	4	2	3	2	5	1	2	1	1	3		0,72
36	41st	3	2	2	7	6	5	4	1	1	8		0,92
37	42nd	1	1	3	2	4	3	4	2	2	5		0,88
38	43rd	2	1	1	5	4	6	2	2	3	7		0,95
39	44th	1	1	3	6	5	4	1	1	2	7		0,91
40	14th	3	2	1	9	8	7	6	4	5	10		0,96
41	28th	3	1	2	8	7	6	5	4	4	9		0,96
42	36th	3	1	2	6	8	7	5	4	4	9		0,96
43	39th	2	1	1	6	7	5	4	3	3	8		0,06
44	40 th	2	1	3	8	7	6	4	5	4	9		0,96

Table 25. The results of a survey of students of different directions, teachers and specialists on the influence of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Experts	Factors																		
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19
1	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6
2	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6
3	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13
4	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12
5	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2
6	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7
7	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9
8	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19
9	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18
10	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9
11	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17
12	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3
13	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16
14	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

15	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12
16	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10
17	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16
18	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16
19	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8
20	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18
21	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1
22	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1
23	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19
24	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6
25	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12
26	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18
27	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7
28	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15
29	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17
30	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16
31	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13
32	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3
33	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19
34	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19
35	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19
36	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3
37	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2
38	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14
39	1	3	6	2	10	4	11	5	16	17	6	12	13	18	15	14	8	9	7
40	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9
41	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19
42	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19
43	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19
44	6	8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11
45	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19
46	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16
47	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14
48	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2
49	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2
50	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1
51	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1
52	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2
53	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2
54	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1
55	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2
56	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1
57	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2
58	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1
59	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1
60	7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1
61	6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1
62	7	8	9	10	11	5	4	4	12	13	3	3	6	5	14	15	1	16	2
63	6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2
64	6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1
65	6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2
66	6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1
67	6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1
68	5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1
69	6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1
70	6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1
71	5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2
72	6	7	7	8	8	4	4	5	9	9	3	2	4	3	10	10	1	11	1
73	6	7	8	9	10	5	4	5	11	12	3	2	6	5	13	14	1	15	1
74	7	8	10	9	11	6	6	4	13	12	3	1	5	5	12	13	1	14	2
75	6	8	9	10	11	7	7	4	12	12	3	2	5	6	13	13	2	14	1
76	5	8	9	10	11	6	7	4	11	11	3	3	6	5	12	12	2	13	1

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

77	5	8	8	8	8	4	4	4	9	9	7	3	6	5	10	10	2	11	1
78	7	8	9	10	11	4	4	5	12	13	3	3	6	5	14	15	2	16	1
79	6	7	7	7	8	5	5	4	9	10	3	3	4	4	11	12	2	13	1
80	7	8	9	8	9	4	4	4	10	10	3	3	5	6	11	11	2	12	1
81	5	6	7	8	9	4	5	5	10	11	3	3	4	3	12	13	2	14	1
82	5	6	7	8	9	4	4	4	10	11	3	3	4	3	12	13	2	14	1

Table 26. Results of processing a survey of students of different directions, teachers and specialists on the influence of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor											QC
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10		
1	4	1	6	7	9	10	2	3	5	8		0,76
2	9	4	8	7	2	3	1	5	6	10		0,39
3	6	1	2	5	4	3	7	8	10	9		0,52
4	10	2	1	4	3	8	5	9	6	7		0,41
5	10	1	3	2	9	7	4	5	6	8		0,51
6	10	5	2	7	8	4	1	9	3	6		0,36
7	2	1	3	9	8	7	4	5	6	10		0,96
8	2	1	7	8	3	10	4	5	6	9		0,68
9	4	5	1	2	3	7	6	9	8	10		0,40
10	10	5	6	3	7	1	2	8	9	4		0,25
11	4	3	5	7	6	2	9	8	1	10		0,60
12	6	1	7	2	10	5	9	8	3	4		0,30
13	2	3	4	8	10	5	6	7	1	9		0,85
14	9	2	8	1	3	4	5	6	7	10		0,38
15	9	2	8	1	3	4	5	6	7	10		0,37
16	10	3	8	5	7	1	9	2	6	4		0,26
17	10	3	5	7	9	1	8	2	4	6		0,35
18	2	1	7	5	8	6	9	3	10	4		0,33
19	4	1	3	8	7	5	9	6	2	10		0,86
20	4	1	7	8	9	3	10	6	5	2		0,29
21	9,5	1	6	9,5	7	3	8	4	5	2		0,30
22	2,5	4,5	6	2,5	1	8	4,5	8	8	10		0,34
23	1,5	3	10	8	4,5	1,5	9	7	6	4,5		0,26
24	4	5	3	8	2	6	1	7	10	9		0,42
25	5	1	6	9	10	7	8	4	3	2		0,32
26	9	8	1	4	6	5	2	7	3	10		0,36
27	2	1	3	9	10	4	7	6	5	8		0,90
28	7	1	8	6	9	5	10	4	3	2		0,27
29	5	1	2	9	10	6	8	7	4	3		0,61
30	9	1	10	6	7	2	8	5	3	4		0,27
31	2	1	7	6	10	4	9	5	8	3		0,31
32	4	1	8	10	9	2	5	3	7	6		0,59
33	5	1	2	10	8	3	9	4	7	6		0,65
34	7	8	9	10	5,5	5,5	3,5	3,5	1	2		0,24
35	8	1	7	5	6	2	9	4	3	10		0,55
36	4,5	6,5	4,5	8,5	1	2,5	2,5	6,5	8,5	10		0,39
37	7	10	3	4	1,5	1,5	5	7	7	9		0,25
38	8	4	10	9	6	5	3	2	1	7		0,29
39	6	2	1	10	9	5	3	4	7	8		0,72
40	8	3	4	5	1	7	6	2	9	10		0,43
41	4	1	5	9	3	6	10	7	8	2		0,28
42	4	1	3	9	10	2	8	6	7	5		0,62
43	5	1	4	6	3	7	10	2	9	8		0,53

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 3.939 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

44	2	1	10	4	9	3	8	7	5	6	0,33
45	3,5	1,5	3,5	8	7	9	5,5	5,5	1,5	10	0,92
46	3,5	1,5	5	8	7	6	9	3,5	1,5	10	0,83
47	6	6	6	8,5	8,5	2,5	2,5	2,5	2,5	10	0,58
48	4	3	1,5	8	7	6	5	9	1,5	10	0,80
49	2,5	2,5	2,5	7,5	7,5	5,5	9	5,5	2,5	10	0,88
50	4	4	4	6	7	9	8	1,5	1,5	10	0,77
51	2	2	4	5	6	7	8	9	2	10	0,70
52	4	3	5	7	6	8	2	1	9	10	0,66
53	3	2	4	6	5	8	9	10	1	7	0,44
54	2	1	3	9	8	7	6	4	5	10	0,96
55	10	1	2	3	5	4	6	7	8	9	0,46
56	8	1	3	2	4	5	6	7	9	10	0,47
57	10	1	3	4	5	6	2	7	8	9	0,50
58	10	5	1	2	3	4	6	7	9	8	0,31
59	10	1	3	4	5	6	2	7	8	9	0,49
60	10	1	3	4	5	6	2	7	8	9	0,48
61	4	1	6	7	9	10	2	3	5	8	0,74
62	10	1	6	3	4	5	2	7	8	9	0,41
63	10	1	3	4	5	6	2	7	9	8	0,45
64	10	1	2	5	3	6	4	7	9	8	0,44
65	5,5	5,5	1,5	7	9,5	3,5	3,5	1,5	9,5	8	0,57
66	6	2	5	7	10	9	2	4	2	8	0,73
67	5	4	3	9	8	1,5	1,5	7	6	10	0,64
68	3	2	1	9	8	7	6	4	5	10	0,96
69	4	1,5	1,5	10	9	7	4	4	6	8	0,96
70	2,5	2,5	7,5	9	7,5	6	2,5	5	2,5	10	0,78
71	3,5	3,5	3,5	9,5	8	7	3,5	3,5	3,5	9,5	0,93
72	2	1	3	8	7	6	5	4	9	10	0,79
73	5	3,5	3,5	9	7	8	6	1,5	1,5	10	0,81
74	4,5	4,5	3	6	7	1,5	8	1,5	9	10	0,56
75	5	2	9	8	7	5	2	5	2	10	0,67
76	2,5	1	2,5	9	5,5	9	5,5	5,5	5,5	9	0,95
77	2	2	4,5	6	7	8	9	4,5	2	10	0,82
78	4,5	6	4,5	2,5	7	1	8	2,5	9	10	0,34
79	3	1	2	7	6	5	4	8	9	10	0,69
80	3,5	1,5	1,5	5	6,5	8,5	6,5	3,5	8,5	10	0,71
81	1,5	1,5	3,5	9	9	7	3,5	5	6	9	0,96
82	3	1	2	9	8	7	6	4,5	4,5	10	0,96
Rank sums	448.5	200.5	366	532.5	530.5	432	456	434	458	652	
Sum of ranks without heretics	11.5	6.5	12.5	45	41	35	25.5	22.5	26.5	49	
Coef. concord.	7.54.68.69.81.82	0.23		0.96							
Crete. Pearson		167.13		2.61							

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

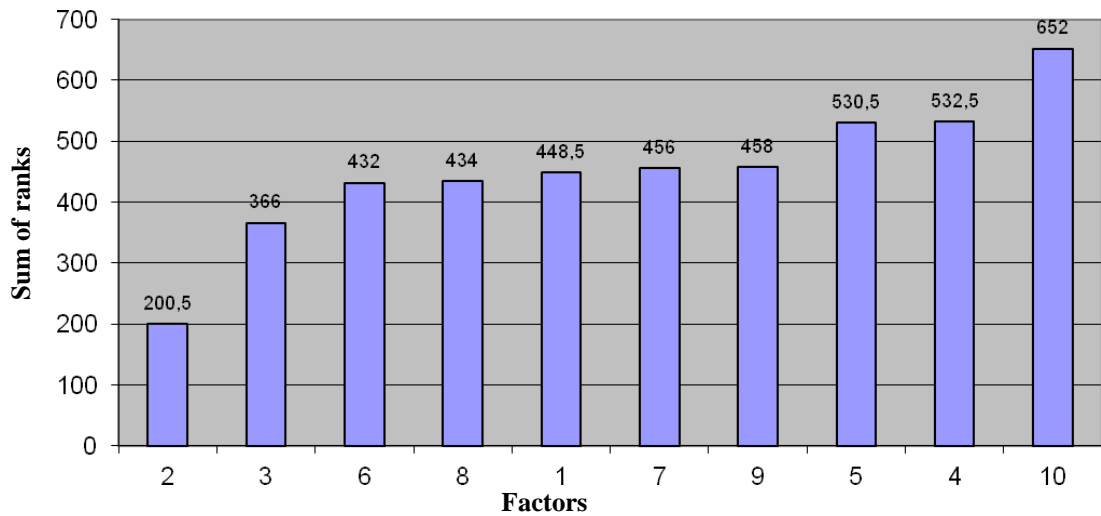


Figure 11 - The results of the survey, students of different areas of their training, teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

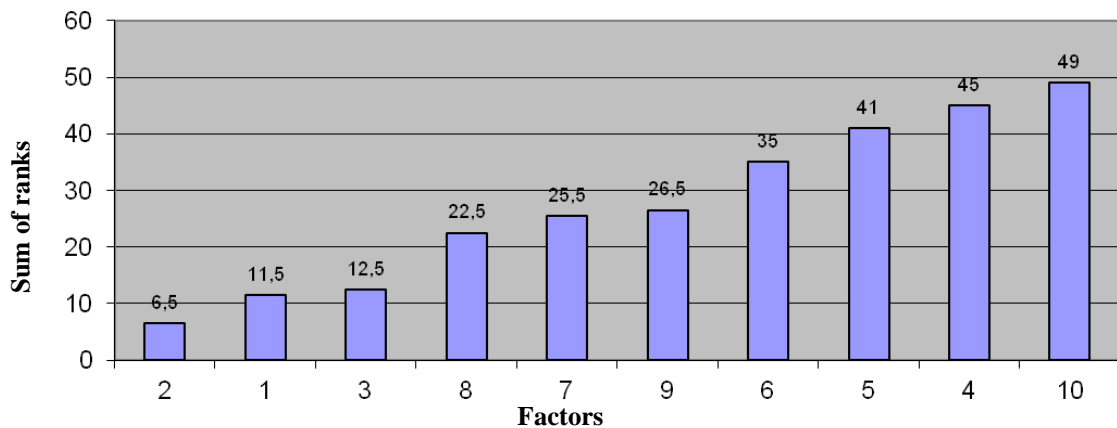


Figure 12– The results of a survey of students in different areas of their training, teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, the opinion of those experts, which does not coincide with the opinion of the majority of respondents

Table 27. The results of calculating competence after processing a survey of experts, students of different directions, teachers and specialists on the influence of the most effective advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the coefficient of concordance $W < 0.5$, which means their incompetence, and respondents whose concordance coefficient $W > 0.5$, i.e., whose opinion is competent

Experts	Factors																			Wi
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
1	1	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6	0,41
2	3	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	0,28
3	4	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	0,34
4	5	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	0,33
5	6	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	0,28

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **PIHIQ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

6	7	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9	0,27
7	8	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19	0,32
8	9	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18	0,37
9	10	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9	0,39
10	11	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17	0,31
11	12	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3	0,39
12	13	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16	0,34
13	14	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7	0,33
14	15	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12	0,34
15	16	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10	0,32
16	17	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16	0,36
17	18	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16	0,38
18	20	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18	0,34
19	21	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1	0,34
20	22	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1	0,35
21	23	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19	0,27
22	24	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6	0,39
23	25	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12	0,37
24	26	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18	0,35
25	27	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7	0,39
26	28	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15	0,33
27	29	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17	0,33
28	30	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16	0,37
29	31	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13	0,39
30	32	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3	0,36
31	33	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19	0,35
32	34	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19	0,36
33	35	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19	0,35
34	36	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3	0,35
35	37	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2	0,35
36	38	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14	0,37
37	40	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9	0,35
38	41	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19	0,33
39	42	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19	0,36
40	43	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19	0,36
41	44		8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11	0,34
42	45	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19	0,30
43	46	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16	0,35
44	47	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14	0,41
45	48	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2	0,47
46	49	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2	0,47
47	50	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1	0,47
48	51	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1	0,47
49	52	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2	0,47
50	53	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2	0,46
51	54	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1	0,46
52	55	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2	0,44
53	56	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1	0,47
54	57	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2	0,46
55	58	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1	0,46
56	59	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1	0,45
57	60	7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1	0,44
58	61	6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1	0,45
59	63	6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2	0,46
60	64	6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1	0,46
61	65	6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2	0,46
62	66	6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1	0,46

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 3.939 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

63	67	6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1	0,46
64	68	5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1	0,45
65	69	6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1	0,46
66	70	6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1	0,46
67	71	5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2	0,46
68	72	6	7	7	8	8	4	4	5	9	9	3	2	4	3	10	10	1	11	1	0,46
69	74	7	8	10	9	11	6	6	4	13	12	3	1	5	5	12	13	1	14	2	0,45
70	75	6	8	9	10	11	7	7	4	12	12	3	2	5	6	13	13	2	14	1	0,46
71	76	5	8	9	10	11	6	7	4	11	11	3	3	6	5	12	12	2	13	1	0,46
72	77	5	8	8	8	8	4	4	4	9	9	7	3	6	5	10	10	2	11	1	0,46
73	78	7	8	9	10	11	4	4	5	12	13	3	3	6	5	14	15	2	16	1	0,46
74	80	7	8	9	8	9	4	4	4	10	10	3	3	5	6	11	11	2	12	1	0,46
75	81	5	6	7	8	9	4	5	5	10	11	3	3	4	3	12	13	2	14	1	0,46
76	82	5	6	7	8	9	4	4	4	10	11	3	3	4	3	12	13	2	14	1	0,46
77	2	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6	0,47
78	19	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8	0,47
79	39	1	3	6	2	10	4	11	5	16	17	6	12	13	18	15	14	8	9	7	=,47
80	62	7	8	9	10	11	5	4	4	12	13	3	3	6	5	14	15	1	16	2	0,47
81	73	6	7	8	9	10	5	4	5	11	12	3	2	6	5	13	14	1	15	1	0,47
82	79	6	7	7	7	8	5	5	4	9	10	3	3	4	4	11	12	2	13	1	0,47

Table 28. The results of a survey of all students, teachers and specialists by experts on the impact of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4
11	4	3	5	7	6	2	9	8	1	10
12	6	1	7	2	10	5	9	8	3	4
13	2	3	4	8	10	5	6	7	1	9
14	9	2	8	1	3	4	5	6	7	10
15	9	2	8	1	3	4	5	6	7	10
16	10	3	8	5	7	1	9	2	6	4
17	10	3	5	7	9	1	8	2	4	6
18	2	1	7	5	8	6	9	3	10	4
19	4	1	3	8	7	5	9	6	2	10
20	4	1	7	8	9	3	10	6	5	2
21	9	1	6	9	7	3	8	4	5	2
22	2	3	4	2	1	5	3	5	5	6
23	1	2	8	6	3	1	7	5	4	3
24	4	5	3	8	2	6	1	7	10	9
25	5	1	6	9	10	7	8	4	3	2
26	9	8	1	4	6	5	2	7	3	10
27	2	1	3	9	10	4	7	6	5	8
28	7	1	8	6	9	5	10	4	3	2
29	5	1	2	9	10	6	8	7	4	3

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИЦ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

30	9	1	10	6	7	2	8	5	3	4
31	2	1	7	6	10	4	9	5	8	3
32	4	1	8	10	9	2	5	3	7	6
33	5	1	2	10	8	3	9	4	7	6
34	5	6	7	8	4	4	3	3	1	2
35	8	1	7	5	6	2	9	4	3	10
36	3	4	3	5	1	2	2	4	5	6
37	5	7	2	3	1	1	4	5	5	6
38	8	4	10	9	6	5	3	2	1	7
39	6	2	1	10	9	5	3	4	7	8
40	8	3	4	5	1	7	6	2	9	10
41	4	1	5	9	3	6	10	7	8	2
42	4	1	3	9	10	2	8	6	7	5
43	5	1	4	6	3	7	10	2	9	8
44	2	1	10	4	9	3	8	7	5	6
45	2	1	2	5	4	6	3	3	1	7
46	2	1	3	6	5	4	7	2	1	8
47	2	2	2	3	3	1	1	1	1	4
48	3	2	1	7	6	5	4	8	1	9
49	1	1	1	3	3	2	4	2	1	5
50	2	2	2	3	4	6	5	1	1	7
51	1	1	2	3	4	5	6	7	1	8
52	4	3	5	7	6	8	2	1	9	10
53	3	2	4	6	5	8	9	10	1	7
54	2	1	3	9	8	7	6	4	5	10
55	10	1	2	3	5	4	6	7	8	9
56	8	1	3	2	4	5	6	7	9	10
57	10	1	3	4	5	6	2	7	8	9
58	10	5	1	2	3	4	6	7	9	8
59	10	1	3	4	5	6	2	7	8	9
60	10	1	3	4	5	6	2	7	8	9
61	4	1	6	7	9	10	2	3	5	8
62	10	1	6	3	4	5	2	7	8	9
63	10	1	3	4	5	6	2	7	9	8
64	10	1	2	5	3	6	4	7	9	8
65	3	3	1	4	6	2	2	1	6	5
66	4	1	3	5	8	7	1	2	1	6
67	4	3	2	8	7	1	1	6	5	9
68	3	2	1	9	8	7	6	4	5	10
69	2	1	1	7	6	4	2	2	3	5
70	1	1	4	5	4	3	1	2	1	6
71	1	1	1	4	3	2	1	1	1	4
72	2	1	3	8	7	6	5	4	9	10
73	3	2	2	7	5	6	4	1	1	8
74	3	3	2	4	5	1	6	1	7	8
75	2	1	5	4	3	2	1	2	1	6
76	2	1	2	4	3	4	3	3	3	4
77	1	1	2	3	4	5	6	2	1	7
78	3	4	3	2	5	1	6	2	7	8
79	3	1	2	7	6	5	4	8	9	10
80	2	1	1	3	4	5	4	2	5	6
81	1	1	2	6	6	5	2	3	4	6
82	3	1	2	8	7	6	5	4	4	9
83	1	2	5	3	4	6	7	10	8	9
84	1	2	3	4	5	6	7	8	9	10
85	2	3	4	5	6	7	1	8	0	10

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

86	1	7	5	2	3	8	6	4	9	10
87	9	3	5	2	7	1	4	6	8	10
88	1	5	7	10	2	3	4	6	8	9
89	1	2	8	7	9	4	1	10	5	6
90	2	6	8	1	5	4	3	7	9	10
91	1	7	5	9	6	2	8	3	4	10
92	1	7	3	8	4	9	2	10	5	6
93	2	4	3	5	6	1	8	9	7	10
94	3	2	1	7	6	8	5	9	4	10
95	2	8	4	9	10	3	7	6	1	5
96	7	2	1	6	3	5	4	8	9	10
97	2	5	8	4	7	6	1	9	3	10
98	2	6	7	8	1	9	4	3	5	10
99	7	8	1	10	2	9	3	4	5	6
100	5	1	2	4	3	6	7	8	9	10
101	2	9	5	4	3	8	10	1	6	7
102	8	2	7	9	6	5	10	3	4	1
103	2	8	1	9	10	5	7	6	4	3
104	9	3	2	8	10	6	1	7	4	5
105	1	8	4	7	10	2	9	5	6	3
106	3	8	1	7	5	10	6	2	9	4
107	2	6	10	7	4	9	5	8	3	1
108	3	7	5	9	2	8	10	6	1	4
109	4	7	2	9	10	6	8	3	5	1
110	1	8	4	9	6	3	10	7	5	2
111	1	5	8	10	7	3	6	9	4	2
112	1	6	9	5	8	3	10	7	4	2
113	3	7	9	8	4	1	10	5	6	2
114	3	2	5	4	1	7	6	8	9	10
115	4	9	10	2	7	8	5	1	6	3
116	3	8	5	9	1	7	10	4	6	2
117	3	7	10	4	6	1	9	5	8	2
118	3	6	10	8	9	1	5	7	2	4
119	8	1	9	10	7	4	6	2	5	3
120	1	9	8	4	10	5	2	6	3	7
121	3	7	5	8	1	6	9	2	10	4
122	1	10	3	6	7	9	2	4	5	8
123	8	2	5	4	9	6	10	7	1	3

Table 29. Results of processing a survey of students, teachers and specialists on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor											Tj	QC
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10			
1	4	1	6	7	9	10	2	3	5	8	0	0,75	
2	9	4	8	7	2	3	1	5	6	10	0	0,36	
3	6	1	2	5	4	3	7	8	10	9	0	0,53	
4	10	2	1	4	3	8	5	9	6	7	0	0,41	
5	10	1	3	2	9	7	4	5	6	8	0	0,46	
6	10	5	2	7	8	4	1	9	3	6	0	0,31	
7	2	1	3	9	8	7	4	5	6	10	0	0,96	
8	2	1	7	8	3	10	4	5	6	9	0	0,68	
9	4	5	1	2	3	7	6	9	8	10	0	0,44	
10	10	5	6	3	7	1	2	8	9	4	0	0,22	

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

11	4	3	5	7	6	2	9	8	1	10	0	0,58
12	6	1	7	2	10	5	9	8	3	4	0	0,28
13	2	3	4	8	10	5	6	7	1	9	0	0,85
14	9	2	8	1	3	4	5	6	7	10	0	0,35
15	9	2	8	1	3	4	5	6	7	10	0	0,34
16	10	3	8	5	7	1	9	2	6	4	0	0,23
17	10	3	5	7	9	1	8	2	4	6	0	0,29
18	2	1	7	5	8	6	9	3	10	4	0	0,31
19	4	1	3	8	7	5	9	6	2	10	0	0,86
20	4	1	7	8	9	3	10	6	5	2	0	0,27
21	9,5	1	6	9,5	7	3	8	4	5	2	6	0,26
22	2,5	4,5	6	2,5	1	8	4,5	8	8	10	36	0,36
23	1,5	3	10	8	4,5	1,5	9	7	6	4,5	12	0,27
24	4	5	3	8	2	6	1	7	10	9	0	0,43
25	5	1	6	9	10	7	8	4	3	2	0	0,29
26	9	8	1	4	6	5	2	7	3	10	0	0,33
27	2	1	3	9	10	4	7	6	5	8	0	0,9
28	7	1	8	6	9	5	10	4	3	2	0	0,25
29	5	1	2	9	10	6	8	7	4	3	0	0,59
30	9	1	10	6	7	2	8	5	3	4	0	0,25
31	2	1	7	6	10	4	9	5	8	3	0	0,3
32	4	1	8	10	9	2	5	3	7	6	0	0,4
33	5	1	2	10	8	3	9	4	7	6	0	0,61
34	7	8	9	10	5,5	5,5	3,5	3,5	1	2	12	0,22
35	8	1	7	5	6	2	9	4	3	10	0	0,44
36	4,5	6,5	4,5	8,5	1	2,5	2,5	6,5	8,5	10	24	0,37
37	7	10	3	4	1,5	1,5	5	7	7	9	30	0,23
38	8	4	10	9	6	5	3	2	1	7	0	0,26
39	6	2	1	10	9	5	3	4	7	8	0	0,72
40	8	3	4	5	1	7	6	2	9	10	0	0,42
41	4	1	5	9	3	6	10	7	8	2	0	0,28
42	4	1	3	9	10	2	8	6	7	5	0	0,6
43	5	1	4	6	3	7	10	2	9	8	0	0,52
44	2	1	10	4	9	3	8	7	5	6	0	0,32
45	3,5	1,5	3,5	8	7	9	5,5	5,5	1,5	10	18	0,92
46	3,5	1,5	5	8	7	6	9	3,5	1,5	10	12	0,83
47	6	6	6	8,5	8,5	2,5	2,5	2,5	2,5	10	90	0,39
48	4	3	1,5	8	7	6	5	9	1,5	10	6	0,31
49	2,5	2,5	2,5	7,5	7,5	5,5	9	5,5	2,5	10	72	0,79
50	4	4	4	6	7	9	8	1,5	1,5	10	30	0,76
51	2	2	4	5	6	7	8	9	2	10	24	0,7
52	4	3	5	7	6	8	2	1	9	10	0	0,66
53	3	2	4	6	5	8	9	10	1	7	0	0,57
54	2	1	3	9	8	7	6	4	5	10	0	0,96
55	10	1	2	3	5	4	6	7	8	9	0	0,46
56	8	1	3	2	4	5	6	7	9	10	0	0,5
57	10	1	3	4	5	6	2	7	8	9	0	0,49
58	10	5	1	2	3	4	6	7	9	8	0	0,32
59	10	1	3	4	5	6	2	7	8	9	0	0,48
60	10	1	3	4	5	6	2	7	8	9	0	0,?
61	4	1	6	7	9	10	2	3	5	8	0	0,74
62	10	1	6	3	4	5	2	7	8	9	0	0,41
63	10	1	3	4	5	6	2	7	9	8	0	0,45
64	10	1	2	5	3	6	4	7	9	8	0	0,45
65	5,5	5,5	1,5	7	9,5	3,5	3,5	1,5	9,5	8	24	0,43
66	6	2	5	7	10	9	2	4	2	8	24	0,73

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

67	5	4	3	9	8	1,5	1,5	7	6	10	6	0,65
68	3	2	1	9	8	7	6	4	5	10	0	0,96
69	4	1,5	1,5	10	9	7	4	4	6	8	30	0,96
70	2,5	2,5	7,5	9	7,5	6	2,5	5	2,5	10	66	0,78
71	3,5	3,5	3,5	9,5	8	7	3,5	3,5	3,5	9,5	216	0,93
72	2	1	3	8	7	6	5	4	9	10	0	0,79
73	5	3,5	3,5	9	7	8	6	1,5	1,5	10	12	0,79
74	4,5	4,5	3	6	7	1,5	8	1,5	9	10	12	0,51
75	5	2	9	8	7	5	2	5	2	10	48	0,67
76	2,5	1	2,5	9	5,5	9	5,5	5,5	5,5	9	90	0,95
77	2	2	4,5	6	7	8	9	4,5	2	10	30	0,82
78	4,5	6	4,5	2,5	7	1	8	2,5	9	10	12	0,34
79	3	1	2	7	6	5	4	8	9	10	0	0,59
80	3,5	1,5	1,5	5	6,5	8,5	6,5	3,5	8,5	10	24	0,71
81	1,5	1,5	3,5	9	9	7	3,5	5	6	9	36	0,96
82	3	1	2	9	8	7	6	4,5	4,5	10	6	0,96
83	1	2	5	3	4	6	7	10	8	9	0	0,53
84	1	2	3	4	5	6	7	8	9	10	0	0,62
85	2	3	4	5	6	7	1	8	9	10	0	0,64
86	1	7	5	2	3	8	6	4	9	10	0	0,34
87	9	3	5	2	7	1	4	6	8	10	0	0,4
88	1	5	7	10	2	3	4	6	8	9	0	0,38
89	3	2	8	7	9	4	1	10	5	6	0	0,38
90	2	6	8	1	5	4	3	7	9	10	0	0,33
91	1	7	5	9	6	2	8	3	4	10	0	0,39
92	1	7	3	8	4	9	2	10	5	6	0	0,3
93	2	4	3	5	6	1	8	9	7	10	0	0,54
94	3	2	1	7	6	8	5	9	4	10	0	0,54
95	2	8	4	9	10	3	7	6	1	5	0	0,24
96	7	2	1	6	3	5	4	8	9	10	0	0,55
97	2	5	8	4	7	6	1	9	3	10	0	0,37
98	2	6	7	8	1	9	4	3	5	10	0	0,36
99	7	8	1	10	2	9	3	4	5	6	0	0,24
100	5	1	2	4	3	6	7	8	9	10	0	0,56
											1008	
Rank sums	500.5	280.5	446	636.5	619.5	529	538	562	575	813	550	
Sum of ranks without heretics	6.5	11.5	12.5	22.5	25.5	26.5	35	41	45	49		
Coef. concord.		0.21		0.96								
Crete. Pearson		185.96		2.14								

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

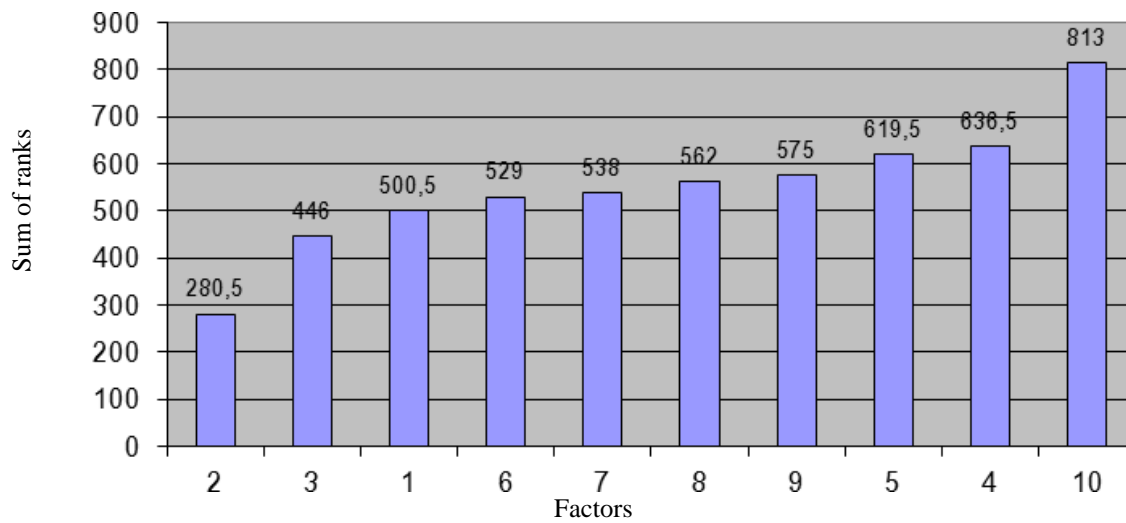


Figure 13 - Results of the survey of students, teachers and specialists on the influence of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

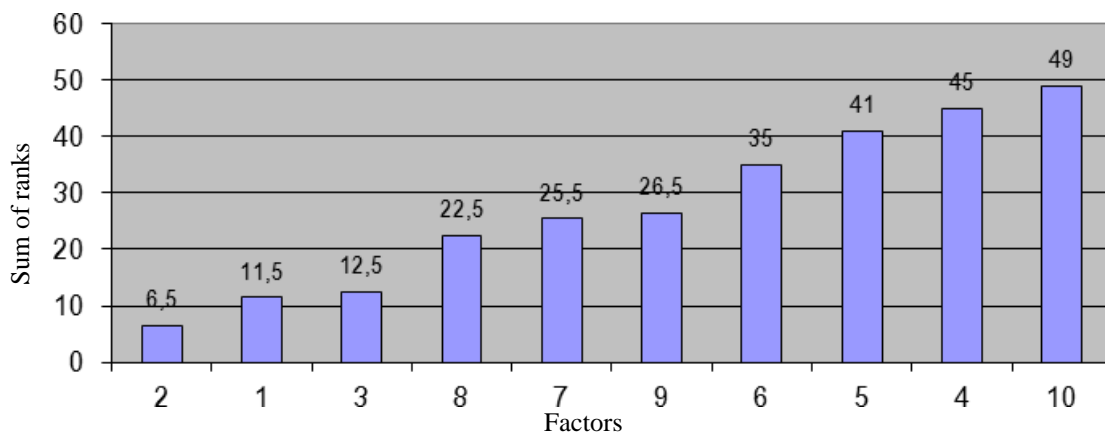


Figure 14 - The results of a survey of students, teachers and specialists about the impact of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, the opinion of those experts that does not coincide with the opinion of the majority of respondents

Table 30. Results of a survey of students, teachers and specialists on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Experts	Factors									
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4

Impact Factor: **ISRA (India) = 6.317** **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

11	4	3	5	7	6	2	9	8	1	10
12	6	1	7	2	10	5	9	8	3	4
13	2	3	4	8	10	5	6	7	1	9
14	9	2	8	1	3	4	5	6	7	10
15	9	2	8	1	3	4	5	6	7	10
16	10	3	8	5	7	1	9	2	6	4
17	10	3	5	7	9	1	8	2	4	6
18	2	1	7	5	8	6	9	3	10	4
19	4	1	3	8	7	5	9	6	2	10
20	4	1	7	8	9	3	10	6	5	2
21	9	1	6	9	7	3	8	4	5	2
22	2	3	4	2	1	5	3	5	5	6
23	1	2	8	6	3	1	7	5	4	3
24	4	5	3	8	2	6	1	7	10	9
25	5	1	6	9	10	7	8	4	3	2
26	9	8	1	4	6	5	2	7	3	10
27	2	1	3	9	10	4	7	6	5	8
28	7	1	8	6	9	5	10	4	3	2
29	5	1	2	9	10	6	8	7	4	3
30	9	1	10	6	7	2	8	5	3	4
31	2	1	7	6	10	4	9	5	8	3
32	4	1	8	10	9	2	5	3	7	6
33	5	1	2	10	8	3	9	4	7	6
34	5	6	7	8	4	4	3	3	1	2
35	8	1	7	5	6	2	9	4	3	10
36	3	4	3	5	1	2	2	4	5	6
37	5	7	2	3	1	1	4	5	5	6
38	8	4	10	9	6	5	3	2	1	7
39	6	2	1	10	9	5	3	4	7	8
40	8	3	4	5	1	7	6	2	9	10
41	4	1	5	9	3	6	10	7	8	2
42	4	1	3	9	10	2	8	6	7	5
43	5	1	4	6	3	7	10	2	9	8
44	2	1	10	4	9	3	8	7	5	6
45	2	1	2	5	4	6	3	3	1	7
46	2	1	3	6	5	4	7	2	1	8
47	2	2	2	3	3	1	1	1	1	4
48	3	2	1	7	6	5	4	8	1	9
49	1	1	1	3	3	2	4	2	1	5
50	2	2	2	3	4	6	5	1	1	7
51	1	1	2	3	4	5	6	7	1	8
52	4	3	5	7	6	8	2	1	9	10
53	3	2	4	6	5	8	9	10	1	7
54	2	1	3	9	8	7	6	4	5	10
55	10	1	2	3	5	4	6	7	8	9
56	8	1	3	2	4	5	6	7	9	10
57	10	1	3	4	5	6	2	7	8	9
58	10	5	1	2	3	4	6	7	9	8
59	10	1	3	4	5	6	2	7	8	9
60	10	1	3	4	5	6	2	7	8	9
61	4	1	6	7	9	10	2	3	5	8
62	10	1	6	3	4	5	2	7	8	9
63	10	1	3	4	5	6	2	7	9	8
64	10	1	2	5	3	6	4	7	9	8
65	3	3	1	4	6	2	2	1	6	5
66	4	1	3	5	8	7	1	2	1	6

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

67	4	3	2	8	7	1	1	6	5	9
68	3	2	1	9	8	7	6	4	5	10
69	2	1	1	7	6	4	2	2	3	5
70	1	1	4	5	4	3	1	2	1	6
71	1	1	1	4	3	2	1	1	1	4
72	2	1	3	8	7	6	5	4	9	10
73	3	2	2	7	5	6	4	1	1	8
74	3	3	2	4	5	1	6	1	7	8
75	2	1	5	4	3	2	1	2	1	6
76	2	1	2	4	3	4	3	3	3	4
77	1	1	2	3	4	5	6	2	1	7
78	3	4	3	2	5	1	6	2	7	8
79	3	1	2	7	6	5	4	8	9	10
80	2	1	1	3	4	5	4	2	5	6
81	1	1	2	6	6	5	2	3	4	6
82	3	1	2	8	7	6	5	4	4	9
83	1	2	5	3	4	6	7	10	8	9
84	1	2	3	4	5	6	7	8	9	10
85	2	3	4	5	6	7	1	8	9	10
86	1	7	5	2	3	8	6	4	9	10
87	9	3	5	2	7	1	4	6	8	10
88	1	5	7	10	2	3	4	6	8	9
89	3	2	8	7	9	4	1	10	5	6
90	2	6	8	1	5	4	3	7	9	10
91	1	7	5	9	6	2	8	3	4	10
92	1	7	3	8	4	9	2	10	5	6
93	2	4	3	5	6	1	8	9	7	10
94	3	2	1	7	6	8	5	9	4	10
95	2	8	4	9	10	3	7	6	1	5
96	7	2	1	6	3	5	4	8	9	10
97	2	5	8	4	7	6	1	9	3	10
98	2	6	7	8	1	9	4	3	5	10
99	7	8	1	10	2	9	3	4	5	6
100	5	1	2	4	3	6	7	8	9	10
101	2	9	5	4	3	8	10	1	6	7
102	8	2	7	9	6	5	10	3	4	1
103	2	8	1	9	10	5	7	6	4	3
104	9	3	2	8	10	6	1	7	4	5
105	1	8	4	7	10	2	9	5	6	3
106	3	8	1	7	5	10	6	2	9	4
107	2	6	10	7	4	9	5	8	3	1
108	3	7	5	9	2	8	10	6	1	4
109	4	7	2	9	10	6	8	3	5	1
110	1	8	4	9	6	3	10	7	5	2
111	1	5	8	10	7	3	6	9	4	2
112	1	6	9	5	8	3	10	7	4	2
113	3	7	9	8	4	1	10	5	6	2
114	3	2	5	4	1	7	6	8	9	10
115	4	9	10	2	7	8	5	1	6	3
116	3	8	5	9	1	7	10	4	6	2
117	3	7	10	4	6	1	9	5	8	2
118	3	6	10	8	9	1	5	7	2	4
119	8	1	9	10	7	4	6	2	5	3
120	1	9	8	4	10	5	2	6	3	7
121	3	7	5	8	1	6	9	2	10	4
122	1	10	3	6	7	9	2	4	5	8

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

123	8	2	5	4	9	6	10	7	1	3
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Table 31. Results of processing a survey of students, teachers and specialists on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	4	1	6	7	9	10	2	3	5	8	0,75
2	9	4	8	7	2	3	1	5	6	10	0,36
3	6	1	2	5	4	3	7	8	10	9	0,53
4	10	2	1	4	3	8	5	9	6	7	0,41
5	10	1	3	2	9	7	4	5	6	8	0,46
6	10	5	2	7	8	4	1	9	3	6	0,31
7	2	1	3	9	8	7	4	5	6	10	0,96
8	2	1	7	8	3	10	4	5	6	9	0,68
9	4	5	1	2	3	7	6	9	8	10	0,44
10	10	5	6	3	7	1	2	8	9	4	0,22
11	4	3	5	7	6	2	9	8	1	10	0,58
12	6	1	7	2	10	5	9	8	3	4	0,28
13	2	3	4	8	10	5	6	7	1	9	0,85
14	9	2	8	1	3	4	5	6	7	10	0,35
15	9	2	8	1	3	4	5	6	7	10	0,34
16	10	3	8	5	7	1	9	2	6	4	0,23
17	10	3	5	7	9	1	8	2	4	6	0,29
18	2	1	7	5	8	6	9	3	10	4	0,31
19	4	1	3	8	7	5	9	6	2	10	0,86
20	4	1	7	8	9	3	10	6	5	2	0,27
21	9,5	1	6	9,5	7	3	8	4	5	2	0,26
22	2,5	4,5	6	2,5	1	8	4,5	8	8	10	0,36
23	1,5	3	10	8	4,5	1,5	9	7	6	4,5	0,27
24	4	5	3	8	2	6	1	7	10	9	0,43
25	5	1	6	9	10	7	8	4	3	2	0,29
26	9	8	1	4	6	5	2	7	3	10	0,33
27	2	1	3	9	10	4	7	6	5	8	0,9
28	7	1	8	6	9	5	10	4	3	2	0,25
29	5	1	2	9	10	6	8	7	4	3	0,59
30	9	1	10	6	7	2	8	5	3	4	0,25
31	2	1	7	6	10	4	9	5	8	3	0,3
32	4	1	8	10	9	2	5	3	7	6	0,4
33	5	1	2	10	8	3	9	4	7	6	0,61
34	7	8	9	10	5,5	5,5	3,5	3,5	1	2	0,22
35	8	1	7	5	6	2	9	4	3	10	0,44
36	4,5	6,5	4,5	8,5	1	2,5	2,5	6,5	8,5	10	0,37
37	7	10	3	4	1,5	1,5	5	7	7	9	0,23
38	8	4	10	9	6	5	3	2	1	7	0,26
39	6	2	1	10	9	5	3	4	7	8	0,72
40	8	3	4	5	1	7	6	2	9	10	0,42
41	4	1	5	9	3	6	10	7	8	2	0,28
42	4	1	3	9	10	2	8	6	7	5	0,6
43	5	1	4	6	3	7	10	2	9	8	0,52
44	2	1	10	4	9	3	8	7	5	6	0,32
45	3,5	1,5	3,5	8	7	9	5,5	5,5	1,5	10	0,92
46	3,5	1,5	5	8	7	6	9	3,5	1,5	10	0,83
47	6	6	6	8,5	8,5	2,5	2,5	2,5	2,5	10	0,39

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

48	4	3	1,5	8	7	6	5	9	1,5	10	0,31
49	2,5	2,5	2,5	7,5	7,5	5,5	9	5,5	2,5	10	0,79
50	4	4	4	6	7	9	8	1,5	1,5	10	0,76
51	2	2	4	5	6	7	8	9	2	10	0,7
52	4	3	5	7	6	8	2	1	9	10	0,66
53	3	2	4	6	5	8	9	10	1	7	0,57
54	2	1	3	9	8	7	6	4	5	10	0,96
55	10	1	2	3	5	4	6	7	8	9	0,46
56	8	1	3	2	4	5	6	7	9	10	0,5
57	10	1	3	4	5	6	2	7	8	9	0,49
58	10	5	1	2	3	4	6	7	9	8	0,32
59	10	1	3	4	5	6	2	7	8	9	0,48
60	10	1	3	4	5	6	2	7	8	9	0,;?
61	4	1	6	7	9	10	2	3	5	8	0,74
62	10	1	6	3	4	5	2	7	8	9	0,41
63	10	1	3	4	5	6	2	7	9	8	0,45
64	10	1	2	5	3	6	4	7	9	8	0,45
65	5,5	5,5	1,5	7	9,5	3,5	3,5	1,5	9,5	8	0,43
66	6	2	5	7	10	9	2	4	2	8	0,73
67	5	4	3	9	8	1,5	1,5	7	6	10	0,65
68	3	2	1	9	8	7	6	4	5	10	0,96
69	4	1,5	1,5	10	9	7	4	4	6	8	0,96
70	2,5	2,5	7,5	9	7,5	6	2,5	5	2,5	10	0,78
71	3,5	3,5	3,5	9,5	8	7	3,5	3,5	3,5	9,5	0,93
72	2	1	3	8	7	6	5	4	9	10	0,79
73	5	3,5	3,5	9	7	8	6	1,5	1,5	10	0,79
74	4,5	4,5	3	6	7	1,5	8	1,5	9	10	0,51
75	5	2	9	8	7	5	2	5	2	10	0,67
76	2,5	1	2,5	9	5,5	9	5,5	5,5	5,5	9	0,95
77	2	2	4,5	6	7	8	9	4,5	2	10	0,82
78	4,5	6	4,5	2,5	7	1	8	2,5	9	10	0,34
79	3	1	2	7	6	5	4	8	9	10	0,59
80	3,5	1,5	1,5	5	6,5	8,5	6,5	3,5	8,5	10	0,71
81	1,5	1,5	3,5	9	9	7	3,5	5	6	9	0,96
82	3	1	2	9	8	7	6	4,5	4,5	10	0,96
83	1	2	5	3	4	6	7	10	8	9	0,53
84	1	2	3	4	5	6	7	8	9	10	0,62
85	2	3	4	5	6	7	1	8	9	10	0,64
86	1	7	5	2	3	8	6	4	9	10	0,34
87	9	3	5	2	7	1	4	6	8	10	0,4
88	1	5	7	10	2	3	4	6	8	9	0,38
89	3	2	8	7	9	4	1	10	5	6	0,38
90	2	6	8	1	5	4	3	7	9	10	0,33
91	1	7	5	9	6	2	8	3	4	10	0,39
92	1	7	3	8	4	9	2	10	5	6	0,3
93	2	4	3	5	6	1	8	9	7	10	0,54
94	3	2	1	7	6	8	5	9	4	10	0,54
95	2	8	4	9	10	3	7	6	1	5	0,24
96	7	2	1	6	3	5	4	8	9	10	0,55
97	2	5	8	4	7	6	1	9	3	10	0,37
98	2	6	7	8	1	9	4	3	5	10	0,36
99	7	8	1	10	2	9	3	4	5	6	0,24
100	5	1	2	4	3	6	7	8	9	10	0,56
Rank sums	500.5	280.5	446	636.5	619.5	529	538	562	575	813	
Sum of ranks											

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

without heretics											
Coef. concord.		0.21		0.96							
Crete. Pearson		185.96		2.14							

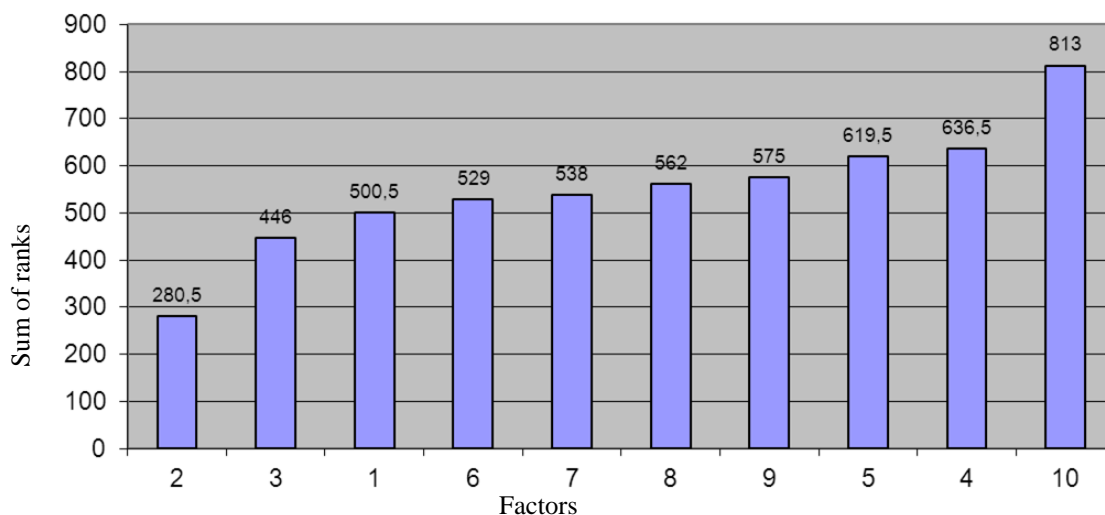


Figure 15 - The results of the questionnaire survey by teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

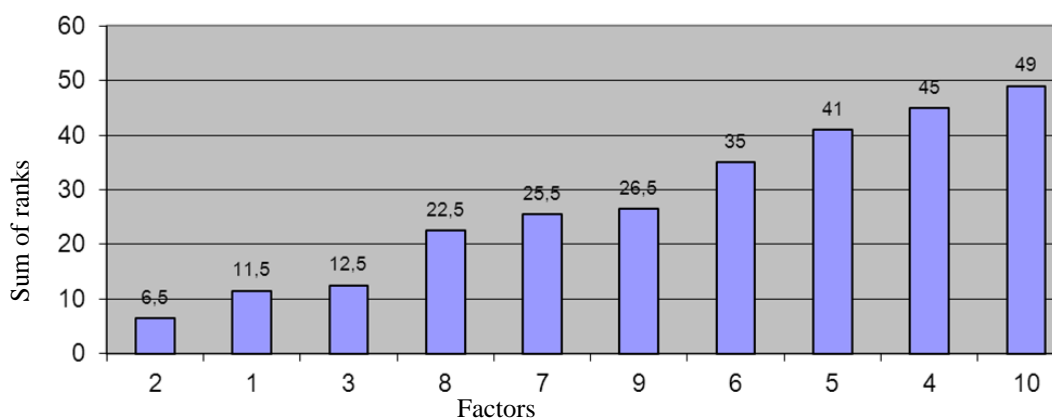


Figure 16 - The results of the questionnaire survey by teachers and specialists about the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, the opinion of those experts that does not coincide with the opinion of the majority of respondents without heretics, i.e. whose opinion does not match the majority of respondents

Table 32. The results of assessing the competence of students, teachers and specialists on the impact of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Experts		Factors										Wi
		1	2	3	4	5	6	7	8	9	10	
1	1	4	1	6	7	9	10	2	3	5	8	0,80
2	2	9	4	8	7	2	3	1	5	6	10	0,59
3	3	6	1	2	5	4	3	7	8	10	9	0,66
4	4	10	2	1	4	3	8	5	9	6	7	0,63
5	5	10	1	3	2	9	7	4	5	6	8	0,66
6	6	10	5	2	7	8	4	1	9	3	6	0,64

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

7	7	2	1	3	9	8	7	4	5	6	10	0,84
8	8	2	1	7	8	3	10	4	5	6	9	0,75
9	9	4	5	1	2	3	7	6	9	8	10	0,61
10	10	10	5	6	3	7	1	2	8	9	4	0,47
11	11	4	3	5	7	6	2	9	8	1	10	0,71
12	12	6	1	7	2	10	5	9	8	3	4	0,61
13	13	2	3	4	8	10	5	6	7	1	9	0,79
14	14	9	2	8	1	3	4	5	6	7	10	0,54
15	15	9	2	8	1	3	4	5	6	7	10	0,54
16	16	10	3	8	5	7	1	9	2	6	4	0,53
17	17	10	3	5	7	9	1	8	2	4	6	0,63
18	18	2	1	7	5	8	6	9	3	10	4	0,65
19	19	4	1	3	8	7	5	9	6	2	10	0,79
20	20	4	1	7	8	9	3	10	6	5	2	0,65
21	21	9	1	6	9	7	3	8	4	5	2	0,62
22	22	2	3	4	2	1	5	3	5	5	6	0,61
23	23	1	2	8	6	3	1	7	5	4	3	0,59
24	24	4	5	3	8	2	6	1	7	10	9	0,67
25	25	5	1	6	9	10	7	8	4	3	2	0,71
26	26	9	8	1	4	6	5	2	7	3	10	0,62
27	28	7	1	8	6	9	5	10	4	3	2	0,61
28	29	5	1	2	9	10	6	8	7	4	3	0,75
29	30	9	1	10	6	7	2	8	5	3	4	0,57
30	31	2	1	7	6	10	4	9	5	8	3	0,66
31	32	4	1	8	10	9	2	5	3	7	6	0,71
32	33	5	1	2	10	8	3	9	4	7	6	0,75
33	34	5	6	7	8	4	4	3	3	1	2	0,55
34	35	8	1	7	5	6	2	9	4	3	10	0,66
35	36	3	4	3	5	1	2	2	4	5	6	0,62
36	37	5	7	2	3	1	1	4	5	5	6	0,50
37	38	8	4	10	9	6	5	3	2	1	7	0,64
38	39	6	2	1	10	9	5	3	4	7	8	0,79
39	40	8	3	4	5	1	7	6	2	9	10	0,63
40	41	4	1	5	9	3	6	10	7	8	2	0,63
41	42	4	1	3	9	10	2	8	6	7	5	0,73
42	43	5	1	4	6	3	7	10	2	9	8	0,68
43	44	2	1	10	4	9	3	8	7	5	6	0,63
44	46	2	1	3	6	5	4	7	2	1	8	0,79
45	47	2	2	2	3	3	1	1	1	1	4	0,71
46	48	3	2	1	7	6	5	4	8	1	9	0,79
47	49	1	1	1	3	3	2	4	2	1	5	0,80
48	50	2	2	2	3	4	6	5	1	1	7	0,76
49	51	1	1	2	3	4	5	6	7	1	8	0,75
50	52	4	3	5	7	6	8	2	1	9	10	0,74
51	53	3	2	4	6	5	8	9	10	1	7	0,71
52	54	2	1	3	9	8	7	6	4	5	10	0,84
53	55	10	1	2	3	5	4	6	7	8	9	0,63
54	56	8	1	3	2	4	5	6	7	9	10	0,63
55	57	10	1	3	4	5	6	2	7	8	9	0,65
56	58	10	5	1	2	3	4	6	7	9	8	0,54
57	59	10	1	3	4	5	6	2	7	8	9	0,65
58	60	10	1	3	4	5	6	2	7	8	9	0,65
59	61	4	1	6	7	9	10	2	3	5	8	0,78
60	62	10	1	6	3	4	5	2	7	8	9	0,59
61	63	10	1	3	4	5	6	2	7	9	8	0,63
62	64	10	1	2	5	3	6	4	7	9	8	0,64

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

63	65	3	3	1	4	6	2	2	1	6	5	0,70
64	66	4	1	3	5	8	7	1	2	1	6	0,77
65	67	4	3	2	8	7	1	1	6	5	9	0,74
66	68	3	2	1	9	8	7	6	4	5	10	0,84
67	70	1	1	4	5	4	3	1	2	1	6	0,78
68	72	2	1	3	8	7	6	5	4	9	10	0,80
69	73	3	2	2	7	5	6	4	1	1	8	0,80
70	74	3	3	2	4	5	1	6	1	7	8	0,68
71	75	2	1	5	4	3	2	1	2	1	6	0,73
72	77	1	1	2	3	4	5	6	2	1	7	0,78
73	78	3	4	3	2	5	1	6	2	7	8	0,59
74	79	3	1	2	7	6	5	4	8	9	10	0,76
75	80	2	1	1	3	4	5	4	2	5	6	0,77
76	81	1	1	2	6	6	5	2	3	4	6	0,83
77	82	3	1	2	8	7	6	5	4	4	9	0,84
78	83	1	2	5	3	4	6	7	10	8	9	0,66
79	84	1	2	3	4	5	6	7	8	9	10	0,71
80	85	2	3	4	5	6	7	1	8	9	10	0,72
81	86	1	7	5	2	3	8	6	4	9	10	0,60
82	87	9	3	5	2	7	1	4	6	8	10	0,58
83	88	1	5	7	10	2	3	4	6	8	9	0,67
84	89	3	2	8	7	9	4	1	10	5	6	0,68
85	90	2	6	8	1	5	4	3	7	9	10	0,56
86	91	1	7	5	9	6	2	8	3	4	10	0,70
87	92	1	7	3	8	4	9	2	10	5	6	0,68
88	93	2	4	3	5	6	1	8	9	7	10	0,67
89	94	3	2	1	7	6	8	5	9	4	10	0,80
90	95	2	8	4	9	10	3	7	6	1	5	0,68
91	96	7	2	1	6	3	5	4	8	9	10	0,69
92	97	2	5	8	4	7	6	1	9	3	10	0,66
93	98	2	6	7	8	1	9	4	3	5	10	0,68
94	99	7	8	1	10	2	9	3	4	5	6	0,65
95	100	5	1	2	4	3	6	7	8	9	10	0,68
96	101	2	9	5	4	3	8	10	1	6	7	0,57
97	102	8	2	7	9	6	5	10	3	4	1	0,60
98	103	2	8	1	9	10	5	7	6	4	3	0,68
99	104	9	3	2	8	10	6	1	7	4	5	0,71
100	105	1	8	4	7	10	2	9	5	6	3	0,61
101	106	3	8	1	7	5	10	6	2	9	4	0,64
102	107	2	6	10	7	4	9	5	8	3	1	0,55
103	108	3	7	5	9	2	8	10	6	1	4	0,62
104	109	4	7	2	9	10	6	8	3	5	1	0,65
105	110	1	8	4	9	6	3	10	7	5	2	0,59
106	111	1	5	8	10	7	3	6	9	4	2	0,62
107	112	1	6	9	5	8	3	10	7	4	2	0,54
108	113	3	7	9	8	4	1	10	5	6	2	0,50
109	114	3	2	5	4	1	7	6	8	9	10	0,65
110	115	4	9	10	2	7	8	5	1	6	3	0,47
111	116	3	8	5	9	1	7	10	4	6	2	0,56
112	117	3	7	10	4	6	1	9	5	8	2	0,45
113	118	3	6	10	8	9	1	5	7	2	4	0,59
114	119	8	1	9	10	7	4	6	2	5	3	0,64
115	120	1	9	8	4	10	5	2	6	3	7	0,61
116	121	3	7	5	8	1	6	9	2	10	4	0,56
117	122	1	10	3	6	7	9	2	4	5	8	0,67
118	123	8	2	5	4	9	6	10	7	1	3	0,61

Impact Factor:

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119	27	2	1	3	9	10	4	7	6	5	8	0,84
120	45	2	1	2	5	4	6	3	3	1	7	0,84
121	69	2	1	1	7	6	4	2	2	3	5	0,84
122	71	1	1	1	4	3	2	1	1	1	4	0,84
123	76	2	1	2	4	3	4	3	3	3	4	0,84

The considered method for assessing the competence of experts with their participation in the work of expert commissions of various organizations can be used if there is sufficient reasoning about the reliability of the results of their work. If the head of the organization that forms these expert commissions needs to personally assess the competence of each participant, in this case it is proposed to use a new method, the essence of which involves a personal assessment of the competence of each expert using the developed software product.

One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with the parties interested in the successful functioning of this enterprise. Each enterprise, even small ones, has several groups of subjects with different interests, with which it can be in temporary or permanent cooperation. The research of the authors is devoted to the issues of studying these interests, ways of solving emerging problems between external and internal participants, establishing relationships between partners, in order to guarantee to all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respect.

The considered method for assessing the competence of experts with their participation in the work of expert commissions of various organizations can be used if there is sufficient reasoning about the reliability of the results of their work. If the head of the organization that forms these expert commissions needs to personally assess the competence of each participant, in this case it is proposed to use a new method, the essence of which involves a personal assessment of the competence of each expert using the developed software product.

Thus, the authors were able, on the one hand, to show the possibilities of expertise for assessing the competence of specialists involved by customs for marketing communications for the compliance of products with regulatory requirements within the framework of the Customs Code of the Customs Union and other organizations and the choice of preferences in advertising to stimulate product sales, on the other hand, make sure that they are competent. whether the involved expert auditors or not, which will allow the management of the TC CU and other organizations to reduce errors in their work on attracting expert auditors to work in customs, and consumers will be sure that they are purchasing high quality products that meet the requirements of technical regulations, standards, codes of practice, or

contract terms.

In any case, only the business itself will benefit from all this, i.e. it will be possible to protect the domestic consumer from low-quality products and provoke domestic producers to significantly improve the very quality of products and increase their competitiveness and demand.

The nature of the new competition in the modern world economy, caused by the processes of globalization, sets high demands on manufacturers to increase the competitiveness of goods and enterprises. Increasing the competitiveness of enterprises and industries is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District, which is reflected in the program document, namely, in the strategy for the development of light industry in Russia for the period up to 2025.

In this regard, the problem of the competitiveness of domestic footwear requires the development of conceptual foundations of theoretical, methodological and practical recommendations adequate to the forthcoming changes in the organizational and economic mechanism of the functioning of the entire industrial complex of the country.

In modern conditions of market relations, a competitive environment and direct interaction of Russian and foreign manufacturers, solving the problem of combining state and market mechanisms for managing competitiveness is becoming a strategic resource for the economy of the regions of the Southern Federal District and the North Caucasus Federal District. In the world economy, the place of price competitiveness was taken by the competitiveness of quality levels, which will increase its relevance with Russia's entry into the WTO. An increase in the quality factor of the results of the production of domestic footwear in the strategy of competition in world markets is a long-term trend.

The task of increasing competitiveness is especially urgent for shoe enterprises, which, due to external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state.

There are three main options for the concept of

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an enterprise in a developed economy: neoclassical, agency (stock) and the concept of partnerships.

The concept of partnership, or stakeholder theory, examines the dependence of a firm's actions on the interests of a wide variety of stakeholders, including consumers, suppliers, shareholders, managers, employees, etc. At the same time, each of the partners has certain rights to control the enterprise, therefore the concept implies the need to make decisions taking into account their interests.

The theory of strategic management is one of the most difficult areas of management science. For a fairly short period of its existence, characterized by the rapid development of a number of concepts, it managed to turn into an independent scientific discipline with its own academic infrastructure. The most important question that theory must answer is the identification of the sources of long-term competitiveness of enterprises. These sources are determined by the strategy of the enterprise and, accordingly, raise the question of its nature.

The systemic concept of the enterprise can be considered as a starting point for the strategic description of enterprises at the present time, since none of the above concepts "in its pure form represents a scheme for analysis, relevant to the real situation and role of the enterprise in any economy."

Insufficient adequacy of the concept of partnership relations of an enterprise follows from the fact that the behavior of industrial enterprises is determined to the greatest extent by the interests of only the internal top management and large owners.

However, it should be noted that this situation was typical for the 90s of the last century, but recent years have been characterized by changes in this area. Evidence of this is the gradual development and spread of the corporate governance system in the country, one of the principles of which directly emphasizes the role of stakeholders in enterprise management. One cannot fail to note the recent increase in attention to the concept of social responsibility of business.

The simultaneous coexistence of several concepts that describe the decision-making mechanism in enterprise management is due to the

fact that different enterprises have specific tasks at different stages of their activities.

In particular, not all enterprises are the main consumers of stakeholder theory, but only those that are interested in maintaining relationships with a wide range of partners and in managing them. For such enterprises, stakeholder theory can offer non-standard approaches to address their specific challenges.

There are certain relationships between the company and partners, they can be different, both competitive and collaborative. Partners can exist independently of each other, or they can interact. The set of partners, which the adherents of this theory call "a coalition of business participants" or "a coalition of influence", is a force that continuously influences an organization, forcing it to evolve, change and adjust.

In the modern interpretation of stakeholder theory, partners are viewed not just as groups and individuals affected by the organization's activities, but as contributors of a certain type of resource. Stakeholders provide the enterprise with the resources necessary for its activities, because its activities allow satisfying its needs. At the same time, the satisfaction of the partner's requests is nothing more than the receipt by him of resources from the organization. Thus, the relationship between the enterprise and its partners is built around the resource exchange, since each seeks to create its own resource base that would best suit the goals of the partners.

Thus, the total assessment of the competitiveness of the same product, given by representatives of different segments, will differ. To make managerial decisions on competitiveness, the analysis uses the results of assessing the competitiveness of men's shoes, which were put down by representatives of the target segment.

The maximum score for the product coefficient is 5 points.

In fact, the level of competitiveness may be below the maximum mark.

Let's calculate the competitiveness of enterprises, taking into account the significance defined above. We will enter the obtained data into table 33.

Table 33. Analysis of the competitiveness of men's shoes

Properties	Compliance with the direction of fashion	Arts. formalized indolence	Workmanship quality	Comfort fortitude	Otherness	Appearance and quality of the material	Price	Competitive way ness	Place order
The significance of ai	0.138	0.154	0.138	0.15	0.12	0.145	0.153		
Dono shoes	0.46	0.49	0.51	0.51	0.45	0.56	0.51	3.49	1
Leonov	0.45	0.38	0.47	0.43	0.39	0.48	0.45	3.05	2

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According to table 6.33, it can be seen that men's footwear of Donobuv CJSC are more competitive than the same range of Leonov LLC.

The rest of the indicators for assessing the competitiveness of enterprises will be taken from the technical and economic indicators of enterprises, data from the balance sheet.

Let us calculate the dimensionless estimates of the indicators of the competitiveness of enterprises and summarize everything in Table 34.

To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method. Which was discussed above.

So, based on the data presented, we will calculate the generalizing indicators of the competitiveness of the studied enterprises using the formula (3):

for LLC Leonov: $KP = 59.65\%$.
for JSC "Donobuv": $KP = 70.877\%$.

As can be seen from the scale for assessing the qualitative level of competitiveness, LLC Leonov and CJSC Donobuv have an average level of competitiveness in the market of footwear enterprises in the Southern Federal District and the North Caucasus Federal District.

Let us analyze the second most important potential of enterprise competitiveness - marketing efficiency. We present the data on this potential in Table 34, where we indicate the weighted estimates at the surveyed enterprises and the maximum estimate for these indicators.

Table 34. Assessment of the competitiveness of enterprises

Enterprise competitiveness factors	Indicators	Significance bridge, %	The values		Dimensionless estimates of enterprise competitiveness indicators		Weighted estimates of competitiveness indicators	
			Leonov LLC	Donobuv CJSC	Leonov LLC	Donobuv CJSC	Leonov LLC	Donobuv CJSC
1. Competitiveness tovara	Weighted average by product range competitiveness goods, score	40	3.05	3.49	0.61	0.69	24.4	27.92
2. Efficiency marketing	Assessment of the level of partnerships with stakeholders of the enterprise, score	ten	2.85	3.05	0.71	0.76	7.10	7.60
	Exceeding the permissible level of Goth stocks. products, %	3	66.50	28.80	0.34	1.00	1.02	3.00
	Market share of the enterprise, %	3	3.00	7.30	0.08	0.20	0.24	0.60
	Sales growth rate, %	3	221.00	198,00	0.89	0.80	2.67	2.40
3. Quality management	Return on investment	3	0.85	4.02	0.08	0.39	0.24	1.17
	Return on total assets, %	3	10.90	43.90	0.17	0.53	0.51	1.59
4. Financial state of the enterprise	Coefficient of provision Own werewolves. by means (0.2)	3	0.19	0.76	0.95	3.80	2.85	11.40

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	Current liquidity ratio (1.3)	3	1.46	4.16	0.26	0.79	0.78	2.37
	Costs per 1 rub. realiz. products	3	0.69	0.53	0.86	1.00	2.58	3.00
5.Level of organization NSproduction	Capacity utilization rate	2	0.83	0.95	0.87	1.00	1.74	2.00
	Labor productivity	2	48.19	60.22	0.64	0.80	1.28	1.60
	Wear of mains funds,%	2	26.00	47,00	0.38	0.21	0.76	0.42
6.EfficiencyMT O	Assessment of relationships with suppliers, score	3	7.28	7.99	0.73	0.80	2.18	2.40
	Material efficiency, RUB / RUB	3	20.45	13.48	0.13	0.12	0.39	0.36
7. Activity of innovators. activities	Share of innovative products,%	eight	1.30	0.13	1.00	0.10	8.00	0.80
8. Competitiveness nstaff	Coefficient of advancing labor productivity growth in relation to wage growth	3	2.06	1.56	0.95	0.72	2.85	2.16
	Personnel turnover rate,%	3	7.00	6.00	0.02	0.03	0.06	0.09
	Total maximum significance score	100	-	-	-	-	59.65	70.88

As can be seen from the table 35 below, the deviation in terms of the potential of marketing efficiency in Leonov LLC is -7.97, in Donobuv CJSC -5.4. The greatest influence on this deviation is exerted by the indicator of the quality level of

partnerships with stakeholders, therefore, in order to increase the effectiveness of marketing activities, the enterprises under study should establish and develop relationships with partners.

Table 35. Analysis of the effectiveness of using marketing potential

Indicators for evaluating the effectiveness of marketing	Significance, %	Weighted estimates of competitiveness indicators		Maximum weighted score	Deviation of the weighted estimate from the maximum	
		OOO Leonov	Company Dono shoes		OOO Leonov	Company Dono shoes
Assessment of the level of partnerships with stakeholders of the enterprise, score	ten	7.1	7.6	ten	-2.9	-2.4
Exceeding the permissible level of stocks Goth. products,%	3	1.02	3	3	-1.98	0

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Market share of the enterprise,%	3	0.24	0.6	3	-2.76	-2.4
Sales growth rate,%	3	2.67	2.4	3	-0.33	-0.6
Total	19	11.03	13.6	19	-7.97	-5.4

So, when assessing competitiveness of the surveyed enterprises it was revealed that the level of competitiveness of LLC "Leonov", CJSC "Donobuv" is average (59.65% and 70.88%, respectively). One of the important factors that influences the assessment of competitiveness is the effectiveness of marketing. It can be seen from the analysis that the deviation for this potential is 7.97 in Leonov LLC, and 5.4 in Donobuv CJSC. To improve marketing effectiveness, businesses should implement a stakeholder framework that will foster relationships with partners.

So, in order to increase the competitiveness of the studied enterprises on the basis of the theory of partnership relations, it is proposed to introduce a mechanism for the formation of interaction with stakeholders.

Thus, the theory of partnerships is becoming relevant today, therefore, taking into account the importance of this factor, a methodology for assessing the competitiveness of an enterprise has been developed, taking into account a new paradigm - the theory of partnerships. The developed methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of partnerships allows an in-depth analysis of the competitiveness of enterprises, taking into account an important factor of competitive advantages in a networked economy - the quality and level of development of partnerships.

As the main unique aspects of the formation of competitive The advantages of enterprises based on theory-oriented partnerships can be highlighted:

- creation and permanent expansion of a database of key partners;
- formation of the necessary technical base (computers, peripherals and software);
- organization of the activities of the unit and individual managers for managing relationships with stakeholders;
- development and adjustment of plans for interaction with key partners, taking into account their business and personal characteristics;
- regular audit of the activities of managers for managing relationships with partners in the context of assessing the following indicators:
 - the number of meetings with partners, the number of prepared commercial offers, the number of contracts concluded, the dynamics of the volume of supplies of products attributable to each partner;
 - regular marketing research within the framework of partnerships in order to identify changes in the structure and nature of preferences when choosing

partners.

Thus, the above aspects, with the proper level of their elaboration, can allow an enterprise to form a unique competitive advantage - a system of relationships with stakeholders.

One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with the parties interested in the successful functioning of this enterprise. Each enterprise, even small ones, has several groups of subjects with different interests, with which it can be in temporary or permanent cooperation. The research of the authors is devoted to the issues of studying these interests, ways of solving emerging problems between external and internal participants, establishing relationships between partners, in order to guarantee to all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respect.

Partnerships can be divided into two groups: external and internal. External include: buyers, suppliers, competitors, government agencies and organizations, regional governments, financial intermediaries.

Buyers. Strategies and tactics for working with important customers include joint meetings to identify the drivers of business change, mutual efforts to develop products and the market, increase communication, use common space, and joint training and service programs. Strengthening customer relationships often provides significant benefits.

Internal partners include managers, employees, owners, and a board of directors or board, which represents managers and owners. One of the most significant internal partners is a senior executive.

Thus, the success of an organization is determined by the degree of satisfaction of the interests of interested parties, therefore, in order to increase the competitiveness and efficiency of activities, the enterprise must take into account not only its own interests, but also the interests of interested parties. Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of stakeholders is proposed. Stage 1. The choice of indicators for assessing the factors of competitiveness of the enterprise. For each factor, a system of indicators can be determined based on the analysis of scientific literature (Table 35). So, taking into account the analysis of the system of indicators for assessing the competitive potential of the enterprise,

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Table 36. The system of indicators for assessing the competitive potential of shoe enterprises

Competitive potential factors	Assessment indicators
1. Efficiency marketing	The ratio of the quality of the product and the costs of its production and marketing
	Growth rate of marketable products
	Growth in sales and profits
	Profitability
	Market share, image
	The quality of partnerships
2. Quality management	Return on total assets, return on equity; return on investment
3. The financial condition of the enterprise	Net profit for 1 rub. sales volume; profit from product sales per 1 rub. sales volume; profit ex. period for 1 rub. sales volume
	Equity ratio; current liquidity ratio; coverage ratio, autonomy ratio, fixed asset index, total profitability of the enterprise, return on equity, profitability of products
4. The level of organization of production	Production capacity utilization rate; production and sales facilities; volume and directions of investments
	The share of certified products in accordance with international standards of the ISO 9000 series
	Depreciation of OPF, growth of labor productivity
5. Efficiency of MTO	The quality and prices of the supplied materials. Material return, turnover, allowing direct connections; the coefficient of uniformity of goods receipt; profitability of transaction costs; profitability of purchasing goods
6. Activity of innovation activity	Annual expenditure on R&D, number of patents for inventions
	The share of innovative products, the share of product exports, the number of advanced technologies created
	The volume of shipped innovative products (services), the number of patented technologies, the number of patented technologies, the cost of innovation, the number of acquired and transferred new technologies, software
7. Competitiveness staff	Personnel turnover rate, coefficient of outstripping labor productivity in relation to wages, educational level of labor force, level of professional qualifications of workers

Stage 2. Determination of the importance of indicators in the overall assessment of competitiveness. The significance of indicators for

assessing each factor of competitive potential are presented in Table 37.

Table 37. Recommended system of indicators for assessing the competitiveness of an enterprise and their significance

Factors enterprise competitiveness	Indicators	Significance, %
1. Competitiveness of goods	Weighted average for the product range of competitiveness of the goods	40
2. Marketing Effectiveness	Exceeding the permissible level of stocks of finished goods	3
	Market share of the enterprise	3
	Sales growth rate	3
	Assessment of the level of partnerships with stakeholders of the enterprise	10
	Total	19
3. Quality management	Return on investment	3

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	Return on Total Assets	3
	Total	6
4. Financial condition of the enterprise	Coefficient of provision with own circulating assets	3
	Current liquidity ratio	3
	Costs per 1 rub. products sold	3
	Total	9
5. The level of organization of production	Capacity utilization rate	2
	Labor productivity	2
	Depreciation of fixed assets	2
	Total	6
6. Efficiency of MTO	Reducing the level of material consumption	3
	Material efficiency	3
	Total	6
7. Activity of innovation activity	Share of innovative products	4
	Cost of innovation	4
	Total	8
8 competitiveness staff	Coefficient of advancing labor productivity growth in relation to wage growth	3
	Employee turnover rate	3
	Total	6
	Total importance of competitive potential	60
	Total maximum significance score	100

Stage 3. Calculation of dimensionless estimates of the indicators of the competitiveness of the enterprise. To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method. Indices of dimensionless indicators are determined by formula (4) for positive indicators that have a positive trend - growth (for example, profitability of sold products, labor productivity) and according to formula (5) for negative indicators that have a positive trend - decrease (for example, depreciation of fixed assets, excess of balances of finished products in the warehouse in comparison with the norm, staff turnover rate), taken mainly from the indicators that form the cost of production:

$$O_i = X_i / X_{max}, \quad (4)$$

$$O_i = X_{min} / X_i, \quad (5)$$

where O_i is a dimensionless (index) estimate of the i -th indicator of the competitiveness of the enterprise,

X_i - the value of the i -th dimensional indicator for assessing the competitiveness of the enterprise,

X_{max} - the maximum value of the i -th dimensional indicator for assessing the competitiveness of an enterprise,

X_{min} - the minimum value of the i -th dimensional indicator for assessing the competitiveness of the enterprise.

Stage 4. Assessment of the competitiveness of the product. It is carried out for light industry goods according to their demand in the domestic market.

Stage 5. Calculation of the generalized indicator of the competitiveness of the enterprise. It is proposed to determine a quantitative assessment of the competitiveness of an enterprise.

The values of assessing the competitiveness of an enterprise can theoretically vary from 0 to 100:

$$K_p = 0 \div 100 \quad (6)$$

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, they use the principle of constructing scales with an equal step, progressive and regressive scales. Progressive and regressive scales are most often used for material incentives. We believe that the most appropriate is a scale with an equal step, since it, firstly, corresponds to solving a practical problem (specification of the qualitative level of competitiveness), and secondly, it is easy to build and use. The scale step is defined as 100 (maximum estimate): 4 (number of levels) = 25. A choice of another step value is also possible, which is determined by the goals and objectives that the enterprise itself forms for itself.

Table 38. Scale for assessing the quality level of competitiveness of an enterprise

Percentage score	Quality level
from 0 to 24.9	very low
from 25.0 to 49.9	short

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from 50.0 to 74.9	average
from 75.0 to 100	high

The economic meaning of the obtained generalized assessment of competitiveness is that, on the one hand, it shows the degree of satisfaction with the product, and on the other hand, the degree of use of the competitive potential of the enterprise itself.

The proposed methodology for assessing and analyzing the competitiveness of an enterprise, in contrast to the existing ones, firstly, takes into account the specifics of the shoe industry, secondly, reduces the subjective factor in the assessment, and thirdly, allows for an in-depth analysis, thanks to the proposed directions and indicators of analysis competitiveness of enterprises.

Analysis of the questionnaire survey on the influence of the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District and on the increase in the competitive advantages of domestic fur products over imported fur products regrettably confirmed the lack of consistency of respondents on the criteria for the quality of light industry products formulated in the questionnaires. So, for example, the basic answer, the first expert, expressed by competent experts, received the value of the concordance coefficient according to the results of the survey. equal to (W) 0.34, i.e. less than 0.5, and the basic answer about the quality of domestic fur products is the eighteenth expert, expressed by competent specialists - experts, although he received a higher value of the concordance coefficient, equal to (W) 0.47, but still less than 0.5. That is, in our case, the fact is confirmed that the survey participants are respondents, not competent in the issues under study. In this regard, the authors are engaged in the development of additional changes to the software product, with the help of which the competence of the survey participants - respondents will be assessed and weeding out those who do not have the same opinion with the reference answers expressed by an authoritative and competent expert commission - creating a basis for more effective

assessment of invited specialists as experts to work in customs commissions and improve their qualifications, which will allow our consumers to be confident in the high quality of products that have passed customs examination and offered for their sale on demand markets.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of the developed innovative technological processes. Such a solution is possible if we use the efficiency coefficient for such an assessment, the value of which is considered as the value of the concordance coefficient for assessing the results of the prior ranking (W), which changes - Keff from 0 to 1. If its value tends to one, then this means that the manufacturer managed to find the most optimal solution to the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result and ways to eliminate the mistakes are required.

Table 39 shows the calculations of the optimal power for the range from 300 to 900 pairs for men's and women's shoes for the entire range of footwear. The analysis of the obtained characteristics for three variants of a given technological process in the manufacture of the entire assortment of footwear has confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using universal and multifunctional equipment. So with a range of 300 - 900 pairs, the best according to the given criteria is the volume of production of 889 pairs (for men) and 847 pairs (for women). If the production areas proposed by the regional and municipal authorities of these districts - the Southern Federal District and the North Caucasus Federal District - according to the normative indicators, will not allow the calculated production volumes to be realized,

Table 39. Calculation of technical and economic indicators at optimal power with a range of 300-900 pairs in the manufacture of men's shoes / women's shoes

Power	Viewequipment *	Optimalpower, steam per shift	Manufactureerness of labor 1 worker, couples	Percentage of workload of workers, %	Losses on wages per unit of production, rub	Specific reduced costs for 100 pairs of shoes, rub
300-500	1	500/500	28.09 / 27.73	61.39 / 62.18	13.68 / 13.4	6735.36 / 6980.5
500-700	1	556/700	27.73 / 27.73	69.14 / 69.14	9.83 / 9.83	6404.71 / 6277.43

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700-900	1	889/847	28.09 / 27.73	77.20 / 74.5	6.42 / 7.54	5236.17 / 6277.43
300-500	2	500/500	28.09 / 24.45	61.39 / 63.9	13.68 / 14.01	6728.68 / 7630.92
500-700	2	556/556	27.91 / 27.73	68.70 / 69.14	9.97 / 9.83	6083.28 / 6404.71
700-900	2	889/812	28.09 / 25.64	77.20 / 75.4	6.42 / 7.77	5240.72 / 6060.55
300-500	3	500/500	28.09 / 27.0	61.39 / 61.74	13.68 / 14.02	7533.95 / 7827.12
500-700	3	700/556	28.12 / 29.32	67.28 / 68.21	10.56 / 9.71	6734.02 / 6607.65
700-900	3	889/847	28.09 / 27.0	77.20 / 74.7	6.42 / 7.66	5876.59 / 6341.05

* - power options and types of equipment are similar

The characteristics of competitive advantages in the production of the entire assortment of footwear for making a decision on its manufacture, calculated

using the same software product, are shown in Table 40.

Table 40. Calculation components for the entire range of footwear

Indicators	Type of shoe	Types of shoes			
		Spring	Summer	Autumn	Winter
Cost price units of production, rub.	Mens	856.77	643.72	998.5	1007.07
	Womens	933.51	844.31	1062.37	2107.29
	Children	551.05	503.89	586.15	795.41
Costs for basic materials, rub.	Mens	541.61	378.64	623.16	660.42
	Womens	523.71	511.6	618.52	1503.57
	Children	235.78	200.05	280.76	415.5
Expenses for auxiliary materials, rub.	Mens	23.82	17.57	28.16	30.4
	Womens	22.65	17.05	24.31	43.16
	Children	11.78	7.92	12.16	15.26
Wage	Mens	141.02	108.28	161.1	150.71
	Womens	148.92	84.62	139.09	220.58
	Children	58.44	55.42	68.95	95.77
Unit profitability, rub.	Mens	10.75	14.65	13.36	15.12
	Womens	11.88	13.37	16.42	17.11
	Children	9.53	8.39	9.19	10.72
Costs per 1 rub. marketable products, rub.	Mens	82.88	85.35	86.64	84.88
	Womens	88.12	86.63	83.57	82.89
	Children	90.47	91.62	90.8	89.28

By proving their proposals, the authors confirmed the results of calculating technical and economic indicators using the software they developed, which allowed them to choose production volumes that would guarantee the manufacturer an economic effect, in which the integrated efficiency indicator (K) evaluating it will tend to its maximum value, and namely, to one.

Of greatest interest is the fact that the technology of direct casting of the bottom on shoes is the most effective for the manufacture of the entire product

range. This is possible because today the chemical industry offers manufacturers for direct molding of shoe bottoms polymer compositions that create conditions to use the entire list of materials that are possible for the upper of shoes, in order to guarantee consumers high quality, in line with fashion trends, functionality and affordability and to ensure competitiveness of similar footwear from leading foreign companies, squeezing them out of our markets and creating priorities for such footwear.

The world footwear market is estimated at 260

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billion, the growth rate over the past 5 years was 3.5%. China, USA and India are the largest footwear markets. The specific consumption of footwear in Russia is much lower than the level of developed countries. China is the largest footwear exporter and serves all major global markets.

The main drivers of growth in the Russian footwear market are an increase in the specific consumption of footwear per person and an increase in the average cost of a pair. Russia lags far behind in consumption of footwear from developed countries (3 pairs per year in Russia against 5-6 in Europe and 7-8 in the USA). By 2025, this figure may increase to 4 couples per person. The average price of a pair by 2025 may increase from 1200 to 1500 rubles at current prices. In 2016, it was estimated at 0.81 trillion. rub.

By analogy with garment production, the main factors determining the competitive advantage of a manufacturer are the availability and increase in the volume of domestic raw hides, access to a cheap and productive labor force, access to materials and functional components of shoes (insoles, pads, accessories, etc.), as well as access to sales markets.

The share of labor costs in the shoe industry is slightly lower than in the garment industry, but the main problem for Russian shoe manufacturers is the difficulty in accessing materials and functional components.

The cost of manufacturing footwear in Russia is 1.5 times higher than in China, and the cost of components is 35% more expensive, since they are imported from China at inflated prices due to small order volumes, the cost of labor in Russia is 2 times more expensive than in China ...

Opportunities to reduce the effective cost by reducing the delivery time in footwear production are possible only when providing quick access to materials and components, but the need to import them from Asia does not allow Russian manufacturers to achieve advantages in terms of time. The use of natural leather made in Russia and an increase in the production of leather footwear will reduce delivery times and partly costly components. Another possible tool for solving the problem with components can also be the creation of purchasing alliances - the consolidation of orders for components can reduce their cost by 20%. By analogy with the segment of technical textiles, shoe production in the world is developing in the format of innovation centers / industrial parks, with a large number of highly specialized players.

Shoe production development strategy - consolidation and development within the framework of innovation centers. The main directions of state policy, in addition to those indicated above, to create equal competitive conditions in the footwear market:

- * support for the creation of industrial infrastructure within innovation centers:

- * support for the creation of industrial

innovation centers by large shoe manufacturers and SMEs to achieve economies of scale and synergies;

- * support for the modernization of production to increase labor productivity;

- * ensuring favorable access for manufacturers to functional components:

- * support for the creation of purchasing alliances for functional components;

- * further, support for the partial localization of component manufacturers within the shoe innovation centers.

The total volume of domestic footwear production in the Russian Federation by 2017 may reach 310-340 billion rubles (in producer prices), which will correspond to 60% of localization. At the same time, up to 20% of the increase in footwear production will be provided by special and protective products. The estimated volume of required investments in the industry is 95-120 billion rubles, up to 30-50 thousand new jobs can be created. The development of the garment industry will add 0.05% to GDP and provide RUB 36-58 billion. tax revenues. The cumulative effect from the development of clothing and footwear production in the Russian Federation will amount to 0.11% of GDP (0.06% from the development of clothing production, 0.05% from footwear production). The total amount of required investments is 180-270 billion rubles. 160-200 thousand new jobs will be created. The expected volume of tax revenues by 2025 is 124-162 billion rubles.

For the strategic management of the production of demanded products, it is necessary: study the demand for manufactured footwear and, together with sales, production and supply specialists, develop solutions for the removal of models from production and renewal of the assortment; explore sales markets in different regions and various forms of sales organization, study potential buyers; study the reaction of buyers to experienced batches of shoes in specialized stores; jointly with the planning and economic department to develop regulations on their own pricing policy; study the impact of selling prices for different regions; develop a policy of motivating wholesale buyers for the volume of orders, the duration of contracts, etc.; predict possible changes in the situation and develop decisions on the strategy of behavior in new conditions; coordinate conflicting production and marketing requirements; organize and study the effectiveness of advertising activities. You can imagine yourself as a manager of the company "Donobuv", which opened a new shop and chose a new strategy for the production and promotion of footwear in the regions of the Southern Federal District and the North Caucasus Federal District. Here's what can happen. The main markets for the sale of products of JSC "Donobuv" today are Moscow and the Moscow region. The initial data, which is formed

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by the manager of the enterprise for the board of directors of the enterprise, is to prepare a draft future strategy for choosing a certain type of footwear, namely:

- produce expensive shoes for a high-income target audience (item A);
- specialize in the production of inexpensive shoes for a target audience with earnings above the subsistence level (product B);
- to produce cheap footwear for socially unprotected strata with earnings below the subsistence level (product C).

In the future, the following scenarios of the development of the external environment are possible, the likelihood of which is estimated by the management of the enterprise as follows: an increase in purchasing power (scenario S1, probability of occurrence - 0.2); the invariability of the purchasing power of the population and the influence of foreign competitors (scenario S2, probability of occurrence - 0.5); decrease in purchasing power due to increased inflation with constant competition (scenario S3, probability of occurrence - 0.3).

Additional information for making the necessary calculations:

- living wage - 12,924 rubles.
- daily release - 576 pairs of shoes;
- number - 100 people, who are engaged in the production of 576 pairs of shoes per day;
- with a working week of 5 days, the total number of working days in a year is 250 days;
- monthly production of shoes - 12,000 pairs;
- annual production of shoes 144,000 pairs.

We will assume that the average cost of one pair of shoes, with the purchasing power unchanged (scenario S2), will be characterized by the following values: the price of a pair of expensive shoes for a target audience with high earnings is 5 thousand rubles; the price of a pair of shoes for the target audience with earnings above the subsistence level - 2 thousand rubles; the price of a pair of cheap shoes for socially unprotected strata with earnings below the subsistence level - 1 thousand rubles.

The total volume of shoe sales, given the unchanged purchasing power (scenario S2) for the audience in question, will be:

- when selling expensive footwear for a target audience with high earnings - 60 million rubles. per month;
- when selling footwear to a target audience with earnings above the subsistence level - 24 million rubles. month;
- when selling cheap footwear for socially unprotected strata with earnings below the subsistence level - 12 million rubles. per month.

For the target audience with an increase in purchasing power (scenario S1), the price of one pair

of expensive shoes will be 5 thousand rubles, the price of one pair of shoes for the target audience with earnings above the subsistence level is 3 thousand rubles, the price of one pair of shoes for the unprotected layers - 1 thousand rubles. one pair of shoes for unprotected layers - 500 rubles.

For each of the considered scenarios, the volume of shoe sales per month was calculated. We calculated the sum of the mathematical expectations of the volume of sales, taking into account the probability of three scenarios. Enterprise managers, based on the analysis or their experience (intuitively), assess the likelihood of a particular situation.

Separately for each strategy, the sum of the mathematical expectations of the volume of sales is determined as the product of the volume of shoe sales per month in the implementation of each scenario by its probability.

By calculating the amount of mathematical expectation, the sales volume, the maximum sales volume was gained by the strategy of producing expensive shoes for a target audience with high earnings.

Summarizing the information obtained as a result of the research, a structural diagram of the formation of the mentality has been drawn up. The proposed structuring can be used when planning the industrial assortment for the regions of the Southern Federal District and the North Caucasus Federal District. And only in the interconnection of all the above factors, it will be possible to assert the high stability of the financial results of the activities of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, united into an innovation center.

The assortment of children's shoes should be oriented towards buyers with different income levels, for this, in the production of shoes it is necessary to use leather for the upper of different quality: expensive, such as chevro, or cheaper chrome-tanned pork leather, from which shoes can be worn out, and coming home to take pictures so that the child's legs would rest.

Also, when developing the assortment, it is necessary to take into account the fact that more girls are born in the Southern Federal District and the North Caucasus Federal District than boys, so shoes for girls should be produced in a larger volume than shoes for boys.

If manufacturers of footwear for children are guided by all of the above recommendations of the authors, then buyers will have the opportunity, depending on their financial situation, to give preference to products of a particular price category, made taking into account the climatic characteristics of the Southern Federal District and the generic characteristics of its population.

The main place among the attributes of any enterprise is occupied by the name with which the

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enterprise goes public. We know the company not by the legal phrase that is recorded in the corresponding registration documents (and it happens to be unfamiliar to a wide range of consumers), but by the trademark of its products. So, a rare consumer knows that the shoes of the Belka Trading House are Ralf Ringer. Most manufacturers of the Southern Federal District do not have a name (trade mark).

There are several ways to form a name, a logo and a trademark.

The most common way is to choose a proper name. Typical for fashion houses (luxury goods) - the name of the company founder CHRISTIAN DIOR, CHANEL, GIVENCHY, YVES SAINT LORAN etc. The unique taste, bright style expressed the personality of the artists in their creations, subsequently giving the things released under this name a high status. This technique has become necessary if an individual or family company is being created and it is required to emphasize the personal role of the owner, and build the reputation and policy of the company on his reputation. With this approach, the role of the individual is invaluable. The surname should become a guarantor of product quality and business conduct. Accordingly, if there is an owner's image, it is not only directly related to the company's image, but also carries the main emotional load.

Another way is that the commercial name of the enterprise is based on an abbreviation formed from the first letters of the official name. This achieves the conciseness of the name and the ease of pronunciation and memorization, respectively. It can be clearly traced that the abbreviation is an excellent means of obtaining a logo - the LVMH / Louis Vuitton Moët Hennessy / company. The same method is used by companies positioning their products in the "Bridge better" class, representing the second line of well-known houses; the title contains a reference to the artist's name associated with his luxury line "couture" and "preta - porte de lux" and an abbreviation. For example, Mani (Armani), DKNY (Donna Karan New York), CK Jeans (Calvin Klein).

The second - much less common in the fashion industry - is the formation of a name by connecting the root fragments of several words, which are not at all necessarily present in the name of the company. But in this case, associations with the profile of the firm are desirable. The requirement, like any other group of names, is unusual and euphonious.

The third way is the formation of a new word, not similar to existing meaningful words, but associatively associated with positive concepts. Most often, the positioning of these companies is associated with the bridge middle class, bridge low class and moderate and budget class mass clothes.

For example, the name of the company "Skorokhod" is the production of children's shoes. Saying "Skorokhod", you can provoke an association with fast movement, and children love to run, they

need high-quality and sturdy shoes.

Another example is the name of the company MEXX. There are no close associations, but the name is modern and laconic. It agrees well with the positioning of the company - clothes for young people according to the ideal combination of "style, price and quality".

It is necessary to note the huge number of names that use the Latin alphabet when writing their names. It seems to us that the roots of this phenomenon lie in the statements - the legacy of the Soviet era: "there is no fashion in Russia!", "Domestic means bad". Accordingly, domestic enterprises that were the first to enter the post-Soviet market were forced to disguise themselves as foreign manufacturers. Gregory, Gloria Jeans, Climona, Vereteno, Festival, ZARINA are numerous examples of this strategy when choosing a company name.

The fourth way is the company logo. The purpose of a logo in the fashion industry is to instantly recognize the brand. A logo is a symbolism that replaces a name or is its graphic interpretation. Interestingly, in the fashion world, the logo has also become a part of clothing and footwear design.

The logo serves as an identification mark for the uninitiated crowd, who, by these letters, will know how much a particular item cost. This is a cheat sheet for those who cannot define the silhouette of Dolce and Gabbana, Christian Dior or Ferre. With the general trend towards more and more visualization, type graphics are all kinds of pointers. Plates and labels - began to play an increasing role. The logo, as an image replacing the text, becomes an ideal solution if you need to combine decorative and informative content. In addition to its primary function - a trademark - it plays a decorative role.

This is a natural result of the interweaving of the fashion industry and advertising.

Here are the reasons: the first - industrial - fashion for text as a decorative element. The second is the fashion for democratic clothing, i.e. a crisis in the recognition of styles, the binding of an object to a specific brand. The third is pro-advertising. This shift in the "expensive - cheap" framework: it is the design of the product, and not the quality of the materials used or the amount of manual labor that increasingly determines the consumer value. The oversaturation of advertising information makes it possible for logos to become a decorative element.

The logo is becoming more imaginative and emotional. And you can play with the images, placing it where it was previously unthinkable. Thus, today buyers of fashionable footwear have been made advertising carriers of brands due to universal logoization.

The main thing is the correspondence of the emotions caused by the advertising of the product, the brand image and the design of the products themselves.

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After all, the promotion of the subject should be specific, simple, understandable and vivid, i.e. advertising. At the same time, carry a readable emotionally colored image. This means that you can't do without a logo.

The verbal logo of the enterprise - the name inscribed in a certain way is its most frequently used attribute, which forms the first emotional attachment to the image of the company in the mind of the consumer. A certain way of depicting a verbal logo becomes a distinctive, original feature of an enterprise.

Another important direction in the company's activities to promote its brand is the design in the trade environment. The following requirements are imposed here:

- Convenient location for a specific target audience (Via Corso - a boutique street in Milan; and Piazza il Duomo with La Rinaschente department store - both conveniently located in the center of Milan, but the consumer of these retail spaces is different). As mentioned above, a similar community of boutiques selling footwear will be created in Russia on the basis of the Paris Commune factory. The need for such a base exists in the Southern Federal District and the North Caucasus Federal District - this will allow organizing the regional market;

- Compliance with the concept of presenting the image of the product, i.e. well-thought-out principles of presenting the properties of a product that correspond to the expected motivation of its choice by the consumer;

- Figuratively, the target solution of the environment should be oriented towards the type of consumer. It should be possible to try on shoes, get advice from the seller;

- The environment should be conducive to stay and provoke interest in the product. Pleasant music can sound in the store; each visitor should be given a booklet with shoe brands;

- According to the figurative decision, the environment should be raised above the ordinary, create a feeling of "event", "chosenness", "fullness of possibilities" or "accessibility". An enterprise can introduce a system of discounts to re-attract consumers;

- Maintain an additional range of services that fall within the range of the consumer's pastime and cultural interests. The buyer can be offered a cream for the newly purchased shoes or another clothing accessory with the manufacturer's logo as a gift.

Consumers in the marketplace are not a monolithic community. When buying shoes, they are guided, first of all, by the type of shoes and the price.

For example, when choosing women's boots, the buyer takes into account the seasonality of the shoes, their age characteristics and the type of work, the appearance of the shoes will be important signs:

compliance with the fashion direction, color, materials of the top and bottom, as well as the constructive solution of the model. Buyers will also prefer the brand name. It is this offer of footwear to the consumer in specialized stores or departments that will provoke an increase in sales in conditions of unstable demand. And if the seller, possessing well-thought-out principles of presenting the advantageous properties of each design of women's boots, and guessing the mood and capabilities of the customer by their motivated questions when choosing a model, will be able to realize this very desire, then in any case the buyer will leave satisfied that his interests are fully satisfied, and he himself,

Elderly people love comfort and coziness. Both the seller and the buyer - a representative of the fair sex - of course, will turn their attention to the model if it will be pleasant to wear it in a snowy winter, since it should be made of soft nap leather - velor and have a molded sole with a large tread, as it will very comfortable and will provide them with comfort during any period of wearing it .. At the same time, it should be affordable.

Business women, whose age is over 45 and up to 45, and who are constantly in the hustle and bustle, of course, will give preference to models made from natural materials, low heels, discreet accessories, creating comfort for the wearer in their daily life, while emphasizing their image and social status.

The appearance in the salon or in a special brand store of fashionistas or high school girls will immediately attract the attention of the salon seller, who will want to offer them only an original model with extra high heels with patch straps, decorated with hoovers and fixed at the top and bottom of the bootleg. The fashionista will be delighted that she has bought what she wanted, and the high school student will be satisfied with the purchase also because she is sure that this purchase will surprise her friends, and for her, this is the most important argument in favor of the purchase.

It is always easy for the seller if a "socialite" appears in the store, since she always prefers only new products or exclusive models. These ambitions of her can be satisfied by the model both due to originality and due to the constructive solution, also due to the selected materials and decorations in the manufacture of this very model.

For girls who love severity, but at the same time originality, the seller will certainly offer a model in which materials of two colors and textures are successfully combined, and the details, perforated, draped on the bootleg, give it an uniqueness.

And the price should not "bite" very much, which is also an important argument in favor of the purchase. These fantasies of ours, spied on in life and working very effectively on demand, are justified and have the right to be, since the ability to present our products, work with our consumers, a competent

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marketing approach form the popularity of this boutique, store or salon among buyers and provide them with a steady consumer demand ... Ultimately, well-thought-out principles of presenting the properties of the goods, the choice of your consumer, the correct design of boutiques and their windows - all this will significantly influence the effective results of their work. This also fully applies to the children's assortment.

Both considered systems have their own advantages and disadvantages. So, for example, when the volume of production exceeds the volume of sales, a higher profit will be shown in the system of full cost allocation. In the case when the volume of sales exceeds the volume of production, the higher profit will be reflected in the calculation of the cost price at variable costs. However, when calculating the cost of variable costs, information for making a decision can be obtained with significantly fewer calculations. The choice is up to the management of the enterprise in order to ensure its stable position in the conditions of unstable demand with timely and effective actions. This is especially important in the manufacture of the entire assortment of children's shoes and when working with customers - with mothers and children, creating all the conditions for them to satisfy their interests

Conclusion

In a market economy, in order to survive in a constantly changing economic environment, shoe enterprises need to focus on the target audience:

- an increase in the amount of profit as a result of a company in the volume of sales of products;
- reducing its cost;
- improving product quality.

In order to get the desired profit in conditions when the prices for shoes and production volumes are dictated by the market, the company always faces the choice of what products and how much to produce in terms of the costs of manufacturing them and taking into account the solvency of potential buyers. The availability of high-quality, competitive footwear is a prerequisite for the highly efficient functioning of a footwear enterprise. An important criterion for the competitiveness of footwear on the market is its cost with its corresponding quality and the purchasing power of the population. The main criterion for the viability and profitability of an enterprise is profit; in

order to increase losses, first of all, it is necessary to reduce the cost of shoes. Changes in the total cost depend on the ratio of changes in costs for each calculation item, which includes all the costs of manufacturing and selling footwear. An important factor affecting the level of costs for the production of footwear is the change in the assortment and the technological process. Choosing a technology that is capable of effectively realizing unlabeled goals in a highly competitive environment will ensure that the developed range of footwear will be chosen by the buyer and will allow the enterprise to get the maximum profit. To solve this problem, it is necessary to most widely use the injection method, which ensures the manufacture (production) of the entire assortment of high quality footwear with different profitability of certain types of footwear to meet the demand of various groups of the population. In the cost of manufacturing footwear, the largest share is the cost of raw materials and basic materials,

Production per year before the introduction of 98,800 pairs, after the introduction of 172,900 pairs.

To make a profit, the company must constantly monitor the proportion of costs for the manufacture of the proposed many assortment of footwear.

This is possible only if the heads of enterprises implement modern technological solutions formed on the basis of the use of multifunctional and universal equipment and at the same time it is necessary to remember that the innovative technological solution itself should not be costly, that is, on the one hand, provide the enterprise with sustainable technical and economic indicators and guaranteeing their demand not only in the sales markets of the regions of the Southern Federal District and the North Caucasus Federal District, but in the regions of other districts of Russia and to be attractive to foreign consumers. But on the other hand, consumers should have a choice to compare the price niche for the offered products with analogues of foreign firms, and always have priority. This will be possible during the formation of production,

The use of the injection method will allow the enterprise in the conditions of market relations to receive such a volume of profit that will allow it not only to firmly hold its positions in the sales market for its shoes, but also to ensure the dynamic development of its production in a competitive environment, this is especially important in the manufacture of the entire assortment of children's shoes ...

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ON A NEW METHODOLOGY FOR INFORMED DECISION-MAKING ON THE PRODUCTION OF COMFORTABLE AND PREFERRED SHOES FOR PARENTS AND CHILDREN

Abstract: In the article, the authors, using a new methodology for informed decision-making on the production of products in demand, believe that this is possible only if the heads of enterprises implement modern technological solutions based on the use of multifunctional and universal equipment and at the same time it is necessary to remember that the innovative technological solution itself should not be costly, that is, on the one hand, provide the enterprise with stable technical and economic indicators and guarantee them demand not only in the sales markets of the regions of the Southern Federal District and the North Caucasus Federal District, but also in other regions of Russia and be attractive to foreign consumers. But on the other hand, consumers should have a choice to compare the price niche for the offered products with analogues of foreign firms, and always have priority.

Key words: quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TPP, attractiveness, assortment, assortment policy, demand, sales, paradigm, economic policy, economic analysis, team, success.

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Introduction

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A scientific experiment has always been costly and scientists are constantly looking for ways to reduce these costs through the so-called surveys of specialists in order to find out the most significant factors in order to conduct the experiment on the basis of the survey results. Today, the authors of the article have developed software, the use of which provokes a more active participation of respondents to receive answers to the questions posed in the questionnaires. But it turned out to be not so simple, it was necessary to pay more attention to the choice of these

respondents, whose competence on the problem under study should not cause the experimenter to doubt their reliability. To create such a methodology for assessing the competence of respondents, we proposed to use the coefficient of concordance (W), the value of which is known to be varies in the range $0 \leq W \leq 1.0$. If the respondent, according to the results of the prior ranking, has the value of the concordance coefficient in comparison with the reference value of the competence of the leading specialist within $0 \leq W \leq 0.5$, then the opinion of such a respondent can be neglected, that is, his opinion can be excluded from the survey results. In this regard, in order to reduce the number of such incompetent respondents, the

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researchers involved in the survey should be highly qualified specialists in this field, employees of scientific schools, the results of which on this issue are recognized by scientists of other scientific schools, experimental scientists, graduate students, masters and bachelors studying in similar scientific directions. The number of survey participants is not limited by anything, but only by the desire of the experimenters to get answers to the questions posed to them. Wherein, participation in the survey of young researchers is preferable, since this will definitely provoke the expected effect and reliable result. At the same time, it is possible to hear another version of the solution to the problem, which means that the experimenter will be able to remove doubts by clarifying the list of factors that influence the achievement of effective results, and, if necessary, re-question all the participants dealing with this problem in order to confirm or refute their assumptions and doubts. In any case, the use of a survey will be less costly, and the effectiveness of the results obtained and their reliability are quite high, which will make it possible to formulate the only correct solution to the problem in front of him, and in which the solution will be achieved with minimal costs, which is especially important today and, ultimately, tomorrow. This opinion is due today to limited funding for the implementation of research, but with its obligatory solution - this discrepancy between the need and the possibilities will help the experimenter to ensure the implementation of the task set before him and help young researchers to master the new method of organizing research work at the lowest possible cost, which is always relevant.

Increasing the demand and competitiveness of the products of footwear enterprises is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District. Therefore, the current situation has led to the need to produce products of the original assortment, taking into account the national and climatic characteristics of these regions and to improve the metrological support for testing footwear and leather goods to improve the quality of manufactured products within the framework of import substitution.

It is not enough just to produce products on the territory of the Southern Federal District and the North Caucasus Federal District, but it is necessary to ensure the development and expansion of their production in the future, which is possible when taking into account the interests of all participants in this process when developing a competitive assortment, when introducing an innovative technological process using more productive, versatile and multifunctional equipment, in improving the metrological assurance of the quality of the production of footwear and leather goods and haberdashery, in the interest and support of their regional, municipal and federal

branches of government.

Main part

What is most important today for the success in the market of many new and long existing small, medium and large enterprises is their ability to provide the consumer with shoes of higher quality than before, and at the same time for the same or less price.

Modern production or, as it is also called, world-class production must meet the following requirements:

- have greater flexibility, the ability to quickly change the range of products. The product life cycle has become as short as never before, the variety of product assortments is higher, and the seriality of products, the volume of batch of one-time production is less. Hence, production focused on the release of mass, standardized products (strictly corresponding to standards, specifications, technical conditions), unable to constantly adapt to the needs of real, often small groups of consumers, is now doomed to extinction;

- use new forms of control, organization and division of labor, taking into account the more complex production technology;

- rely on comprehensive quality management. Quality requirements not only increased, but also changed the nature of decision-making: it is not enough to produce good products, you also need to think about organizing after-sales services, about providing additional branded services to consumers who are highly individualized in their requests;

- simultaneously improve product quality and reduce costs. If earlier it was possible to offer the consumer a lower quality product at a lower price and, conversely, a high the high price has always corresponded to the quality, but today the situation has changed. The higher quality of the product must be ensured at the expense of the same lower price.

Now in our country there is a situation where most of the population has a very modest income, and it is she who is a potential buyer of mass-produced footwear.

Solving the problems of style, marketing, advertising will allow domestic footwear of mass production to be demanded by this wide sector of the population of Russia. Small and medium-sized shoe enterprises should provide footwear to a more profitable part of the population, however, as well as highly automated production complexes.

In recent years, the absolute increase in the production of leather footwear has been constantly increasing, the range of footwear is being updated at shoe enterprises, taking into account the demand of the population, the production of model and insulated footwear, footwear with a top made of white leather and genuine patent leather, smart shoes for children is increasing. The transition of the country's economy to market relations led to a sharp deterioration in the

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situation in the footwear industry in Russia due to a decrease in the effective demand of the population, deepening inflationary processes, a crisis of non-payments, which, in turn, caused an imbalance in production and circulation.

When organizing the sale of manufactured footwear, one should not forget that in the South and North Caucasus Federal Districts there have been and remain so-called "hot spots", which are territories with a crisis in the economic situation and a negative political situation.

Correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally brilliant and deceiving. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - no more.

A product made by man is dual in nature, it combines the natural properties of raw materials and the characteristics brought into it by human labor. The product has a rental value and added value. In this context, it is not value that is important - it serves as a quantitative equivalent of the quality of a product in general, but the result of labor - in the form of a transformation of the natural state of an object. The product of human activity has a natural, basic, level and a superstructure, introduced. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the product is one, but the production duality of the product is associated with it.

Such two-sidedness of the quality of the goods misleads those who, having not yet understood the art of dialectical thinking, strive to sort everything out "on the shelves", forgetting about the structure of which these shelves are parts. The quality of a product is only determined by a natural basis, but it is built artificially.

The quality of the product has several creators. This is a fashion designer, constructor, technologist, manager; their qualifications, experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

The economic situation affects both producers and consumers, shakes the market on the waves of its uneven movement, and together with purchasing power and perceptions of quality.

Externally and the definition of the quality of the product produced for sale on the market, before is posed as an impossible task, because for this it is necessary to combine not converging, but (mainly) diverging views. One involuntarily recalls Krylov's Fish, Cancer and Pike, who have undertaken to haul the cart. In our case, there are even more subjects.

The designer, technologist, manager develop

their understanding of the quality of the goods (they can be combined), they are linked by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, conditioned by the real buying opportunity. There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary - a speculator - is able to form an image of quality in his own interests, in particular, through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer. As a result, we came to the "quality square",

Anything common exists objectively, but only through a single one: at the end of the process, there is always a separate, concrete buyer Pyotr Stepanovich Sidorov and boots, which Pyotr Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales assistant professionally explained to Pyotr Stepanovich that there are better quality boots in the same price range, but, being an independent person, he did not change his mind. This is why pre-sale preparation of products and the culture of the seller are important. The last word belongs to the buyer, his perception of the quality of the product. Everything else only plays up to him.

The most serious contradiction, apparently, remains the discrepancy in the images of product quality between the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and the consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - a product. The former make it, the latter consume it, but they have different motives due to their different position in the system and the culture of target perception.

The manufacturer creates the product, but not the product - the ultimate goal of the manufacturer, but the sale of the product. The direct connection between the producer and the consumer is local because it has a negative effect on the producer. The seller blocks the consumer from the manufacturer, and the manufacturer is forced to focus not on the market, but on the market situation, which is most often artificially formed by a speculator and advertising.

Money, perhaps, does not "smell", advertising policy frankly "stinks", it is so far from objectivity and free from professional honor. Being in a state of irresponsibility for information, advertising serves the market clearly and in any form.

The manufacturer, unlike the seller, is responsible for information both by law and by his professional reputation. The seller manipulates the

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information as he sees fit - the manufacturer is constrained by responsibility, besides, the market often dictates the rules of relations to him.

What is the way out for the manufacturer? There is only one way out - a direct presence in the market and significant investments in education and education of consumers. It is difficult to overcome such a program alone, uniting is absolutely real. The domestic manufacturer has everything it needs to oust the speculator from the retail market. He has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the old, pre-reform, priorities, which are actively exploited by unscrupulous manufacturers and to which the authorities shyly close their eyes, which does not want to return to the Soviet experience. Confectioners, meat-makers, winemakers shamelessly use Soviet brands, replacing them with surrogates. Brands of Vyatka, Orenburg, Ivanovo are returning to the market, some Moscow and Leningrad enterprises. The tendency of the return of interest is gaining stability. Of course, clothes and shoes are not sausages and vodka or chocolate and confectionery products of natural origin.

Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern Federal District and the North Caucasus Federal District is costly. The use of universal and multifunctional equipment forms the technological process in such a way that it makes it possible to produce the entire assortment of high quality footwear with different price niches.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of innovative processes. Such a solution is possible if, in each case, an efficiency coefficient is used for such an assessment, the value of which, as a concordance coefficient (W), will be applied within $0 < W < 1$. If its value tends to one, then this means that the manufacturer has managed to find the most optimal solution, if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result are required.

In the practice of expert assessment, the assessment of competence with the help of an expert's self-assessment has become widespread. There are various approaches to assessing this indicator. In accordance with one of the methods, the assessment of the competence of expert auditors is based on the calculation of the competence coefficient K_j , which is calculated on the basis of the expert-auditor's judgment about the degree of awareness of the problem being solved and the indication of the sources of argumentation of his own opinion. Competence coefficient K_j is calculated according to the formula 1

$$K_j = 1/2 (K_{uj} + K_{aj}), \quad (1)$$

where K_{uj} is the coefficient of awareness of the

problem; K_{aj} is the coefficient of argumentation on the same problem.

The expert's awareness coefficient is calculated based on the expert's self-assessment, namely:

- awareness of the state of the modern market economy (1);
- awareness of the state of affairs in light industry (2);
- competence in the field of marketing communications (3);
- competence in advertising communications (4).

The experts gave preference to advertising and sales promotion as the main means of marketing communications for promoting light industry products in the sales market with unstable demand.

But if the customs commission (TC) needs to make sure that experts have professional competence, it should use the addition to the program for processing the results of a priori ranking developed by the authors, expanding its capabilities by giving it an evaluation function. This need arose due to a significant increase in the volume of customs work. Now the customs is forced to invite a wider and not always prepared group of specialists as experts to participate in assessing the quality of such a wide range of products without sufficient experience in a qualified assessment of their purpose and quality, which can provoke the entry of low-quality products into domestic markets.

To confirm the reliability of the proposed methodology in an objective assessment of the competence of experts, a survey was carried out of a group of experts and teachers of higher educational institutions of the Rostov region, who participate in the training of the specialists themselves involved in the examination by customs.

To do this, we will expand the list of the most preferred advertising communications used to promote light industry products using the assessments of expert auditors, namely: radio, television, print, Direct Mail, Public relations, telemarketing, sales promotion, special advertising, advertising facilities, other types of product promotion (flyers, posters, handouts, balloons).

The results of the questionnaire survey of experts and university professors were pleasantly surprised, the preliminary designated competence of the invited specialists for the survey was confirmed by the final results - their assessment of the importance of the proposed competencies (the effectiveness of marketing communications for promoting light industry products to the consumer) basically coincided. But, given that the main task of the customs is to obtain an assessment of the competence of each expert during their work in customs and to decide on their possible participation in the examination in the future or their refusal to do so, we carried out a

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comparative assessment of the results of the questionnaire on these marketing communications for all participants experiment, that is, for experts and for university professors.

The sum of the ranks for each competence was compared with each other for experts and for teachers, and this made it possible, based on the value of the coefficient of concordance, to arrange them according to the degree of competence. The group of the most competent, whose concordance coefficient was $0.9 \div 0.97$, included 9 teachers out of 10, and only one teacher had a concordance coefficient lower than the normative one, namely, 0.54; but for expert experts - the results of their participation in the examination are much worse, none of them received the value of the concordance coefficient, which the teachers showed - it is 0.5 - 0.87 for them, therefore, the customs service has such as a result of the examination, there are grounds for refusal to the specialists participating in the examination and to offer them or improve their qualifications with subsequent verification of competence,

But at the same time, I would like to warn the heads of organizations that attract experts about their responsibility to provide concise, unambiguous information about goods, in the decoding of which the experts involved will participate. The advantages of this information are brevity, unambiguity, but the perception of symbols requires a certain professional training to decipher the information. The basic requirements for commodity information are the following basic requirements: availability, sufficiency, reliability.

These requirements became known as the "Three Ds".

The first "D" - reliability - implies the truthfulness and objectivity of information about the product, the absence of misinformation. Unreliability of information is information falsification.

The second "D" - availability - is associated with the principle of information openness of information about the product for all users. The Federal Law "On Protection of Consumer Rights" states that information about a product must be in Russian.

The third "D" - sufficiency - is interpreted as rational information saturation, i.e. both incomplete and redundant information should be excluded. Incomplete information, for example, the expiration date of a dairy product is not specified, can lead to damage to the health of the consumer. Excessive information is useless information about a product; it can irritate the consumer and prompt them to abandon a purchase.

The ideology of satisfying consumers of products and services of higher education will burst into the life of universities more and more energetically every year. Quality becomes a universal criterion in a competitive environment. Quality is the main measuring instrument by which comparisons

will be made. The first steps have already been taken in Russia, an independent system of attestation and quality control of education is being formed on the basis of the concept of multidimensional quality management of an educational institution, and project competitions are being held on the problem of "Management of the quality of education". We are confident that universities that have declared quality as their main goal will live and fight for prosperity, while those that have abandoned the quality program face an unclear future.

The formation of a Common European educational space requires significant efforts from Russian universities to bring the educational process in line with the criteria in the field of higher education in order to facilitate the independent recognition of degrees and the development of student mobility. For this, universities are recommended to undergo international certification. One of the most important ways to improve the educational process, taking into account the common European principles, is the introduction and improvement of the system for ensuring the quality of education.

The main conditions for the implementation and effective operation of the quality management system in the university is compliance with the standards GOST R ISO 9001: 2011 "Quality management systems. Requirements", which define the requirements for the QMS and are aimed at customer satisfaction.

According to ISO standards, quality is the set of characteristics of an object related to its ability to meet the stated and anticipated needs of customers. An object can be an activity or a process, a product or a result of a service, an organization or a system.

In this context, one can say:

- on the quality of the results of educational processes;
- the quality of the processes themselves and the quality of the system or organization of activities and their relationship

The quality of the educational services provided presupposes their ability to meet the needs and expectations of a particular consumer.

Naturally, the high quality of the results of educational activities, which is determined by the level of knowledge and skills of university graduates, can be achieved only with a good level of organization and control of the educational process.

This quality, in turn, is determined, on the one hand, by the content of training, and on the other, by the provision of resources: material and technical, educational, methodological, informational, and personnel.

The most important component can be considered the content side of education. ISO standards are based on eight principles of quality management, one of which is the process approach.

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The introduction of a process approach allows you to more efficiently manage activities and related resources to achieve a given result. In accordance with this principle, ISO standards require that the processes in the institution be defined, identified and described.

All these schemes are based on the well-known idea of product quality management through process quality management. Any area of university activity is represented as a set of processes. For each process, the parameters of the quality of resources, input data (raw materials) and output data (results) are identified, and "suppliers and consumers of input and output" are determined. For all elements of this typical scheme, quality meters are installed, requirements for the quality of input data, processes, resources and output data are fixed.

The number of processes. For each process, the parameters of the quality of resources, input data (raw materials) and output data (results) are identified, and "suppliers and consumers of input and output" are determined. For all elements of this typical scheme, quality meters are installed, requirements for the quality of input data, processes, resources and output data are fixed.

Each of the training courses acts simultaneously in the role of both a "supplier" and a "consumer", that is, each teacher puts forward requirements for the quality of teaching "foreign" disciplines and satisfies the needs of teachers for the quality of processes and results of their activities.

The transition to new management schemes and the involvement of the entire team in quality management processes involves continuous retraining of employees. This task of transforming the university into a continuously learning organization is the most difficult (there are few teachers-managers who know the basics of quality management).

A global computerization of all spheres of the university's activity will be required. At the university, the solution to this problem is complicated by the different pace of movement of the departments towards the creation of electronic teaching materials.

As a rule, each professional at the university, instead of paying more attention to coordinating work with his colleagues, focuses on his own person. In a relatively calm environment, this principle can be proud of. This kind of freedom is a defining moment in the creative process. However, autonomy comes with significant costs. These costs lie in the fact that the institution sometimes begins to function as a disorderly collection of elements moving in different directions without any unifying idea, or without clear goals of what the team members are doing and why. Of course, it's not news that universities are conservative institutions, indecisive in terms of making changes to established processes. In a stable environment with no competition, this lack of innovation has little impact. Universities can live quietly, solving problems as they arise. Today it is

necessary to limit the autonomy of departments and staff, no matter how paradoxical it may sound. The time of genius personalities has passed. The era of brilliant organizations, teams working together is coming. A clear focus on working in teams, which is an integral part of the philosophy of strategic quality management, allows people to work towards common rather than independent goals.

The process approach involves the design of a quality management system as a set of interrelated processes, while for each process the main characteristics should be provided: inputs, outputs, consumers of each of the processes, their requirements should be identified, and their satisfaction with the results of the process should be studied in the course of the system's activity.

For the effective operation of a set of basic processes, it is necessary to establish ways of interaction between them, to clearly define which material or information objects are the outputs of previous processes and, at the same time, the inputs of subsequent ones. Such a relationship should be determined primarily in order to be able to carry out effective control and measurement of educational processes in order to determine the degree of their compliance with the requirements of consumers.

In a university, the object of study is always a "student" and is at the entrance and exit of the educational process. The task of training: meeting the consistently growing needs of the student and other consumers of university graduates (employers, the state, etc.).

The release of specialists who meet the requirements of modern production, possessing advanced design tools and methods, is one of the main tasks of training modern highly qualified personnel.

The quality of training of specialists is largely determined by the perfection of the equipment used in training, the use of modern information and pedagogical technologies.

If the Ministry of Education and Science finances the training of specialists in full, then we can confidently expect that the goals and objectives formulated by the fourth generation Federal State Educational Standard of Higher Education will be achieved.

But the constant reorganization of higher education carried out by the Ministry of Education and Science of the Russian Federation has stumped the best forces of higher education not only in the so-called elite universities of the Russian Federation, as officials from the ministry like to call them, but also in those others, most of which are not baked. What did they want to have in the end? Did not have time

"To make a shower of rain" for the funeral of the list of specialties, and the directions of masters and bachelors will be born, as the ministry has already approved another new list, either retaining the methodological content to the previously approved,

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prepared by universities, or prolonged them, or universities will again need feverishly and in a short time before the next September 1, they must be developed and approved, and such a fever has already been a year.

Who needs it? Regrettably, there is no intelligible answer to all these questions from the ministry, and this is confirmed by the fact that universities have already begun to issue bachelors and masters, and there are no qualification requirements for them, as well as for specialists who will come to be hired at enterprises and institutions to work. , No.

Who will be responsible for such a situation? Again, it will be passed on to universities that they did not get through, did not decide, did not insist, did not approve, etc. etc. And this is how many times. You might think that the opinion of employees of universities and employers once wanted to hear.

Why is it so easy for the sake of the Bologna Agreements that we lost independence in assessing the results of our work, when our specialists were reasonably considered the best and demanded by many enterprises, organizations and scientific institutions? Why break what was functioning? First, they destroyed the industry, and then, when there was only a place for specialists in the free labor market, universities were again to blame, that there was not enough engineering personnel, technicians disappeared, but the saddest thing and skilled workers and this whole chain collapsed when highly qualified workers who prepared the so-called SSTU and vocational schools, became qualified middle-level specialists, and already middle-level specialists made up the elite of high school graduates. What about now? Some competencies,

But what is the use of the stalking ??? And to the fact that none of us objects to reasonable and justified reforms that would have been tested and received universal support in society, but when it's shyness for the sake of only reducing the number of universities and funds for their maintenance. Prime Minister of the USSR A.N. Kosygin, when meeting with the student activists of Moscow universities about their small scholarships (22 - 26 rubles per month), confirmed that this is indeed an insufficient amount. But at the same time he noted that the scholarship can never be sufficient for their normal social protection. But what is now paid to students is, of course, completely insufficient and the Politburo of the Central Committee of the CPSU decided to increase it for 1-3-year students to 35 rubles a month, and for 4-5-year students, respectively, up to 40 rubles a month. Delighted with such a turn in the discussion of the main question, one of the secretaries of the Komsomol committee of the university asked him just one more question - what attitude is formed in society and in you personally, Alexei Nikolaevich, to higher education ?! The answer was immediate - the most positive. In Japan, everyone can get a higher education, and that's

right, and we have made the same decision - we'd better prepare an "average" engineer than such a schoolchild will turn into a drug addict, hooligan or bandit - after all, the costs of his re-education will be many times higher the cost of his education in vocational schools, technical schools or higher education - we will never allow this. The answer was immediate - the most positive. In Japan, everyone can get a higher education, and that's right, and we have made the same decision - we'd better prepare an "average" engineer than such a schoolchild will turn into a drug addict, hooligan or bandit - after all, the costs of his re-education will be many times higher the cost of his education in vocational schools, technical schools or higher education - we will never allow this. The answer was immediate - the most positive. In Japan, everyone can get a higher education, and that's right, and we have made the same decision - we'd better prepare an "average" engineer than such a schoolchild will turn into a drug addict, hooligan or bandit - after all, the costs of his re-education will be many times higher the cost of his education in vocational schools, technical schools or higher education - we will never allow this.

But with regret today you cannot say that about modern leaders, and the negative consequences of such an unjustified policy are already making themselves felt. Therefore, it would be justified for all forms of training to exist and this would be the prerogative of the university - which is preferable for them, taking into account the demand for their graduates. But to monitor this demand, namely: who is better taken by the heads of organizations, industrial enterprises and scientific institutions - specialists, masters or bachelors and based on these results make decisions on adjusting the admission of applicants to the number of students.

But let's get back to the Federal Educational Standards of Higher Professional Education. Who and who called the qualifications "Academic Bachelor" and "Applied Bachelor" - we have no words at all - this is something that needs to be invented?

When it was said about the second stage of a master's degree and two years of study - everyone took heart - instead of five years, in six you can really prepare a specialist of the highest qualification. And the characteristics of professional activity seemed to confirm this intention, namely:

- area of professional activity of masters:
 - rational;
 - resource-saving, competitive technologies for the design and manufacture of products for the light industry and the fashion industry (leather, fur, clothing, footwear, accessories and other products from different materials);
- objects of professional activity of masters:
 - methods and systems for designing garments, footwear, leather, fur, leather goods, technological

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processes and equipment for their production; normative and technical documentation and standardization systems, methods and means of testing, quality control of materials and products of light industry;

- types of professional activities of masters:
 - research;
 - production and technological;
 - organizational and managerial;
 - project and design;
 - scientific and pedagogical.

Specific types of professional activities for which the master is mainly prepared are determined by the higher educational institution together with the students, scientific and pedagogical workers of the higher educational institution and associations of employers,

- tasks of professional activity of masters:
 - management of the results of research activities and the commercialization of intellectual property rights;
 - drawing up work plans and programs for scientific research and technical development, preparation of individual assignments for performers;
 - collection, processing, analysis and systematization of scientific and technical information on the research topic, the choice of methods and means for solving the problem;
 - conducting patent analysis;
 - implementation of the results of research work, innovative technology and advanced technology;
 - production and technological activities:
 - ensuring the manufacturability of clothing, footwear, leather, fur, leather goods and their manufacturing processes;
 - organization of technological preparation of production;
 - assessment of the economic efficiency of products and technological processes;
 - development of measures for the rational use and replacement of scarce materials for clothing, footwear and leather goods;
 - introduction of new materials and technological processes into production for the release of products in accordance with market requirements and industry development trends; research of the causes of defects in production, development of proposals for its prevention and elimination, the choice of systems to ensure the environmental safety of production;
 - organizational and management activities:
 - organization of marketing and sales structures for business development, increasing its stability and competitiveness, merchandising of fashion industry products;

- management in terms of a spectrum of opinions, determination of the order of work;
- preparation of applications for inventions and industrial designs of products;
- professional development and training of employees;
 - development of plans and programs for organizing innovative activities at the enterprise;
 - design and design activities:
 - preparation of assignments for the development of project and design solutions;
 - preparation of generalized options for solving emerging problems, their analysis, forecasting the consequences, finding compromise solutions in conditions of multi-criteria;
 - development of sketches, projects of technical specifications, standards, technical descriptions of new products, technological processes and business plans using information technology;
 - study and implementation of domestic and foreign experience, development of rationalization and invention;
 - assessment of the innovative potential of the project;
 - scientific and pedagogical activity:
 - performing pedagogical work in educational institutions of secondary vocational and higher vocational education as a teacher and assistant under the guidance of a leading teacher, professor or associate professor in the disciplines of the direction;
 - development of teaching materials used by students in the educational process.

And if by this time the ruined branches of the national economy had risen from the ruins, and graduates with the qualification of only "Academic Bachelor" could have recruited branches of departments, which, according to the order of the Ministry of Education and Science No. 958 of 08/14/2013, were to be created on the basis of organizations, carrying out activities in the profile of the relevant educational program, namely:

- the procedure for the creation of departments and other structural units by professional educational organizations and educational organizations of higher education, providing practical training of students, on the basis of other organizations carrying out activities in the profile of the corresponding educational program.

This procedure determines the rules for the creation by professional educational organizations and educational organizations of higher education (hereinafter referred to as educational organizations) departments and other structural units that provide practical training for students (hereinafter referred to as structural units), on the basis of other organizations operating in the profile of the corresponding educational program (further - organization).

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Structural units are created for the purpose of practical training of students in the corresponding educational program, through the implementation by the educational organization of a part of the educational program of the corresponding profile, aimed at the formation, consolidation and development of skills and competencies, and including the possibility of conducting all types of training sessions and carrying out scientific activities.

The structural unit in its activities is guided by the Federal Law of December 29, 2012 No. 273-FZ "On Education in the Russian Federation", other federal laws, regulatory legal acts of the President of the Russian Federation and the Government of the Russian Federation, this Procedure, the constituent documents of the educational organization, the regulation on the structural unit ...

The regulation on the structural unit is approved by agreement with the organization in the manner prescribed by the charter of the educational organization.

A structural unit is created subject to the following conditions:

- compliance of the educational program implemented by the educational organization with the profile of the organization's activities;

- availability of property necessary to achieve the goals of the structural unit;

- ensuring the conduct of practice, practical classes, seminars, laboratory workshops and other types of educational activities, provided for educational activities, provided for by the curriculum, in the structural unit;

- providing organizations with conditions for the preparation of graduate qualification works and other types of work provided for by the educational program by students, including participation in the formation of topics for graduate qualification works and other works, provision of scientific guidance and reviewing of graduation qualification works and other works, free provision of access to students to the information necessary for the preparation of final qualifying works;

- creating a safe learning environment;

- observance of special conditions for receiving education by students with disabilities.

Then one would expect that the bachelor will come to his university after 2-3 years of highly qualified work as a middle manager or to a workplace requiring a high level of training, with a desire to continue education in a magistracy with an appropriate basic educational program - agreed with both the university and enterprises. Then it is not clear the role and significance of the formed competencies, which are listed in Table 4. We proposed to express their importance for the formation of the quality of training of specialists for schoolchildren - graduates of 11 classes of 2017, bachelors - graduates of the

university in 2017, teachers of universities in the Rostov region and specialists - graduates of universities, working at light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District.

The results of the questionnaire were obtained when processing the questionnaires according to the program developed by the authors for processing the results of a priori ranking.

If you look at the results of a survey of schoolchildren - graduates, university graduates and teachers, an interesting pattern can be traced, namely:

- there is no consistency between the survey participants, about the degree of importance of the presented competencies on the formation of the quality of training (the concordance coefficient does not exceed 0.5, and for schoolchildren-graduates, in general, it is 0.2, which indicates a lack of consistency between them on the problem under study);

- the list of competencies classified by them as significant and insignificant coincide, their choice was made randomly, depending on the place he occupied in the questionnaire, if they were mixed and rearranged, then the result of the questionnaire would be with all the others;

- The survey participants' lack of deep knowledge about the state of affairs in the sectors of the national economy of Russia, about their level of equipment with modern innovative equipment, provoked the respondents to be indifferent to those competencies that, in the opinion of the developers, should have been significant for the formation of highly qualified specialists, and this was not happened. The efforts of the media that light industry is not needed at all for modern Russia has further exacerbated their negative attitude to these competencies. Yes, most of these problems are provoked by the depressing state of these very light industry enterprises, the low culture of advertising itself about the advantages of production activities at these enterprises in comparison with other types of offered labor activities, and if we take into account,

You can, of course, blame the family for the fact that children are incorrectly oriented about the realities of life, but society itself is largely responsible for a biased assessment of the real state of affairs in the education system, does not take an objectively active, offensive position in life, which led to a lack of information and the knowledge of schoolchildren about the real state of affairs and the possibility of an informed choice of their future profession.

Today, all this is still provoked by the incorrect decision of the Ministry of Education and Science on the introduction of compulsory USE in disciplines, among which for technical specialties the exam in physics is approved as a mandatory exam, which is taught today in secondary schools. humiliating at a low level, or none at all. The only fault in this is in

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secondary schools and teacher training colleges, whose graduates do not want to work in schools. A similar situation is with doctors, educators in child care facilities, communications workers and other industries due to their low demand and low wages. Unwillingness to see, and even more so to solve these problems by the government has already provoked an engineering crisis, and inviting foreign specialists to our living conditions is an even greater crime, because they do not and cannot have the desire to make a significant contribution to the development of our sectors of the national economy. And this is already being confirmed that there is no one to work at the most advanced enterprises equipped with the most modern multifunctional and universal equipment, and this is at such a level of unemployment in the country. And it's sad that no one is responsible for such a state of affairs, but on the contrary, everything is being done to destroy the higher school with such an abundance of PLOs, which do not carry anything but harm to education, squeezing out the most talented part of the teaching staff from the higher school, which provokes a low level of training of specialists for the most socially significant industries - teachers, doctors, engineers, highly qualified workers and middle managers who know and want to work at home, and not be outcasts and flee abroad in search of livelihoods, agreeing to any and more often just not qualified work. In Portugal, Spain, Italy, France, Switzerland, Austria there are already whole towns of Russians who clean the streets, wash and lick the local population, take care of the sick, work as governesses only because that there is a demand for these species and you can earn the minimum that allows them to live and not exist. But we cannot do it at home, and the saddest thing is that we don't want to do it, assuming that all this is not about us. It is so convenient, but to whom and who will be responsible for this and will it be - a big question? Or it will again be a "voice in the desert", which is a pity - after all, this is the fate of our children and grandchildren, and by and large - the fate of our country.

And yet, hope dies last: "Colleagues, let's wake up, stop being afraid of everything, and be indifferent for the fate of our own children, rise and fight and we will be able to alter and reorganize a lot in ourselves, in colleagues, and in the country as a whole ...

If the state of higher education in Russia is more or less clear, then the attitude towards the learning process itself is ambiguous. This is alarming, which can provoke indifference and unwillingness to spend efforts in order to turn these very competencies into knowledge that would be for them evaluative criteria for making a decision when hiring them. Such anxiety is due to the fact that when communicating with schoolchildren - graduates and students-graduates to prepare them for filling out the questionnaires, indifference was frankly traced, and the question - Why? More often than not, the answer was the same.

There is no certainty that their efforts will be in demand. Realizing that this is passing, we took a chance on an experiment, the essence of which was that we mixed the sequence of competencies with the help of random numbers and included them in the questionnaire with new numbers (tables 2, 4, 6, 8). Naturally, when we met with the same graduate students and graduate students with whom the survey was conducted, we explained the need for a repeated survey, how the desire to evaluate the obtained test characteristics about the importance of competencies on the quality of higher education, the differences were only that we did not limit them to the time factor when filling out the questionnaires and this pleasantly surprised them, but as a result of filling in the time they spent less than it was during the first questionnaire.

Our presence when filling out the questionnaires convinced us that the prevailing stereotype worked on the questionnaires, namely, if the factors are listed in a certain sequence, then their significance corresponds to this sequence and they assign places taking into account this stereotype. This conclusion is confirmed by the low results of the questionnaire - the concordance coefficient does not exceed 0.15, which indicates a lack of consistency between schoolchildren - graduates and bachelors - graduates. Of course, this is not an absolute conclusion, since today, due to the shortage of applicants and the lack of competition, this situation has provoked a decline in interest in higher education itself. Since today's enterprises are family clans, where the leaders of the main positions are relatives of the owners of the enterprises, sometimes even without an educational base, therefore, both schoolchildren and their parents go to the least resistance to help their child get a specialty that will be in demand at all times: economist, lawyer, accountant. If this is not possible, or the child has a desire to get an engineering education, then the parents provide him with the opportunity to acquire knowledge of a foreign language, computer technology with the confidence that it will be useful abroad, and, unfortunately, this practice is becoming ever larger. And the conversations of our leaders of the country that we will invite foreigners to leading directions in science only worsens the interest of their homegrown Russians to receive this very education. And this is confirmed by the results of the questionnaire, given in the tables and figures of this message. The results of the questionnaire survey of teachers get out of this picture, since their high professionalism and work experience did not allow them to be misled, which was confirmed by the results of the first and second surveys, they are identical, more consistent, although the attitude towards the competencies themselves is negative, considering that more important for assessing the quality of training of specialists is its ability to independently solve the tasks assigned to them. And with confidence that the

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results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist. although the attitude towards the competencies themselves is negative, considering that the more important for assessing the quality of training of specialists is their ability to independently solve the tasks assigned to them. And with confidence that the results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist. although the attitude towards the competencies themselves is negative, considering that the more important for assessing the quality of training of specialists is their ability to independently solve the tasks assigned to them. And with confidence that the results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist.

When communicating with them, the respondents, who were teachers, graduate students, bachelors and masters of the department, expressed their regret about the lack of engineering training, considering this form more effective and in demand - and we agree with it. We believe that all the best that was in the higher education of the USSR and Russia will be reanimated and will take its rightful place.

One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with the parties interested in the successful functioning of this enterprise. Each enterprise, even small ones, has several groups of subjects with different interests, with which it can be in temporary or permanent cooperation. The research of the authors is devoted to the issues of studying these interests, ways of solving emerging problems between external and internal participants, establishing relationships between partners, in order to guarantee to all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respect.

Partnerships can be divided into two groups: external and internal. External include: buyers, suppliers, competitors, government agencies and organizations, regional governments, financial intermediaries.

Buyers. Strategies and tactics for working with important customers include joint meetings to identify the drivers of business change, mutual efforts to develop products and the market, increase communication, use common space, and joint training and service programs. Strengthening customer relationships often provides significant benefits.

Internal partners include managers, employees, owners, and a board of directors or board, which represents managers and owners. One of the most significant internal partners is a senior executive.

Thus, the success of an organization is determined by the degree of satisfaction of the interests of interested parties, therefore, in order to increase the competitiveness and efficiency of activities, an enterprise must take into account not only its own interests, but also the interests of interested parties.

Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of stakeholders is proposed.

Stage 1. The choice of indicators for assessing the factors of competitiveness of the enterprise. For each factor, a system of indicators can be determined based on the analysis of scientific literature.

So, taking into account the analysis of the system of indicators for assessing the competitive potential of the enterprise, we can offer the following system of indicators for assessing the internal factors of the competitiveness of the enterprise.

Stage 3. Calculation of dimensionless estimates of the indicators of the competitiveness of the enterprise. To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method.

Stage 4. Assessment of the competitiveness of the product. It is carried out for light industry goods according to their demand in the domestic market.

Stage 5. Calculation of the generalized indicator of the competitiveness of the enterprise. It is proposed to determine a quantitative assessment of the competitiveness of an enterprise according to the formula (3).

The competitiveness and demand for children's shoes were determined using surveys and the results are shown in Tables 1 - 4 and Figures 1 - 2.

Table 1. Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of the child

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Toe shape	
2	Quality of children's shoes	

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3	The flexibility of children's shoes	
4	Price of children's shoes	
5	Comfort	
6	Service level for parents and children in shops and malls	
7	Colour	
8	Warranty period for children's shoes	
9	The height of the heel is up to 40 mm	
10	The height of the heel of the shoe is over 40 mm	
11	Weight	
12	Repairability of children's shoes, its expediency	
13	Materials for the bottom of shoes	
14	Upper materials	
15	The place of sale of shoes for children is the interior of a store or a shopping center	
16	What types of children's shoes are preferred: winter	
17	Autumn	
18	Spring	
19	Summer	
19	The strength of the fastening of the bottom of the shoe	
21	Variety of assortment of shoes for children in shops and shopping centers	
22	Compliance with the direction of fashion	

Table 2. The results of the questionnaire survey of children on their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

Experts	Factors																					
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22
1	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1
2	3	2	14	13	8	9	15	5	16	10	12	17	1	18	4	19	6	10	20	21	11	7
3	8	16	21	5	2	10	6	7	11	17	12	14	1	20	3	13	15	17	19	18	4	9
4	10	13	21	14	2	6	11	4	5	7	9	19	1	18	3	15	16	7	17	20	8	12
5	15	2	16	14	17	3	2	5	6	13	7	10	1	8	18	21	9	20	19	11	4	12
6	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18
7	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4
8	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15
9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4
20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3
22	10	1	18	11	5	12	20	19	6	15	7	8	2	9	4	13	17	15	16	21	3	14
23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15

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30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21
38	1	6	7	5	4	13	10	9	12	11	4	8	2	14	16	4	15	18	17	19	3	20
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13
40	1	2	15	12	13	14	6	16	3	3	4	7	5	4	8	9	10	11	18	17	20	19
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3
43	10	8	3	6	7	9	10	10	1	4	1	3	1	5	3	3	2	1	2	8	5	5
44	10	2	4	10	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3
47	3	11	16	8	12	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10
48	7	4	15	5	3	16	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1
49	6	5	15	6	18	7	19	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2
53	14	17	18	12	5	6	2	19	7	16	1	11	15	10	20	4	19	3	8	13	9	1
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11
55	7	8	13	14	9	18	11	19	10	1	1	12	15	2	16	17	2	5	4	3	5	6

Table 3. The results of processing the a priori ranking of children-respondents according to their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

Expert	Factor																						QC
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	
1	5	8	6	2	7	9	10	4	11	16	18	12,5	15	14	3	19	20	21,5	17	12,5	21,5	1	0,33
2	3	2	15	14	8	9	16	5	17	10,5	13	18	1	19	4	20	6	10,5	21	22	12	7	0,44
3	8	16	22	5	2	10	6	7	11	17,5	12	14	1	21	3	13	15	17,5	20	19	4	9	0,57
4	11	14	22	15	2	6	12	4	5	7,5	10	20	1	19	3	16	17	7,5	18	21	9	13	0,35
5	16	2,5	17	15	18	4	2,5	6	7	14	8	11	1	9	19	22	10	21	20	12	5	13	0,28
6	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18	0,34
7	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4	0,29
8	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15	0,26
9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7	0,49
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2	0,30
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15	0,33
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7	0,37
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11	0,27
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8	0,21
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10	0,24
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9	0,39
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5	0,24
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9	0,37
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4	0,43
20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3	0,23
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3	0,35
22	10	1	19	11	5	12	21	20	6	15,5	7	8	2	9	4	13	18	15,5	17	22	3	14	0,54

Impact Factor: **ISRA (India) = 6.317** **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	0,38
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6	0,69
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19	0,28
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11	0,69
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4	0,69
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5	0,69
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15	0,41
30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4	0,63
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19	0,26
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8	0,46
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2	0,42
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5	0,69
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19	0,36
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16	0,23
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21	0,20
38	1	8	9	7	5	15	12	11	14	13	5	10	2	16	18	5	17	20	19	21	3	22	0,48
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13	0,45
40	1	2	17	14	15	16	8	18	3,5	3,5	5,5	9	7	5,5	10	11	12	13	20	19	22	21	0,25
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14	0,40
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3	0,20
43	21	17,5	8,5	15	16	19	21	21	2,5	11	2,5	8,5	2,5	13	8,5	8,5	5,5	2,5	5,5	17,5	13	13	0,17
44	21,5	8,5	12	21,5	17	18	19	8,5	4	20	4	4	4	12	4	4	15	4	10	15	15	12	0,19
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8	
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3	0,32
47	3	13	18	9	14	1	2	4	6,5	21,5	10,5	5	15	10,5	8	21,5	6,5	16	20	19	17	12	0,27
48	8	5	17	6	3,5	18	9,5	9,5	7	12	11	14	2	13	3,5	22	21	15	16	20	19	1	0,51
49	6,5	5	16	6,5	19,5	8	21,5	3	9	21,5	10	15	2	14	17	19,5	4	11	13	18	12	1	0,32
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4	0,21
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3	0,30
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2	0,60
53	15	18	19	13	6	7	3	20,5	8	17	1,5	12	16	11	22	5	20,5	4	9	14	10	1,5	0,22
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11	0,31
55	10	11	16	17	12	21	14	22	13	1,5	1,5	15	18	3,5	19	20	3,5	7,5	6	5	7,5	9	0,18
Amounts ranks	393	368,5	765,5	559	455	583	600,5	679,5	634,5	772	440,5	732	516,5	815,5	670	715,5	778	723,5	819,5	814	563	516,5	
Without heretics.	47	12	76	44	16	37	46	63	87	90	28	52	67	80	73	30	103	73	76	100	37	28	
Coef. concord.		0,16		0,69																			
Pearson's criterion.		183,2		6,55																			

Impact Factor:	SISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

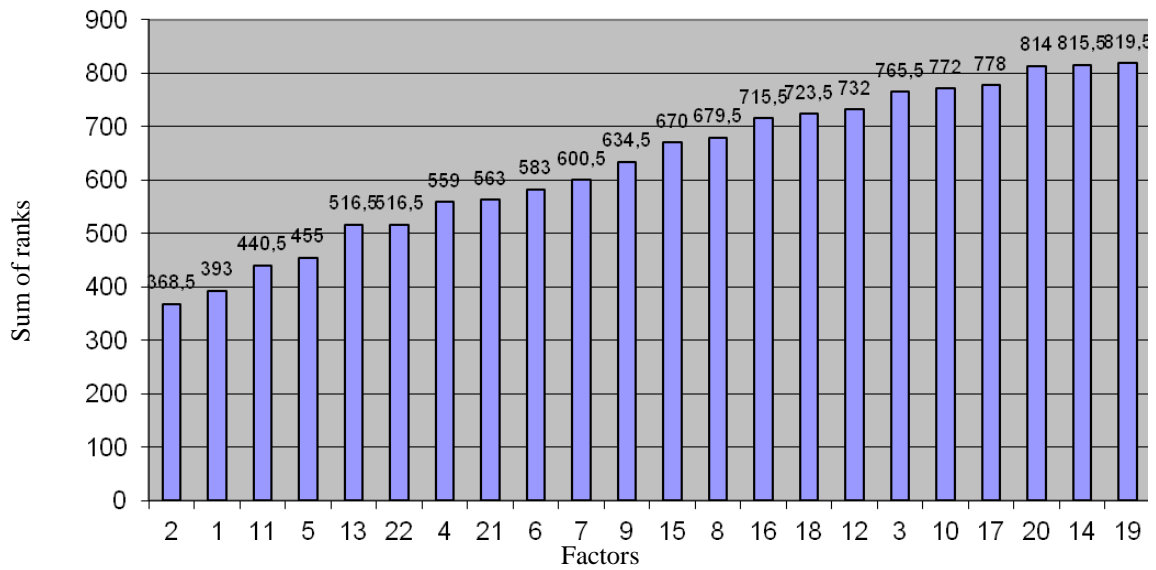


Figure 1 - The results of processing the a priori ranking of children-respondents according to their assessment of the competitive potential of the criteria for ensuring competitiveness and the demand for children's shoes made for them

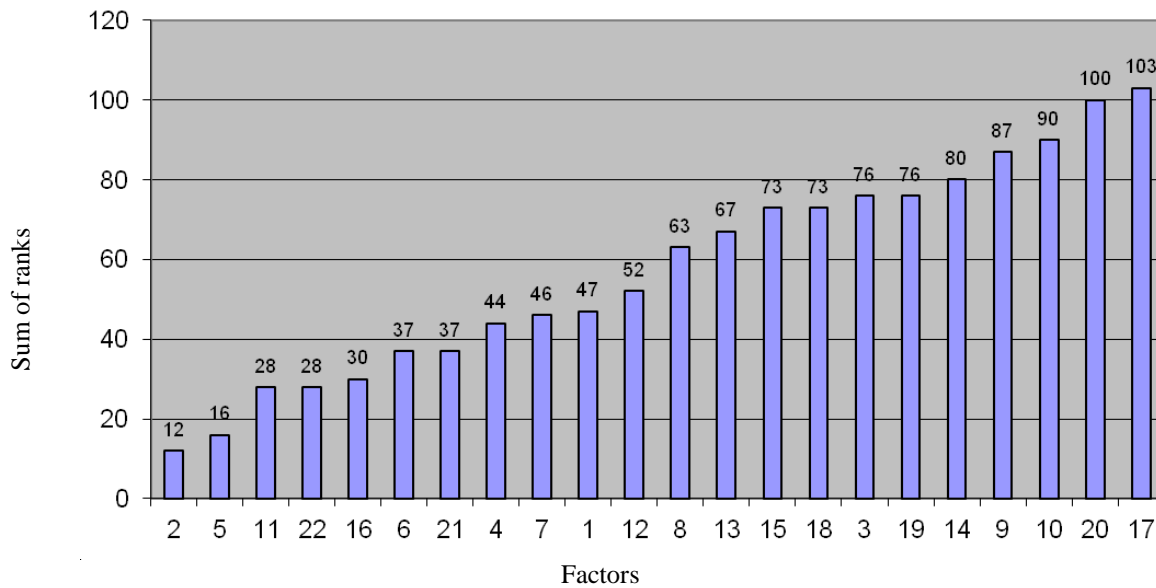


Figure 2 - The results of processing the a priori ranking of children-respondents according to their assessment of the competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them without heretics, that is, without those respondents whose opinion does not coincide with the majority of survey participants

Table 4. The results of calculating the competence of the survey of children in assessing their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

Experts	Factors																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
2nd	3	2	14	13	8	9	15	5	16	10	12	17	1	18	4	19	6	10	20	21	11	7		0,66
3rd	8	16	21	5	2	10	6	7	11	17	12	14	1	20	3	13	15	17	19	18	4	9		0,67
4th	10	13	21	14	2	6	11	4	5	7	9	19	1	18	3	15	16	7	17	20	8	12		0,56

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

5th	15	2	16	14	17	3	2	5	6	13	7	10	1	8	18	21	9	20	19	11	4	12		0,50
6th	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18		0,73
7th	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4		0,42
8th	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15		0,47
9th	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7		0,60
10th	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2		0,38
11th	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15		0,67
12th	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7		0,55
13th	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11		0,60
14th	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8		0,56
15th	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10		0,43
16th	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9		0,71
17th	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5		0,80
18th	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9		0,56
19th	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4		0,60
20th	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3		0,72
21st	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3		0,61
22nd	10	1	18	11	5	12	20	19	6	15	7	8	2	9	4	13	17	15	16	21	3	14		0,50
23rd	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22		0,75
24th	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6		0,61
25th	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19		0,37
26th	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11		0,65
27th	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4		0,54
28th	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5		0,62
29th	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15		0,56
30th	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4		0,65
31st	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19		0,36
32nd	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8		0,52
33rd	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2		0,61
34th	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5		0,65
35th	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19		0,51
36th	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16		0,48
37th	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21		0,50
38th	1	6	7	5	4	13	10	9	12	11	4	8	2	14	16	4	15	18	17	19	3	20		0,49
39th	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13		0,49
40th	1	2	15	12	13	14	6	16	3	3	4	7	5	4	8	9	10	11	18	17	20	19		0,48
41st	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14		0,59
42nd	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3		0,65
43rd	10	8	3	6	7	9	10	10	1	4	1	3	1	5	3	3	2	1	2	8	5	5		0,23
44th	10	2	4	10	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4		0,37
45th	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8		0,60
46th	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3		0,69
47th	3	11	16	8	12	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10		0,71
48th	7	4	15	5	3	16	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1		0,82
49th	6	5	15	6	18	7	19	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1		0,61
50th	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4		0,44
51st	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3		0,53
52nd	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2		0,73
53rd	14	17	18	12	5	6	2	19	7	16	1	11	15	10	20	4	19	3	8	13	9	1		0,39
54th	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11		0,58
55th	7	8	13	14	9	18	11	19	10	1	1	12	15	2	16	17	2	5	4	3	5	6		0,25
1st	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1		0,80

What factors would you, as a buyer, give preference to when assessing the competitive potential of enterprises in the regions of the Southern Federal

District and the North Caucasus Federal District, producing footwear for children, using the privileges? The survey results are shown in Tables 5-8 and

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Figures 3 and 4.

Table 5. Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of ordinary buyers

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Weight	
2	Colour	
3	Quality of children's shoes	
4	Functionality of children's shoes	
5	Characteristics of shoe upper materials	
6	Compliance with the direction of fashion	
7	Price	
8	Characteristics of materials for the bottom of shoes	
9	Comfort	
10	The height of the heel of the shoe - up to 40 mm	
11	The height of the heel of the shoe is over 40 mm	
12	Maintainability	
13	Warranty period for children's shoes	
14	What types of children's shoes are preferred: winter	
15	Autumn	
16	Spring	
17	Summer	
18	The strength of the fastening of the bottom of the shoe	

Table 6. The results of a questionnaire survey of random buyers according to their assessment of the competitive potential of the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Experts	Factors																	
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
1	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10
2	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6
3	3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18
4	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11
5	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11
6	5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10
7	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7
8	11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8
9	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9
10	4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15
11	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18
12	5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15
13	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18
14	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18
15	3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17
16	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8
17	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8
18	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10
19	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12
20	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12
21	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11
22	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16
23	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8
24	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 3.939 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

25	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7
26	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16
27	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12
28	13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12
29	8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11
30	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16
31	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18
32	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18
33	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18
34	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9
35	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7
36	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11
37	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11
38	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10
39	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6
40	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16
41	13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18
42	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12
43	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16
44	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7
45	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16
46	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8
47	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16
48	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11
49	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12
50	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12
51	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10
52	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8
53	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8

Table 7. The results of processing a priori ranking of random buyers according to their assessment of the competitive potential on the criteria for ensuring competitiveness and the demand for shoes made by children

Expert	Factor																		Kk
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	
1	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0,60
2	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0,52
3	3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18	0,59
4	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0,64
5	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0,68
6	5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10	0,66
7	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0,71
8	11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8	0,60
9	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0,61
10	4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15	0,54
11	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0,50
12	5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15	0,72
13	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0,69
14	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0,63
15	3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17	0,53
16	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0,56
17	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0,84
18	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0,57
19	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0,91
20	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0,78

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **PIHII (Russia) = 3.939** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

21	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0,65
22	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0,89
23	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0,81
24	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	0,91
25	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0,67
26	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0,59
27	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0,76
28	13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12	0,56
29	8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11	0,73
30	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0,91
31	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0,62
32	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0,69
33	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0,49
34	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0,61
35	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0,70
36	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0,67
37	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0,63
38	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0,60
39	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0,53
40	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0,91
41	13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18	0,55
42	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0,74
43	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0,58
44	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0,66
45	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	0,91
46	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0,79
47	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0,86
48	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0,64
49	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0,77
50	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0,91
51	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0,57
52	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0,82
53	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0,55
Rank sums	387	538	208	331	395	224	272	503	216	585	624	643	773	611	578	750	781	644	
Sum of ranks without heretics	34	53	21	40	46	9	16	57	11	60	48	85	90	37	22	71	76	76	
Coef. concord.		0,474		0,907															
Crete. Pearson		427,6		7,3															

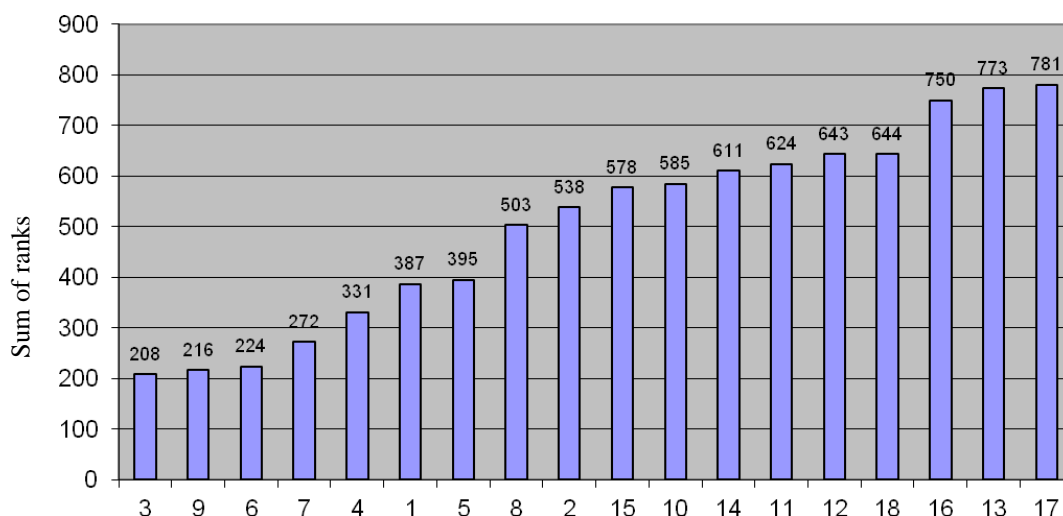


Figure 3 - The results of processing a priori ranking of random buyers according to their assessment of the competitive potential of the criteria for ensuring competitiveness and the demand for shoes made by children

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

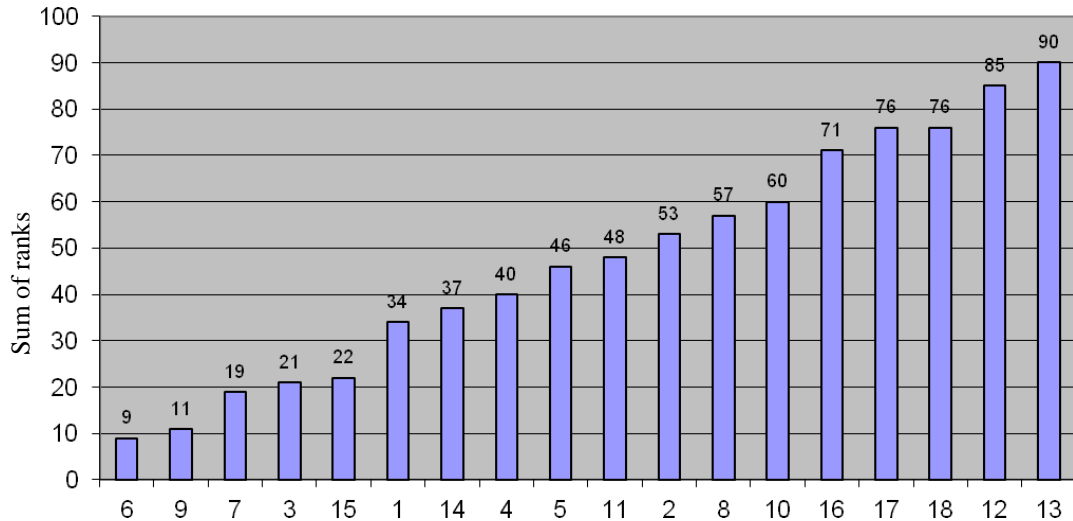


Figure 4 - The results of processing a priori ranking of random buyers according to their assessment of the competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by a child without heretics, that is, without those respondents whose opinion does not coincide with the majority of survey participants

Table 8. Assessment of the competence of casual buyers about competitiveness and relevance assortment of footwear for children

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1		13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10			0,62
2		4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6			0,68
3		3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18			0,72
4		8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11			0,64
5		4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11			0,72
6		5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10			0,65
7		1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7			0,73
8		11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8			0,63
9		18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9			0,62
10		4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15			0,67
11		11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18			0,68
12		5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15			0,78
13		2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18			0,76
14		6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18			0,66
15		3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17			0,60
16		4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8			0,84
17		5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8			0,82
18		6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10			0,91
19		10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12			0,90
20		15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12			0,83
21		10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11			0,81
22		7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16			0,84
23		7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8			0,82
24		7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16			1,00
25		5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7			0,81
26		5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16			0,89
27		8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12			0,79
28		13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12			0,81
29		8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11			0,74

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

30		5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16			0,96
31		6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18			0,66
32		2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18			0,76
33		11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18			0,68
34		18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9			0,62
35		1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7			0,73
36		4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11			0,72
37		8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11			0,64
38		13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10			0,62
39		4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6			0,68
40		5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16			0,96
41		13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18			0,81
42		8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12			0,79
43		5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16			0,89
44		5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7			0,81
45		7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16			1,00
46		7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8			0,82
47		7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16			0,84
48		10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11			0,81
49		15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12			0,83
50		10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12			0,90
51		6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10			0,91
52		5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8			0,82
53		4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8			0,84
54		7	9	6	8	10	3	2	11	1	12	13	17	18	5	4	14	15	16			0,91

The criteria for assessing the demand for children's footwear through the eyes of manufacturers are given in Tables 9–12 and Figures 5–6).

Table 9. Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of shoe manufacturers by enterprises in the regions of the Southern Federal District and the North Caucasus Federal District

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Weight	
2	Colour	
3	Quality of children's shoes	
4	Functionality of children's shoes	
5	Characteristics of shoe upper materials	
6	Compliance with the direction of fashion	
7	Price	
8	Characteristics of materials for the bottom of shoes	
9	Comfort	
10	The height of the heel of the shoe - up to 40 mm	
11	The height of the heel of the shoe is over 40 mm	
12	Maintainability	
13	Warranty period for children's shoes	

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 10. The results of a survey of manufacturers to assess their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Experts	Factors												
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
1	7	10	1	2	8	6	4	9	3	11	13	5	12
2	9	7	1	4	8	6	2	10	3	11	13	5	12
3	1	3	5	2	8	7	4	9	12	6	13	11	10
4	2	3	1	5	4	8	9	6	10	7	11	13	12
5	9	10	6	7	8	2	1	4	3	5	11	12	13
6	10	9	1	4	3	2	5	6	7	11	12	8	13
7	5	6	1	9	10	13	7	8	2	12	11	4	3
8	5	11	4	1	10	2	3	12	6	9	13	8	7
9	2	7	4	5	6	1	9	3	8	12	13	11	10
10	7	13	2	11	1	6	12	10	3	4	9	8	5
11	9	13	5	1	2	4	3	6	7	8	12	10	11
12	12	13	1	6	7	3	2	8	5	4	9	10	11
13	5	8	2	4	7	10	1	12	11	13	3	9	6
14	5	2	11	4	7	13	8	12	1	6	9	3	10
15	10	13	2	4	6	5	3	11	1	7	12	8	9
16	5	3	1	2	7	6	4	10	8	11	12	9	13
17	3	4	1	7	9	8	5	10	2	11	13	12	6
18	5	6	1	2	6	8	7	3	4	11	12	10	9
19	9	13	2	4	7	5	6	3	1	8	10	12	11
20	10	11	1	2	5	7	3	6	4	12	13	9	8
21	3	8	4	6	10	5	12	7	1	13	9	2	11
22	9	8	2	7	5	6	1	10	3	11	12	13	4
23	2	10	13	11	9	6	8	12	7	5	1	3	4
24	12	4	1	2	8	9	3	7	5	10	13	11	6
25	10	9	1	2	12	3	4	6	5	11	13	7	8
26	5	6	1	7	11	13	2	10	3	9	12	4	8
27	11	10	5	4	1	3	9	2	7	12	13	8	6
28	7	6	5	2	1	8	9	3	4	12	13	11	10
29	9	10	2	3	6	11	8	7	4	12	13	5	1
30	8	10	4	5	1	3	9	2	11	12	13	7	6

Table 11. The results of processing a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Expert	Factor													QC
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	
1	7	10	1	2	8	6	4	9	3	11	13	5	12	0,84
2	9	7	1	4	8	6	2	10	3	11	13	5	12	0,84
3	1	3	5	2	8	7	4	9	12	6	13	11	10	0,5
4	2	3	1	5	4	8	9	6	10	7	11	13	12	0,52
5	9	10	6	7	8	2	1	4	3	5	11	12	13	0,65
6	10	9	1	4	3	2	5	6	7	11	12	8	13	0,84
7	5	6	1	9	10	13	7	8	2	12	11	4	3	0,46
8	5	11	4	1	10	2	3	12	6	9	13	8	7	0,74
9	2	7	4	5	6	1	9	3	8	12	13	11	10	0,60
10	7	13	2	11	1	6	12	10	3	4	9	8	5	0,43
11	9	13	5	1	2	4	3	6	7	8	12	10	11	0,81
12	12	13	1	6	7	3	2	8	5	4	9	10	11	0,76
13	5	8	2	4	7	10	1	12	11	13	3	9	6	0,45

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

14	5	2	11	4	7	13	8	12	1	6	9	3	10	0,41
15	10	13	2	4	6	5	3	11	1	7	12	8	9	0,84
16	5	3	1	2	7	6	4	10	8	11	12	9	13	0,68
17	3	4	1	7	9	8	5	10	2	11	13	12	6	0,62
18	5	6,5	1	2	6,5	9	8	3	4	12	13	11	10	0,66
19	9	13	2	4	7	5	6	3	1	8	10	12	11	0,78
20	10	11	1	2	5	7	3	6	4	12	13	9	8	0,84
21	3	8	4	6	10	5	12	7	1	13	9	2	11	0,48
22	9	8	2	7	5	6	1	10	3	11	12	13	4	0,72
23	2	10	13	11	9	6	8	12	7	5	1	3	4	0,38
24	12	4	1	2	8	9	3	7	5	10	13	11	6	0,70
25	10	9	1	2	12	3	4	6	5	11	13	7	8	0,84
26	5	6	1	7	11	13	2	10	3	9	12	4	8	0,54
27	11	10	5	4	1	3	9	2	7	12	13	8	6	0,58
28	7	6	5	2	1	8	9	3	4	12	13	11	10	0,63
29	9	10	2	3	6	11	8	7	4	12	13	5	1	0,55
30	8	10	4	5	1	3	9	2	11	12	13	7	6	0,57
Rank sums	206	246,5	91	135	193,5	190	164	224	151	287	337	249	256	
Sum of ranks without heretics	46	50	6	14	39	27	16	42	16	42	64	34	49	
Quad. off	16	1332,25	14161	5625	272,25	400	2116	196	3481	5929	16129	1521	2116	
Coef. concord.		0,33		0,84										
Crete. Pearson		117,14		8,37										

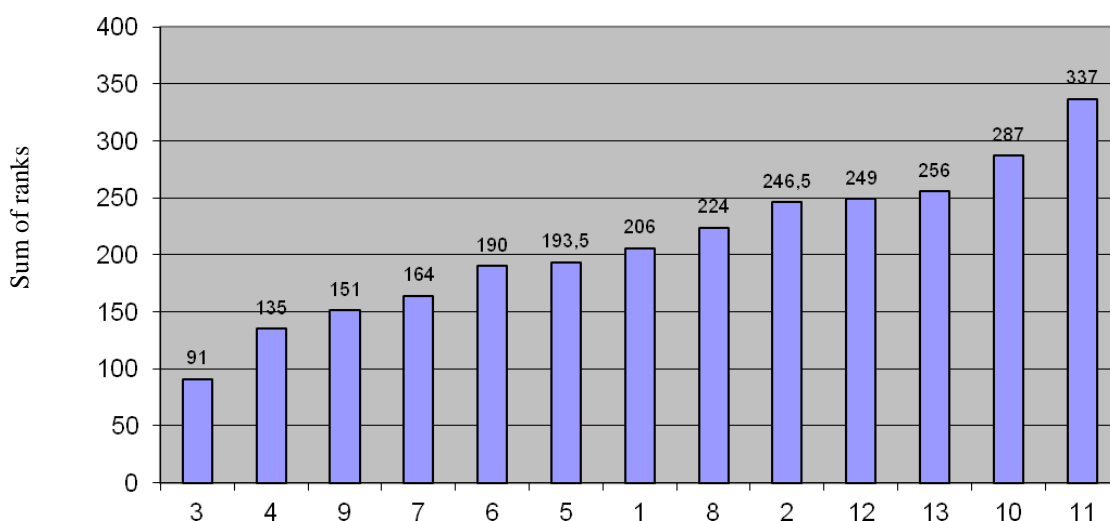


Figure 5 - The results of processing a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for footwear made by children

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

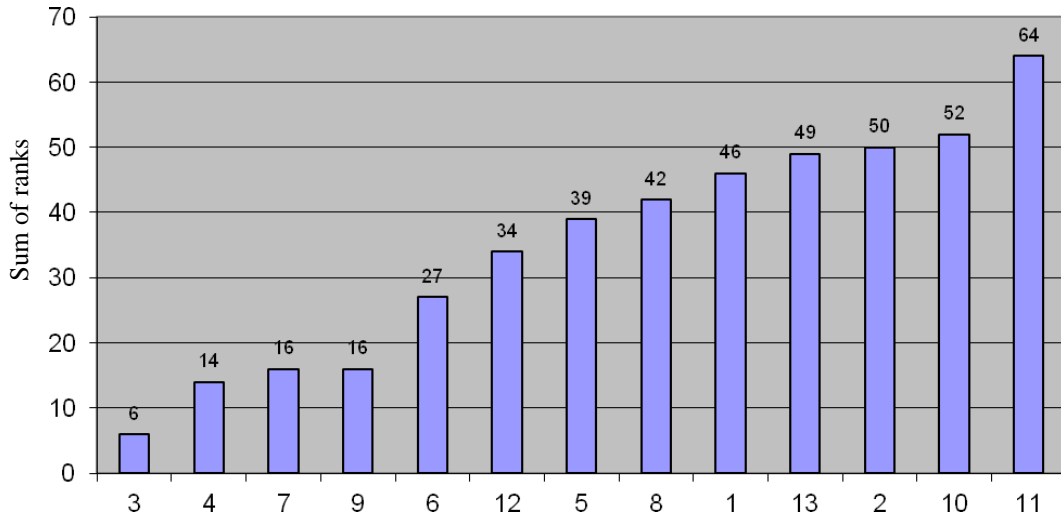


Figure 6 - The results of processing the a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by children without heretics, that is, without those respondents whose opinion does not coincide with the opinion of the majority of survey participants

Table 12. The results of calculating the competence of a survey of manufacturers about the competitiveness and demand for the assortment of footwear for children

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1		9	7	1	4	8	6	2	10	3	11	13	5	12								0,97
2		1	3	5	2	8	7	4	9	12	6	13	11	10								0,66
3		2	3	1	5	4	8	9	6	10	7	11	13	12								0,63
4		9	10	6	7	8	2	1	4	3	5	11	12	13								0,73
5		10	9	1	4	3	2	5	6	7	11	12	8	13								0,87
6		5	6	1	9	10	13	7	8	2	12	11	4	3								0,70
7		5	11	4	1	10	2	3	12	6	9	13	8	7								0,87
8		2	7	4	5	6	1	9	3	8	12	13	11	10								0,71
9		7	13	2	11	1	6	12	10	3	4	9	8	5								0,55
10		9	13	5	1	2	4	3	6	7	8	12	10	11								0,82
11		12	13	1	6	7	3	2	8	5	4	9	10	11								0,78
12		5	8	2	4	7	10	1	12	11	13	3	9	6								0,63
13		5	2	11	4	7	13	8	12	1	6	9	3	10								0,59
14		10	13	2	4	6	5	3	11	1	7	12	8	9								0,90
15		5	3	1	2	7	6	4	10	8	11	12	9	13								0,87
16		3	4	1	7	9	8	5	10	2	11	13	12	6								0,77
17		5	6	1	2	6	8	7	3	4	11	12	10	9								0,83
18		9	13	2	4	7	5	6	3	1	8	10	12	11								0,82
19		10	11	1	2	5	7	3	6	4	12	13	9	8								0,91
20		3	8	4	6	10	5	12	7	1	13	9	2	11								0,79
21		9	8	2	7	5	6	1	10	3	11	12	13	4								0,75
22		2	10	13	11	9	6	8	12	7	5	1	3	4								0,26
23		12	4	1	2	8	9	3	7	5	10	13	11	6								0,79
24		10	9	1	2	12	3	4	6	5	11	13	7	8								0,91
25		5	6	1	7	11	13	2	10	3	9	12	4	8								0,82
26		11	10	5	4	1	3	9	2	7	12	13	8	6								0,68
27		7	6	5	2	1	8	9	3	4	12	13	11	10								0,74

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

24	4	2	3	1	6	7	5	8	11	10	9
25	5	11	1	4	2	3	10	6	7	9	8
26	1	7	6	8	5	9	10	2	11	3	4
27	4	9	6	7	5	3	10	2	1	11	8
28	2	1	3	8	10	9	4	7	6	11	5
29	4	7	1	2	8	3	5	10	6	9	11

Table 15. The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Expert	Factor											Kk
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	
1	4	11	2	3	7	5	6	1	8	10	9	0,81
2	3	4	1	7	8	6	5	2	11	10	9	0,86
3	3	4	1	5	6	8	7	2	10	9	11	0,86
4	2	6	1	7	4	11	5	3	9	10	8	0,88
5	4	8	1	5	7	9	3	2	10	11	6	0,89
6	4	8	1	7	6	5	3	2	11	10	9	0,90
7	3	5	1	8	6	9	2	4	11	7	10	0,92
8	2	3	4	10	5	8	9	1	11	6	7	0,80
9	3	4	1	7	2	6	5	10	11	8	9	0,74
10	2	8	1	7	3	5	6	4	10	9	11	0,84
11	3	7	1	6	5	8	4	2	10	9	11	0,92
12	2	6	3	5	7	9	4	1	11	8	10	0,84
13	4	6	3	5	7	10	1	2	11	8	9	0,94
14	4	7	3	6	5	10	1	2	11	8	9	0,94
15	3	8	4	6	5	7	1	2	11	10	9	0,94
16	2	5	4	6	7	10	3	1	11	9	8	0,93
17	5	9	2	8	6	4	1	3	10	11	7	0,83
18	3	7	2	8	4	9	6	1	10	11	5	0,85
19	6	5	1	8	4	7	3	2	9	10	11	0,87
20	3	7	4	6	5	8	1	2	9	11	10	0,94
21	3	7	4	6	5	8	2	1	9	10	11	0,94
22	1	3	5	4	8	7	9	10	2	11	6	0,55
23	9	10	1	8	4	3	5	2	11	6	7	0,72
24	4	2	3	1	6	7	5	8	11	10	9	0,77
25	5	11	1	4	2	3	10	6	7	9	8	0,64
26	1	7	6	8	5	9	10	2	11	3	4	0,61
27	4	9	6	7	5	3	10	2	1	11	8	0,59
28	2	1	3	8	10	9	4	7	6	11	5	0,70
29	4	7	1	2	8	3	5	10	6	9	11	0,67
Rank sums	98	185	71	178	162	206	136	97	269	265	247	
Sum of ranks without heretics	17	35	18	29	27	43	6	9	51	47	48	
Coef. concord.		0.52		0.94								
Crete. Pearson		149.5		8.1								

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

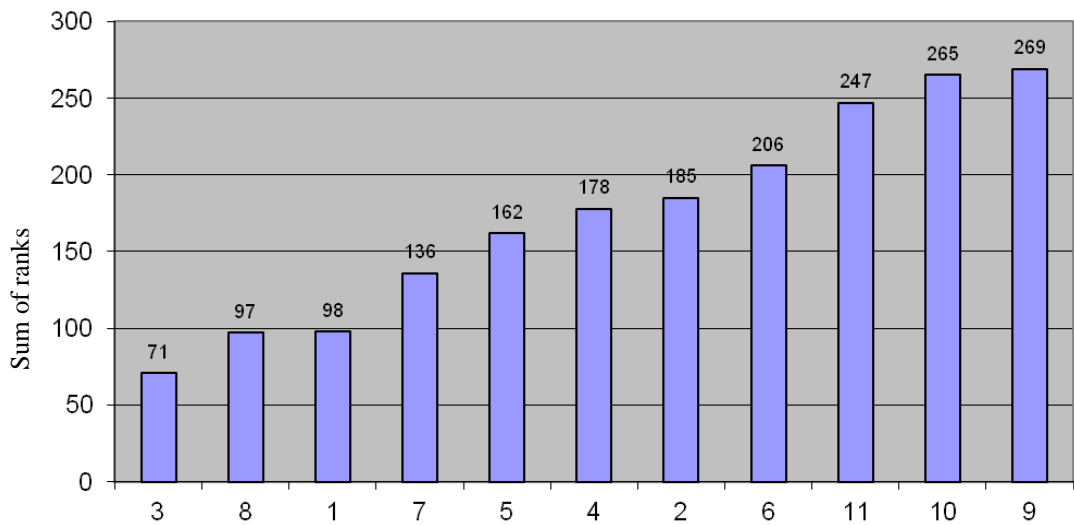


Figure 7 - The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

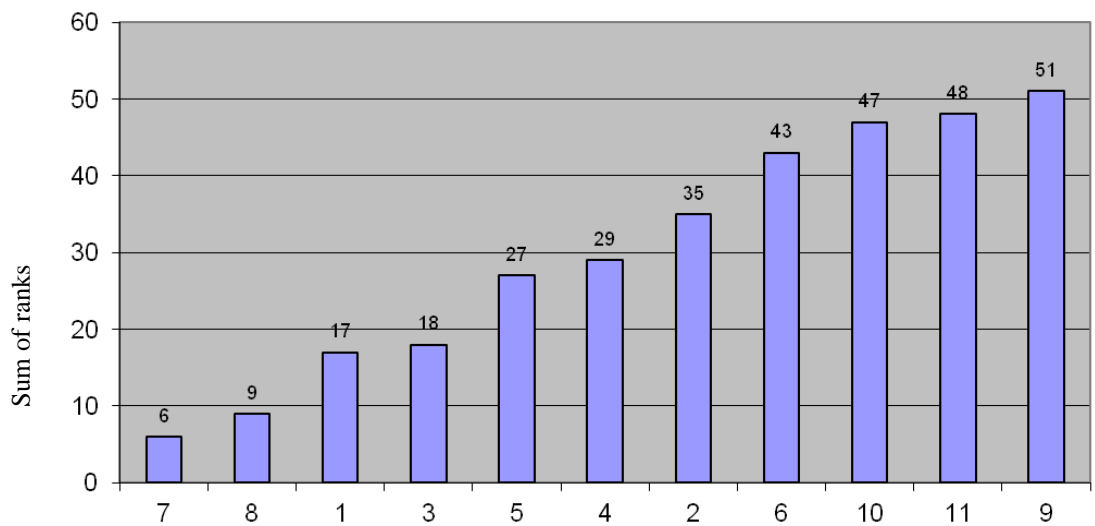


Figure 8 - The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for footwear made by children without heretics, i.e. without those respondents whose opinion does not coincide with the opinion of the majority of survey participants

Table 16. The results of calculating the competence of a survey of parents who took part in assessing the competitiveness and demand for children's shoes

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1		4	11	2	3	7	5	6	1	8	10	9										0,84
2		3	4	1	7	8	6	5	2	11	10	9										0,88
3		3	4	1	5	6	8	7	2	10	9	11										0,86
4		2	6	1	7	4	11	5	3	9	10	8										0,9
5		4	8	1	5	7	9	3	2	10	11	6										0,91
6		4	8	1	7	6	5	3	2	11	10	9										0,93
7		3	5	1	8	6	9	2	4	11	7	10										0,9
8		2	3	4	10	5	8	9	1	11	6	7										0,69

Impact Factor:

ISRA (India) = 6.317
 ISI (Dubai, UAE) = 1.582
 GIF (Australia) = 0.564
 JIF = 1.500

SIS (USA) = 0.912
 ПИИЦ (Russia) = 3.939
 ESJI (KZ) = 9.035
 SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
 PIF (India) = 1.940
 IBI (India) = 4.260
 OAJI (USA) = 0.350

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
17 – Каким видам детской обуви отдается предпочтение: осенней			
20 – Прочность крепления низа обуви			
14 – Материалы для верха обуви			
19 – Каким видам детской обуви отдается предпочтение: летней			
0,16 < W < 0,69	0,52 < W < 0,94	0,47 < W < 0,91	0,33 < W < 0,84

Таблица 7.18

Сводная характеристика результатов опроса респондентов – детей, их родителей, случайных покупателей и производителей по оценке конкурентного потенциала обувных предприятий регионов ЮФО и СКФО, по без эретигов, мнение которых не совпадает с большей частью респондентов, участвовавших в опросе

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
2 – Качество детской обуви	7 – Цена	6 – Соответствие направлению в моде	3 – Качество детской обуви
5 – Комфортность	8 – Комфортность	9 – Комфортность	4 – Функциональность детской обуви
11 – Масса	1 – Масса	7 – Цена	7 – Цена
22 – Соответствие направлению в моде	3 – Качество детской обуви	3 – Качество детской обуви	9 – Комфортность
16 – Каким видам детской обуви отдается предпочтение: зимней	5 – Гибкость	15 – Каким видам детской обуви отдается предпочтение: осенней	6 – Соответствие направлению в моде
6 – Уровень обслуживания родителей и детей в магазинах и торговых центрах	4 – Устойчивость окраски применяемых для верха обуви материалов к сухому и мокрому трению и к воздействию пота	1 – Масса	12 – Ремонтпригодность
21 – Разнообразие ассортимента обуви для детей в магазинах и торговых центрах	2 – Цвет	14 – Каким видам детской обуви отдается предпочтение: зимней	5 – Характеристика материалов для верха обуви
4 – Цена детской обуви	6 – Прочность крепления низа обуви	4 – Функциональность детской обуви	8 – Характеристика материалов для низа обуви
7 – Цвет	10 – Ремонтпригодность	5 – Характеристика материалов для верха обуви	1 – Масса
1 – Форма носочной части	11 – Гарантийный срок на детскую обувь	11 – Высота приподнятости пяточной части обуви – свыше 40 мм	13 – Гарантийный срок на детскую обувь
12 – Ремонтпригодность детской обуви ее целесообразность	9 – Деформация подноски и задника	2 – Цвет	2 – Цвет
8 – Гарантийный срок на детскую обувь		8 – Характеристика материалов для низа обуви	10 – Высота приподнятости пяточной части обуви – до 40 мм

Результаты опроса детей	Результаты опроса родителей	Результаты опроса покупателей	Результаты опроса производителей
13 – Материалы для низа обуви		10 – Высота приподнятости пяточной части обуви – до 40 мм	11 – Высота приподнятости пяточной части обуви – свыше 40 мм
15 – Место продажи обуви для детей – интерьер магазина, или торгового центра		16 – Каким видам детской обуви отдается предпочтение: весенней	
18 – Каким видам детской обуви отдается предпочтение: весенней		17 – Каким видам детской обуви отдается предпочтение: летней	
3 – Гибкость детской обуви		18 – Прочность крепления низа обуви	
19 – Каким видам детской обуви отдается предпочтение: летней		12 – Ремонтпригодность	
14 – Материалы для верха обуви		13 – Гарантийный срок на детскую обувь	
9 – Высота приподнятости пяточной части – до 40 мм			
10 – Высота приподнятости пяточной части обуви – свыше 40 мм			
20 – Прочность крепления низа обуви			
17 – Каким видам детской обуви отдается предпочтение: осенней			
0,16 < W < 0,69	0,52 < W < 0,94	0,47 < W < 0,91	0,33 < W < 0,84

Analysis of the questionnaire survey on the influence of the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District and on the increase in the competitive advantages of domestic fur products over imported fur products regrettably confirmed the lack of consistency of respondents on the criteria for the quality of light industry products formulated in the questionnaires. So, for example, the basic answer, the first expert, expressed by competent experts, received, according to the survey results, the value of the concordance coefficient equal to (W) 0.34, i.e. less than 0.5, and the basic answer about the quality of domestic fur products is the eighteenth expert, expressed by competent specialists - experts, although he received a higher value of the concordance

coefficient, equal to (W) 0.47, but still less than 0.5. That is, in our case, the fact is confirmed that the survey participants are respondents, not competent in the issues under study. In this regard, the authors are engaged in the development of additional changes to the software product, with the help of which the competence of the survey participants - respondents will be assessed and weeding out those who do not have the same opinion with the reference answers expressed by an authoritative and competent expert commission - creating a basis for more effective assessment of invited specialists as experts to work in customs commissions and improve their qualifications, which will allow our consumers to be confident in the high quality of products that have passed customs examination and offered for their sale

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on demand markets.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of the developed innovative technological processes. Such a solution is possible if we use the efficiency coefficient for such an assessment, the value of which is considered as the value of the concordance coefficient for assessing the results of a priori ranking (W), which changes - Keff from 0 to 1. If its value tends to one, then this means that the manufacturer managed to find the most optimal solution to the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result and ways to eliminate the mistakes are required.

The efficiency factor of the technological process is calculated by the formula

$$K_{ef} = K_1 K_2 K_3 K_4 K_5 K_6 K_7 K_8 K_9 K_{10} K_{11} K_{12}, \quad (4)$$

where K_{eff} is the weighting coefficient of assessing the effectiveness of innovative technological processes, formed for the production of competitive and demanded products

K_1 - the weight of labor productivity (PT); K_2 is the weight of the workload of workers (ZR);

K_3 - weight of footwear production (Ps);

K_4 is the weight of the equipment cost per unit of flow assignment (C); K_5 - the weight of the total price per unit of production (Stotal);

K_6 - the weight of the financial strength (Zfp); K_7 - the weight of the break-even point (Tb.y);

K_8 - the weight of the profit of a unit of production (Ex); K_9 - weight of product profitability (R);

K_{10} - the weight of costs per 1 ruble of marketable products (31p.r.π);

K_{11} - weight of conditionally variable costs (total variable costs of production of a unit of production) (Zusl.per.units);

K_{12} - the weight of conditionally fixed costs (total fixed costs of production of a unit of production) (Zusl.pos.units)

With the help of the software, the calculations of the optimal power for the range from 300 to 900 pairs for men's and women's shoes were given for the entire assortment of footwear. The analysis of the obtained characteristics for three variants of a given technological process in the manufacture of the entire assortment of footwear has confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using universal and multifunctional equipment. So, with a range of 300 - 900 pairs, the best according to the given criteria is the volume of production of 889 pairs of men's shoes and 847 pairs of women's shoes.

When calculating dimensionless estimates of the

efficiency coefficient using software, it becomes necessary to formulate these very criteria as their evidence base. So, for example, the profit per unit of production is calculated depending on the profitability of the product, that is, first the size of the profitability is formulated from 5% to 25%, and then the size of the profit per unit of production is laid down. The same feature exists with the definition of the labor productivity criterion, because at first they use innovative technological processes formed on the basis of universal and multifunctional equipment, the maintenance of which should be entrusted to highly qualified and responsible performers who empathize with the overall result of the entire technological cycle, guaranteeing them the production of demanded and competitive products, which are in high demand among consumers of domestic markets. Calculation of conditionally fixed costs for the production of a unit of product and conditionally variable costs for the production of a unit of production is interconnected with the peculiarities of organizing the production of competitive and demanded products, including for children. Analysis of the results of the activities of leading foreign manufacturers confirms the fact that if the conditionally fixed costs make up 20% - 40% of the production cost, then, naturally, the conditionally variable costs - 60% - 80%. products for children, when and profit, profitability, conditionally fixed costs and conditionally variable costs are formed on the basis of the implementation of the requirements of technical regulations and normative documents and acts that guarantee the safety of life when using them. And if this is due to the need to produce them with such stringent characteristics, the state and manufacturers are obliged to be interested in each other and provide manufacturers with compensation for the additional costs of observing them and a guarantee that the manufactured products will not harm the health of children.

Of course, if the criterion for the loss of wages per unit of production should tend to zero, and the volume of footwear production from 1 m2 - to its maximum possible value, and the costs per 1 ruble of marketable products should tend to their minimum possible value and the cost of equipment per unit of flow assignment also strive for its minimum possible value, and other criteria - for their maximum possible value - in the aggregate, a dimensionless assessment of the effectiveness of the developed innovative technological processes (K) should always strive for unity and thereby confirm that the designed innovative technological process for the enterprise for the production of import-substituting products will be successful in their activities for the benefit of the population of those regions where they will operate, being city-forming for these small medium-sized cities and in which all branches of government are interested - both federal and regional and municipal.

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Conclusion

The considered examples of assessing the competence of the respondents participating in the surveys confirmed the high efficiency of the software developed by the authors based on randomization, when, using the concordance coefficient, all invited respondents to participate in the survey are distributed relative to the reference answer for their assessment of competence on the problem under study. A feature of the software product developed by the authors is the fact that by calculating the concordance coefficient it is possible to check the validity of the choice of the reference answer, or the opinion of a highly qualified specialist on the problem under study. This is possible if we invited highly qualified specialists in this field as respondents, but their opinion did not coincide with the opinion of the main respondent. This result gives the researcher a basis for rechecking both the opinion of the chief specialist - the respondent on this topic, and the opinion of the collective scientific school, if the value of the concordance coefficient lies within $0 \leq W \leq 0.5$, which is not enough to confirm the opinion of the reference respondent, and a comparison is required. with a so-called independent researcher, the results of which are confirmed by the assessment of other scientists - researchers, namely, when receiving an estimate in the range of $0.5 \leq W \leq 1.0$, the authors can take the list of factors included in the question sheet as the basis for conducting the main experiment. The seemingly multistage solution to the problem is actually justified, because the cost of conducting a survey is incomparably small with the cost of conducting research using a large number of factors.

Reducing their number is always justified and provides the researcher not only with the reliability of the experimental results themselves, but also significant savings on its implementation, which is a guarantee of achieving the greatest effect at the lowest possible cost. At the same time, this software makes it possible to identify the erroneously chosen scientific direction of research, warn researchers from the wrong direction and exclude an erroneous decision, which in itself is significant for the experimenter. Equally important is the use of this software product to assess the competence of a specialist when inviting him as an expert in the work of the customs commission. In this case, the use of the software product developed by the authors is the only correct one, since it allows the customs administration to have an independent methodology, guaranteeing them the formation of customs commissions through the participation of highly qualified specialists and objectively denying such a right to be experts to those who have not confirmed their competence. Therefore, we can confidently assume that the software developed by the authors creates the basis for the formation of an effective direction in the performance of scientific work and in the formation of various expert commissions by competent and highly qualified specialists, guaranteeing the achievement of the highest results with the lowest possible costs, which is especially important for import substitution with domestic products of high quality and at an affordable price for consumers in the regions of the Southern Federal District and the North Caucasus Federal District.

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OPTATIVE MOOD OF THE VERB IN THE AZERBAIJANI LANGUAGE

Abstract: Optative mood of the verb functions in Azerbaijani - this indicates that the action is desirable. It is known that grammatical forms, in addition to their meaning in the language system, also have special meanings that appear in speech. In general, the meaning of grammatical forms, including optative, arising in context and appearing in speech, is greater than the basic meaning. In other words, the form of desire is ambiguous when implemented in context, in contrast to its basic meaning. Unlike other Turkic languages, in the modern Azerbaijani language, the optative mood is a fully formed and functionally stable grammatical feature. For this reason, synonymy involuntarily appears between grammatical forms in a number of Indo-European languages, as well as among additional meanings of grammatical forms in the Azerbaijani language. The meaning of any grammatical form in a context is synonymous with the basic meaning of another form.

Key words: grammatical form, optative mood, meaning, verb, speech patterns.

Language: English

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Introduction

Annotation

It is known that most of the words in the dictionary of the Azerbaijani language consist of verbs. In the grammar of the Azerbaijani language, the verb is the main part of speech, which includes words expressing action, that is, words more or less expressing the state, state of action, movement of an object, dynamic or not dynamic, more or less significant expression that gives the verb. In our language, verbs are grouped in the broadest sense as words expressing action, in a narrow sense as a state, situation, action. The verb is part of multi-category speech.

Main body

These categories find their expression in the verb in a collective and complex way. Proof of this is the fact that the verb has such forms as type, style, action, negation, form, tense, quantity, face and image, as well as general and special forms. No other part of speech in our language has so many categories. Each of the categories of the verb has its own order, its place in the sentence. The fact that the verb has such colorful features and categories was not only in the modern

Azerbaijani language, but also during its formation. [1; p. 14-15]

The suffix category, one of the verb categories listed above, is also a category that has been studied historically and has caused some controversy. The main purpose of this article is to study the form of desire, that is, the conditional mood, which is one of the categories of verbs, and get acquainted with ideas on this topic.

Unlike other Turkic languages, modern Azerbaijani has a fully formed, functionally stabilized grammatical attribute of the verb. In our language, the function of a desire form is to express a desire to do a job or an action. What distinguishes an image from others is the meaning of this image, which is in the language system and occurs outside the context. We know that in addition to the meaning of grammatical forms in the language system, there are also meanings that exist appear and have a special purpose in speech, or, more precisely, have meanings. In general, the meaning of grammatical forms, as well as the form of desire that appears in the text and is reflected in speech, is broader than the main meaning. In other words, in contrast to the basic meaning, the conditional image is ambiguous when it takes place in

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context. That is why synonymy between grammatical forms is manifested in the Azerbaijani language, as well as in some Indo-European languages, among other meanings of grammatical forms. The contextual meaning of one grammatical form is synonymous with the basic meaning of another form [2; p. 74]

With regard to the breadth of the contextual meaning of the grammatical form in relation to the out-of-context meaning, we can say that this phenomenon is legitimate. The complementary meaning of the grammatical form serves a special purpose. Thus, the meaning is realized under the influence of a number of means and serves to express grammatical meaning in more subtle, precise tones. This general aspect of grammatical forms also manifests itself in the form of desire (conditional mood). In the Azerbaijani language (-a, -ə, -ya, -yə) which are grammatical indicators of the form of desire, are synonyms of other well-established grammatical forms expressing internal additional meanings.

The book "Grammatical synonymy in the Azerbaijani language" discusses the formation of the form of desire and is listed as follows:

1) "The additional meaning of the form of desire is synonymous with the basic meaning of the imperative form." [2; p. 75]

This replacement has a specific purpose. The applicant refrains from speaking in a direct commanding tone, saying in the form of a request that the other person will do the job. It is clear from the general essence that the meaning expressed in the form of desire is not a desire, but a command. However, imperative verbs differ from optative verbs because the tone of the command is higher.

It is widely accepted in art style that the form of a request is synonymous with the form of an order. From the point of view of social belonging, a person with a lower position usually turns to his boss not in the form of an order, but in the form of a request.

This synonymy is explained, on the one hand, by the richness of the internal capabilities of the language, and on the other hand, by the semantic-grammatical and genetic closeness of the order form to the request form. In the modern Azerbaijani language, the form of a request is synonymous with the form of an order, and it is mainly expressed in the second person.

In speech, the conventional image does not cause confusion, the context easily neutralizes the true meaning (i.e. desire) of this image, and the general meaning is understood as it is objectively. [2; p. 76]

Another mood, which is synonymous with the optative mood, is the conditional mood. Synonyms between these moods are used in our language from ancient monuments to the present day. The fact that the form of the conditional mood is synonymous with the optative form manifests itself in the subordinate clause and in the compound clause without a

conjunction. The subordinate clause formed by the property of the conditional mood, in contrast to the subordinate clause formed by the property of the conditional mood, occupies an unstable place in the subordinate complex sentence. In other words, if the conditional sentence formed by the conditional form of the verb comes earlier, the conditional sentence expressed by the optative form of the verb can appear both after and before the main sentence. As for the difference between the conditional form and the conditional meaning of the optative form, there is no grammatical difference between them, but there is a certain difference in the shades of meaning. The main difference in the form of the suffix -a, -ə is the definition of a conditional meaning. [2; p.77]

2) The forms -sa, -sə are optative forms and are used not only as a synonym for the mood category, but also as a synonym for tense suffixes. Thus, the complementary meaning of this form is synonymous with the main meaning of a certain future tense of the verb. For example: I adopted you from the very beginning and I hope that you will be my son and keep my will. [2; p. 77-78]

The meaning of the future tense of the verb in the optative form differs from the future tense of the verb with the suffix -acaq, -əcək. An action expressed in the form of an optative or the origin of an action, the implementation and execution of an action to a certain condition is simultaneously the desired implementation of this condition. A verb in the form of an optative can not only express the meaning of the future tense, but also create shades of desire in a general sense.

1) A verb expressed in the optative form can be synonymous with the main meaning of the present tense verb, for example: Are you saying these words to me now? [2; p. 77-78]

"A verb in the form of an optative means the desire for an action not taken in the future."

For instance:

Singular	Plural
Ip. I should read	I p. We should read
IIp. You should read	II p. You should read
IIIp. She should read	IIIp. They should read

[3; p. 316]

He should read

It is known that the main indicator of this form, which indicates that the action that the speaker desires, are the suffixes -a, -ə.

In almost all periods of the existence of our language - from ancient to modern - the main purpose of the form -a, -ə, was to express the meaning of desire. One of the features that distinguishes the form of desire in the Azerbaijani language from other forms of the verb is that the suffix -a, -ə, which is the main indicator of this form, retains many of its additional meanings in the past (especially in the living language of speech, as well as dialects and accents) have not yet

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completely freed themselves from their historical semantic wealth. [4; p. 75]

We know that in the modern Azerbaijani language the form of desire or optative is formed by adding the suffix -a, -ə (-ya, -yə) to the root of the verb and the ending of the person (without adding the ending ending in the third person singular and adding the suffix -lar, -lər).

In the modern period of the Azerbaijani language, the expression of the form of desire is almost the same as in the past. The main difference in the structure of the optative form is that the face of the verb in the first person has a separate phonetic structure. [4; p. 75]

We are faced with cases where the form of the optative expresses meanings other than the meaning of desire. Thus, in the modern Azerbaijani language, the form of desire, i.e. optative also means probability, guess. The -a, -ə form may be more pronounced when expressing this meaning, perhaps with modal words.

When discussing the meaning of probability in our time, it is necessary to point out that these values have a common future meaning. We can say that this shade of the form of desire means both the probability and the assumption in the future tense. Z.I. Budagova, who spoke about some of the semantic features of the verb desire form in the modern Azerbaijani language, gave examples from the literature and wrote that the expressions "let's meet", "let's not accept" were formed in the future tense from a meaningful point of view. [5; p. 203]

Concerning the importance of the form of desire, A.R. Rustamov, speaking about the semantic features of the form of desire in dialects and accents of the Azerbaijani language, notes that the suffixes -a, -ə (-ya, -yə) express their important form in dialects and accents. In the examples he gives about this, the form -a, -ə is not independent, but should be used in the usual way to express the meaning of the proper form (you have to leave, you have to give, you have to write). [6; p. 22-24]

Commenting on this idea, M. Ragimov studied this form not as a form used in the form of a long-term, but as an analytical form of a long-term. "However, we do not see this as a phenomenon in which a meaningful form of optative is generated on the spot. [4; p. 87-88]

Speaking about the meaning of the optative form, Ragimov emphasized that this form is a verb form. The verb forms have been shown to represent the present, indefinite future tense. [4; p. 87-88]

It should be noted that the form of optative also means possibility, continued existence. For example, we are trying to live even better --a, -ə in a sentence, the suffix means the function of the duration of the verb. [7]

The fact that the optative form of the verb is so ambiguous in our language is explained by the fact that in the history of the formation of the categories of

the suffix differ in meaning. Since the form of desire in the Türkic languages has different meanings, in Türkology it has been given names corresponding to this form: "image of desire", "image of desire-command", "optative", "form of desire-obligation", "ancient form of the future", "form of continued existence", "form of notification of desire", "form of opportunity", "form of command-form of desire", "form of indecision", "form of unwillingness", "indefinite form", "form of consent" [8; p. 397-398]

In most Turkic languages, the form of the desire verb is widespread. The verb form of desire has a special morphological feature: -a, -ə // -e, -ğay, -ay, -ğı, -sın, and so on. The form of desire is associated with the text and includes dreams, doubts, goals, hesitations, and so on. The optative form is formed in the Oghuz group of the Turkic languages by the suffixes -a, -e, -ə. For example: come, buy, read, meet, play, watch, write (in Azerbaijani), delete, listen, delete, collect, (Turkish), take, die, believe; (Kagauz language) (Turkmen). The optative form can be syntactically created in Turkish if it expresses a very high degree of desire. In this case, ownership suffixes are processed by future tense suffixes. For example: he came to see, I am going to see and so on. This form of desire is found in other Turkic languages as well. For example: Kazakh, Kyrgyz, Uighur, etc. In Turkish language groups, the form of desire is formed by the suffixes -gay, -ğay, -kay, -qey, -key, -ay. (Kazakh) (Tatar) (Uyghur). [9; p. 245]

Speaking about the form of desire, the author said that the suffixes -a, -e, -ə that created this image also express the meanings of possibility and ability. Then he explained that the form of skill, represented by the verb in the Azerbaijani language, is the meaning of the form of desire. For instance; I could come, I could read, we could not see, I could not write, they could not fly, you could not get, and so on. The linguist concludes that the combination of a verb expressed in the form of desire also takes on the suffixes of other forms of the verb. For example: we must be able to write if I can write, etc. In the book by FR Zeynalov "Comparative grammar of the Turkic languages" the form of yussiv, in which the verb is considered as a form of desire [9; p. 246] was also not accepted by many researchers.

In the book "Grammar of the Azerbaijani language", written in 1960, we do not find such a form of jussive as "-a + know". In this book, in the section on developing desire form through habits, the only habits are listed and the following examples are given. For example: I don't need anything except your recovery. Gulshan should have gotten into the car long ago, you would agree. Let's write you an invitation. [5; p. 201-203]

FR Zeynalov also noted the moment when the form of the desire verb creates the meaning of the past tense, taking the participle-idi, -imiş. In this case, he named -idi, -imish particles as incomplete verbs. For

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example, you would say, you would read, they would talk, they would come, and so on. [9; p. 246]

In the book "Modern Azerbaijani Language" this form of *yustiv* is described as a general form of the verb. The idea is that this picture is always structurally complex and is formed by combining two verbs. The first of these verbs always indicates the main action or skill, and the second indicates whether he is able to perform it. The skill form of the verb is corrected by adding one of the suffixes -a, -ə, -ya, -yə after the negation, style and type suffixes at the end of the main verb, and then the development of the verb *know*. For example: be able to work, be able to write, etc. the endings of persons and temporary suffixes are added to the verb "know". For example: you could work, I could write, etc. [10; p. 228-229]

In the book "Grammar of the Azerbaijani language" the author under the title "Stylistic circumstances in the development of the form of desire" spoke about the development of the form of desire instead of other verb forms. The author was referring to other images, news, orders and conventional images. He clearly explained this opinion with facts. When explaining the form of desire, it is shown here that this form has two tenses: the past and the future. When the desire form belongs to the past tense, it is used with the conjunction -idi or -imiş, and when it belongs to the future tense, it does not accept any special tense suffixes. [5; p. 202-203]

One of the interesting points is that the author called the participle -idi, -imiş conjunction. As the author continues, the -idi part is the story of the verb

suffixes, and the -imish part is the story of the verb suffixes. Another issue that the author wrote is that the form of desire has two tenses. The desire form does not accept the suffixes -acaq, -əcaq, -ar, -ər, which are indicators of this time in the future. This means there is no exact time. It would be more accurate to say that we can semantically relate the form of desire to future tense. The fact that this picture belongs to the past is also limited. Thus, the desire form, unlike the verb form, does not accept the past tense suffix (-dı, -di, -du, -dü, -ib, -ib, -ub, üb). In the past tense this was corrected only by the story and legend of the verb suffixes. In this book it is written that at first the form of desire has two tenses, and then the action expressed in the history of the form of desire belongs to three times - present, past and future. [5; p. 200-204]

Here again semantics come to the fore. This is because the grammatical form of action expressed in the history of desire belongs to the past tense.

Conclusion

In other words, the form of desire is ambiguous when implemented in context, in contrast to its basic meaning. Unlike other Turkic languages, in the modern Azerbaijani language, the optative mood is a fully formed and functionally stable grammatical feature. For this reason, synonymy involuntarily appears between grammatical forms in a number of Indo-European languages, as well as among additional meanings of grammatical forms in the Azerbaijani language.

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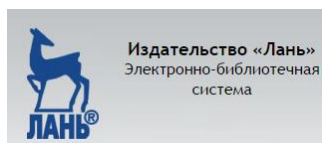
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