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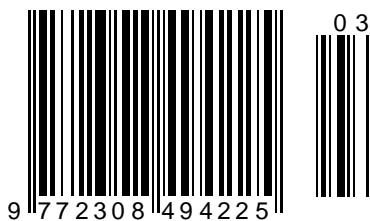
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SECTIONAL CULTIVATOR FOR PROCESSING BETWEEN ROWS-TO DEVELOP A DESIGN OF A DEEP SOFTENER

Abstract: In order to increase the yield of cotton, it is important to process the Cotton between rows. The execution of this process is carried out by the cultivator. In the following years, the technology of deep softening of the gap range has been coming into play. An effective method of performing the two processes together is to save fuel and do not occur condensation between rows. To do this, it will be necessary to create a cultivator deep softener technical tool. This article is dedicated to the creation of a deep softener technical tool cultivator.

Key words: processing of the range of porous, rama and working organs, cultivator, working body, deep softener, combined aggregate, fertilizer, kronshteyn, Rotary and arc softeners.

Language: English

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Introduction

Cultivators are an important technical tool in the processing of row crops, especially in the case of processing of row crops. Without them, it is impossible to imagine that cotton seeds will develop after sowing and sprouting and will enter the dressing (if drip irrigation is not applied to them). For many years, KRN-4, KRX-3,6, KRT-4 cultivators in cultivation have been successfully developed. If we pay attention to their structure, it consists of two parts, that is, the first part, which is located between the back of the tractor and the front wheels, is fixed on both sides of the lonjerons. The second part consists of rama and working bodies, which are fixed in a hanging way to the floor of the tractor. For soil treatment, in them, mainly rotational and angular paws are used, and, accordingly, the soil is 4...8 cm, Softens to a depth of 14...16 cm. [1]

This is rows in cultivators fertilizer spreaders at a depth of 10...12 cm are also provided for. Since the

cultivators used are perfectly developed, opinions on their shortcomings are not expressed by specialists and scientists now. But any technique will have an improvement over time, if there is a change in the sphere in which they are used, or because of its complexity. From this point of view, the cultivator, which processes the goose between the rows, consists of two parts, the placement of the parts on the lonjerons and the rear of the tractor is somewhat complicated, that is, their placement requires relatively more time for the adaptation and adjustment of the working organs in the front and back parts.

In addition, in addition to the processing technology of a number of porcine, deep annealing technology has been introduced in recent years. According to research studies [2], when deep softening softens the remaining hard layer of the dressing due to constant softening. When watering up to 30...40 cm, the development of the root system of the goose is improved due to the moistening of the

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softened layer. Therefore, in the farmer's farms, deep softeners are used, which are developed by themselves. Because the aggregate, which is deeply softening between the series, has not been developed. In the period of growth and development of the cotton-plant, the range is 2...3 go to the series is deeply softened. The addition of the aggregate to the range of intervals to perform this process causes an increase in the density of the soil of the range of intervals and the negative consequences of soil interaction with the wheel. [3]

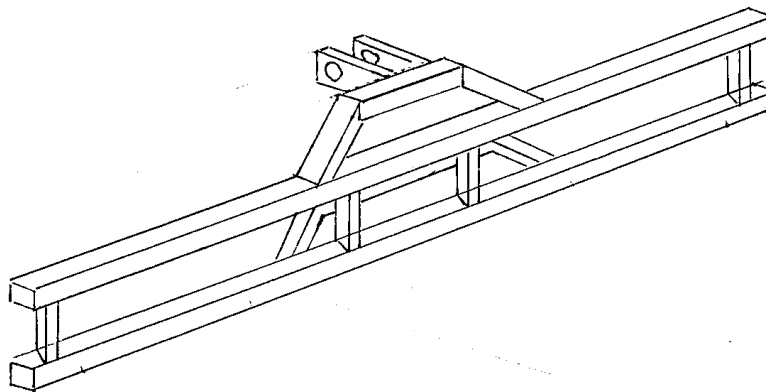
There is only one way to carry out the processing and deep softening processes between the pores together, it is also to develop a cultivator-a deep softener aggregate. This circumstance leads to a complete change in the design of the cultivator, that is, the picked up and rear parts of the cultivator, which are used in practice, as a whole, are simply hung on the back of the tractor by three points. [4] And this is

the improvement of the cultivator, which has been coming without change for half a century.

Cultivator deep-softener, which provides the opportunity to increase the number of rows in a case of low cocktail consumption, in order to effectively use the power of the aggregating tractor in creating the design of a deep softener, aimed at creating sectional types of deep softener.

Sectional cultivator-based on the rules developed in the creation of the design of a deep softener [7]. Cultivator-it was decided to show the stages of creation, since the design of the deep softener was created for the first time.

Stage 1. At this stage, only the draft of Ramah was created. Cultivator-since the deep softener project was the first one in practice, taking into account that the loading was high, it was made of 100x100 size profile as two rows, Picture 1. The three points of the cultivator were extended from the to 40 cm, so that Rama was at a certain distance from the tractor.



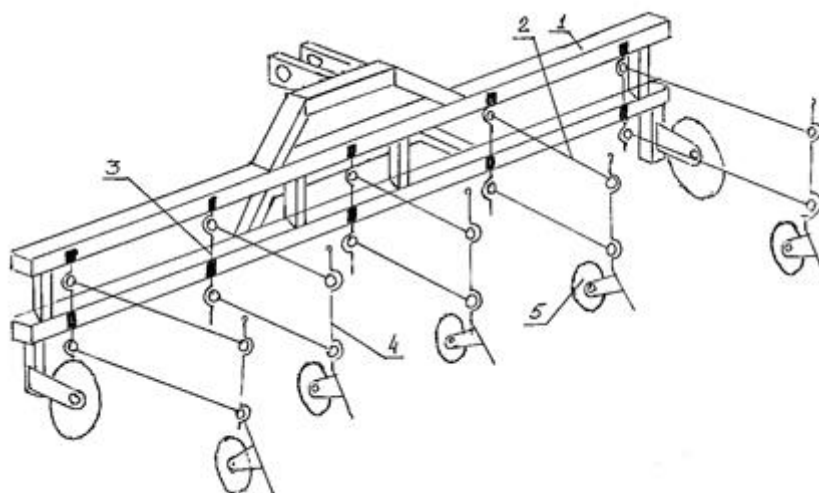
Picture 1. The cultivator is the Ram of a deep softener.

Stage 2. Since it is convenient to understand from this stage, all parts and parts are given in the form of a kinematic scheme. In the effect of the release of the range of intervals of the tractor, parallelogram mechanism is used to ensure that its vibrations are not transmitted to the working organs of the cultivator-deep softener. Its fixed crowns are hardened to 3 Rama, depending on the width of the range between

them. Picture 2. The crowns were made of 3,5 profiles of thickness 60x60 mm. Its base wheel has 5 driven crowns, the Central gryadillar is fixed to 4. The mechanism of the parallelogram on the two edges was made longer than on the others. Because of its base Wheel opposite the leading wheel is installed and it is fixed to the frame (the function is then explained).

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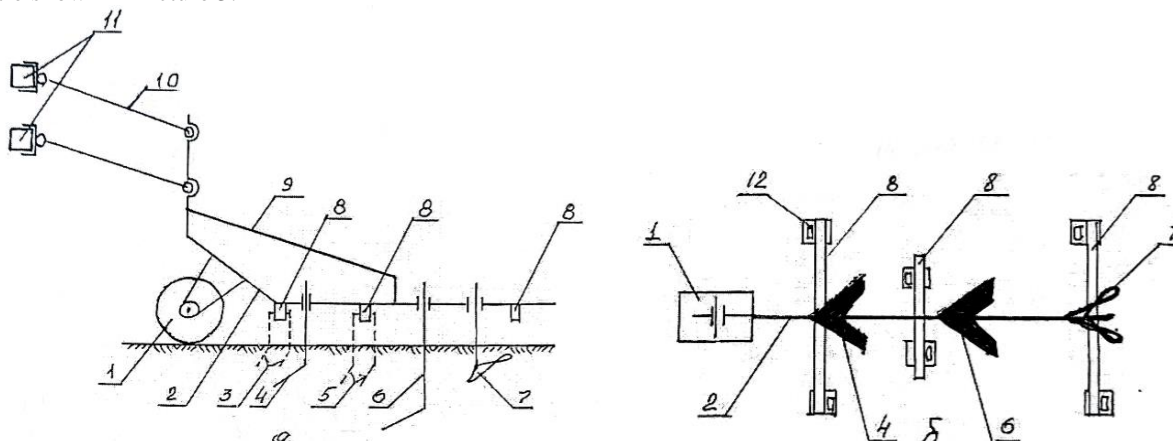
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1-rama, 2-mechanism of parallelogram, 3-fixed chronshtey of parallelogram, 4-fixed chronshtey of parallelogram. 5-base wheels.

Picture 2. Cultivator a scheme in which the Rama of a deep softener is combined with a parallelogram mechanism.

Stage 3. The mechanism of the Parallelogram is connected by Central gryadils to the end of the excitation crowns. Two views of the central gryadils are shown in Picture 3.



a-The View From The Side, b - the view from the top of the Central gryadil

1-Base wheel, 2-Central gryadil, 3,5-Rotary softeners, 4,6-Deep softeners, 7- Ditch opener, 8-Across gryadils, 9-help each others, 10- mechanism of parallelogram, 11 - rama, 12-locks

Picture 3. The scheme of the location of the central gryadil and the working organs in it.

Central grayadils (60x60-dimensional) are hardened cross-gradients 2 s. In each of them (at cross-gradings) mounted silencer locks 3 in the horizontal direction. Locks can be installed on the cross-gradients of the forward and reverse direction case. [6]

The location of the softener 6, deep softeners 7 and the ditch opener 8, which open the watering hole in the central gryadil, installed in the grooves, is shown in the view from the side of the Central gryadil.

Three consecutive deep softeners are installed in the center. They are in accordance with the moving

surface of the base wheel. It softens the soil at a depth of 6 cm, 8 cm, 10 cm [4]. These sizes can not be changed, no matter how deep the base wheel moves from the surface to the floor. As a result of moving each of them at a depth of 10 cm from each other, firstly reducing the load on each working body, and secondly reducing their resistance to drag relative, the cultivator reduces the resistance of the deep softener to drag. On the cross-graded locks are installed working bodies, which are used in conventional cultivators, and they perform the functions performed by conventional cultivators.

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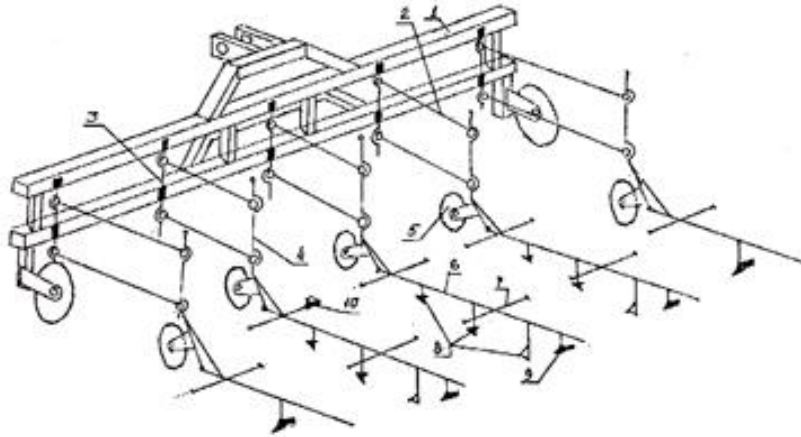
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Depending on the work performed in the processing of working bodies installed on the central gryadil in a row, the necessary ones are used, and the rest are raised.

The front part of the developed central gryadil is connected to the end of the excitation kronshteyn of the parallelogram mechanism.

Stage 4. The developed central gryadils parallelogram mechanism with the connection at the end of the excitation kronshteyn, the sectional variant of the cultivator-deep softener will be ready, Picture 4.



1-rama, 2-mechanism of the parallelogram, 3,4- the kronshteyn non-excitable and excitable of the parallelogram mechanism, 5-the base wheel, 6-The Central gryadil. 7-transverse gryadil, 8-deep softeners, 9- ditch opener, 10-lock.

Picture 4. Cultivator - deep softener full kinematic scheme.

Stage 5. At this stage, auxiliary devices for sectional cultivator deep-softener are installed. These are sectional lifting devices in the case of aggregate transport, and movement transfer devices from the mounted wheel for fertilizing crops, and from it to the quantitative axis in bunkers.

Ishlangan the cultivator-deep softener prepared on the basis of the projects is shown in Picture 5. The combined cultivator of the aggregate produced taking into account the processing, deep softening and fertilization work on the soil of the interplanetary range, the so-called deep softener KKCH-3,6 X, can be called. [5]



Picture 5. The combined cultivator, prepared on the basis of the project, is a test variant of a deep softener (KKCH-3,6 X)

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Conclusion.

1. The finished aggregate performs not only the function of the cultivator, but also the function of deep softening, when necessary, simultaneously processing between rows.

2. The developed combined cultivator-deep softener also provides the opportunity to save fuel consumption during the task and not increase the density of the soil.

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Razatdin Zinatdinovich Berdimuratov

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OPPORTUNITIES FOR NATIONAL SPORT OF WRESTLING IN UZBEKISTAN

Abstract: This article refers to the significance of the sport of national wrestling and the inclusion of this sport in competitions as an international sports game in the world community. Today we are carrying out wide-scale reforms and accelerated transformations in our country, and in this direction our priority task is to educate a physical and harmonious generation, and we are mobilizing all the resources and resources for this. Indeed, achievements in the field of sports are a very important process not only for athletes, but also for the development of our country.

Key words: wrestling, Olympic Games, teenagers, physical education, sports sections, practical work, and national appearance, international.

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Introduction

Under the leadership of our resident Sh.Mirziyoyev, a lot of practical work is being carried out to popularize physical culture and sports in the country, create the necessary conditions for promoting a healthy lifestyle among our people. First of all, our country spends large funds on creating new modern gyms, perpetuating old ones, creating a special infrastructure in this system, consistent measures to satisfy the country's worthy participation in international sports venues. Thanks to Uzbekistan's achievement of independence, the personal attention of the President and the Government of the Republic of Uzbekistan to the restoration of folk traditions and traditions, wide opportunities have been created for the development and popularization of the national struggle, which is part of our cultural heritage.

On the initiative of President Sh.Mirziyoyev, the Day of the national sport "Kurash" is celebrated annually in the Republic on September 6, which prompted our athletes and coaches to count on a new start. One of sports, which is honorable, historical heritage of our nation, is considered spiritual wealth of our ancestors, is a national sport on wrestling. The adoption by the President and the state of decisions and decrees on the development of the national sport

served as the basis for opening the keys of great opportunities for our athletes and young people. For example, Presidential Decree of October 2, 2017 PQ 3306 "On measures for the further development of the national sport in wrestling," in the Program of comprehensive measures for further development and popularization of the national sport of the Cabinet of Ministers of the Republic of Uzbekistan of November 7, 2017 No. 893, Adoption of decrees and resolutions of the President of the Republic of Uzbekistan of March 5, 2018 "On measures for the radical improvement of the state management system in the field of physical culture and sports" as soon as possible recognized as a historical document in the development of the national sport wrestling.

Material and methods

Today we are carrying out wide-scale reforms and accelerated transformations in our country, and in this direction our priority task is to educate a physical and harmonious generation, and we are mobilizing all the resources and resources for this. Indeed, achievements in the field of sports are a very important process not only for athletes, but also for the development of our country.

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On stones and some shortcomings of wrestling sport development in the republic the President of our country speaks in the resolution:

➤ firstly, the work on popularization of the national sport "Wrestling," especially among minors and young people, in order to strengthen the sense of national pride and patriotism of the younger generation, does not meet the requirements of the times;

➤ Secondly, there is no integral system of clubs and sections that allows to identify and select and train capable wrestlers in this sport, as well as to introduce effective mechanisms of training of trainers and judges;

➤ thirdly, there is no effective system for encouraging winners and prize-winners of international competitions aimed at increasing the involvement of young people in this sport;

➤ fourthly, insufficient material and technical base and sports infrastructure, insufficient development of sports equipment impede the required organization of sportsmen's classes and holding of international competitions on wrestling.

➤ he, of course, together with our achievements in this direction, we have shortcomings. Sports clubs and sections have been created in cities and villages. But are there sufficient opportunities and conditions for their work? In our people, the phrase "work in accordance with trust" is not excluded. The moment came when wrestling pays great attention not only to practical development of sport, but also to its theoretical aspects. The ancient sport of wrestling is evidenced by sources that wrestling will be formed on our land. During the years of independence, special attention was paid to the revival of the national sport, which became a symbol of nobility and honesty. Along with the idea of a national perspective, the national struggle was revealed as a new content.

On February 22, 1992, constructive documents of the National Wrestling Federation of Uzbekistan were approved in Tashkent. On March 11, 1992, the Charter of the Federation was listed. In foreign countries with pleasure met the Uzbek national wrestling. May 1-2, 1999 in Tashkent took place the first world championship in Uzbek wrestling. On September 6, 1998, with the participation of 28 states, the International Wrestling Association was created in Tashkent, bringing together 129 national federations of the five continents of the planet to date.

Results and discussion

As a result of direct support of our state wrestling became widespread as an international sport, and such terms as "wrestling," "honesty," "taizim," "tukhta" and "hawk," took a solid place in the international sports dictionary. In 2010, the International Wrestling Association was awarded the title of World Anti-Doping Agency, which is an important requirement for submitting applications for inclusion in the

Olympic Games program. At the 36-Bosh Assembly of the Asian Olympic Council, held on September 20, 2017 in Ashgabat, the Kurash national sport was officially included in the program of the 18th Asian Summer Games for the first time in history.

New Uzbekistan is carrying out new transformations and reforms on every bank. Under the leadership of the President of our country Sh.Mirziyoyev a lot of practical work is carried out on inclusion of wrestling in the international arena in international sports programs, tournament programs, in the future in the program of Olympic Games. Now our athletes create amenities and advantages to improve their professional specialties and qualifications at international venues. In order to promote a healthy lifestyle among young people and minors and promote their talents in the world sports arena, encourage high results, encourage their coaches and coaches, they were also transferred to a new system of awarding state awards.

Within the framework of the Action Strategy on five priority directions of development of the Republic of Uzbekistan in 2017-2021 and five initiatives of the President of our country, which entered a new period of its development, great results were achieved and events on national sport of wrestling were organized. Coaches and trainers develop systems of spiritual and material encouragement and increase their respect in our society.

"I am sure that you, dear mentors and mentors, are the leading representatives of the intelligentsia of our people, raise to a qualitatively new level our work to improve the socio-social environment in our country, to solve a healthy lifestyle among young people, to strengthen peace and cohesion in our society, to develop the school, family and mother who justified themselves in life. This indicates that we still face great challenges in building a new Uzbekistan.

In order to increase the national sport, we must promote modern innovative ideas, further study initiatives in the field of sports and carry out new scientific work. Wrestling is a sport, single skating of two athletes in accordance with the established rules. The art of wrestling has been known to many people since ancient times. Wrestling was especially common in Greece, where it occupied a permanent place from ancient Olympic competitions. Various types of National Wrestling exist in Greece, Italy, Japan, Turkey, Iran, Afghanistan, Russia, Uzbekistan, Georgia, Armenia, Azerbaijan, Kazakhstan and other countries.

The main provisions of modern wrestling were developed in several countries of Europe at the end of the 18th century. In 1912, the International Amateur Wrestling Federation (FILA) was created (currently it includes 144 countries, Uzbekistan since 1993). In the international arena Greek wrestling, free-style wrestling, judo, sambo and other types of wrestling are widespread. In recent years, the Uzbek Kurashi

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has also begun to be recognized as a separate type of struggle at the world level. Wrestling is one of tools of human education strong, stubborn, hardy and strong-willed. Under the supervision of doctors, it is allowed to engage in wrestling from the age of 12. The fact that the struggle has become an integral part of the Uzbek way of life is evidenced by archaeological finds, historical manuscripts.

It is described how a cylindrical vessel found on the territory of ancient Bactria (southern Uzbekistan) depicts two half-winds in oval utensils and one of them plays the other. Another archaeological find of that time reflects that half-wars demonstrate methods of struggle. These unique findings indicate that 1.5 thousand years ago Wrestling was part of the way of life of our ancestors. The Greek writer Claudius Elian (II-III century) and other historical figures write that the daughters of the Saki tribe who lived in this territory elected a groom, fighting with the fighters. Later, the girls identified the groom by firing, and it was a wrestling competition. This can be cited as an example of Barchans' condition in the Uzbek folk heroic dossier Alpomish. Ibn Sino in his essay "The Laws of Chiba" wrote: "There are also types of wrestling, of which one of two wrestlers holds his opponent behind his belt, and also takes measures to get rid of his opponent..." This definition is close to modern Rules of wrestling. "Devon lugotit Turks" Mahmud Koshgari, Alisher Navoiy "Hamsa", "Holoti Pakhlavan Mahmud", Badoye of al-vakaye of "Zayniddin Voskifi", Futuvvat-nomai the sultan "Hussein of Voiz Koshifi, In the 9-16th centuries Fight received wide popularity among the people. During this period, Pakhlavan Mahmud, Sadyk-Polvon tribes increased the period of the Struggle.

The Uzbek national individual struggle is also called the White Guard struggle. There are numerous archaeological finds and historical manuscripts. The sculpture, found on the territory of ancient Mesopotamia, dating back 5 thousand years, depicts half-wars competing in the White Guard struggle. In ancient Shine a manuscript "Tan-shu" it is written that in Ferghana valley without wrestling competitions won't pass weddings, elections. Ahmed Polvon, Khoja Polvon and so on gained fame in this type of Struggle (late XIX - early XX centuries). During the occupation of Choresm and the Soviets, an attempt was made to artificially oust the Uzbek national Kurash from the popular way of life. By the end of the 90s of the XX century, these attempts were stopped.

In 1991, the representative of the dynasty of wrestlers, an international master of sports in several types of wrestling, Komil Yusupov, developed the following rules of the Uzbek Kurash, adapted to international standards: Wrestlers will be marked in an upright position on the Blue-Green Wrestling carpet, designated a "dangerous strip" of red color from 14x14 m to 16x16 m. The winner is determined

depending on the methods used and estimates of actions on the field. In wrestling, the use of "steam work", training rivals is not allowed, one of the wrestlers wears blue, and the other wears green (a white female T-shirt from the inside), a pelvis 4-5 cm wide ("belbag") is attached to the belt, males fight in weight categories 60, 66, 73, 81, 90, 100 kg and more than 100 kg, women 48, 52, 57, 63, 70, 78 and more than 78 kg (in competitions of children, adolescents, adults, adults and girls also in weight categories taking into account age characteristics. Congress of the International Association of Wrestling (IKA) of 2003 in Tashkent determined time of holding competitions on official competitions for 3 minutes in order to ensure intensity of each meeting.

The methods used are assigned estimates "chala", "yonbosh", "halol" and actions contrary to the rules - "tenbeh," "dakki," "gyrrom," respectively. If a wrestler receives an "halol" rating (or his opponent is punished with a "gyrrom"), this indicates his victory. Double receipt of the "yonbosh" rating (or double punishment of the opponent "dakki") also means victory. Taking into account estimates of "Chala," the wrestler, who received an assessment, is given a victory, with an equal number of assessments and punishments wrestlers receive an estimated advantage, with an equal number of punishments, the last punished is considered injured if everyone is equal (or not evaluated and punished), the winner is announced by the majority of votes of judges.

In 1992, the Federation of Wrestling in Uzbekistan was created, in 2001 - the Federation of White Guard Wrestling in Uzbekistan. In September 1998, in Tashkent, the founders of the International Wrestling Association (ICA) were representatives of 28 states (USA, Bolivia, Great Britain, Gollan Diya, Russia, Uzbekistan, Japan, etc.), in connection with which a major international wrestling competition in the Uzbek language was held here. The Decree of the President of the Republic of Uzbekistan "On Support of the International Wrestling Association" (February 1, 1999) served as an impetus for the further development of the Uzbek national struggle. In the same year in Tashkent took place the first world championship on wrestling in Uzbek language, in Bryansk - the international tournament among women.

Under the ICA, the Academy of International Wrestling, the All-Russian Foundation for the Development of Wrestling was created, and the Kurash magazine was established. This magazine of literary, artistic, socio-journalistic, information and advertising direction has been published in Tashkent since October 1999. In 2000 in Uzbekistan passed the Month of wrestling. During this month about 2 million people came to the carpet of Wrestling. The traditional international competition named after the honorary president of the IKA Islam Karimov was founded in the UK. Since 2001, the Institute of International

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Wrestling (Tashkent) began to function. Member of IKA 66 national federations (2003). Confederations of wrestling of Europe, Asia, Pan-Americana and Oceania were created. Currently, more than 600 thousand people are engaged in the wrestling of Uzbekistan in foreign countries.

The IKA regularly holds championships and championships of the world, continents and countries in this sport, international competitions in Uzbekistan dedicated to the memory of at-Termisi, Palvon Mahmud and many others.

Currently in Uzbekistan there are 22 schools of Olympic deputies, 37 children's and youth sports schools and 206 schools of wrestling in this sport. In higher educational institutions there are more than 100 circles of Wrestling. 851 coaches (2003) are engaged in wrestlers. In 2003, the Asian Olympic Council included this type of wrestling in the program of the Asian Games.

At the world wrestling championships: Bahrom Anazov, Isak Akhmedov, Makhtumkuli Mahmudov, Kamol Murodov, Toshtemir Mukhamediev, Akobir Kurbanov (Uzbekistan), Kubashkhanim Elknur, Selim Totar ugli (Turkey), Alexander Kat, Aleksandr Katsuragi, Karlos Xonorato (Braziliya), Pavel Melanans (Polsha) and Xiroyoshi Kashimoto (Yaponiya).

The struggle for historical longevity is one of the national merits of the Uzbek people. The struggle was regarded as an example of the physical and moral deficiency of half a war. Physical insufficiency, combat effectiveness of half-wars are morality or combat effectiveness, mobility, secular jihads, and their behavior in wide periods, morality, moral appearance, morality in relation to the opponent and patriotism.

Our struggle, which has a long history, attracts the attention of all with observance of rules of order, taken away by human ideas, richness of the methods.

The struggle over the centuries has served as a means for man to achieve physical, spiritual prosperity. Our ancestors of the past called the struggle a school of education.

Raised from spiritual and physical jihad. Wrestling is a value that has no equality in the education of boys and girls. "Wrestling to Fergana" from national sports "Bukhara wrestling," which became the subject of formation of physical culture, today received modern color and rose to the international sports level, Our struggle, which has a long history, attracts the attention of all with observance of rules of order, taken away by human ideas, richness of the methods. Wrestling also glorified the Uzbek nation under the names Belbogli "Struggle." Our struggle from the very beginning ensured the spiritual and physical development of our youth, and now contributes to the comprehensive spiritual and physical development of youth in more than 157 countries. Along with this, wrestling as pride of our nation proves that it contributes to education of young people as pride, love and devotion to the motherland, such sacred corners as respect for the nation.

Conclusion

The philosophy of wrestling is the same; an honest conversation about a young man using power and science in front of his pride, dignity, rivals and fans. This process will in the future form respect, pride, pride and loyalty to the nation, to the country at the age of one. In this process, adults reach adulthood as the most loyal to the nation and the country. Spiritual values give some necessary information by nature, enrich the spiritual world, the spiritual world of man, and determine some criteria for his existence. When a wrestler is physically developed, hardy, naked, strong, he can be considered a real gondola car.

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REPORTS OF THE ROMAN CLUB – BEHAVIORS FOR THE SUSTAINABLE DEVELOPMENT OF HUMANITY

Abstract: A significant part of the Reports of the Club of Rome, considered in this article, generate ideas that can be systematized in two areas: 1. Society - nature - environmental degradation; extremely high population growth; depletion of natural resources; others. 2. Man - society - arms race; international organized crime; lagging behind developing countries. The reports of the Club of Rome mentioned in the article in a peculiar way trace the understanding of humanity for sustainable development.

Key words: Club of Rome, reports, sustainable development, humanity, socio-economic growth, ecology.

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Introduction

The Club of Rome organized large-scale research on a wide range of issues, but mainly in the socio-economic field. His work includes a wide range of specific scientific developments, which are the basis of such a new direction of research as global modeling, global problems, general philosophical reflections on human existence in the modern world, life values and prospects for human development. The work in the field of global modeling, the development of the world's first computer models, the critique of the negative tendencies of Western civilization, the debunking of the technocratic myth of economic growth as the most important solution to all problems, the search for a way to humanize man and the world, the arms race, a call on the world community to join forces, an end to international strife, protecting the environment, improving people's well-being, improving the quality of life - all these are the positive aspects of the activities of the Club of Rome, attracting the attention of progressive scientists, politicians, statesmen.

The main products of the club are its reports on priority global problems and ways to solve them. From 1970 to 2020, the Club of Rome published about 60 reports, and below the article lists the conceptually

more popular among them related to the sustainable development of mankind:

Report "The Limits of Growth" - 1972 by D. Meadows, J. Randers, W. Behrens.

The message of this report is: Earth's interconnected resources - the global system of nature in which we all live - are unlikely to be able to support current economic growth and population growth long after 2100 if it continues, even with advanced technology. In the summer of 1970, an international team of researchers from the Massachusetts Institute of Technology began studying the effects of continued global growth. They examined the five main factors that determine and, in their interactions, ultimately limit the growth of this population growth on the planet, agricultural production, depletion of non-renewable resources, industrial production and pollution generation. The Massachusetts Institute of Technology team entered data on these five factors into a global computer model and then tested the model's behavior under several sets of assumptions to identify alternative models for the future of humanity [15].

Report "Humanity at the Crossroads" - 1974/75 by M. Mesarovich and E. Pestel.

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This report points to the need to create an "organic" or truly interdependent society as the only way to save the world from the almost insurmountable global problems. The authors divide the world into ten interconnected regions. This is done in order to solve global problems more practically and effectively, as in different parts of the Earth the problems facing humanity differ significantly.

The second report also pays special attention to two ever-growing gaps that are clearly at the heart of the current crisis. These are the gaps between man and nature and between the rich and the poor. By the way, it is these differences that environmentalists have been pointing out for many years. If we want to avoid a global catastrophe, then these differences must be eradicated, but this can only be achieved by ensuring some unity of the whole world, in which the interdependence of man and nature is reaffirmed and the peoples of all countries would clearly imagine that the Earth is not infinite.

Once again, the world is seen as a system, that is, a set of interacting and interdependent parts [16].

Report "Revision of the International Order" - 1976 by J. Tinbergen.

One of the main ideas of the report is the idea of interdependence, the idea that the inseparable links between the actions and deeds of all people on Earth do not allow them to act only for their own benefit. Its authors called the main goal of the world community to ensure a dignified life and moderate well-being for all citizens of the world. According to their estimates, in 1970 the average income of the richest segments of the world's population was thirteen times higher than the average income of the poorest strata; the difference between the highest incomes of the most developed countries and the lowest of the most backward turned out to be many times greater. In order to approximate the average level of income globally, the report recommends that developed and developing countries adopt different rates of average annual growth in per capita income, namely that with income growth in developing countries by 5 percent per year, developed countries remain at the same level.

The third report to the Club of Rome called the new ideal social organization of people "humanistic socialism", which provides equal opportunities within and between countries based on universal values. They expected a lot from the third report, but their hopes were not realized. The time for its appearance was wasted: a discussion was held at the UN, reports were published [22].

Report "The Goals of Humanity" - 1977 by E. Laszlo.

Here the focus is on the human element, especially on the different cultural attitudes and value theories that characterize individuals, groups and nations in what has become known as the "first, second and third worlds".

This report focuses on two main issues that underlie previous reports: 1) What are the true goals of humanity? and 2) do we agree to prefer the development of human qualities to material growth? In other words, will humanity continue to use its monstrous scientific and technological power for the benefit of all people for a long time without causing significant harm to the planet? For this, we will have to soften some of our desires in the near future in the name of stability and acceptable living conditions for future generations.

The "goals of a global society" are based on a census of national and regional goals [9].

Report "The Third World - Three Quarters of the World" - 1980 by M. Gernier.

Until 1973, the problem of the Third World was considered insignificant. It influences public opinion only in its emotional or dramatic aspect - poverty, hunger, war, major droughts and floods. He is only interested in the countries that influence the supply of raw materials. Suddenly, with the energy crisis, it has become a central problem of global emergence. This topic, which is still relevant, has been of concern to the Club of Rome since its founding. Believing that we are heading for an unbearable world, between 80% poor and 20% rich, the club's economists are constantly pushing for a global strategy imperative to avoid this dramatic breakthrough in humanity. In this report, for the first time, the issue of the Third World is at the heart of the "global problem" of the next twenty years. The author proposes a new geopolitical, because it seems that the world has become a global system [20].

Report "Towards more efficient societies" - 1980 by B. Havrilishin.

Dr. Bogdan Havrilishin examines how and why various public procurements appeared. It analyzes the main components of these orders - values, political governance and economic systems. It then shows how the coincidence between these components and a country's internal and external environment determines its social, political and economic effectiveness. Taking individual key aspects, it shows how everyone can achieve greater efficiency by modifying the main components [5].

Report "Dialogue on Wealth and Prosperity" - 1980 by O. Giarini.

The dialogue on wealth and prosperity - an alternative view of the global formation of capital provides an in-depth analysis of contemporary economic ideas, with special attention to its destructive mentality [20].

Report "The Third World Can Eat" - 1984 by R. Lenoir.

The technical genius made it possible to hold back the rivers, to break through the mountains, to blossom the deserts, to send people to the moon. Political genius cannot feed 500 million hungry people. A great challenge for our science and our

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consciousness. Rene Lenoir is wary of magic words: develop, invest, train, etc., and even more than the term "help". Third World countries, he says, can feed if they rely on their cultural wealth and unused labor. This particular approach, which violates the usual ways of causing world hunger, is the profound originality of this report to the Club of Rome [11].

Report "The Future of the Oceans" - 1986 by E. Borghese.

The oceans are our great laboratory for creating a new international order based on new forms of international cooperation and organization, a new economic theory, a new philosophy or "weltanschauung". The book tries to explore this [2].

Report "Beyond the limits of growth" - 1989 by E. Pestel.

More than any other book in our lives, the report of the Club of Rome "Restrictions on Growth" provokes a debate about the future of mankind. His publication in 1972 is on the front page. Millions of copies have been sold worldwide. Although some expectations may not have been met, its general message is as relevant as ever and the book still needs to be read in schools, colleges and universities. Seventeen years later, in *Beyond Growth*, Dr. Edward Pestel, a scientist, recalls the goals of the Club of Rome, the organization that invited a team at MIT to undertake a study of the "boundaries of our world" system and the constraints that puts on human number and activity" and the identification and study of the dominant elements and their interactions that influence the long-term behavior of world systems. The aim is to provide warnings of potential global crises if [current] trends are allowed to continue, thus enabling changes to be made to our political, economic and social systems to ensure that these crises do not are happening. Assessing the critical acceptance of the limits of growth and the limitations and merits of this report, Dr. Pestel proposes a new paradigm for organic growth and development and suggests how it can be achieved. Dr. Pestel calls on the citizens and governments of the rich, powerful nations of the earth not to be guided by narrow economic interests, but to take responsibility - and fulfill - their role as role models for the newly industrialized countries. Dr Pestel calls for a change in our political, social, economic, environmental and moral thinking so that we can free ourselves from our responsibility for the sustainable development of the world [20].

Report "Africa after the famine" - 1989 by A. Lemma and P. Malaska.

The report contained in this book is the final report of the Rome-sponsored interdisciplinary project on Africa, completed in 1988 with the support of the African Academy of Sciences. The aim of the project is to: (1) help divert attention from the immediate manifestations of African food crises and emergency assistance to the causes and mechanisms

of recurrent famine in modern Africa; and (2) to explore how Africa can move towards a future of food independence and rural prosperity. The central thesis is that while droughts and climatic conditions are inevitable, famine is largely man-made. Parts 1 and 2 look at the complex network of interacting, mutually reinforcing hunger problems from different perspectives. Part 1 provides an overview of the situation, and part 2 provides a more detailed local and sectoral approach. The message is that by combining human resources, institutional and physical capacity of infrastructure, Africa's goal of independent material and social development is close. Part 3 presents a conceptual framework for achieving this goal, together with an action program [10].

Report "The First Global Revolution" - 1991 by A. King and B. Schneider.

Honorary President of the Club of Rome Alexander King and Secretary General Bertrand Schneider offer both a warning and an approach to a possible solution to world problems. Topics covered in this book include the need to transform the world from a military to a civilian economy, recognizing the catastrophic short-term effects of Third World Third World exploitation and poverty, and limiting global warming: the need to reduce carbon emissions worldwide, promoting afforestation, preserving traditional forms of energy and developing alternatives [7].

Report "Taking Nature into Consideration" - 1995 by W. Van Dieren.

The indicators used to guide economic policy (GDP, national income, etc.) are based on a number of factors, but nowhere in their calculation is the degradation of natural resources recognized. The figures may look good, but the continuing deterioration of the environment is bringing us closer to crises; meanwhile, politicians and society base decisions on dangerously incomplete information. When considering nature, a number of leading global experts make ethical, historical, economic, and environmental arguments for including environmental factors when measuring fiscal health. Initiated by the Club of Rome and written in collaboration with the WWF, the report examines existing methodologies and makes recommendations for adapting the way we think and measure the economy [23].

Report "Scandal and Shame: Poverty and Underdevelopment" - 1995 by B. Schneider.

Who really cares about development, despite the huge industry that has grown up around it? Are we ready to endure the growing gap between rich and poor, despite 40 years of effort and countless millions spent on aid? There are overt and covert scandals of backwardness and poverty. The author emphasizes the wasted and inappropriate aid, the scandal of diverted aid, of development speculators. He portrays the World Bank as a typical case of delusion and costly disorder in UN agencies. Starvation, inequality,

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structural adjustment policies and their human consequences reflect the current situation. Bertrand Schneider proposes a new concept of development: the well-being of individuals and societies everywhere (WISE) and a number of strategic applications of the concept, such as empowerment through property rights, a radically new approach to financing development, measures to combat corruption, education, control of population, etc. [21].

Report "The Employment Dilemma and the Future of Work" - 1996 by O. Giarini and P. Lidtke.

Many modern societies try to protect their citizens while remaining competitive in globalized markets. The welfare approach is no longer to fully cover all risks, but to replace existing expensive systems with more targeted and effective approaches. This is achieved by requiring people to take greater individual risk and to organize adequate protection themselves. This so-called "change of risk from public to private" had bad consequences. Many indecisive or partial reforms have led to inefficient working structures, inadequate labor arrangements and ultimately to the erosion of defense systems instead of their modernization. In this report, the authors analyze the work in all its forms in the modern service economy and offer several innovative solutions. Two of the most ambitious are: (1) Organizing a basic wage layer for those who otherwise cannot find work, to keep them active and engaged; and (2) encouraging and empowering older people to stay in employment for many years after the age of 60 [4].

Factor Four Report - 1998 by Von Weizsäcker, A. Lovins, A. H. Lovins.

After the Industrial Revolution, progress meant increasing labor productivity. The fourth factor describes a new form of progress, resource productivity, a form that meets the primary imperative for the future (sustainability). It shows how at least four times more wealth can be extracted from the resources we use. As the authors say, the book is about doing more with less, but it's not the same as doing less, worse or without. The book contains many examples of a revolution in productivity, in the use of energy; from hypercars to low-energy beef; materials, from sub-surface drip irrigation to e-books, transportation, video conferencing to CyberTran, and demonstrating how much more can be generated from much less today. He explains how markets can be organized and taxes regenerated to remove unnecessary incentives and reward efficiency so that wealth can grow while consumption does not. The benefits are huge: profits will increase, pollution and waste will decrease, and the quality of life will improve. In addition, the benefits will be shared: progress will no longer depend on fewer and fewer people becoming more productive. Instead, more people and fewer resources can be used [26].

Report "The Ocean Cycle: The Use of the Seas as a Global Resource" - 1998 by E. Borghese.

The Ocean Cycle: The management of the seas as a global resource takes its name from Mohandas Gandhi's comparison of public order with the ever-expanding circles that occur when a stone falls into the ocean. Similarly, the governance of the world's oceans - as established by the 1982 UN Convention on the Law of the Sea, and subsequent conventions, agreements and programs following the 1992 Rio Earth Summit - is already addressing social issues of the individual, the village, the nation, the region and the global community. It is non-hierarchical, participatory and multidisciplinary and involves both the private sector and governments. This emerging order has social, economic, cultural, environmental and ethical aspects and requires profound changes in the way we deal with each other and with nature. An understanding of this new order is needed to address urgent problems: overfishing and depletion; pollution from ocean, atmospheric and terrestrial sources; climate change and sea level; and conservation of biological diversity [2].

Report "The Limits of Social Cohesion" - 1998 by P. Berger.

Normative conflicts focus on fundamental disagreements over issues of public morality and social identity. When thinking about regulatory conflicts on a global scale, two main questions arise. First, are there common characteristics of such conflicts around the world? Second, which institutions polarize such conflicts and which can serve as a mediator? This follow-up book, edited by renowned sociologist Peter Berger, explores both issues through conclusions drawn from a study of normative conflicts in eleven societies located in different parts of the world and at different levels of economic development. For both points, the findings turned out to be surprising. Although there are, of course, normative conflicts specific to individual societies, two characteristics emerge as common to most of the societies studied: one concerns disputes over the place of religion in the state and in public life; the other is a clash of values between the cultural elite and the broad masses of the population. Often the two characteristics coincide. For example, in many countries, the elite is the least religious group in the population, and therefore dissatisfaction with the elite is often mobilized under religious flags [1].

Report "La Red" - "The Web: How New Media Changes Our Lives" - 1998 by H. L. Cebrian.

This report is an effort to spread the meaning and impact in the life of the so-called digital society. The Internet, thematic satellite television, innovation in education, medicine and economics, new media are some of the topics discussed here. The consequences of its accelerated implementation will be felt in all areas: family relationships, the psychological behavior of people, political organization, the world of business and commerce, our way of working and having fun, will be changed. significantly. In a

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language accessible to the uninitiated, without deviating from scientific rigor, the Web opens a fundamental debate: are we facing a change in civilization? [20].

Report "The Art of Interconnected Thinking" - 2002 by F. Vester.

Structural unemployment, alarming changes in the environment, periodic signs of an impending stock market crash, participation in armed conflicts: we are facing an increasingly complex world and the inadequacy of conventional ways of thinking is becoming increasingly apparent. Although completely planned on their own, the effects of any intervention on complex tissue can be fatal: feedback, time delays, and delayed consequences. More than twenty years of the author's experience with questions of this type are summarized here in a practical guide for politicians, managers and anyone else who needs or wants to think in such contexts [24].

Management Capacity Report - 2011 by I. Dror.

The shortcomings of modern forms of government are increasingly recognized: the brain drain from politics, distrust of governments, the danger of mass media and money-dominated elections, and the failure of governments to find good policy options on key issues. Industry, civil society and non-governmental organizations, however important, cannot compensate for the government's inability to shape the future, which it alone has the democratic right to do. Radical improvements in governance are urgently needed, but substantial proposals are scarce. This book diagnoses modern governments as outdated and proposes changes in values, structures, personnel, public understanding, and political culture to prepare governments for the radically new challenges of the 21st century [3].

Report "Global population growth and beyond" - 2006 by S. Kapitsa.

Of all global problems, world population growth is the most significant. Demographics describe this process in a concise and quantitative way in the past and present. Analyzing this development, it is possible by applying the concepts of systems analysis and synergetics to develop a mathematical model for the phenomenological description of the global demographic process and to project its trends in the future. By accepting self-similarity as a dynamic principle of development, growth can be described practically throughout human history, assuming that the rate of growth is proportional to the square of the number of people. The large parameter of the theory and the effective size of a coherent population group is of the order of 10^5 , and the microscopic parameter of phenomenology is human life. The demographic transition - a transition to a stabilized world population of about 14 billion in the foreseeable future - is a systemic feature and is determined by the inherent growth pattern of an open system, not by a lack of resources. The development of a quantitative

nonlinear theory of world population is of interest for interdisciplinary research in the fields of anthropology and demography, history and sociology, population genetics and epidemiology, research into the evolution of mankind, and human origins [6].

Report "The Blue Economy" - 2009 by G. Pauli.

The Blue Economy began as a project to find 100 of the best nature-inspired technologies that could have a beneficial effect on the world's economies, while providing sustainable basic human needs - drinking water, food, jobs and shelter. Starting with 2,231 written review articles, Dr. Pauli and his team discovered 340 innovations that could work the way ecosystems do. Many of the innovations inspired by nature are so interesting in themselves that it is easy to forget that the key to the book is their integration with the real world economies as ways to provide sustainable benefits to municipalities. The Blue Economy is presented in 14 chapters, each of which explores an aspect of global economies and offers a series of innovations that can make them more sustainable [17].

Report "Factor 5" - 2010 by Von Weizsäcker, K. Hargrove, M. Smith, K. Descha, R. Stasinopoulos.

When first published in 1997, Factor Four: Doubling Wealth, Half Resource Utilization, by Ernst von Weizsäcker, Amory Lovins, and Hunter Lovins, transformed the way economists, politicians, engineers, entrepreneurs, and business leaders consider innovation and wealth creation. Through examples from a wide range of industrial sectors, the authors demonstrated how technical innovation can halve resource use while doubling wealth. Twelve years later, with climate change at the top of the agenda and the new economic giants of China and India in need of more resources, Factor 5 rises when Factor Four stopped, examining the impact of recent industrial and technical innovation as well as development policy. She asks what could be done to make this fivefold improvement? This shows that it is possible to achieve 80% improvements in resource and energy productivity, which can renew our economic system, significantly increase the wealth of billions of people and help solve the climate change crisis [20].

Report "The Collapse of Nature: Denial of Planetary Boundaries" - 2012 by A. Wickman and A. Rockström.

Humanity deeply denies the importance of the environmental challenges and resource constraints it faces. Despite the growing scientific consensus on environmental threats and the risks of resource depletion, societies continue to operate as usual or to address these issues. In addition to explaining the causes and solutions to this problem, this book breaks the long silence of the population by criticizing countries for not doing enough to support girls'

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education and reproductive health services. This shows that an economy built on the continuous expansion of material consumption is not sustainable, but also de-growth. The growth dilemma can only be solved by transforming the economic system. There is a strong demand for abandoning GDP growth as a key development goal. Instead, the focus should be on a limited number of indicators of well-being [20].

Report "2052: Global Forecast for the Next Forty Years" by J. Randers.

Forty years ago, the constraints of growth focused on how humans would adapt to the physical constraints of planet Earth. He predicts that in the first half of the 21st century, the human ecological footprint will stop growing - either through a catastrophic "surplus and collapse" or through a well-managed "peak and decline." So where are we now? What does our future look like? In Book 2052, Jorgen Randers, one of the co-authors of Growth Constraints, reports on progress and forecasts for the next forty years. To do so, he asked dozens of experts to assess how best to develop economies, energy supplies, natural resources, climate, food, fisheries, political divisions, cities, the psyche and more. The good news: we will see impressive progress in resource efficiency and a growing focus on people's well-being rather than per capita income growth. But this change may not come as we expect. Future population growth and GDP, for example, will be limited in surprising ways - by a rapid decline in birth rates as a result of increased urbanization, declining productivity as a result of social unrest and continued poverty among the world's poorest 2 billion citizens [18].

Report "On the edge: the state of the rainforests of the planet" - 2015 by K. Martin.

In 1972, growth constraints helped people realize that the world's resources were limited. Soon after, people became aware of the threats to the world's tropical forests, the largest terrestrial repositories of biodiversity, and the main regulators of the world's air and water cycles. Since then, new research and technological advances have significantly increased our knowledge of how tropical forests are affected by changing patterns of resource use. Growing concerns about climate change make it more important than ever to understand the state of the world's tropical forests. It explains how urbanization, the growing global economy and the demand for biofuels are putting new pressure on tropical forests. It examines the policies and market forces that successfully preserve forests in some areas and discusses the economic benefits of protected areas. Using evidence from glacial records and past forest patterns, he predicts the most likely effects of climate change [13].

Report "To Choose Our Future" - 2015 by A. Kosha

Since its independence in 1947, India has made tremendous progress. More people than ever have a

longer, healthier and fuller life. Rapid gains in agriculture, industry, energy production and infrastructure have benefited modern science for much of the population. But India also has more people who are poor, hungry and deprived than ever. Presented in a very illustrative style, using a lot of infographics, Choosing Our Future offers alternative strategies for India's development to build a more prosperous, vibrant and sustainable future [20].

Reconsideration of Prosperity Report - 2016 by G. Maxton and J. Randers.

The biggest challenges facing the rich world today are persistent unemployment, rising income inequality and accelerating climate change. So far, most of the solutions to these problems have been politically unacceptable in a world marked by short-termness and a desire for continued economic growth. In Rethinking Prosperity, Graham Maxton and Jorgen Randers take a radically different approach and offer thirteen politically feasible proposals to improve our world. From shortening the working year and raising the retirement age to raising welfare and redefining what we mean by work, the authors' proposals provoke many long-standing economic ideas and explain how it is possible to reduce unemployment, inequality and the pace of climate change. - and still have economic growth if society so desires [14].

Report "Come!" - 2017 by Von Weizsäcker and A. Wijkmann.

Current global trends are not sustainable. The warnings of the Club of Rome, published in the report "Restrictions on Growth", are still valid. Remedies that are acceptable to most of them are worse. We seem to be in a philosophical crisis. Pope Francis makes it clear: our common home is in mortal danger. Analyzing the philosophical crisis, the report concludes that the world may need a "new enlightenment"; one that is not based solely on doctrine, but instead addresses the balance between people and nature, as well as the balance between markets and the state, and the short-term versus the long-term. To do this, we need to let silos work in favor of a more systematic approach that will require us to rethink the organization of science and education. However, we must act now; the world cannot wait as 7.6 billion people struggle to reach new enlightenment. This report is full of optimistic cases and policy proposals that will take us back to the path of sustainability. But it is also necessary to pay attention to the taboo topic of population growth. Countries with stable populations are much better than those that continue to grow [25].

Better Future Report - 2018 by L. Lovins, S. Wallis, A. Wickman, J. Fullentor.

Current global trends are not sustainable. The warnings of the Club of Rome, published in the report "Restrictions on Growth", are still valid. Remedies that are acceptable to most of them are worse. We seem to be in a philosophical crisis. Pope Francis

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Report "Transformation is feasible" - 2018 by J. Randers, P. Stocknis, W. Goliuke, D. Colst, S. Cornell.

The double adoption of the UN Sustainable Development Goals together with the Paris Climate Agreement, as in 2015, is a global turning point. We have never before had such a universal plan for the development of humans and the planet. For the first time in human history, the world has agreed on a democratically accepted roadmap for the future of humanity, which aims to achieve socially inclusive and highly ambitious goals for socio-economic development, within the globally defined environmental goals. The great ambition of mankind will certainly be directed to the all-encompassing and prosperous development of the world within a stable and sustainable earth system. This human aspiration is to achieve as many SDGs as possible by 2030 and then continue to pursue a sustainable global trajectory well beyond the next 12 years. This report identifies one such possible, smarter path to success through five transformative and synergistic actions [19].

Report "Transformations in Sustainability of Governance" - 2019 by P. Kuenkel.

In the context of the current resilience in the world, the challenges of this new report to the Club of Rome present a new approach to navigating joint change in partnerships between governments, research institutions, corporations and civil society activists. In connection with 17 Sustainable Development Goals and Planetary Boundaries, he introduces the theory and practice of collective governance as a management tool that respects the integrity of human and natural systems. Based on the work of transdisciplinary scientists and practitioners in the field of sustainability, it shows how transformative change can be built on the inherent tendency to generate patterns of vitality and resilience. This groundbreaking monograph shows applicable

ways to manage patterns of vitality in social and ecological systems at all levels of global society. As a highly respected author and expert in collective leadership, Petra Cuenkel has inspired scientists and practitioners to explore new ways to work together to create a responsible future in the Anthropocene era, where the human footprint has begun to change the course of planetary evolution. It invites decision-makers, researchers, planners and social activists to become guardians of the systems, to improve their competences for cooperation and to guide the socio-environmental interaction that enhances life. The conceptual architecture that the author develops builds literacy on transformation and comes down to practical guidelines for planning and implementing interventions in all sectors of society. It helps to bring about change through a conscious combination of invigorating stories, providing stronger indicators, ancillary processes, multi-level governance, guiding regulations and life-sustaining innovations. This comprehensive book sets a new direction in the field of sustainability transformations and will become the basis for planning collective action and achieving large-scale effect [8].

In conclusion, the following should be emphasized:

– The Club of Rome is one of the first indisputable indicators of an emerging world consciousness regarding the future of human society. His main research issues are global challenges and the fate of humanity. A series of in-depth discussion studies are published under the logo of the Club of Rome.

– The Club of Rome organizes large-scale research on a wide range of issues such as: global modeling, global issues, life values and the prospects for human development. global modeling, the development of the world's first computer models, the critique of the negative tendencies of Western civilization, the debunking of the technocratic myth of economic growth as the most important solution to all problems, the search for a way to humanize the world, the protection of the environment, increasing the well-being of people, improving the quality of life, etc.

– These reports and their ideas can be systematized in two areas: 1. Society - nature - environmental degradation; extremely high population growth; depletion of natural resources; others. 2. Man - society - arms race; international organized crime; lagging behind developing countries.

– The reports of the Club of Rome mentioned in the article in a peculiar way trace the understanding of humanity for sustainable development.

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DEVELOPMENT OF A MATHEMATICAL MODEL AND NUMERICAL CALCULATION OF TORSIONAL VIBRATIONS OF A ROUND ROD TAKING INTO ACCOUNT PHYSICAL NONLINEARITY

Abstract: In this work, on the basis of the equations of torsional vibrations of a circular rod derived by the author, taking into account physical nonlinearity, the problem of torsional vibrations of a rod is numerically solved. A comparative analysis of the results obtained for nonlinear and linear cases is carried out. To solve the problem, a numerical finite difference method is applied. The approximation of the oscillation equation and boundary conditions leads to a system of algebraic equations, the solution of which is not mathematically difficult. On the basis of the obtained numerical data of the problem, graphs of the dependences of the torsional displacement and stresses on time were constructed. The main conclusions made on the basis of the constructed graphs of displacement and stresses are presented.

Key words: mathematical model, rod, torsional vibrations, displacement, stresses, physical nonlinearity.

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РАЗРАБОТКА МАТЕМАТИЧЕСКОЙ МОДЕЛИ И ЧИСЛЕННЫЙ РАСЧЕТ КРУТИЛЬНЫХ КОЛЕБАНИЙ КРУГЛОГО СТЕРЖНЯ С УЧЕТОМ ФИЗИЧЕСКОЙ НЕЛИНЕЙНОСТИ

Аннотация: В работе на основе выведенных автором уравнений крутильных колебаний круглого стержня с учетом физической нелинейности численно решена задача о крутильных колебаниях стержня. Выполнен сопоставительный анализ результатов, полученных для нелинейных и линейных случаев. Для решения задачи применен численный метод конечных разностей. Аппроксимация уравнения колебаний и граничных условий приводит к системе алгебраических уравнений, решение которой не является сложной в математическом отношении. На основе полученных численных данных задачи построены графики зависимостей крутильного перемещения и напряжений от времени. Приведены основные выводы, сделанные на основе построенных графиков перемещения и напряжений.

Ключевые слова: математическая модель, стержень, крутильные колебания, перемещение, напряжения, физическая нелинейность.

Введение

В работе [1] рассмотрены задачи физически-нелинейной теории упругости, при которых закон Гука заменяется нелинейным законом упругости, но сохраняются геометрические соотношения классической теории упругости. Предложены

математические модели стержней, учитывающие геометрическую и физическую нелинейности и деформацию (изменение формы поперечного сечения) при кручении в результатах исследований [2,3], на базе которых изучается распространение и взаимодействие интенсивных

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упругих волн. Построение основных соотношений стержневой теории заключается в приведении трехмерной задачи к одномерной. Исследователи при этом стараются вывести уточненные дифференциальные уравнения колебаний, учитывающие те или иные факторы физического, механического или геометрического характера [4,5,6]. Исследователи при этом стараются вывести уточненные дифференциальные уравнения колебаний, учитывающие те или иные факторы физического, механического или геометрического характера [7,8].

Основные соотношения.

В цилиндрической системе координат (r, θ, z) рассмотрим однородный и изотропный круглый вязкоупругий стержень радиуса r_0



Рис. 1

Задачи о крутильных колебаниях круглого стержня являются осесимметричными задачами относительно оси вращения и поэтому, компоненты тензора напряжений и вектора перемещений не зависят от угловой координаты θ . Следовательно, при крутильных колебаниях отличными от нуля будут только напряжения $\sigma_{r\theta}(r, z, t)$, $\sigma_{z\theta}(r, z, t)$ и крутильное перемещение $U_\theta(r, z, t)$. Исходя из этого уравнения движения круглого стержня при его крутильных колебаниях можно записать как [6]:

$$\frac{\partial \sigma_{r\theta}}{\partial r} + \frac{\partial \sigma_{z\theta}}{\partial z} + \frac{2\sigma_{r\theta}}{r} = \rho \frac{\partial^2 U_\theta}{\partial t^2}, \quad (2)$$

где ρ – плотность материала стержня.

Предполагается, что крутильные колебания вызываются напряжением $f_{r\theta}(z, t)$ на его поверхности, т.е. граничное условие задачи при $r = r_0$ имеет вид:

$$\sigma_{r\theta}(r_0, z, t) = f_{r\theta}(z, t). \quad (3)$$

Подставляя выражения (1) в уравнения движения (2), получим дифференциальное уравнение в частных производных относительно перемещений. Здесь, учитывая граничные условия (3) из уравнения (2) с учетом соотношений (1) после выполнения некоторых математических выкладок получим уравнения крутильных колебаний круглого стержня с учетом физической нелинейности

(рис.1). Считается, что связь между напряжениями и деформациями задана физически нелинейными соотношениями [1]:

$$\sigma_{r\theta} = G\gamma(\psi_0^2)\epsilon_{r\theta}, \quad \sigma_{z\theta} = G\gamma(\psi_0^2)\epsilon_{z\theta}. \quad (1)$$

где $\epsilon_{r\theta} = \frac{\partial U_\theta}{\partial r} - \frac{U_\theta}{r}$, $\epsilon_{z\theta} = \frac{\partial U_\theta}{\partial z}$ – компоненты

тензора деформации; G – модуль сдвига;

$\gamma(\psi_0^2) = 1 + \gamma_2\psi_0^2$ – нелинейный функционал;

$\psi_0^2 = \frac{2}{3}(\epsilon_{r\theta}^2 + \epsilon_{z\theta}^2)$ – интенсивность деформации

сдвига; $\gamma_2 < 0$ – коэффициент,

характеризующий физическую нелинейность стержня [1,5,13].

$$\frac{1}{b^2} \frac{\partial^2 U_{\theta,0}(z,t)}{\partial t^2} - \frac{\partial^2 U_{\theta,0}(z,t)}{\partial z^2} + \frac{2r_0^2}{3} \gamma_2 \left(\frac{\partial U_{\theta,0}(z,t)}{\partial z} \right)^2 \times \frac{\partial^2 U_{\theta,0}(z,t)}{\partial z^2} = \frac{4}{r_0^2 G} f_{r\theta}(z,t) \quad (4)$$

Здесь $b = \sqrt{G/\rho}$ – скорость распространения поперечных волн в материале стержня; $U_{\theta,0} = U_\theta/r_0$, в этом случае функция $U_{\theta,0}$ является главной ной частью смещения точек оси стержня.

Заметим, что уравнение (4) при $f_{r\theta}(z, t) \neq 0$ и $\gamma_2 = 0$ переходит в уравнение работы [6], при $f_{r\theta}(z, t) = 0$ и $\gamma_2 = 0$ переходит в классическое уравнение крутильных колебаний круглого стержня. Наконец при $f_{r\theta}(z, t) = 0$, $\gamma_2 \neq 0$ и отсутствии последнего члена уравнения совпадает с уравнением работы [1].

Постановка задачи.

Рассмотрим круглый стержень длиной l , подвергнутый воздействию внешней нагрузки на одном конце. Будем считать, что второй его конец закреплен. Тогда перемещения точек стержня будут удовлетворять следующим граничным и начальным условиями:

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$$U_{\theta}(r, z, t)|_{t=0} = 0, \quad \frac{\partial U_{\theta}(r, z, t)}{\partial t} \Big|_{t=0} = 0,$$

$$0 \leq z \leq l, \quad 0 \leq r \leq r_0, \quad (5)$$

$$U_{\theta}(r, z, t)|_{z=0} = g(t), \quad U_{\theta}(r, z, t)|_{z=l} = 0,$$

$$0 \leq t \leq T, \quad r = r_0. \quad (6)$$

Исследуем нелинейный волновой процесс в стержне, поверхность которого свободен от внешних нагрузок. Поэтому в качестве основного разрешающего уравнения примем уравнение (4) и полагая в нем $f_{r\theta}(z, t) = 0$ в правой части вводя безразмерные переменные по формулам

$$t = \frac{l}{b} t^*, \quad z = z^* l. \quad U_{\theta,0} = U^* \quad (7)$$

Учитывая подстановки (7) в приведенном выше уравнении (4), приведем уравнение к следующему виду:

$$\frac{\partial^2 U(z, t)}{\partial t^2} - \frac{\partial^2 U(z, t)}{\partial z^2} + \frac{2r_0^2}{3l^2} \gamma_2 \left(\frac{\partial U(z, t)}{\partial z} \right)^2 \frac{\partial^2 U(z, t)}{\partial z^2} = 0 \quad (8)$$

Граничным и начальным условиями:

$$U(0, t) = \frac{g(t)}{r_0} \quad \text{при} \quad z = 0;$$

$$U(l, t) = 0 \quad \text{при} \quad z = l; \quad (9)$$

$$U(z, 0) = 0 \quad \text{при} \quad t = 0;$$

$$\frac{\partial U(z, 0)}{\partial t} = 0 \quad \text{при} \quad t = 0, \quad (10)$$

$$\text{где} \quad g(t) = \begin{cases} A \sin\left(\frac{\pi t}{t_1}\right), & \text{при} \quad t \leq t_1; \\ 0, & \text{при} \quad t > t_1, \end{cases}$$

t_1 – время действия нагрузки.

Численное решение и обсуждения.

Для решения задачи применим численный метод конечных разностей в явном виде в области изменения независимых переменных z и t ($0 \leq z \leq l$, $0 \leq t \leq T$) построим прямоугольную сетку с постоянными шагами $h = l/N$ и $\tau = T/M$ (T – время пробега волны по длине стержня), координаты узлов которой определяются формулами $z = ih$, $i = 0, 1, \dots, N$; $t = j\tau$, $j = 0, 1, \dots, M$.

Заменяя производные функции перемещения в уравнении (8) конечно-разностными их выражениями

$$\frac{\partial^2 U}{\partial t^2} \approx \frac{U_i^{j+1} - 2U_i^j + U_i^{j-1}}{\tau^2};$$

$$\frac{\partial U}{\partial z} \approx \frac{U_{i+1}^j - U_{i-1}^j}{2h};$$

$$\frac{\partial^2 U}{\partial z^2} \approx \frac{U_{i+1}^j - 2U_i^j + U_{i-1}^j}{h^2}.$$

получим следующее алгебраическое уравнение

$$\left(\frac{U_i^{j+1} - 2U_i^j + U_i^{j-1}}{\tau^2} - \frac{U_{i+1}^j - 2U_i^j + U_{i-1}^j}{h^2} \right) + \frac{2r_0^2}{3l^2} \gamma_2 \left(\frac{U_i^j - U_{i-1}^j}{h} \right)^2 \left(\frac{U_{i+1}^j - 2U_i^j + U_{i-1}^j}{h^2} \right) = 0.$$

Решив данное уравнение относительно U_i^{j+1} будем иметь

$$U_i^{j+1} = 2U_i^j - U_i^{j-1} + \frac{\tau^2}{h^2} \left[1 + \frac{r_0^2 \gamma_2}{6l^2 h^2} (U_{i+1}^j - U_{i-1}^j)^2 \right] \times \left(U_{i+1}^j - 2U_i^j + U_{i-1}^j \right) \quad (11)$$

$$i = 1, 2, \dots, N+1; \quad j = 1, 2, \dots, M+1.$$

Аналогично преобразовав граничные - (9) и начальные - (10) условий получим

$$\text{при} \quad z = 0, \quad U_0^j = A \sin\left(\pi \frac{j\tau}{t_1}\right);$$

$$\text{при} \quad z = l, \quad U_{N+1}^j = 0. \quad (12)$$

$$\text{при} \quad t = 0, U_i^0 = 0, \quad \frac{U_i^1 - U_i^0}{h} = 0, \quad (13)$$

Таким образом, исходная задача приводится к решению системы (11)-(13). Для решения задачи составлена программа на языке *Maple-17*. Для расчетов приняты следующие значения безразмерных параметров: $r_0 = 0.02$; $l = 1$; $T = 1$; $A = 0.0004$. Время действия нагрузки считается равным $t_1 = 1$. Полученные численные результаты представлены на рис. 2-3 в виде графиков зависимостей перемещения от времени t в сечениях стержня z при различных значениях параметра нелинейности γ_2 . *Материал стержня:* (сплав алюминию Д16Т) [1,5]: $G = 0.277 \cdot 10^5 \text{ MPa}$; $\rho = 2780 \text{ kg/m}^3$; $\gamma_2 = -0.3878 \cdot 10^6$.

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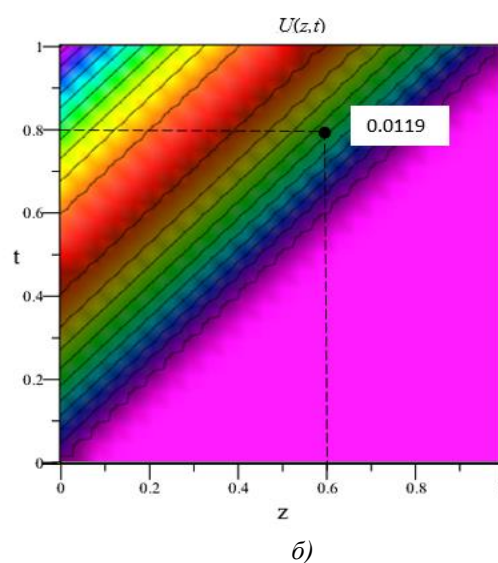
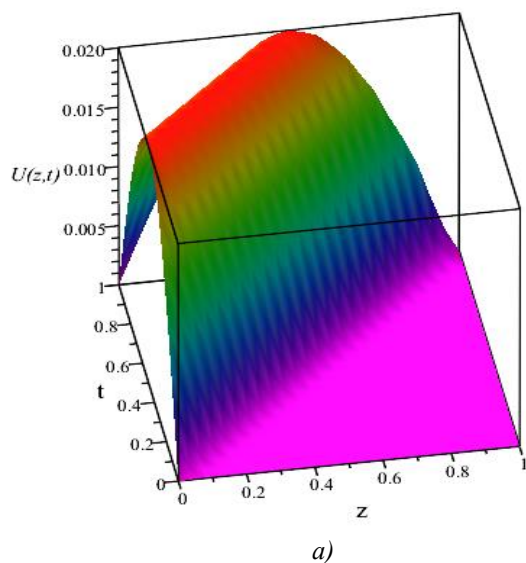


Рис 2. $\gamma_2 = 0$ - линейный.

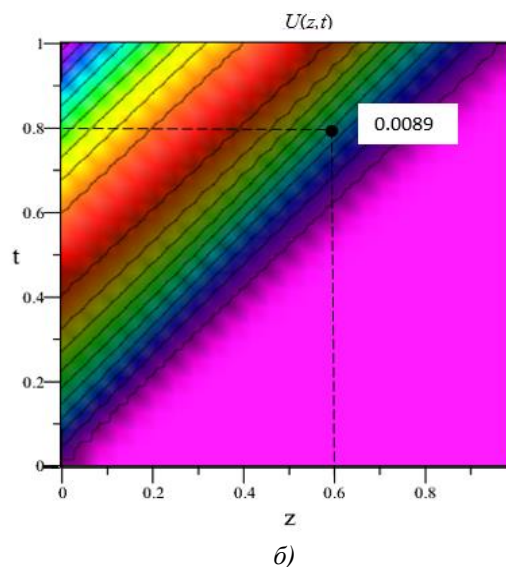
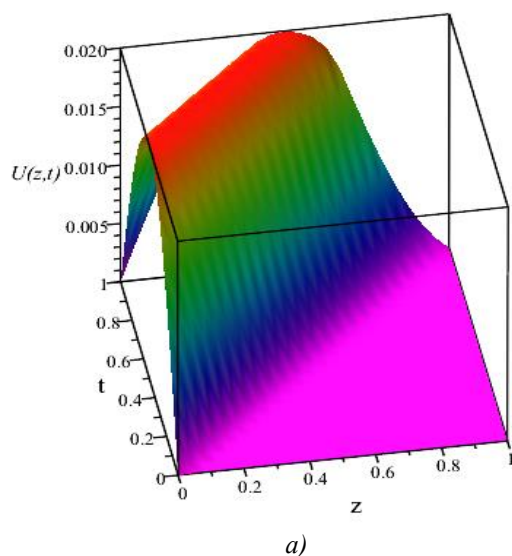


Рис 3. $\gamma_2 = -0,3878 \cdot 10^6$ - нелинейный

Выводы.

При этом значение $\gamma_2 = 0$ соответствует случаю линейной задачи. Из представленных на (рис.1. а) и б)) зависимостей следует, что влияние параметра нелинейности $\gamma_2 \neq 0$ усиливается с удалением от торца $z=0$: в сечении стержня $z=0,855$; $t=1$ при $\gamma_2 = -0,3878 \cdot 10^6$ и разница между максимальными значениями перемещения $U(z,t)$ в линейном и нелинейном случаях составляет приблизительно 34,4%, в сечениях $z=0,4$; $z=0,6$ и $z=0,9$ этот показатель равен,

соответственно 5,7%; 25,2% и 21,8%. При всех значениях малого параметра нелинейности максимальные значения перемещения $U(z,t)$ в нелинейном случае всегда меньше, чем в линейном случае. Отсюда следует вывод, что линейная модель дает повышенные максимальные значения перемещения чем нелинейная модель. Можно также наблюдать скачкообразное изменение значения перемещения по нелинейной модели и в конце времени затухания периода возмущений перемещения во всех сечениях стержня.

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**ON THE IMPORTANCE OF THE SOCIO-CULTURAL AND
 HUMANITARIAN ORIENTATION OF THE DEVELOPMENT OF
 FLEXIBLE DIGITAL PRODUCTION FOR THE MANUFACTURE OF
 AFFORDABLE AND DEMANDED PRODUCTS BY CONSUMERS IN THE
 REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE
 NORTH CAUCASUS FEDERAL DISTRICT**

Abstract: *in the article the authors analyzed the possibilities of the enterprise's policy and goals in the field of quality within the framework of the QMS in order to fight for defect-free production, for reducing rejects and guaranteeing consumers a high quality of manufactured products. The use of software to assess the validity of the choice of innovative technological solutions for the production of import-substituting products by domestic enterprises creates the preconditions for its demand and competitiveness not only in the domestic market, but, which is especially important, in its export. The need to improve the quality management system at domestic enterprises is due to the following important reasons. Firstly, this is an increase in the confidence of potential consumers in the products that will be produced by domestic enterprises. Secondly, this is an opportunity to significantly strengthen its position in existing markets, as well as significantly expand the spheres of influence by entering new domestic and foreign markets. And thirdly, this is a significant increase in labor productivity of any industrial enterprise, which is supposed to introduce QMS with the use of effective management.*

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of QMS is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more professionally and at lower costs due to three main aspects: employee involvement, process approach and systematic approach. In addition, the personnel of light industry enterprises are more efficiently able to implement the goals and objectives of the QMS also because control activities are more professionally provided for the implementation of the following situations: persuasion, execution of delegated powers, creation of conditions for increasing productive work and effective use of the business qualities of employees.

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Introduction

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The 21st century has sharpened the scientific, philosophical and practical interest in competition. The scale, content, forms and significance of competition put it in a number of global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the executor and manager, and up to those states. in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

A special place in this struggle, you cannot call it any other way, is occupied by the attitude of self-awareness, the system-forming factor of which is professional culture. If human capital determines the growth of production, then the quality of education lays the foundation for human capital. Competencies are not effective in themselves, they are valid when they are formed as the needs of a person, developed in many ways and in harmony with his own, national and universal interests.

The formula for the harmony of personal interests is extremely simple. It was discovered 2500 years ago by Confucius, and I. Kant clarified it, giving a rational look "another person should not be a means for you". Summing up the thoughts of our great ancestors, let's say: the only reliable effective means of sustainable development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to production in general and consumer goods, in particular, the conclusion is even more simplified to the creation in a specific production of technical, economic and humanitarian (socio-cultural and psychological) conditions aimed at a high-quality, demanded and affordable product. The organization of production can be considered reasonable only when it is subordinated to a single goal - the satisfied customer needs.

Where are the reasons for this abnormality, what? Is this connected with objective factors, we

have not yet been able to overcome the resistance of whose forces, or are the braking forces of an inertial nature, have we inherited, introduced in the order of modernization and we are able to fight them, and not with the consumer in the market? What are our reserves?

The answers to these questions must be sought in systems analysis, which requires an appeal to scientific and philosophical theory. One should not be afraid of the tension of thought-creation. The famous naturalist D. Dan, following Charles Darwin, analyzing the meaning of competition, came to the conclusion that competition in the struggle for existence is not limited to greater and better adaptation to circumstances, it strengthens the nervous system and develops the brain. So let's start with philosophical reflection.

In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic. History, in spite of its reasonable basis, - the history of the implementation of the activity of Homo sapiens, often drives the reflection of reason into a dead end. In this connection, a problem arises: if the history of the socio-cultural activity of a "reasonable man" should be, at least, no less reasonable and logical than the individual mind of a person subject to randomness is incomparably greater than the socialized mind of mankind, then how to explain the presence of social anomalies, a kind of "jams"?

They are historical dead ends from which we must regularly get out, or the product of the costs of the underdevelopment of the organization of social relations and management, including here a limited knowledge of historical laws. In other words, we have before us the riddle of history and we should determine where to look for the keys to its solution - in consciousness or in objective reality? What exactly should you focus on? We do not have an answer that could be reasoned enough. Moreover, it seems to us that it would be more legitimate to study the nature of this problem in parallel - both in social life and in public consciousness.

The reasonableness of the history of human activity could not fail to lay down a logically expressed picture, but the absence of extra-logical processes in real history would look as if the scenario

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of history had been written in advance by someone and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid along a ruler. He did this to emphasize that historical consistency requires specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it nonlinearly.

There are no straight lines in nature - they are conditional and exist as intervals-segments of movement. The same is in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries both something new and unresolved or limitedly resolved problems left as a legacy to passing generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationality built from the contradictions of the rationality of human activity, in fact, the relative logic of the historical specifics that accompanies the historical ascent of the socialized Homo sapiens.

The twentieth century has confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rational-active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, needs - to be manifested in thoughts, thoughts to capture feelings, to become a conviction.

The improvement of production is due to the transformation of science into a direct productive force, technical progress, however, in no less dependence, the productivity and quality of productive activity depends on the moral factor - the attitude of a person to work. In this light, the Japanese mentality, developed by the original economic policy, linking the interests of owners and employees, is indicative. Its core is a national tradition dating back to the history of Confucianism. Confucius taught: "When governing a state, constant attention to affairs and sincerity in relation to people, moderation in spending and love for the people are necessary. And it is no less important to encourage people to work".

In Japan, China and other countries of the East, one can find examples of moral disorder, but they do not so much indicate a socio-cultural reorientation in the national format, but rather about the historical costs of the development of national culture. There, the overwhelming majority of the population continues to listen to the words and reasoning of teachers. "Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband

does not use them if they got it illegally ...". How can a noble man bear such a high name if he has lost his philanthropy? A noble husband does not part with philanthropy for an hour, it will certainly be with him: both in trouble and in worldly vanity. "

To maintain the prestige of the company in Japan, the supporting phenomenon of the social form of life is actively used - the family, family traditions that accumulate the power of morality. The family serves the firm. Each family member, traditionally associated with the history of production, perceives the firm and his work through the prism of family tradition, relieving the burden of alienation of labor, which is inevitable in the conditions of exploitation. Exploitation itself drapes into the form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude towards national culture, especially towards education, which is officially aimed at developing competencies by politics.

The quality of production and the quality of the product of production depend on technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Relying on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the "subjective factor" due to its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk.

The problem here is that all attempts to limit the presence of the subjective factor in production and, mainly, in its technological component, inevitably lead to the absolutization of the technical component. It becomes a total means of increasing labor productivity, production safety and profitability. Thus, the management of the organization of production development is delegated to artificial intelligence, built on the laws and rules of formal logic, expressing one of the sides of development - conservatism.

The original law, and, in essence, the principle of this logic is the law of identity. The subject and the subject, their connection are recognized as unchanged. Movement is reduced to its relative moment - rest. Peace replaces movement and, along with it, change as the essence of any movement.

Charles Darwin said: nature does not like jumps and explained, because everything consists of them. J. Cuvier, on the contrary, tried to understand the variability of species as a result of terrestrial cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when something is actual to bring to perfection in its

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traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational balance of customer requirements for a well-known attractive product, its quality and price. But everything comes to an edge, improvement is no exception, therefore, you need to look in advance for options for an interesting perspective development of the product line, think not about what, in principle, already exist, improve what is available, but try to fantasize systematically, outstripping demand with innovations.

Our thinking in that part, which is called creative, creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic suffers its heuristic potential. Forward thinking is thinking trying to "grasp" the direction of change in commodity production. It is dominated by the possibility in thinking of anticipatory reflection of reality - a property discovered by P. Anokhin. There are physiological grounds to foresee changes, mental prerequisites in the form of will, needs, emotions are also natural. It remains to look for logical tools. The arrow of movement should be transferred from the Aristotelian formal logic to the Hegelian dialectical, based on the principle of the development of the content of concepts and changes in the concepts themselves. Representing the peculiarity of dialectical logic, its fundamental difference from the logic of Aristotle, G. Hegel wrote: "In rational logic, the concept is usually considered as a simple form of thinking and, more precisely, as a general idea that the concept as such is something dead, empty, abstract." And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form."

It is no coincidence that Karl Marx's associates noted that the founder of the universal understanding of dialectics did not leave the textbook to the heirs, since they were supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management and brings production not only to a crisis provoked by overproduction, but also to social and political tension. The development of political economy after Karl Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization.

This is where the features of Aristotelian logic, aimed at the invariability of the conditions of inference, came in handy. If commodity production is the only universal reality of an objective historical process in a developed society, then history itself is destined to be carried out with dignity exclusively in the form of a bourgeois organization. Thus, the consumer's thinking, also tuned in general to a formally logical type of action, leads to the final

conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is taking place in bourgeois form. Objective reality was embodied in an absolute, that is, ahistorical form.

The power of logic is in the ability to build an internally consistent theory, but the truth of any theory is verified by more than one of its sequences. Here, the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested on a massive scale, because its results affect everyone directly. People may or may not be producers, but they consume the products of production, and everyone wants to make consumption consistently of high quality and corresponding to the ability to pay.

Beginning with handicraft work and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. While the division of labor wore a guild form, and inside the guild, everyone produced goods up to the final marketable form and fully guaranteed the quality with their brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, boiling down to the observance of the technological standard of production. Production was a way of life support for the manufacturer, so the relevance of the quality of the goods was removed by the specifics of his attitude to production.

On the market, the goods were of high quality, the only thing to be feared was falsification, which did not have the current scale and was resolutely suppressed both by the state and by the self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the manufacturer's interest in the quality of goods among the socially significant was not noted. It undoubtedly existed, but the nature of production did not allow it to leave the sphere of private consciousness and materialize in the assortment of goods.

Potentially, this problem appeared even before commodity production, but at that time it was in the form of an abstract possibility, because the reality was the relevance of the quantity of the product produced. Manufacturing was only gaining momentum as a source of human vitality. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the product produced, specialization of production was outlined depending on the originality of the natural environment.

An emerging market required a variety of products. We needed goods within the framework of the differences in the purchasing power of consumers. Factory - factory production, based on a technical base, opened up the prospect of varying the quality of goods. The harsh production restrictions that

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characterized the shop floor have receded. Products of different quality appeared on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of objects and their subjective perception by consciousness.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from the natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are completely independent of man. "Secondary" features, on the other hand, are dependent on human labor. It is labor that reveals them, or creates them, therefore, the quality of objects transformed by labor should be determined with human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. In this connection, the load on the control process increases.

Management is subordinate to the solution of the problem of sustainable production of a quality product. As in any task, it is necessary here:

- clearly define what is "quality"?
- understand what is specific to the quality of the product?
 - to understand how the "quality" of commodity production and its mass production are related, to trace the mechanism of interaction of qualitative changes with quantitative ones.
 - to reveal the systemic position of the problem of the quality of mass production in the context of a developing economy.

Only after receiving answers to the listed questions, we will be able to productively investigate the problem: "How realistic is our desire to give a mass producer the need for quality product results", in other words, "is it possible to sufficiently motivate obtaining a quality product from within mass production?" So far, unfortunately, quality management is carried out by introducing ideas into production that were developed not in it, but in "pure" management theory.

Such a quality management mechanism raises the significance of scientific analysis, defining the role of an auxiliary, experimental farm in the self-propelled production towards quality. A retrospective look at the history of understanding how to manage the quality of production in general, demonstrates clearly that this story is very similar to the movement of thought on the principle of "trial and error". Each subsequent "theory" after S. Colt (1870s), - G. Lalande, G. Ford, A. Fayol, M. Weber, F. Taylor, V. Schukhert, E. Deming, I. Ishikawa, I. Jurana, F. Crosby, A. Feigenbaum invariably resembled a way out of the impasse into which her predecessor led,

until in the end they replaced the key concept of SK with QMS - "Quality Management System".

Comparison of QMS with SK allows us to consider the trend of movement - the desire, while developing a new approach to quality management, to overcome the narrow technological view of quality as a kind of standard limited by the production process outside the conditions of consumption.

The interpretation of the quality of a product that has developed under the influence of economic rationality does not reflect the socio-cultural status of a product, at least of a consumer product. It is advisable to look for a qualitative characteristic of a product intended for mass consumption at the junction of its production, economic - household and socio-cultural merits. Moreover, it is desirable that the product not only satisfy existing needs, but also stimulate their cultural development, serve as a tool for the development of the consumer's personality. Human capital participates in the creation of a product of production, and production is designed to contribute to the improvement of the individual. There is no other way to overcome alienation in the conditions of the absolutization of private property and its distribution disproportionate to labor. Only imparting creativity to work and a reward corresponding to creativity can be "removed", expressed in terms of Hegelian philosophy, the tension of alienation. The quality of a product in a broad sense can be viewed as a factor of social progress and as a test of socio-cultural achievements of social development.

In defining quality, the most common flaw is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of an object. Important, but not defining ones, remain at the base, and as we ascend to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the object. G. Hegel in his time cleverly defined quality from the opposite - "quality is that, losing that, the object ceases to be itself."

Following the example of the great thinker, let us define "shoes" as "clothes for the feet." How correct is this definition? For shoes, probably yes. For the quality of the shoe it is unlikely. If you deprive the shoes of the ability to be "clothes of the feet," then they really will not be shoes. If the shoe only retains its inherent ability, then the required quality of the product will be uncertain. "Footwear" can be dangerous due to the toxicity of the material, the means of fastening, and the structure that is inconvenient for movement. The formally built requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative determination of a product. The

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definition of the quality of a product should be based on its functional purpose.

The legs, for which clothes are sewn in the form of shoes, represent part of a living organism. These are not pads or limbs of a corpse, also designed for specific clothing. Clothes for the feet will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household and household. Quality is not a set of essential properties of a product; it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is put into the basis for determining the quality of a product by "growing" then the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of Chemical Elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is "in sight", then to build up the definition. There is an electron shell around the nucleus of an atom, and together they define an atom. We put quality in the definition, revealing it later in the aggregate of concretizing properties.

From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing object difference. The quality of a product, especially for mass direct human consumption, requires additional clarification associated with the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes the systemic arrangement of the main competencies of technical and humanitarian significance.

By its definition, footwear should ensure the interaction of two fundamental competencies - safety and comfort during operation. The aesthetic properties of shoes are subordinated to them and are packed in them. With their help, the producer "lures" the consumer, like the flowers of plants that call on insects, which, through consumption, produce the work of pollination.

It is wrong to simplify the cultural value of a product to the level of the aesthetic value of the product. The cultural status of a product synthesizes in itself both the culture of performance and the culture of consciousness of the manufacturer, who decides what materials to use, in whose interests to act - the profitability of production or the needs of the consumer who trusts the manufacturer. Ascending, we can easily ascend to the very top - the culture of social consciousness. In some countries they do not steal, they consider deception to be meanness, but in others everything is built on these vices, they are legalized, because they have grown into the national mentality.

The replacement of the philosophical understanding of the quality of a product with an economic one is natural for an economy aimed primarily at making a profit, increasing capital in

private interests. The economic dominant in the quality characteristic has an ideological basis. The desire to separate the economy from socio-cultural development should be considered in the same context. The idea that the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided by taxes from the economy, is gaining strength, and most importantly it is supported by the authorities.

Attempts to oppose this logic with the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process are ineffective. They are assigned the role of local public opinion, which has never been distinguished by special solidarity. A philosophical systematic analysis of quality and defects in its interpretation remains the domain of professional reflection.

It would seem that we are faced with a purely theoretical problem: what to call the actual quality of the product and what does the system of qualitative properties look like in the characteristics of the product? In fact, when applied in practice, it grows into an ideological problem: how it is permissible to see the quality of a product in the contemporary concrete historical circumstances of social cultural development.

Simplifying the understanding of the quality of a product by reducing it to its properties that ensure the profitability of production makes production, and not the consumer, a system-forming factor in obtaining the "quality" of the product, which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of humanity, the consumer rejoiced at everything that he could produce. Manufacturing was the defining aspect of the relationship with the consumer. Today the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer.

The economic dominant in the characteristics of the quality of the goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois basis of the existing economy, therefore, both politically and ideologically, it will be defended. Moreover, in a certain sense it is interesting, in particular, for solving the problem of mobilizing production potential for obtaining a demanded product in significant volumes, although the very quality of such a product will be conditional, "economic". The concept of "economy class" was officially recognized as a development of the concept "produced for sale in Russia."

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We have already emphasized that for 130 years, bourgeois economists have been creating models for the efficient production of high-quality goods demanded by the market, focusing on the economic content of quality. Having driven the movement of production to a dead end with economic models of quality, top managers, together with theorists - economists, who separated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the consumer not as a market anti-subject, but as a partner, an accomplice of the production process.

Recognizing a consumer as a companion is tantamount to including him in the production policy development team, however, formally, because he remains in the same position as a counterparty. To change the understanding of quality, it is necessary to start improving production with the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production.

Ultimately, in the beginning, a compromise solution is also acceptable, justified by the capabilities of production and the need to move by expanding these capabilities. Now the buyer basically remains a slave with the manufacturer - the master and the political protectorate of the interests of big business. The interests of the mass consumer are promoted by the footsteps of Japanese women, while the dominance in production of the interests of companies is propelled by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting consumer interests and is not yet expected.

The consumer with his interest in the quality of the product is not theoretically excluded from the development of strategy, tactics and advertising. Let's refer to B.S. Aleshina et al: "For the quality strategy to be successful, both internal and external consumers must not only be satisfied and involved in the process that ensures this satisfaction, but also take a direct part in the continuous improvement of the quality of this process", to this end, improved the Kaizyo system; replacing it with a new edition of Kaizen. Changes in the organization of quality management revealed the advantages of those countries where the mass consumer - he and the production worker - feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times (!) more proposals for improving the production process from their employees than US companies (40 million versus 1 million). It is also significant that over 90 percent of the proposals, one way or another, were used.

The ideology of quality is being rebuilt to a new one - consumer orientation is extremely reluctant and half-hearted. The quality management system ISO

9000 (in the Russian Federation - GOST R ISO 9000-2011) was introduced into world practice 30 years ago. Its starting position (No. 1): "Product quality is a characteristic controlled object" sets the general direction in the understanding of quality. Quality is a product of production. Clause 2 specifies the places of the participants influencing the quality of the product: "the purpose of quality management is to create products of such a level of quality that meets certain established requirements and needs." To make it clear whose requirements and needs we are talking about, at the end of the paragraph we read, separated by commas - "consumer requests".

The interests of the consumer are taken into account, but on a leftover basis. They are remembered last of all, "if production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

In ISO 9000-2015, for the first time, the consumer appears at the very top of the list. The first principle of the QMS states: "Customer orientation". It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered product meets the quality demands of buyers. The company must understand their current and future needs, fulfill their requirements and strive to exceed their expectations.

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, rather than to obtain a quality product. The quality of the enterprise, as before, is tested for maintaining the quality of the organization of production. The interests of the consumer remain "for later." All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Supervision Society (TUV). In addition to them, in the quality management market, numerous home-grown and joint companies are offering their services, which are related to the certification of the quality of production and products. The problem is not in finding the desired organization, but in the fact that they are all "sharpened" for a production or product out of context with the interests of consumers.

The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to seek a balance of interests of both subjects in order to give the production of quality goods a stable character that serves as protection against recessions and crises. Overproduction crises - classic for capitalism in the 19th and first half of the 20th centuries - have become history. They were replaced by financial systemic shocks. Experts are

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looking for a panacea in a high-quality, smart, lean production economy. "Historical experience shows that with an increase in attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany in the late 1940s were overcome with the help of government policies aimed at improving quality.

In solidarity with the above analysis of the economic history of the second half of the XX - first two decades of the XXI centuries, we express our surprise at how it happened that when defining the latest social development through quality, the very approach to understanding quality was not radically modernized. The totality of the meaning of quality presupposes a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude to quality. An orientation of the development of production towards internal - not introduced messages is required.

Quality management must come from need. It is in it, and not in rewarding for quality work in the form of rewards, that the true beginning of a new economic policy. Promotion, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action, tomorrow the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. The remuneration should correspond to the quality of work and sustainably motivate work.

The change in the qualitative strategy of economic policy from the incentive for high-quality production to the formation of the need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person for work, as it might seem to those specialists who have reorganized from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about the solution of the system-forming problem of history - about the attitude of the individual to society and society to the individual, to whom which side of the given contradiction impresses more, but in principle this is just a double spiral of social progress. A developed society is tested as a condition for personality development.

The formal logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relationship in harmony, on the basis of an awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus' classification) in each other. Now we are going through the historical stage of a formally abstract awareness of the basic

contradiction of development by the individual and the subjects that determine the policy. The individual and society seem to be grinding themselves in motion, looking for points of mutual growth. Partly successful, there are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of environmental management, solidarity in the fight against extremist aspirations, joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance.

A special place in this list should be taken by striving for a high-quality economy. The bottom line is this: opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, are distinguished favorably by the fact that the unity in their relations is laid down at the origin. It only needs to be brought to its general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating the advantages of interaction in detail. There is no other way of overcoming alienation, objectively inherent in the relationship between the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate what is the real condition of your development. Under the conditions of classical capitalism, alienation was a prerequisite for the attainment of the power of capital, and the very political organization of society was openly adapted to the provision of the bourgeois state. Democracy has been adapted to the bourgeois social order.

The revolution of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, the transition to the post-classical one. The domination of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of associative use of it in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They pushed the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in work has not been overcome, but development objectively (society) and subjectively (personality) was carried out through interaction. There are certain conditions for the removal of alienation. And the new approach to quality-consumer-production is a milestone on the way of convergence of the main subjects of social life. It will force us to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to sort social life "on the shelves".

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The qualitative vector of economic development, of course, will require additional costs, but that is what the state and its economic instruments will need to try to compensate for them. And the market will surely react positively to a quality product with its activity.

In our view, the very existence of private property in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of alienation of G. Hegel, apparently had in mind a certain way of organizing labor associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent feature of it. Private property alone is not enough for exploitation. As for the opposite public (public) private property, which is controlled by the state and serves as a real subject of ownership, it also does not contain economic guarantees for overcoming alienation, which is not difficult to be convinced of by the experience of domestic state monopolists.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, the task of which is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

It is appropriate to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is rational is real, everything that is real is rational." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones.

In development, there are two states that are perceived in the form of existence, but differ within the general status of their manifestation - "real existence" - "reality" and "real existence" - "reality". These forms of existence are fundamentally different in basis. "Really existing" is based on the need to be in its own form, it represents an evolving reality. "Really existing" has passed the stage of its necessity, has ceased to be a factor of development, has lost its relevance. It slows down the development process. Since Hegel understood the development of thinking and society in the form of a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and well-established production technology. The question is: do I need to do this? Time moves forward in a certain mode, "in its own way", objectively tailored to the "schedule". You will not get into the rhythm, you will lag behind, you will no longer meet the changed requirements. The art

of management - production management is no exception, it consists in the ability not to "fall out" of the present, then you will always do it in accordance with rationality. Reasonableness will protect you from most problems. "Seven deadly diseases" by E. Deming will fit into one - not to fall out of the time cycle with the definition of goods and the organization of production.

This can only be done by those who are able to mobilize human capital, to correctly focus financial and technical resources on solving this problem. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance of gaining a stable position in the face of increasing competition in the market. Let us add one more addition - to the qualitative orientation of the development of production and the general conclusion will become clear: the path of economic rationality lies through the creation of actual conditions for the formation of the demand for quality products. This need should be tested by the responsibility to the consumer as to himself. Ancient wisdom of Confucius: Treat others the way you wanted them to treat you.

So, what should be considered as necessary conditions for achieving a radical change in relation to the quality of production of a really high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer:

- the presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the product market. Otherwise, the market will not allow to take a stable place on it;

- a significant increase in purchasing power. Reaching the level that allows you to choose the right product. A quality product cannot, by definition, be cheap, but it can and should be made available through market mechanisms;

- high level of professional training of manufacturers, provided on the basis of the formation of professional culture and national identity. The main thing should be the education of an attitude towards work as a matter that has dedicated its life. Expanded education of consumers, their perception as subjects of a common cause;

- overcoming the feeling of conscious and unconscious alienation of the ability of the individual in work and its products with the help of the following tools;

- a) achieving symmetry between the quality of work and remuneration;

- b) reduction to a reasonable ratio of the difference in the amount of remuneration of managers

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and performers, clarity of the grounds for such proportionality;

c) the dependence of remuneration on the dynamics of advanced training and on participation in the improvement of the production process;

d) all-round involvement of socio-cultural mechanisms for stimulating the individual to general corporate movement, entering the command forms of movement.

e) sustainability of corporate activities;

f) the priority of relationships of the type: "One for all, all for one." Active promotion of the command form of responsibility for labor results;

g) organization of systematic competition for the quality of labor;

h) striving for national and international recognition of the quality and range of products manufactured;

i) the formation of labor dynasties, participation in the distribution of profits;

j) understanding the quality of the product as a comprehensive assessment of the product;

k) awareness of the fact that it is the "little things" that reveal the perfection of quality, therefore, the little things must be treated as a building material of quality

Main part

Currently, enterprises pay great attention to the motivation of employees, since depending on how motivated the employee is, the results of his activities will also be visible. The main task of managers is to fully utilize the full potential of employees in their work. Moreover, managers understand that material incentives do not increase loyalty and commitment to the company. Participatory governance solves this problem. The essence of such management is that under it the employees of the enterprise are included in the management process, participate in the activities of the enterprise, and make decisions on a number of issues. Moreover, if an employee of an enterprise has the right to vote, takes part in the activities of the enterprise, receiving remuneration for this, then he will work better and more productively. An employee whose opinion is considered whose ideas are being implemented, will have a better attitude to the place of their work and will work with full dedication. In participatory management, employees can negotiate with the manager the goals and tasks that he will need to accomplish. Employees of the enterprise can form working groups from those employees with whom it would be pleasant and comfortable for them to work. In addition, employees of the enterprise can put forward their ideas and suggestions for improving the work of the enterprise as a whole. Moreover, for the advancement of ideas, there should also be a reward. Employees of the enterprise can form working groups from those employees with whom it would be pleasant and

comfortable for them to work. In addition, employees of the enterprise can put forward their ideas and suggestions for improving the work of the enterprise as a whole. Moreover, for the advancement of ideas, there should also be a reward. Employees of the enterprise can form working groups from those employees with whom it would be pleasant and comfortable for them to work. In addition, employees of the enterprise can put forward their ideas and suggestions for improving the work of the enterprise as a whole. Moreover, for the advancement of ideas, there should also be a reward.

Nevertheless, the participatory approach has its own disadvantages in addition to its advantages. Not all people, by their nature, are ready to participate in the management of an enterprise and put forward ideas and proposals, bearing responsibility for them. Many employees find it much easier to do work as directed by their supervisor. The involvement of employees in the management of the enterprise may not have the best effect on managers, since they may lose their influence on employees. A lot of time will also be spent on discussing problems, while an unambiguous decision may not be made, and time is wasted. Many ideas and suggestions of the company's employees may be irrational and inappropriate due to lack of knowledge. Therefore, the managers of the enterprise need to inform employees about the state of affairs in the enterprise, train staff in order to deepen knowledge and put forward more effective and relevant proposals. The lack of recognition of the employee's idea can cause an ambiguous reaction from the employee putting forward his innovative proposals, thereby demotivating him. Therefore, the heads of the enterprise need to explain why this idea is not suitable in a given situation. Having considered all the pros and cons of participatory management, we can conclude that such management is not a lifesaver for improving business at the enterprise, but it allows you to see the problems of the enterprise from the inside and try to solve them not by the efforts of one person, but by a group of people where everyone can express themselves for the benefit of the enterprise. Regardless of, that the participatory method of personnel management of an enterprise is getting more and more approval every year in most countries with developed and developing economies, Russian enterprises are not yet ready to introduce and fully realize the advantages of this method. This is because HR services prefer to operate according to the established traditional structure.

The majority of Russian enterprises, both long-running and newly established, use a directive management method. At such enterprises, managerial decisions are made individually, career growth is due to "good connections" with the manager, and not their own merits in work, frequent violations of labor laws are commonplace. The reason for the preference of the directive method is the national mentality of our

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country that has developed over many centuries, as well as the Soviet ideology still present in many enterprises. As a result, management in such enterprises is centralized, administrative and formal in nature. No more than half of HR managers can achieve and skillfully use the consistency of the goals set with the capabilities of the enterprise and the interests of employees. Another very important factor preventing the adoption of a participatory method of personnel management at Russian enterprises is the influence of the national culture of Russia. The choice of a strategy for human resource management in the practice of an enterprise depends on this influence. In order to most successfully implement participatory personnel management and prepare employees for a change in the approach to working in a team, first of all, it is necessary to establish measures to encourage individuality in each employee of the enterprise and to eliminate the established inaccessibility of the leader for the lower level.

Life is motion. Already Heraclitus wrote about the universality of movement, coming close to realizing not only the universality of movement in nature, but also its significance as a way of existence of natural phenomena, which also opened up a new perception of cognition. If movement is the essence of the existence of everything, then it was easy to draw the most important conclusion from this: that which moves better has an advantage, it is more adapted and competitive in the struggle for a better place in the movement, that is, it has the right to count on leadership and stability of its position.

Under the conditions of the human reality of being, movement was formed into activity. The main parameters of the activity were its productivity and product quality. The understanding of quality was concretized in the concepts of "ideal" and "sample". This happened, of course, far from immediately, it was necessary for the activity to improve and make it possible to create a certain number of necessary products that exceeded the needs of survival. This surplus has received scientific confirmation in the concept of "added product". Quantitative changes in productive activity revealed a new side - its social and legal side, the continuation of which was the formation of political reality as a way of managing activities and relations that ensure activity. Before the emergence of the surplus product, when the community was struggling to survive, stratification within it, depending on the possibility of alienation from the aggregate product of a special part, it makes no sense to conduct speech. But movement differs not only in that it is a mode of existence, the essence of the very reality of movement is formed by change. At first, it is a change, and it is thanks to its quality that is significant in the change that the movement turned out to be in the sources of development. All concepts that followed the "movement" "change", "development" were already derived from them and

that which reflected their ability to act. For example, the story of our sophisticated concept of "standard", At first, it is a change, and it is thanks to its quality that is significant in the change that the movement turned out to be in the sources of development. All concepts that followed the "movement" "change", "development" were already derived from them and that which reflected their ability to act. For example, the story of our sophisticated concept of "standard", At first, it is a change, and it is thanks to its quality that is significant in the change that the movement found itself in the sources of development. All concepts that followed the "movement" "change", "development" were already derived from them and that which reflected their ability to act. For example, the story of our sophisticated concept of "standard", began as a concretization of the concepts of "quality", "measure", "ideal" and "standard".

The path of cognition to the concept of "standard" is due to the contradictory nature of the concept. The concept of "standard" combines what seemed to not be together - "ideal", "standard" on the one hand, and "sample" - on the other. The first side of the standard testifies to the uniqueness of quality, the second - like a tuning fork for a violin. Having tuned his instrument, the musician sets the sound for the whole ensemble. The second side of the standard was hyperbanized during the development of mass production.

Standardization as typification is considered as the most important factor in improving production, which is quite legitimate. The process of realizing the socio-economic effect that is associated with the formation of the concept of "standard" has gone through two sharp turns of thinking. First of all, it was necessary to remove the "taboo" imposed on uniqueness, that is, uniqueness, from the ideal and allow copying as a normal mass action. After the ideal was "liberated" and from perfection it turned into a "sample" - the "sample" did not become a denial of the uniqueness of perfection, the sample "removed" the uniqueness of the ideal, perhaps even raising it by formalizing the attitude towards it in society, it was necessary to discover, ideally, something ordinary, earthly - its production effect as a model of the economy of production activity. The fate of the standard was difficult and instructive. There are still many mysteries in it, but there are more discoveries. Our research is about them in the broadest context. Liberal, not democratic reforms of the 1990s - the first decade of the 21st century caused not only chaos in the domestic economy, social relations and political governance. They provoked a crisis of philosophical understanding of what is happening and the devaluation of scientific thinking. The reformers were well aware that critical thinking would be the main obstacle to the planned reforms, so they did everything to simplify the perception of what was happening in the mass and professional consciousness.

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"Capitalism" was replaced by "freedom of market relations", "socialism" was presented as a failure of the idea of a "planning factor" in the economy., "Education" was identified with "training", "National mentality" was dissolved in the abstractness of liberal values, the economy was isolated from social values and political goals. To this should be added the arbitrary sequestration of the scale of the systemic status of many other important scientific and philosophical concepts.

The ultimate meaning of the restructuring of the understanding of social changes was obvious, it was necessary to lower the level of activity of thinking from a critical conceptual to a more "accommodating" in the form of ideas. The views are poorly structured, easier to correct in the desired angle. Where concepts have not yet been formed in systemic terms, the scheme of their technotization and localization was used. It is to such a group that the concept of "standard" was attributed. An exception was made in relation to the concept of "quality of life standard". We believe that the reason is simple, this concept is not difficult to model depending on a set of evaluation criteria.

Material losses are always very painful, but they are visible. Awareness manipulations are less obvious and more persistent. If someone really wants to make human life in a given country better, then he or they should heed the advice of Professor Preobrazhensky. Bulgakov's character instructed: the revolution begins in the minds. Without this revision of the newly minted interpretations of concepts, it is hardly realistic to overcome the blockages set up on the path of national history by the liberals at the turn of the century.

The concept of "standard" belongs to the class of universal scientific categories, and has its roots in the philosophical worldview. Based on the systemic position of the concept, we do not have the right to limit ourselves to its purely technical use. Let us once again draw attention to the epistemological danger of simplifying a scientific concept to its original projection in the sphere of representation. "Concept" and "representation" belong to different levels of reflection of reality in thinking, the qualitative difference between them is often stopped in the interests of achieving a practically limited result, forming "technical concepts". They are quite viable within the practice. However, it is no coincidence that "technical sciences" are separated from related basic sciences. The language of science is scientific concepts. The language of technology is a drawing. Technical sciences synthesize the linguistic specifics of science and technology.

So, we are not encroaching on the established practice of using the concept of "standard". Our task is to show the real place of this concept in the system of scientific and philosophical thinking. A wide-ranging view of the concept will help to better

understand the framework of its utilitarian position in professional practice. Consumer practice is supposed to rely on an understanding of the production of what is consumed.

The development of science entered the next stage in the second half of the twentieth century. Classical science with its clearly regulating canons that determine the specifics of scientific knowledge of the world has long gone into the past; ceased to meet modern requirements and the cognitive concept of non-classical science, which supported scientific progress in the conditions of the scientific and technological revolution. The time has come for post-non-classical science.

As for the particular aspect of the development of these stages, everything is more or less clear here. Classical science relied on the specifics of the quality of the fundamental forms of motion of matter. Requests for knowledge, mainly initiated by social practice, each science had the opportunity to satisfy within its naturally limited basis. Neighboring forms of movement were not relevant. Space, time were absolutized in their own state, separate from movement. Aristotelian logic, built on the principle of "identity", "excluded third", denying the unity of opposites, quite suited scientists. They could count on a positive result of their research without any problems, following the rules prescribed in the discovery of the great thinker.

The non-classical science that came to replace the classical science had a common nature with its predecessor, its subjects had the same nature, but in a deeper expression. Scientific knowledge plunged into a new level of complexity and it turned out that scientific and philosophical approaches tested by past experience are not effective. I had to look for another way of thinking - to develop dialectical logic.

The previous ideas about the relations of space, time and motion as autonomous identical phenomena to themselves, the impossibility of the unity of opposites, the sufficiency of formal and logical requirements for determining the truth of knowledge were radically revised. But even these very significant changes in the understanding of the world and the process of its cognition turned out to be not enough for science. Closer to the third millennium, science entered the next round of the spiral of its improvement. Perhaps not as clearly diagnosed, but qualitatively different nonetheless.

Classical science divided scientists into directions, non-classical science launched the mechanism of centripetal motion, and the time for "throwing stones" has passed. The time has come to "collect" them. Dialectics with its main ideas of "the unity of the qualitative diversity of the world" and "the unity of opposites" as a source of self-movement in the world of all things gave the development of science a general vector of movement. Postnonclassical science found itself without its own

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logic, however, even at this stage, the core of the quality of scientific progress was indisputably manifested - the dependence of the scientific trajectory on methodological equipment. The history of science since modern times began with the methodological projects of F. Bacon and R. Descartes. They brilliantly deciphered the codes of scientific knowledge of the world, moving towards each other. One - with the theory of induction, the second - with deduction.

Post non-classical science, making its initial acquisitions, had the fate of bringing into a systemic form the "rational seeds" of the logical foundations of the classical and non-classical concepts of cognition. All the necessary clues in this direction have been formulated, in connection with which it is appropriate to recall Goethe's valuable remark: "everything clever has already been expressed, we just need to rethink it".

If the development of natural science confidently follows an objectively set course, then economics, perhaps closest to the natural basis of social movement, studies the laws and conditions of production of the material basis of human life, is clearly experiencing difficulties. And the complexity of the historical trajectory of economic science is directly related, firstly, to the loss of objectivity, and secondly, to methodological demobilization. The drift of economic science towards the separation of macro - and microeconomics, and, ultimately, towards economics, reflects not the logic of scientific cognition in the post-nonclassical stage, but the replacement of the scientific approach with a scientific one in the interests of liberal politics.

Fulfilling political recommendations, the overwhelming majority of Russian universities hastened to rename the subject of "political economy" to "economic theory." Neo-liberals renounced the political vector of economic activity, returning, as if, to the purity of their origins. A. Smith really could not, based on the logic of the economic movement, understand why workers' remuneration does not increase in proportion to the result of labor. He believed the reason for this was the immoral behavior of the owner. But already D. Ricardo revealed the economic connection with political interests and the conditionality of economic contradictions by political actions, and K. Marx, using Hegel's idea, showed the objectivity of the alienation of labor in the organization of production under capitalism. Separating economic activity from political activity is just as absurd, how to talk about the "digital economy". Everything that is closed on dynamics, the state of the people, is politics. And the essence of all political activity is economic policy. The well-being of the people and the security of the state depend on the quality of economic policy.

The current stage in the development of science requires a systematic analysis of the concepts that form the framework of scientific knowledge. At the

same time, it should be borne in mind that the basic concepts of this science can be of a more general systemic class, which is easy to see in the analysis of the specifics of economic cognition. The conceptual apparatus of economic science was laid by the works of D. Hume, A. Smith, J. Sismondi, D. Ricardo, K. Marx, J. Mill, G. Spencer. They were all primarily philosophers. Of course, their belonging cannot be the basis for asserting that the birth of economic science is due to philosophy. The connection between economic and philosophical research convinces us of something else: the development of economic theory - not private knowledge, namely, their theoretical systemic generalization, is possible only on the basis of the most perfect methodological base built in philosophy.

Economic dependencies should be established by economists, "to each - his own", but the explanation of such discoveries and giving them a systematic image of a scientific concept is possible only through the use of a methodology of a more general order. The current "advanced" economists, actively ousting political economists from science, are not accidentally looking for a mathematical refuge for their scientific acquisitions.

Mathematics has its own subject, which gives it an image of objective knowledge, its own methods of describing objects, it has the ability to dynamically predict. Math will help you unravel the access code to Aladdin's cave. However, the main special problems are: what to do with wealth and how to do it in such a way as to increase it, in whose interests to use it? She won't decide. These problems are too specific and subjective for mathematics. The content of tasks must be loaded with specifics, given a vector composition of relevance, and included in the systemic relations of social progress.

The classics of political economy and the founders of economic science A. Smith, D. Ricardo, K. Marx are recognized for their unique ability to look at the root of the economic movement. Their economic research was not like the current one, mathematically and technically equipped, but the knowledge of cognitive technologies and the ideological scale of the approach allowed them to discern the essence of the economy. No less significant is the fact that the labor theory of value has set fundamental milestones on the path of transforming knowledge into scientific knowledge. No matter how sophisticated economics and its fellow travelers may be, no matter how generous the Nobel Committee is in distributing prizes for mathematical achievements to economists, the donkey ears of defenders of the liberal interpretation of freedom of economic activity cannot be hidden behind all this. The absolutization of finance capital is the path of degradation of capitalism, in the same way, anyone who is really interested in the development of economic science on the basis of continuity should be

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ready to recognize the requirement of dialectical logic about the ascent of knowledge by immersing thought in the concrete manifestation of the essence of the process. To make it clearer, let us explain: the transition from the n-order essence to the n + 1 order essence should be considered not as a rejection of what was, but as a "removal" of the order n-order essence by the n + 1 order essence.

The main movement of cognition in the form of "removing" the essence is supplemented by accompanying and deploying knowledge in space and time of relations generated by movements. Basic relationships in motion are expressed in terms that form systems. The system-forming factors are concepts that are equivalent to those that reflect the essential movement of a more general level.

The categories describing the dialectics of self-movement belong to philosophical knowledge. They have an equivalent in scientific knowledge, a repetition of the name is possible, but the need for a different level of concreteness of understanding will necessarily require the deployment of such concepts in concepts specific to this knowledge.

Economic science operates with the concepts of "quality" and "quantity", which, by definition, belong to philosophy. Hegel's authority in philosophy was recognized by everyone, including those who did not follow the Hegelian path and criticized him both "from the left" and "from the right." Hegel was able to reveal the limitations of the dualistic solution to the problem of being in Aristotle and Descartes, finding an original move within idealism. Having identified being with the subjective idea in the context of the dialectical development of the latter, he presented nature as the other being of the Idea. The idea is forced to reveal itself in Nature through alienation. opposing nature in this way. The idea provided a sufficient condition for its own development. You can feel the advantages of clothes, shoes, hats not in advertising, but only by experiencing them, first putting on and then taking them off. In the East, there is a saying: ... how many do not say halva.

The idea could not evaluate its real advantages except through discussion, moreover, it did not have an alternative development option. The monism of the Hegelian anthology was idealistic, but in the system the idealistic principle was no longer decisive, which allowed K. Marx to assert: "Hegel's philosophy is materialism turned on its head."

Unlike Aristotle, who began the characterization of being from the categories "matter" and "form", and Descartes, who was convinced of the primacy of "extension" and "spirit", Hegel built a system of anthological concepts from the categories "quality", "quantity" and "measure" ... Being, Hegel wrote, "contains three stages: quality, quantity, measure." Further, Hegel gives definitions to these concepts. They are so relevant not only for a philosophical anthology, but also for professional engineering

reflection that we decided to cite the fragment in full: Quantity is, on the contrary, external to being, certainty indifferent to it. So, for example, the house remains what it is, whether it is more or less, and red remains red, be it lighter or darker. ") (It is a little offensive that Hegel did not show interest in the shoe business, if he, like another original German philosopher I. Dietzgen, began as a shoemaker, then the examples would not be construction, but shoe art, and professionals would receive important information to reflection ", and the reflection itself acquired a more natural form, reducing the cost of imagination on a given topic to an acceptable minimum). The third stage of being, measure, is the unity of the first two, a qualitative quantity. All things have their own measure, that is, quantitative definiteness, and it makes no difference to them whether they are more or less great; but at the same time, this indifference also has its limit ...) as another original German philosopher I. Dietzgen, started out as a shoemaker, then the examples would include not construction, but shoe art, and professionals would receive important "information for reflection" a given topic). The third stage of being, measure, is the unity of the first two, a qualitative quantity. All things have their own measure, that is, quantitative definiteness, and it makes no difference to them whether they are more or less great; but at the same time, this indifference also has its limit ...) as another original German philosopher I. Dietzgen, started out as a shoemaker, then the examples would include not construction, but shoe art, and professionals would receive important "information for reflection" a given topic). The third stage of being, measure, is the unity of the first two, a qualitative quantity. All things have their own measure, that is, quantitative definiteness, and it makes no difference to them whether they are more or less great; but at the same time, this indifference also has its limit ...) The third stage of being, measure, is the unity of the first two, a qualitative quantity. All things have their own measure, that is, quantitative definiteness, and it makes no difference to them whether they are more or less great; but at the same time, this indifference also has its limit ...)

The focus of economic policy on the advanced development of "digital production" is a justified and timely measure. It is only important to keep within the limits of the measure regulating the movement of technical progress. The transition to a digital organization of production is intended to resolve the overgrowth of contradictions between the technical equipment of the production process and the possibilities of managing modern technologies as

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before, that is, due to the potential of the subjective factor. The "subjective factor" can be encrypted in any way, called "human factor", "human capital", and essentially nothing will change. The essence of the concept of invariant and it is reduced to the reserves of thinking and its psychological accompaniment. It is useless to hope for beyond the possibility of a mass-scale manifestation of the subject's competence. The limits are determined by human nature; education, enlightenment - supporting factors, to give stability to personal actions, to help follow a given course of movement. Unfortunately, the tendencies of modernization of education and subordination to the commercial interests of education steadily reduce their complicity in the development of production activities. The situation in production after the scientific and technological revolution of the second half of the twentieth century has simplified - a person is being forced out of direct production more and more actively, his routine functions are no longer necessary. The milestones of the dynamics are as follows: the "subject of labor" as a factor imparting coherence to production, accepting and organizing the execution of decisions is transformed into an ordinary link in production, the functions of which are steadily simplified in the course of technical progress. "Subject of labor" becomes "technical person", "one-dimensional person", "A specialist with one-sided development similar to a gumboil" (K. Prutkov). The vector of production development has been determined. Neither society, nor production, nor oneself need a "technical man". Humanists sound the alarm - homo sapiens - is in crisis.

There is no crisis for homo sapiens, he is still the most perfect work of dialectics of development. There are objective tendencies in the development of material reality, part of which is the production of vital goods created by man together with nature. And, as always, there are cognitive costs used by ideology in the interests of the subjects of the social movement. Real humanism counts its origin from Socrates and his eastern contemporaries - Confucius, Buddha. The system-forming factor of the classically interpreted humanism was the idea of a "creative person". To live up to his status, homo sapiens must be a creative subject himself.

History unambiguously testifies that the "second nature" or "transformed nature", of which society is a part, owes to human creativity. The creative essence of a person is the core of his qualitative certainty, it is realized in three hypostases:

firstly, man is the beginning of a qualitatively new history of the forward movement of nature;

secondly, man is a creative force that ensured the development of something in nature that was beyond her powers;

thirdly, man appeared as the goal of history, giving the historical process a meaning, which was not previously the case in the development of nature.

Man is an extraordinary phenomenon in nature, with his creative activity he inscribed his reality into the system of natural movement. There are events in history, there are a great many of them and they are different, history is filled with them. Next to them there are historical events, those from which the logic of history is sewn together. According to this difference in philosophy, the concepts of "historical" and "logical" have developed.

The task of historical knowledge is to restore the chronicle of events in the past. Most of the sciences, their tasks have the knowledge of the logic of the development of what is defined as their subject of research. Hence the special significance of the laws governing the movement of science itself. Only through logic can you explain what is happening and prove the truth of your judgments. And only thanks to the establishment of a regular order of changes, one can count on the effectiveness of traffic control.

The way of learning the patterns of movement looks standard. It corresponds to the dialectic of the ascent from the abstract to the concrete. The movement begins with the "development" of basic - universal - concepts. The law of conservation of mass was discovered much later than the scientific understanding of mass was found, and the scientific understanding of mass was based on the concept of matter, which goes back to the even more general philosophical concept of "matter". At the same time, having discovered that the transformation of mass does not change its constant value, M.V. Lomonosov scientifically proved the truth of the materialist doctrine of the primacy of matter. When physicists lost mass at the turn of the 19th and 20th centuries, philosophers gave them back a foothold, reminding them that mass is indestructible. Over time, physicists figured out the situation and realized that mass has two forms: rest and motion. So, in the interaction of the abstract and the concrete.

The main conclusion from the above: each science is obliged to learn to think and act on the basis of the concepts itself produced, not to borrow philosophical concepts in a ready-made form, but to concretize within the certainty of its subject. Philosophical concepts are indisputably concrete, but their concreteness corresponds to the functions of philosophical cognition, therefore, philosophical concreteness is significant for any other cognition only as a supporting abstraction, the premise that guides and protects cognition from dead-end routes.

Economic science investigates the laws governing the movement of production relations. Production relations are a form of development of productive forces and, at the same time, the basis for improving social life as a whole. Property relations are recognized as the system-forming factor of the economic basis. They concentrate the quality of social progress, determine the nature of the interaction of three forms of reality - the being of nature, the being

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of man and the being of society. Hence the political essence of economics.

On the basis of economic science or political economy, a whole cluster of its applications is being developed, starting with macro - and microeconomics, the theory of finance, marketing, management, etc. The general acquires concreteness, the special, the abstract is loaded with objective definiteness. Thoughts from abstract reasoning are made substantively meaningful. Cognition is transformed from theoretical activity into practical construction. The human mind, revealing the natural order of the objective world, is included in the process of the development of being through practical activity.

The effectiveness of practical inclusion is due to many factors, but all of them are located on the path of transforming the abstract into concrete objective knowledge, and the latter into a sensually objective transformation of material reality in the interests of human development and human relations - to oneself, to others, to nature.

In those areas of scientific knowledge, where the objectively established order of knowledge of the world is followed, significant achievements are obvious. On the contrary, where they go "their own way", they lose continuity, stagnation and crisis are no less noticeable. For a quarter of a century, a comparable number of physicists and economists have become Nobel laureates. At the same time, physics has retained its traditional leadership in scientific progress, is successfully developing a standard model for describing the behavior of elementary particles. Economics is clearly not in the interest of social progress.

The 2008 global crisis was not only the result of market forces. The market element is not nearly as chaotic as some imagine. The economy is driven from within and from the outside. Before doing anything, entrepreneurs think, read, study, consult, discuss upcoming moves with scientists. Three out of five Nobel laureates have turned economic development towards crisis. Naturally, thinking to get the opposite result.

Physicists have convincingly confirmed the idea of optimism in the theory of knowledge. In nature, there are no boundaries to human cognition. Nature determined the practical dependence of man on the order of natural relations, but in response man showed the power of cognition of reason. At the same time, the history of physical achievements once again reminded of the importance of methodological equipment in cognition. Without improving the methodology for obtaining and comprehending knowledge, it is naive to count on the development of a scientific understanding of the subject. Objectivity, consistency, continuity, independence and consistency should be prioritized in the approach to the object of research. Modern economic methodology has largely lost the ability of objective,

independent analysis. Formally distancing himself from politics, researchers practically carry out political orders within the vector of the liberal political credo. The quality of economic analysis is always directly proportional to the quality of the methodological apparatus used in the study and inversely proportional to the level of political dependence.

When K. Marx called economic science a political economy, he meant that an objective analysis of the contradictions of economic development will inevitably lead researchers to the questions: why is this and what is required to resolve the established contradictions?

The questions must be posed by science, it must also indicate the direction in which they can be resolved, and at the same time overcome the contradictions that are incapacitated as factors of development. The political character of economic research is not imparted by science, but by its social function - to serve social progress. The surge of interest in Europe in the economic research of Karl Marx is easy to explain. Those who really manage the economy and solve political problems in economic dynamics realized that their favorite pastime to make politics with the help of controlled chaos does not give the desired product, and controlled chaos grew into uncontrollable in 2008, they are dissatisfied with the efforts of the Nobel laureates, they are more interested in Marx's analysis capital. K. Marx was not the attending physician of capitalism, he was a diagnostician of the capitalist disease. Its main strength was in the advantages of dialectical methodology. "Capital" by Karl Marx is an example of dialectical thinking in relation to the movement of a real object. Anyone who has studied Capital knows that the author came to political conclusions at the end after a comprehensive and systematic analysis of capitalist production. Karl Marx's work contains a lot of statistics and mathematical calculations, but they did not replace the specifics of the methodological study of economic processes for him. Mathematics only helped Karl Marx to weave the laces of the dialectical understanding of the phenomenon under study. Being a mathematician is difficult, but it is even more difficult to understand the clues of calculus. There are two options here: the first, which is very common among today's economists, is to use the potential of mathematics to formulate a previously prepared concept; second, In the context of the transformation of science into a direct productive force, the importance of not only and not so much the digitalization of production increases, but the ability to understand how to optimize scientific potential based on the development of modern technological capabilities. With hindsight, officials are allowed to think, scientists, by their professional status, are obliged to look ahead, to direct. The initial condition for "lookouts" has always been the attainment of a

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deep and comprehensive knowledge of the source material. In our example, this is the correct understanding of "standards" and "standardization".

Historical and informational information: in the famous Explanatory Dictionary of V.I. Dahl's terms are absent, which can be qualified as the fact of their irrelevance in the public consciousness. Half a century later, they appear in the "Encyclopedic Dictionary" by F.A. Brockhaus and I.A. Efron, but in a peculiar way. The authors of the dictionary, referring to English sources, explain: "standard" is a legalized measure, then a sample. There is a separate concretization - "Standart of life" - the level of life or needs ... "There are reasons to interpret the beginning of the use of the term not in the production sense, on the contrary, as a consumer reflection in the consciousness of reality. In the Explanatory Dictionary of the Modern Russian Language, a detailed explanation is given - 1) a typical sample that things, objects, phenomena must satisfy in size, shape, quality ..., 2) a single typical form of organization, implementation of something ..., 3) something that does not contain anything original - a template, a stencil. The term "standard" is complemented by its derivative "standardize" - to create standards in the first two meanings. The history of the term allows us to analyze the concept behind the name. Monitoring the content of the concept "standard" shows that over time, the concept is updated by scientific awareness of the dynamics of being and in practical thinking. An approach to the phenomenon reflected in the concept is being developed. The concept is loaded with the concreteness of objectivity, the scope of its use expands, and its social significance grows. As a consequence, the question arises about the organization of the relationship of features that make up the content of the concept of "standard". In literary sources, disagreements are outlined in the definition of the "center of gravity" in the system of signs.

In the newest re-edition of Britannicu, the term standard is absent. It is replaced by the articles "standardization" and "standard model". The author of the first explanation clearly directs the reader to the limited application of the "standard" to the technological organization of production. With a certain stretch, the concept of "standard", following the logic of the British Encyclopedia, can be limited not even to the economic sphere, but exclusively to the technical one, to make it a kind of indicator of the progress of the technical base of technology and the technical aspect of ensuring the production process. In the system of industrial relations - property, distribution and exchange, the "standard" is given a modest place in organizing the improvement of exchange. Britannicu's "standard" is clearly not a branded economic concept.

To avoid criticism for unnecessary costs in the analysis, we present the full article: "standardization (standardization), in industry, the development and

application of standards that make it possible to produce a large number of interchangeable parts. Standardization can focus on design standards such as material properties, compliance and tolerances, drawing requirements; or product standards that detail the properties of the items produced and are embodied in forms, descriptions, images or models. Applying standards makes it easier for businesses to communicate with suppliers. The standards are also applied within selected industries to prevent conflict and duplication of effort." Explanations are coming to an end, as befits British experts, practical recommendations: "Government departments, trade associations and technical associations are helping the implementation of standards in various industries." By the way, the compilers of the Great Illustrated Encyclopedia have reprinted the given text in 32 volumes without reference, so it is easier to turn, if necessary, to home-grown "sources" of scientific knowledge.

In Russia, they were convinced: "the free-will, the blessed - paradise." No one has the right to condemn anyone, but no one has disputed the right to judge on the basis of publicly stated judgments. We will use this logic. There is a backlash in the interpretation of the concept of "standard", the size of which clearly violates the boundaries of the measure. The reason for the fluctuation of thinking, in our opinion, is the neglect of the requirements of the methodology of scientific knowledge. The possibilities of the methodological organization of cognition and understanding of knowledge used in all the above cases indicate an underestimation of the most important factor of scientific thinking. Our conclusions are confirmed.

There are two main flaws, and both run counter to the requirements of the post-nonclassical stage in the development of science.

First, the dialectics' requirement, which has been proven by knowledge and practice, about the need for a comprehensive analysis of the subject on the basis of continuity in improving knowledge is violated. The classics of political economy did not discover the absolute truth, their merits are historically specific, that is, they were locally relevant, but they, along with concrete historical achievements, turned out to be capable of systemic discoveries that have a stable value in the increment of scientific understanding. A. Smith, D. Ricardo, K., Marx, explaining the movement of the economy of their time, were able to reveal the essential basis of this process. History flows and changes, which is absolute truth, therefore each next generation of scientists steadily strives to show their abilities, however, like any dialectical process,

There is logic in the economic movement that organizes the process. Historical concreteness is a way of realizing the logical definiteness of development. Hence the requirement for scientific analysis - to look for a logical explanation for the description, "to look

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at the root", as K. Prutkov taught. The trend of modern academic economists has become the concentration of thinking on the description of the phenomenon. Hence the absolutization of the mathematical apparatus. In essence, the described phenomenon analysts are in no hurry (or are afraid to fall out of favor with customers) to dive, it is possible that they have forgotten how to think analytically systematically.

Secondly, modern times require a systematic approach to the study of the subject. A simple enumeration of the features of a concept included in its content and an indication of their functional load is clearly not enough. Moreover, such a simplification can be difficult to understand. Why did the Britannica authors omit the term "standard". It seemed that they had to start with it and only then explain what was formed on the basis of the concept of "standard".? We are not sure of the absolute correctness of our explanations, but the following suggests itself the most appropriate: they or he could not come to a one-dimensional definition of that link in the chain of features of the standard that would help them connect all the other features - to single out the system-forming feature of the concept. Eventually? in the text there were many purposes of the phenomenon reflected in the concept.

Some positive results have been received. The concept was given a new level of concreteness by applying it to subject definiteness, closed on the characteristics of the technical equipment of the technological support of production. Having arbitrarily sequestered its actual functions in cognizing reality and constructing the desired continuation of it. One involuntarily recalls Hegel, who warned that being is initially determined by quality, quantity and measure. Measure, according to Hegel, connects quality with quantity, its purpose is to be "quality quantity". In the qualitative quantity, there are limits and the optimal position of quality within the quantitative boundaries, when the unity of quality and quantity in the characteristic of the phenomenon (and the corresponding concept) turns out to be of the highest quality with the smallest required quantity.

Nature does not move according to plan, but saving resources. Human activities should also be economical. Reason serves as an instrument for the economy of our development. At the same time, movement through activities is aimed at development and presupposes the presence of quality models in moving along the path of progress. The quality of scientific knowledge is only ultimately determined by the practical efficiency of the knowledge produced, and the initial practical result is conditionally indicative. Here, to be sure of success, you need to get the stability of the result. Naturally, science is required to minimize the costs of achieving the practical usefulness of knowledge. And all reserves have a similar ability. An indicator of the correct path of

cognition to the goal is a sign of its systemic organization.

The desire to build a cognitive process on the basis of a system presupposes the presence of a certain stock of knowledge that reflects the essential organization of the phenomenon under study. In addition, the systemic approach itself acts as a continuation and concretization of a more general methodological concept. There are many such concepts in philosophy, but they are rooted either in dialectics, or in its antithesis, which is generally defined as metaphysics.

In its "pure" form, dialectics has a place to be. There is Hegel's dialectical concept, the core of which is recognized as the synthesis of opposites, it is relatively opposed by Marxist dialectics, which asserts that opposites are not synthesized, but are resolved on the basis of the continuity of development. Neither K. Marx, nor F. Engels, nor V.I. Lenin did not hide the importance of Hegel's ideas in the development of materialist dialectics. In a quantitative aspect, the difference between Marxist dialectics lies in its universality, it characterizes both thinking and nature with society. Hegel recognized only thinking as dialectical. In a qualitative "sense", Hegelian dialectics absolutizes unity in the relationship of opposites, while Marxist dialectics relies on struggle as a way of resolving contradictions.

In practical management, the differences between these concepts within dialectics are hardly significant. They are mainly significant in the general theory of development and the relationship between the phenomena of reality, and are relevant for determining political strategy. However, it is useful to keep both approaches in mind in direct production management.

There is no metaphysical methodology as an independent phenomenon. This is a collective image. It concentrates the shortcomings of all non-dialectical approaches to understanding development and interconnection in the world, as well as in thinking. The main flaw of non-dialectical concepts is their one-sidedness. Trying to achieve a result, they simplify the requirements for thinking, omit something, believing it to be something that can be neglected in the interests of the final result. The technique is well known in mathematics and natural science. It is very convenient for economists dealing with a multifactorial process to simplify, especially since economic planning has long been working "off the bat", or in fact. The sum of metaphysics is made up of indeterminism, eclecticism, conditionalism, dogmatism, reductionism, evolutionism. The list could be continued, but it makes no sense. The experts do not always have an understanding of the methodological limitations, and the essence of the miscalculations is not in the name. She is in politics and management practice.

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Earlier, we have already noted the special methodological significance of the dialectical conclusion about the movement of cognition as a process of ascent from the abstract to the concrete. The difficulty here is that such an ascent is, in essence, immersion in the essence of the matter. To take a new step towards the essence, you need to expand the circle of knowledge. Qualitative movement requires quantitative increment. On the one hand, with the help of new knowledge within the reached horizon of the essence, we achieve greater concreteness, on the other hand, we have new problems that cannot be solved by the horizon of the essence of their production. It is necessary to plunge into the depths of the essential horizons, to go to the level of essence $n + 1$ order. This is how the ascent of knowledge from relative truth to absolute as to the synthesis of relative knowledge takes place. And the main tool in such a movement of cognition is the acquisition of systematically structured knowledge. Any system of scientific knowledge, logically reasonably built, combines the achievement of some goal and the demonstration of the limited result. The system is both a sign of perfection and evidence of its subject limitations. Knowledge systems are a kind of rung on the ladder of the ascent of scientific and philosophical knowledge to true knowledge.

F. de P. Hanik - Professor of the College. Churchill (Cambridge - England) and the University of Khartoum, a specialist in the management of complex systems, became famous as the head of a large British company. His book "New Ideas in the Field of Management" was at one time a great success, was translated and published in the USSR with a foreword by a later prominent figure in Demreforms, the Mayor of Moscow, Doctor of Economics, Professor G.Kh. Popov. Hanika argued: "Management, which to one degree or another should use the synthesis of technical, mathematical and social sciences, is now trying to replace the empiricism that it was widely used in the past with modern scientific thinking."

Summarizing the experience of the scientific achievements of N. Wiener, K. Boulding, L. von Bertalanffy, Hanika concludes: is given to the dynamic nature of management. Organizations, actions subject to coordination and regulation, as well as people participating in them, are considered as systems within a single whole - a firm, which in turn represents one of the elements of the nation's economic, technical and social system. "

In 1969, G. Popov was a devout statesman and, like the rest of the reformers of the 1990s, actively expressed the party attitude, excessively and zealously criticizing the author of the book for the "formal analysis of aspects of governance", reliance on mathematics and computers. "Unfair, Gavril Kharitonovich !!! Khanika was not a bourgeois scientist, he strove to develop the advantages of a new

step in the methodological support of management, and, unlike you, G.H., Gaidar and the campaign of like-minded people, came to a clear understanding of the need for a comprehensive solution to management problems with the involvement of a social and humanitarian context.

The systematic approach has become a brand phenomenon, since it best of all concretized the dialectical methodology, which can be traced through the analysis of the status of the concept of "standard" and its derivatives. We will try to imagine what the process of birth and the real methodological history of the concept of "standard" looks like, along the way to explain why economists of the management direction prefer to arbitrarily introduce concepts into economic analysis.

1. In the history of the concept of "standard" there is a hidden part, it can be called "before history", or "history of formation" of the concept. The fact that the concept of "standard" is relatively young gives grounds to associate its appearance with the concept of "quality" not directly, but conditioned. The concept of "standard" is based on a certain level of quality. There was a time when the concept of "quality" coincided with the concept of "product" or "object". It was necessary to learn how to produce a certain number of products, moreover, by different craftsmen, so that it would be relevant to compare the final products on the basis of their practical application. Surely not even the products themselves were compared, but their individual properties. Consequently, there is reason to talk about the initial understanding of quality as a generalized characteristic of a number of comparable products.

Statistical control of product quality is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while the verification of a group or batch of products is carried out before and after the process, and not during the process. The main purpose of using statistical methods is to regulate the process of creating a high quality product at all stages from marketing to maintenance with lower economic costs and high efficiency. Statistical methods provide for the collection, systematization and mathematical processing of the results of production activities, analysis of information for taking corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality. The implementation of the quality system is a complex of works, which affects various aspects of the organization and its subsystem, the strategic management subsystem, the production subsystem, the logistics subsystem, personnel management, internal communications, document flow, etc. In this regard, the implementation of the quality system is a rather difficult, lengthy and time-consuming task. The solution to this problem, as a rule, takes place in several stages. Improving the QMS makes sense only

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if the enterprise team has a desire to achieve significant results in the struggle for the quality of its products, but all this should provoke the team's desire to reach new heights, move forward and guarantee itself and its enterprise stable results of its activities. To implement the formulated procedures - wishes, the following activities must be performed, namely:

- step 1: awareness of the top management of the goal of creating and implementing the QMS at the enterprise;
- step 2: establishing the needs and expectations of customers and other interested parties;
- step 3: formation of the management strategy, policy and quality objectives;
- step 4: organization of quality training for all employees;
- step 5: planning of work on the implementation of the QMS;
- step 6: implementation of the QMS with the formation of a team consisting of various specialists;
- step 7: establishing a system of processes, their coordinated relationship and interaction, highlighting the key processes necessary to achieve quality objectives;
- step 8: documenting the QMS (to the extent and degree of specification required specifically for your organization - not forgetting about the obligation of some documentation in accordance with the requirements of ISO 9001-2015);
- step 9: internal audits;
- step 10: revision of the QMS documentation and elimination of comments based on the results of internal audits and testing during the implementation of the developed regulatory documentation;
- step 11: certification of the QMS;
- step 12: further development of the QMS.

Philosophical interest in quality in the public mind was formed due to the combination of the concepts of "substance" and "activity". Substance and activity reveal the value of a phenomenon in the world and for a person, in particular. Hegel reasonably characterized quality as that, the absence of which means the absence of the phenomenon itself.

The transition from the concept of "quality" to understanding the degree of manifestation of quality was a matter of activity - cognitive and practical. Apparently, it was at this time that interest in the concept arises, which concretizes the special position of the quality that is better than other expressions of quality.

The concept of "standard" has two fundamental interpretations: to be a quality standard for something and to be a model for mass production. Standardization and its advantages were realized in the context of the development of mass production. These derivatives of the "standard" were products of industrialization.

So, the first conclusion, which retains its methodological and theoretical relevance in the

practice of managing production, exchange and sales of goods: to concretize quality in the concept of "standard", or rather, "quality standard", it was not enough to have a developed concept of quality. It remained a privilege of the worldview until social progress reached a sufficiently high level - the production of the material foundations of life, socio-economic and political relations developed. The concept of "standard" owes its appearance to social and practical relevance. Epistemological and methodological searches for projections of "quality" on the real being of a person were a prerequisite and factor in the formation of the concept of "standard". From which follows the basic methodological conclusion for scientific knowledge - the development of the concept of "standard" should be within the framework of a systematic approach and have a complex scientific and philosophical character. If "standardization" can still be legitimately simplified to the point of improving the technical component of industrially developed production, then the content of the concept "standard" includes signs of various aspects of social development.

The entire history is present here in a filmed form - modified -: the experience of the world process, attitude to nature, the specifics of the national mentality, spiritual and material traditions, political and cultural activity of the people. Let us recall that the concept of "standard" is used in two directions: defining the standard of something - and as a universal model in the organization of activities, the use of which increases its efficiency and makes it easier to obtain a result. The first has a significant socio-cultural scale, one can qualify it as objectification of the cultural maturity of the consciousness of the people, of humanity. Christian commandments, deeds of those whom religion recognized as saints, public etiquette, norms of secular ethics, statutory norms, etc. were converted into standards. Liberal fears that the standards of attitudes and behavior will limit the possibilities of free personal development are unfounded. The overwhelming majority of standards summarize the experience of individual destiny, which has become a socially significant value.

The second meaning is more utilitarian, restricting the interpretation of the standard mainly in relation to the narrowly professional side of human life. It emphasizes the importance of universality, highlights the technical aspect and technological rationality, which is also important, but the scale here is clearly inferior to the first.

2. The development of the idea of quality in the concept of "standard" is carried out in accordance with the peculiarities of dialectical logic. The concept that concretizes quality is formed on the basis of selective continuity. The new concept does not repeat itself, namely, the features of the previous one are concretized. It is obliged to continue the nature of the relationship of the characteristics of the basic concept.

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Without going into a long and not always relevant discussion regarding the definition of quality, let us note the essence. The dispute over the interpretation of quality is conducted mainly outside of what forms the core of the concept's content. A lot of interesting things have been written, said and printed. Only behind the particulars the sought-after often turns out to be hidden. Quality is not a collection of essential features of the phenomenon under study. Quality is a system of these attributes. Therefore, it is important first of all to find the system-forming factor. The factor may be a trait such as the discovery of D.I. Mendeleev of the Periodic Law, or K. Marx of the inconsistency of goods, but a certain combination of signs can also be a factor. Apparently the concept of "standard" was formed as a system of signs. Hanika wisely emphasized the need to consider the system of a combination of factors. The liberal reformers of the 1990s rushed to cleanse the economy of all non-economic, taking the US economic model as a model. They were not alarmed by how and under what conditions it was formed. As a result, from the 1990s, there was a shock and a difficult process of clearing debris from standards developed contrary to the rules. Schematically, the process of the epistemological ascent of the concept of "standard" can be represented as follows (figure). Marx of the inconsistency of the product, but a certain combination of signs can also be a factor. Apparently the concept of "standard" was formed as a system of signs. Hanika wisely emphasized the need to take into account the system of a combination of factors. The liberal reformers of the 1990s rushed to cleanse the economy of all non-economic, taking the US economic model as a model. They were not alarmed by how and under what conditions it was formed. As a result, from the 1990s, there was a shock and a difficult process of clearing debris from standards developed contrary to the rules. Schematically, the process of the epistemological ascent of the concept of "standard" can be represented as follows (figure). Marx of the inconsistency of the product, but a certain combination of signs can also be a factor. Apparently the concept of "standard" was formed as a system of signs. Hanika wisely emphasized the need to consider the system of a combination of factors. The liberal reformers of the 1990s rushed to cleanse the economy of all non-economic, taking the US economic model as a model.

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Unlike a number of philosophical and some scientific concepts, the standard is directly determined by a variety of objectively established factors of material and non-material nature. Hence the time limits of all standards, with the exception of a number of universal prescriptions that are of particular importance for human existence and characterize the essence of a person's relationship to himself, his own kind and conditions of development, therefore it is important to classify standards, to distinguish them depending on the defining circumstances. In the available literature, we did not find systematic attempts to classify standards. In this connection, we cannot consider the proposed system of standards in the context of a comparative analysis. It is advisable to take the systemic contradiction of the concept of "standard" as the basis for the classification of standards. Standard, as a dialectically formed concept.

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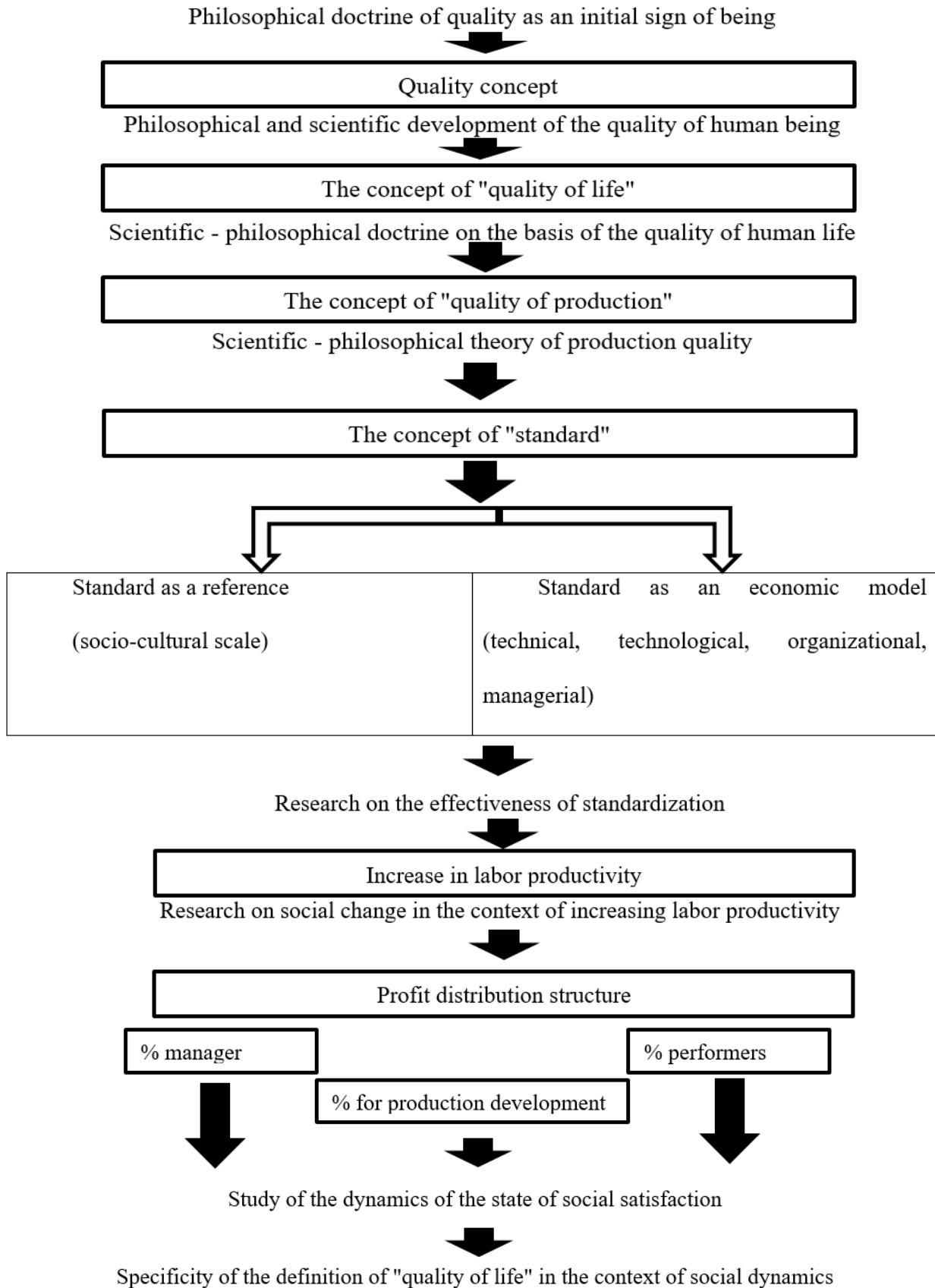


Figure 1 Diagram of the process of the epistemological ascent of the concept of "standard" from the abstract to the concrete.

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The standard in the meaning of a masterpiece of creativity is absolute. It contains timeless perfection. Standards are masterpieces, having emerged, over time they only become more and more important. Perfection has crystallized in them, they do not age. The only thing that can be relative in them is the national flavor. Such a perfect abstraction from real development, in which there would be national sterility, is hardly possible. It is impossible to prove this thought logically, but the experience of the development of monotonistic religion indirectly testifies in favor of our judgment. The parallelism of the existence of Judaism, Christianity, Islam, Buddhism, Confucianism, Taoism is due to national development, but differences do not prevent believers from striving for such ideals. The main standards are common for everyone, and the differences are in the specifics of historically specific conditions of life,

As for the standards of science, the level of abstraction in them is higher than anything else, higher than national originality, but they are determined by the level of scientific knowledge and those spheres of practice that determine the direction of scientific progress. Physical standards and technical standards are changing, reflecting the demand for scientific knowledge by the progress in the production of material and spiritual goods. Scientific knowledge is in constant flux. Standards of science - a concrete phenomenon - historical, they are historically specified. An example is the evolutionary theory of Charles Darwin, the atomistic theory, the teachings of I. Newton, which were considered absolute knowledge for almost two centuries until physicists and astrophysicists understood the three-layer structure of the world.

The current standards describing the material world of nature divide it into micro, macro and mega levels, and the genesis of the expanding universe is associated with the Big Bang of the primordially existing superdense matter.

In theoretical natural science, the term "standard" is used, but most often in combination with the term "model". Naturalists are in constantly changing knowledge, being all the time on the horizon of knowledge, therefore it is more convenient for them to operate with those elements, knowledge that allow modernization. In modern natural science, only three knowledge are recognized as reference: the law of conservation of mass, the law of conservation of energy and the law of conservation of momentum. It is strictly forbidden to encroach on these standards. Thanks to such reference standards, the sustainability of the development of scientific knowledge is maintained, continuity in development is achieved, and science itself looks like an integral system, despite revolutionary discoveries of various scales. The presence in public knowledge of parameters that are resistant to changes in the standards of thinking, can be considered as highlighting "standards - canons".

They have a fundamental function, they are the pillar of the human reality of being.

If all standards were canons, then instead of development we would get stagnation. The canons are necessary precisely in their quality and in their quantity. We are equal to them in theory and practice, since the movement loses its effectiveness outside a clearly defined vector and support positions. The main value of movement lies in change, and F. Engels defined the essence of the movement of everything and in everything as change. Proceeding from the fact that movement is a way of life, and development is the highest form of movement, in their mass manifestation, standards have a non-canonical form.

The practice divided the less status standards public consciousness into directive and indicative, objective and subjective. Directive standards strictly require adherence to the algorithm for the production and distribution of the result determined by the task. In a number of concepts for managing the quality of production of the twentieth century, special maps and schemes of actions for performers of all levels and stages were developed.

This practice is justified in specific production conditions, for example, where workers with disabilities are employed. The Japanese experience has convincingly shown that it is impossible to extend such experience from private practice to production as a whole, since this leads to directly opposite results. Meanwhile, ignoring international observations, domestic bureaucrats, having failed in the production of industrial products, extrapolated vicious practices into general education, designed to communicate and consolidate knowledge.

The actions of officials are understandable, they are not capable of producing a real product, they report back by circulars. There is no rational explanation for politicians who are responsible for the real result of economic activity and who are entitled to give adequate assessments for the attempts of officials to become judges and standard-producers in a professional business - to teach teachers. This, of course, is completely absurd.

In the old days, the party dictated the standards of professional and educational activities, however, it did the instructions carefully, localizing the interference with a set of disciplines, in addition, a highly qualified Department of Science worked in the Central Committee of the CPSU with a staff of specialists and freelance consultants - leading scientists of the USSR Academy of Sciences. Even JV Stalin, according to the documents, did not sign a resolution without a visa for an academic referent.

In modern times, quite remote from the real educational experience, officials who have subordinated the method of unification to themselves, who have placed academic freedoms of educational institutions under total control, openly dictate what, how, when and to whom to do it. The standards

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defined in the non-professional space are a clear example of the transformation of the values of a phenomenon (concept) into the opposite effect.

The technology of such a transformation is simple: unprofessional development initially deforms the content of the concept. The "standard" is constructed arbitrarily, takes on a "pseudo systemic form", becomes absurd, failing both control and the possibility of modernizing what was the subject of the beginning of action. The most curious thing is that, having included the factor of self-preservation in the technology of constructing the standard, the bureaucrats send themselves and the expediency of their caste to Golgotha. The dialectic of progress will survive the bureaucratic art of juggling the content of concepts and their names, but our living space is measured by time. And the most important indicator of social progress in everything is the effectiveness of the time of use. And the calf has a chance to win if the oak is rotten. A calf can grow into a bull, and a rotten oak is doomed to destruction.

Indicative standards have become widespread throughout the world - in developed, developing and stagnating countries. They are distinguished by non-binding, lack of tight control and loyalty to the content.

In such Western European states as the Federal Republic of Germany, France, Italy, Austria governments with the help of indicative standards carry out sufficient effective management of the directions of development of various industries. The development of the standards themselves and the mechanism for their implementation are carried out within the framework of the economic characteristics of the market. The state does not encroach on the orders of market relations, but it quite clearly shows who is the real "master of the house". LN Tolstoy could afford to start a famous novel with the lines: "Everything was confused in the Oblonskys' house." A state respecting itself and respected by its citizens is obliged to direct the flows of public life. Somewhere to do their job harshly, relying on laws and the need to comply with them, in other areas - to obtain preferences or the tradition of national identity. "Standard" is a concept as significant in the reproduction of social life as "point" is in mathematics, "particle" in physics, "core" in mechanics. The originality of the "standard" lies in the combination of opposites in it. The "standard" can be extremely elastic and obligatory, or it can, within a certain limit, indicate only some dominants of the choice from the set. An example of a type II standard is high fashion, however, and general fashion belongs to the same class of standard.

General fashion is a product of a historical process that, like any evolution, selects something most effective and viable. It ideally combines regional, national and transnational; naturalness, due to the geographical environment, with socio-cultural

acquisitions, traditions and innovations. This fashion is extremely democratic, responds to the mass feeling of beauty, is utilitarian and accessible to consumer demand. Haute couture, no matter how it may be masked, is a phenomenon of professionally conscious action. It has many advantages, but no less negative. The glossy nature of high fashion initially opposes the mass consciousness, provoking tension in the contradictions of being. It's not even about limited availability. The main thing is to demonstrate social inequality. The standards are designed to improve the "climate" of public relations, our time is to "collect stones" and not to scatter them. "Standards" only seem to be outside of politics. Policy, in a sense, is about defining and maintaining the relevance of standards.

In the current century, the concept of "soft power" is gaining strength in the public consciousness. Without the use of force, the reality that has lost its historical significance and has become a brake on social progress cannot be eliminated. Humanity is tired of destructive forms of violent resolution of conflicts, and is looking for a replacement for them. The process of reorientation to "soft power" is complicated and contradictory, but there is no other alternative to wars and one has to accept "soft power" as it is so far, with the hope and belief that over time the situation will change in the desired direction.

The forms of "soft power" include cultural contacts, the synthesis of cultural interests, public diplomacy, contacts of veterans, the construction of professional interethnic relations. Efficiency of "soft power". is not high, but the vector of movement testifies in its favor. It combines the main advantages of the human reality of being - humanity and democracy. It seems to us that many standards are quite consistent with the operation of "soft power". Indicativeness of standards. agrees well with the nature of movement under the sign of soft power. They are not categorical, everyone can find their own application, there would only be a desire. At the same time, they give the movement certain goals. "Standards - goals" have always been very promising, another thing is that they did not always find mass sympathy, without which it is impossible to be a social force.

Standards in the modern world are multiplying, diversifying, and their relevance is growing rapidly. Standards are transformed from private material with limited effect into a large-scale factor of social progress. Despite the national and transnational specifics - the standards of the EU, the USA, the Russian Federation, standards play an important role in world integration, serve as a tool for reaching agreement based on the objective nature of human history.

In order to give scientific and philosophical reflection on the concept of "standard" of practical significance, let us pay attention to the initiative of

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"Komsomolskaya Pravda" - to organize a public discussion of Rosstandart's statement on the imminent abolition of 10,000 state standards of the Soviet era ("KP", No. 12 dated 06/19/19). Traditionally, the stuffing of information in the media was accompanied by formal comments that did not make much intelligible, leaving more questions than certainties. We will not analyze the special aspect of bureaucratic work - it is not our business, but we will try to reveal the political essence.

From a philosophical and scientific and technical standpoint, the modernization of standards is a completely justified measure: it is necessary to think and act adequately to a specific time, this requirement is especially relevant when the movement of history takes on the character of radical transformations. In the 1990s, a counter-revolution took place. The politicians who came to power even changed the symbols of the Fatherland. Another flag, another sign on the flag, another Constitution, for a while there was another anthem. Such a socio-economic, political and ideological rift could not fail to draw standards into the maelstrom of events. Still, the standards, despite some conventions, are intended to serve as equivalents of the quality of reality in all its manifestations.

The current initiative of Rosstandart has little resemblance to the initiative, it was undertaken as an escort action, in pursuit of the realities of life. As they say in Russia: "Better late than never." Production in the 1990s changed not only owners, it changed its character. The call of the first President of the Russian Federation addressed to the national leaders: "Take as much freedom as you can swallow !!!" The market loves the strong, the quick-witted, all the more so when the consumer's demand for goods was rapidly approaching zero, provided with finances, and the insurance reserve in the form of goods for direct exchange was initially small. At that counterrevolutionary time, it was indecent to even think about standards. When the liberal fluctuation began to decline, they tried to bring it out of its chaotic state. The irregularity of movement continued, however, signs of a tendency of stability appeared.

Usually the democrats of the liberal wing associate the continuation of the crisis in the 2000s with politics, this is partly true. The politicians acted according to the situation. At the same time, without harming the merits of politicians, it should be noted that arbitrariness in history, the "time of troubles" cannot be dimensionless. Both in nature and in social life, the element calms down, the movement returns to its previous channel. This is what happened here in the 21st century. The market has stabilized, and production has begun to strengthen its positions. They stopped living as before, "what God will give". The assortment, on the one hand, and the increased reasonable purchasing opportunities, on the other, met in the market in a different way. The quality of goods has become a relevant indicator of their market

demand. The consumer, as opposed to the producer, turned his gaze to the state, the guarantor of its civil liberties and rights, with demands for protection from market arbitrariness. The legal and economic functions of the state are laid down in GOSTs.

Throughout the analysis we tried to carry out the main idea: "standard" only in its final part is the concept of technical regulation of production, distribution and consumption. The essence of the "standard" is political and in its political quality it is nationally colored. The sign of the standard should be on the background of the flag, so that everyone can always see: it is protected by the state, if you break it, you will deal not only with the market, but also with the state.

Concluding the general part of the analysis, I would like to once again recall Hegel's warning about the importance of measure in cognition and management of the organization of activity. "Standard" is the equivalent of quality. Quality has different levels - "quality states", so the status of a "standard" should also be different depending on its own place. Presidents have standards, but they don't wave them all over the place. The authority of standards is an attribute of the state, its "statehood", that is, the national attitude towards the state. Standards must be quantified, then they will be honored qualitatively. "God - God, Caesar - Caesar", along with the standards of the state sample (GOST) are required developed, according to the system characteristics of OSTs, TU. At the same time, one must not allow the smearing of the criterial quality characteristics defined in GOSTs.

There is information in the media about 170 thousand GOSTs in the USSR, which undoubtedly devalued the quality of GOSTs. Even the sign "Don't get in - it will kill!" was regulated by GOST. It is not surprising that in the USSR they were forced to additionally introduce the concept of "Quality Mark" with a corresponding symbol. From a logical point of view, such a measure was not flawless. GOST is a quality mark. In the standards, political and socio-cultural components compete on equal terms with scientific and technical characteristics. There is every reason to consider standards in the context of the highest achievements in the development of social practice, scientific knowledge, technical and technological creativity.

In the standards, specialists are able to see the actual position of the country in the world, its conquests and problems. In relation to the development of standards and ensuring their implementation, it is legitimate to determine the quality of the internal policy of the state, the maturity of the economic strategy. What the state and its economic activities were at the turn of the 20th and 21st centuries, so was the attitude of the state to standards.

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In the 1990s, standards were forgotten to provide the conditions for the "greatest success" for the reformers, when they did their liberal work - the country declared a default. Formally, the standards have not been canceled - after all, they are a management mechanism. GOSTs in 2003 were deprived of the obligatory status, that is, (according to Hegel) they were deprived of that, without which they cannot be what they should be.

By that time, politicians were no longer interested in philosophy and logic; it was necessary to somehow make ends meet in the collapsed economy. The place of GOSTs was taken by "technical regulations" containing minimum, rather, scanty requirements. Politics recognized and perpetuated the economic crisis. "GOST" was replaced by "GOST R". The exceptions were standards for defense products, nuclear power, road safety and what is associated with special purpose information. Since 1991, more than 12 thousand new standards have been developed, about 15 thousand have been updated, consider it to be minimized. The remaining one and a half hundred thousand GOSTs are taken out of the production brackets due to their convention. The question involuntarily arises: how legitimate is it to plan the modernization of production in the absence of normal standardization? Where there are no beacons sailors are traditionally guided by the stars. What about those who on earth are called upon to practically solve national problems, when the old standards are irrelevant, and there is little that can be done qualitatively with the new ones? Answers to the "eternal" questions: "Who is to blame?" and "What to do?" coincided. Politics, as it should have, locked itself in on the regulator.

Economic activity, freed from political leadership and sociocultural responsibility, continues on the course set by the liberals of the 1990s. It is time to return to the economic classics - political economy, to think not according to the situation and outside of production practice, but systematically for the development perspective foreseeable by reason. The market should be free, but freedom outside of government activity is nonsense. There can be no dual power in society. The market was given power thirty years ago.

The effectiveness of design and digital production of products depends not only on the equipment and software used, but also on the qualifications and professionalism of the personnel in the design office. It is necessary to introduce information on a way to minimize production defects. First step. Draw up a table describing all cases of marriage at the enterprise. For indicative statistics, it is recommended to analyze the data for at least a year. Second step. Combine similar reasons for manufacturing defects into a common group. By identifying a group of similar causes of marriage, it will be possible to calculate the number of cases for

the period, as well as losses from them and ways to eliminate them. Third step. Analysis. Usually, after grouping, it turns out that only a few of the same reasons are regularly repeated, leading to the main share of manufacturing defects. They are the ones that deserve priority attention. Fourth step. Determine the cause of the marriage at the enterprise with the maximum number of cases and the greatest losses. Fifth step. Reduce or eliminate the likelihood of recurrence of common causes of manufacturing defects. In lean manufacturing, there is the term "poka-yoke" (Japanese for error protection). This term implies that in order to prevent a production defect in the future, it is necessary to ensure such conditions when it is physically impossible to repeat the defect, so that the employee does not have the possibility of a second mistake, etc. Before solving the problem, our management often blamed subordinates, citing the problem of the human factor. However, the improvement of the production process made it possible to radically reduce the likelihood of error at the enterprise - less operations began to be performed in the mind, responsibility was delegated between different employees, and it was possible to improve favorable working conditions. Lean Manufacturing: System and Examples.

Sixth step. Development and implementation of a personnel motivation system focused on reducing production defects. Among the possible measures, one can note a certain amount of bonuses to an employee for the release of each ton of goods with defects, or in case of mistakes. Bonuses can also be paid for reducing the proportion of defects to the established standard, individual indicators of employees can be placed on stands - this will stimulate the desire of employees to reduce the level of defects.

Seventh step. Organization of a continuous quality improvement process. Individual quality indicators need to be determined for each employee. As a rule, 1-3 indicators are sufficient, within the framework of participatory management.

The concept of "standard" should be considered in a broad social and humanitarian format as a concretization of the worldview categories of "quality", "quantity" and "measure". Any attempt to simplify the understanding of the standard in various kinds of private interests inevitably leads to deformation of the content of the concept.

As any concept "standard" has not only a historical past, it reflects the current time by its content and a reserve of perspective changes is formed in it. In this connection, it is always important in the development of the specific content of the concept of "standard" to take under special control the potential for improving the quality of the product. Traditionally, scientific and technological progress is concentrated on the military-industrial direction and it is no coincidence. Here, a product across the entire spectrum of production, starting with equipment -

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clothes for arms, legs, head, torso, face and, ending with painting the unit, must satisfy extreme operating conditions. Compliance with specially developed standards is an absolute prerequisite for quality. Exemplary adherence to standards is ensured by a special acceptance, carried out in the order of control at all technological stages of the manufacture of the product. It is hardly advisable to replicate such a rigid quality control practice, but it contains significant "information for thought." The standard is intended to resolve the basic technological contradiction between the readiness of production for mass production of products and the quality of the product at the output. It is necessary to overcome the "scissors" that form between the ratio of quantity and quality. The dependence of quantitative and qualitative changes is objectively incorporated into the movement of nature in the form of a universal law. But one should correctly interpret the mechanism of action of this law of dialectics of development. Quantity directly, that is, it does not go over into quality itself. The new quality arises from the previous one and cannot be otherwise. Quantitative changes create the conditions for such a transition, the conditions are transformed into factors that are involved in qualitative changes. The decrease in the quality of products within the limits allowed by the standard is associated with a number of reasons, both technical and technological, and of a human nature. The main one among them is the level of organization of quality control, which, again, is conditioned by the degree of responsibility. In other words, all outside human and human actions, limiting the standardization of production, ultimately run into the standard of the human factor, or whoever likes it, "human capital", which corresponds to the historical mechanism of social progress in it, the subject of activity is the main acting factor The decrease in the quality of products within the limits allowed by the standard is associated with a number of reasons, both technical and technological, and of a human nature. The main one among them is the level of organization of quality control, which, again, is conditioned by the degree of responsibility. In other words, all outside human and human actions, limiting the standardization of production, ultimately run into the standard of the human factor, or whoever likes it, "human capital", which corresponds to the historical mechanism of social progress in it, the subject of activity is the main acting factor The decrease in the quality of products within the limits allowed by the standard is associated with a number of reasons, both technical and technological, and of a human nature. The main one among them is the level of organization of quality control, which, again, is conditioned by the degree of responsibility. In other words, all outside human and human actions, limiting the standardization of production, ultimately run into the standard of the human factor, or whoever likes it, "human capital", which corresponds to the historical

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Concretization of the concept of "standard" should be carried out in accordance with the objective status of quality. Quality has a certain dynamism, which is expressed in the degree of its expression. When developing standards both in the form of samples and universal, typical products, product elements, one should be guided by the optimal balance of production quality requirements and the implementation of essential features of product quality. The standard allows maneuvering within the bounds determined by the quality.

The presence of concepts competing with the "standard" in its full and verified volume, "industry standards", "technical conditions", "technical regulations" - in principle, a normal market phenomenon. They contain ontologically the qualitative characteristics of the product, but unlike the "standard", they are not presented in optimal condition, or their combination is not optimized. To a certain extent, these concepts reveal the flaws of market freedom. The market does not severely restrict manufacturers across the entire line of product quality compliance. Only the safety parameter of the product is regulated. The rest is regulated by the fatal disease No. 1, according to E. Deming's classification, - demand. The manufacturer directly, or through intermediaries, presents the goods produced, based on its capabilities in the calculation of making a profit according to the formula "the more, the better." The quality of such goods is often the ultimate minimum of what must necessarily be in order for the product to correspond to its subject status and, logically, to its name. In products regulated by OST, TU, etc., the standard is available in a truncated form due to the hypertrophied interest of the manufacturer and the limited production conditions. Hence the right of TU and OST to be on a par with GOST or EU. In the EU, goods that are not labeled with a single standard are in demand due to a significant difference in price, and violations of safety requirements, draconianly, are rightly suppressed. In the Russian market, which remains a large bazaar, the order is like a fence of a bad owner. Here you can run into everything, even if

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you have a piece of paper with a seal, which, however, is not the basis for skepticism in relation to the above-named concepts. They reflect the objectively established order in the development of production on a global scale. Many people remember how in the 1990s and in the "zero years" the EU produced goods labeled "only for Russia", and the US flooded our market with substandard chicken meat - "Bush's legs".

We bought it in small wholesale without asking for a certificate of conformity, but there must have been some documents.

It follows from the fact that the objective conditionality of the standard makes the standard dependent on the improvement of scientific knowledge, technical progress and the development of economic activity: the organization of production, the state of market relations, changes in the solvency of the mass consumer. The "Standard" is the last technical policy tool. It captures the state of public life in a "filmed" form. Along with the normalization of the state of the economy, the felt changes in culture in education, in education, in health care, relations with the natural environment, the attitude towards consumer standards will also change - not only those who go to shops. The political perception of standards will also be forced to rebuild. He leads the understanding of the social and cultural value of the standard as a kind of link connecting scientific and technological progress, the balance of production development, the natural and logically derived requirements of the people, with the interests of politicians. The politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural, especially in the field of education, politics, that is, to take the initiative in solving the accumulated problems; or the initiative will be taken by production workers with consumers, and in this case there will be a different policy. In both versions, the end is the same - the history of the standard will take another height, and people will become wiser. Wisdom is the support of life for all times. The politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural, especially in the field of education, politics, that is, to take the initiative in solving the accumulated problems; or the initiative will be taken by production workers with consumers, and in this case there will be a different policy. In both versions, the end is the same - the history of the standard will take another height,

and people will become wiser. Wisdom is the support of life for all times.

To solve all kinds of problems associated with the appearance of defects, equipment malfunctions, an increase in the time from the release of a batch of products to its sale, the presence of unsold products in the warehouse, the receipt of complaints, it is necessary to use the Pareto diagram.

The Pareto chart allows you to distribute efforts to resolve emerging problems and establish the main factors with which you need to start to act in order to overcome emerging problems, using the advantages of participatory management, namely: increasing staff motivation; team building; increasing employee loyalty to the company; accelerating the development and implementation of innovations; improving the image of the enterprise; increasing the efficiency of economic activity.

And the success of the enterprise team will be guaranteed.

Conclusion

The authors of most of the studies justifiably paid attention to solving the problem of combining state and market mechanisms for managing competitiveness because it becomes a strategic resource for the economy of these regions. Today, and even more so tomorrow, in the world economy, the place of price competitiveness will be taken by the competitiveness of quality levels, which has widely increased its importance in connection with Russia's accession to the WTO and the need to use ISO 9000 series, in this regard, an increase in the quality factor of the results of the domestic light industry in the strategy Competition in global markets is a long-term trend.

The task of increasing competitiveness is especially urgent for those enterprises that, 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 intensified, one of which is the union of commodity producers and the state.

The authors in their sections of the collective monograph showed ways to solve this problem through the use of innovative technological solutions, the development of an assortment policy taking into account the specifics of these regions, and a reduction in production costs due to efficient technological solutions with more frequent changes in the assortment while maintaining minimal costs for re-arrangement of the technological process. and the formation of a pricing policy that creates competitive advantages in markets with unstable demand.

The authors have developed software that allows you to track the flow of funds from the result of

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marketing policy in order to guarantee the company a warning from bankruptcy. The collective monograph provides examples of calculating the main technical and economic indicators that allow enterprise managers to make the only right decisions that create economic stability for them.

The cultural peculiarities of Russian entrepreneurs, according to the majority of researchers who used a systematic approach, include dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, and avoiding irresponsibility. Personal qualities of an employee are often given priority over their success in performing their work; personal and business relationships are mixed. Also, our Russian reality has noticed a tendency of entrepreneurs and their employees to bribery, concealment of income from the tax service, forgery of documents, disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee; in another way, we can say that the head of the enterprise is not available to lower-level employees. It is also noticed.

As a result of all of the above, the conclusion suggests itself that in Russia the enterprise and the management of personnel management are formed ineffectively and there are practically no working collective ties. Enterprises devote all their attention to fulfilling the conditions set before them by employees of the state bureaucratic apparatus, and not to fulfilling responsibility to consumers and society. Therefore, there is a difficulty in introducing progressive foreign management methods into Russian practice.

In order to most successfully implement participatory personnel management and prepare employees for a change in the approach to working in a team, first of all, it is necessary to establish measures to encourage individuality in each employee of the enterprise and eliminate the established inaccessibility of the leader for the lower level. It is important to create a high-quality and effective system of motivation and continuous professional development so that personnel become a source of competitiveness of the enterprise, meet modern requirements for human resource management, guaranteeing them social security.

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HOW TO RETURN A NATIONAL FASHION MANUFACTURER TO DOMESTIC SALES MARKETS

Abstract: *in the article, the authors consider the possibilities of producing competitive and in-demand products, which are possible only if there are managers who are professionally trained and morally responsible for the results of their activities. The authors reasonably believe that the moral responsibility of the heads of light industry enterprises is the highest measure of expression of their professionalism. But at the same time, I would like to note that their failure to fulfill promises and statements is evidence of either their inability to engage in economic policy, or the use of enterprise management is carried out by them in personal interests alien to the interests of society, provoking the impoverishment of the people, characterizing the immorality of leaders, which, of course, is unacceptable. And it is clear that there are no objective reasons that would justify the decline in production in light industry, so the results of the assessment of economic policy should be either useful or harmful – this should always be an axiom. If this does not happen, it means that something in this very economic policy is not a professional decision, actions are harmful to society and timely adjustments are needed. The authors recommend that the market reconsider the concept of forming it with demanded and import-substitutable goods, taking into account their attractiveness. Such a concept will fully correspond to the consumer's desire to satisfy their desire and desire to make a purchase, taking into account their social status, ensuring that manufacturers sell their products in full and guaranteeing them sustainable TEP from their activities.*

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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In the absence of analytical materials on the demand and supply of goods, in conditions when organizations that generalize trends in fashion development, various forms of communication between manufacturers and sellers have ceased to exist, allow enterprises to catch directions of demand and take them into account in their production programs and collections.

Despite the fact that the problems of the industry communicated to all executive and legislative structures, despite their understanding of individual problems, the textile and light industry for which year in a row has not been able to gain stability in work. The industry continues to decline in production. Half of the light industry enterprises have negative financial indicators.

Problem solving stable functioning should be based on measures taken in the following directions.

First of all, it is development a competent strategy for the development of light industry and its consideration in long-term development programs for regions and Russia as a whole, on the basis of which the budget is built.

Also, this creation the economic model of production functioning, which allows ensuring equal competitive conditions for all manufacturers and importers, is putting things in order in the country's consumer market, establishing close and long-term interaction with trade and developing wholesale trade as an accumulative link, primarily of seasonal products. This is work on improving the production itself, its modernization and those re-equipment for the production of competitive products.

The next direction programmatic work on the rise of the industry is to put things in order in the domestic consumer market of the country. Domestic producers of the industry's products today, having entered the WTO, operate practically in an open market, while competing with a large amount of imported goods, since the industry's products in the domestic market of Russia today account for only 20%. Imports for the majority of commodity items are several times higher than production and have a tendency of constant growth. Although the capabilities of manufacturers allow them to produce significantly more high-quality, in-demand goods. In fact, the domestic light industry business is being ousted from its own Russian market with the connivance of officials.

It is necessary to create in Russia there is a civilized internal market with certain rules of functioning and uniform requirements for suppliers, carriers, manufacturers and buyers, a market without smuggling and counterfeit, transparent and civilized.

One of the most pressing problems the industry has become unequal competitive conditions with

importers for Russian manufacturers of goods of the light and textile industries, which have developed in the domestic market. First of all, we are talking about importers, violators of legislation in foreign economic activity, who import goods according to gray and black schemes and do not pay duties and taxes, which allows them to sell goods at dumping prices, which domestic producers cannot afford. While the Russian market is filled with imported dumping goods of not always high quality, it is problematic to talk about the development of the industry, since investors will not invest in production, the products of which cannot be sold even in the country of origin.

Our state is not responsible to the economic challenges of other countries that have made the policy of conquering the world markets of textiles, clothing and footwear their priority economic policy and in every possible way contribute to the development of light industry enterprises, giving them serious preferences. China, Turkey, some countries of Southeast Asia direct serious investments into this sector, lend to their investors at a preferential interest rate, give a long tax-free term for the development of capacities, etc.

The Russian commodity market is very capacious. But today Russia has become a world "flea market", to which all junk goods, not admitted to the markets of the world's leading countries, are transported. Even the US and EU countries are taking prompt action against the expansion of Chinese textiles, clothing and footwear. We do not know how or do not want to do this. Not only do we lose jobs when production is curtailed, complicating the social situation in many small towns and villages, the state also loses huge amounts of money from lost taxes and duties. According to expert estimates, budget losses are estimated at more than \$ 5 billion. USA annually. At the same time, the experience accumulated over the centuries in the production of many types of traditional products for Russia also disappears. In addition, corruption is rampant. Wouldn't it be easier to support a domestic manufacturer than to help turn it into a lawbreaker?

The country does not operate anti-dumping, countervailing and special protective measures for the commodity market, there is no accounting and monitoring of the state of the internal market, which allows the introduction of quotas on the import of products that we know how to do well and qualitatively ourselves, and for the production of which we have raw materials.

Russia is on the doorstep accession to the WTO, which in the context of legislative shortcomings and the absence of response mechanisms, the absence of competent lawyers who know international law, will also increase the intensity of the import of light industry goods into Russia. The goods that have already been produced at Chinese enterprises, with a ban on import to the EU and the USA, will end up on

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our market by any means. It cannot be said that nothing is being done in this direction. The Customs Committee puts things in order and strengthens control of customs value when importing goods, the Ministry of Internal Affairs has intensified inspections in the markets and when transporting contraband goods, an interdepartmental working group has been created to coordinate the activities of federal executive bodies to suppress illegal production, sale and import of goods into the territory of the Russian Federation, which started to work.

However, it should be noted that these measures have not yet led to the desired result. The problem of smuggling and counterfeiting is especially acute today, and the revealed facts of its presence speak of its colossal scale. Since this is a complex issue and affects not only the executive, but also the legislative branch, in our opinion, it can be resolved only at the highest level.

Apparently without intervention The President of the country and the assistance of the Security Council are indispensable today. We need political will to radically change the situation. We need coordinated work on a constant search for ways to amend legislation, toughening penalties for violators, and raise the level of responsibility of officials and businessmen.

For equilibrium the state of the market, solving social issues, using the experience of personnel and available capacities, as well as for using our own raw materials, primarily agriculture, to cover the needs of power ministries and departments, at least half of the Russian market should be filled with domestic products.

Need to improve a system to prevent the sale of illegal goods in trade, develop measures to eliminate smuggling and counterfeit goods such as drugs, video products or alcohol, rather than resell them, as is the case today, and also strengthen control of the quality of goods at the border on the basis of compliance with the mandatory requirements of standards. Many countries around the world require their own verified certification documents for the imported goods. In these matters, it is necessary to act radically, as did the French, who destroy counterfeit products of the light industry at the border.

In this case, the and measures of responsibility of officials for participation in the process of illegal customs clearance, sale and delivery of contraband and counterfeit goods.

The next step is the need to organize a monitoring assessment of the state of the consumer market and, on its basis, to pursue a flexible tariff and duty policy, stimulating the production and export of Russian goods and limiting the import of what we can and should do ourselves.

The industry needs an economic a functioning model that allows businesses to operate profitably. We must ensure that it is more profitable to produce goods

than to resell them. We would not like to see "shuttle traders" selling imported goods instead of lost jobs due to the curtailment of production. There is still a very large field of activity here. A unified approach to all sectors in the formation of economic policy in the country does not allow us to achieve tangible sectoral preferences.

On the verge of joining the WTO a very big task is to bring our legislation in line with the WTO norms and train industry specialists to work under the WTO conditions and competently protect the interests of domestic producers. The task of the industry community is to take an active part in this process.

In 2016, the Ministry of Industry and Energy of the Russian Federation developed an action plan for the development of light industry for 2018-2025, which includes the following areas:

- the formation of a civilized domestic market for consumer goods;
- stimulating the investment process;
- development of a raw material base for light industry;
- export promotion;
- development of innovative activities;
- personnel training.

Main part

National history is the history of the creation and development of the national economy. What is the economic basis, so are the historical perspectives of the state. Of course, the social superstructure also plays a significant role in development, but its functions are objectively determined by the presence of natural prerequisites and the art of economic activity.

The quality of a person's being is concentrated in activity, therefore, Russian history is, in fact, a history of the ability to create, relying on available opportunities.

Force is characterized by magnitude, direction and point of application. The art of being strong is deciphered simply: to constantly build up strength, relying on yourself; correctly and in time to choose the direction of action and always know on what exactly it is necessary to focus the main effort.

All of the above stated in general terms has long ceased to be a secret. The difficulty of finding solutions to urgent problems not only in theory - we learned to overcome theoretical problems of thinking. Internal freedom of creativity is not accessible to outside censorship. Social factors are not so significant here. A difficult obstacle to overcome is practice, which is everywhere under the pressure of concrete social reality and is poorly controlled politically because of its own, multifaceted influence on political activity.

The more freedom there is in economic life, the less is the national interest expressed in the economy.

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Lobbying for globality and the destruction of national economic (and not only) originality is a reality at the beginning of the 21st century. The Russian government has roused itself, trying to reverse the trend, but, having gained strength in the nineties, it is not going to give in.

To solve the fundamental problem of the market, it should be dominated by domestic producers, it is necessary at the crossroads of economic, political, legal, ethical interests; practical and theoretical ways, involving, along with political economics, methodological knowledge.

One should not be naive in theory and hope to solve such problems privately, within a special area of knowledge. It makes no sense to hide the fact that more than one economy is sick. Economic thought is also in crisis. The diagnosis of the disease is subjectivism in the approach, disguised by objectivism. This economic theory is one-sided.

In economics, there are invariant and therefore priority problems for solving. Such problems cannot be analyzed within the limits of obtaining a scientific result. In their meaning, they go beyond the limits of exclusively scientific research, since they represent the values of personal and national life.

Humanity did not create science for the sake of contemplating the world. Scientific knowledge was intended to improve practical life. The latter, however, has three forms of development: personal - individual; national - special and universal - universal. We will not, out of place, discuss in what rank order their particular meaning is displayed; it is important for us to emphasize that it is illiterate to try to solve theoretical problems as such outside of a practical context. The practical context of the development of scientific knowledge inevitably leads their decision to values.

Science in general, economic in the first place, is inherent, by definition, an axiological aspect. Note that in our case, an excursion into the depth of philosophical understanding of what is happening is not at all necessary. The value orientation of economic research, in contrast to physical research, is obvious. The famous first postulate of the Hippocratic Oath - do no harm - should be the only one for economists-scientists. Those of them who hide behind the objectivity of economic laws do not understand the specifics of their mechanism. The laws that determine development in society differ in that they arose in connection with the active being of a person and presupposes the existence of a person as a necessary condition for their realization.

The dialectic of the objective and the subjective is the Achilles' heel of many fashionable economic concepts that have thrown away as unnecessary the idea of classical economic theory and its followers about the political nature of economic knowledge. Fashionable Russian economists seem to want to be physicists and speculate without burdening

themselves with the interests of national development and the needs of citizens united by national history. We are not going to call to reason, but it is important to show the theoretical sources of practical programs of this kind.

The most reading people in the world were first disaccustomed to reading and limited their reflection, then they began to pump up with primitive cliches of thinking, an example of which may well be the idea of national failure to produce certain groups of goods. The logic here is simple: if so, then there is nothing to strive for - a waste of funds. Our destiny is to import them ready-made, or components and assemble them. The economic ideal of such a theory is a country whose greatness will be determined by the scale of screwdriver production.

The defense of the national producer in Soviet times was tough and disproportionate, which is explained by the specifics of the architectonics of the development of production. Critics of the Soviet version of the socialist economy rightly point to the inhibition of production progress as a result of such a policy. Domestic consumers were forced to be content with a minimum, however, there were guaranteed basic functional characteristics of goods from the consumer basket, their safety, subject to technical conditions and affordability.

Producers "under the roof" of the state found themselves in a more advantageous position relative to consumers. The assortment of goods was small, the dynamics of the assortment was limited. But in this ratio there was rationality - production worked, therefore there was something to bring "to mind" through modernization. The stability of the production work pulled along the entire social chain: enlightenment, education, health care, culture.

Undoubtedly, it was necessary to change the situation, the question is - how? The answers to any question are relatively free, in fact, they are determined by the formulation of the question and the circumstances. Soviet socialist practice was imperfect, contradictions were growing in it. The active intervention of science was required, which in the conditions of the "purity" of the prevailing ideology was unattainable on the required scale.

The modernization of ideology was slow and unproductive. Having proclaimed socialism with a "human face", M.S. Gorbachev himself did not believe in his initiative. Socialism as an ideology initially appeared in the mind with a "human face". It was impossible to turn the economic policy towards the consumer market without changing the very understanding of what we really want to build and how we see the format of our international status.

Today we are waiting for the solution of practical issues from government officials, still not understanding a simple "thing". Officials are capable of resolving technical issues. The questions facing us are problematic. They wait for theoretical

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comprehension and only after that they will acquire the image of a technical problem.

Our current practice is entangled in networks of theoretical semifinished products. Theoretical incompleteness hinders the technical solution. The idea that good theory is the only way to effective practice has not been canceled.

Idealism and romance are most likely finished, but the anchors of national interests must be reliably contained by politicians and economists under the pressure of pseudo-democratic scholasticism. Freedom is a universal concept, but its content always combines the general and the concrete historical, more precisely, the general in it manifests itself in a concrete historical form. Recognition of freedom of thought and action does not absolve one from responsibility for social interests.

Economic theory is a theory of management of processes that are system-forming for social development. It is methodologically incomprehensible to reduce it to theoretical universals, because economic reality is not physical. The electromagnetic field exists invariantly and all calculations can be done on the basis of the same formulas and equations.

The economic space is historically and nationally separate. Its historical and national specificity is not decorative. It determines the qualitative state of the economy and resources for solving economic problems. The subject of labor is a decisive element of the productive forces. The originality of the subject of labor, both in his individual expression and in structured one, is due to time and national mentality. For example, the Soviet idea of "cadres decide everything!" or the desire to make the locomotive of local forms of scientific and technical improvement of production, creative teams of engineers, technicians and highly skilled workers found comfort in Japan. As a result, on the international market in the early 1970s, admiration for the "Japanese miracle" was replaced by an understanding of the "Japanese threat" to traditional participants.

Summarizing the reflections, we inevitably come to the conclusion: the position of domestic producers in the domestic market was created by political actions that left them to the mercy of the international state market. New political guidelines transform the task from political to theoretical and technical.

The democratic transformations that began in Russia in the nineties of the previous century added new ones to the existing problems in the USSR. The new ones, as one would expect, exacerbated the old ones, instead of removing them, proceeding from the meaning of the declared socio-economic reforms. The discrepancy between realities and political ambitions can be explained very simply - there were no reforms. There was a destructive policy pursuing one single

goal, which was pretty boring to talk and write about, but necessary.

Large-scale reforms are called upon to resolve the serious contradictions that have accumulated in the development of society. They are reasonable when all the available procedures for modernizing the economy and management have been passed. Only this state of affairs is the real basis for radical restructuring, in view of the exhausted reserves. Only after that it is possible to rightfully judge what exists as incapable of performing the proper functions.

A crisis is a strictly national phenomenon even when it is provoked from outside. The national crisis is evidence that the quality of activity has exhausted itself. The released measure of modernization has been depleted. We need a transition to a new quality or another state of quality, if certain reserves of development have been preserved, and they are usually available, you just need to be able to "scrape along the bottom".

To break - do not build or step on the stairs leading up

A standard staircase with spans is a good visual example of the organization of forward movement. Before being on the site, look around, turn around and move differently - along the vector - the required steps should be counted. And each of them lifts us, bringing us closer to the goal. Let us recall how the idea of quality management was gradually implemented in the USSR.

In the fifties, an awareness of a systematic approach to solving the problem of quality is being formed - this is undoubtedly a significant shift, evidence of taking another height in economic management.

Reflect the "new thinking" provoked by perestroika, the need to break the evolving economic foundations immediately and to the ground? Let's mentally transfer the superintendents of the demoreforms of the nineties to forty years ago and ask ourselves what happened then, how did they behave? There is only one answer - similarly.

The Yeltsin wave democrats did not want to know anything positive and did not want anything other than what they had done. There is not an ounce of creativity in what they "have done". It is about extrapolating someone else's experience to national development.

The national economic history itself did not interest them, although some knew it by no means by hearsay. Suffice it to recall the main thesis of the ideologists of Russia's new path - the reserve of economic development has been completely exhausted, that is, it is impossible to improve the quality of production within the previous framework of its organization; the national economy is on the brink of a systemic crisis. There is only one way out - to break everything and go on a new route. What happened next? Due to the lack of perspective, the

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existing production was pushed into the abyss, promising that it is shallow and, having quickly reached the bottom, pushing off from it, we will rush up to the heights of the civilization of the new industrial society.

The problem that divided the reformers seemed to be purely technical - what model of development to choose and it was here that the democratic locomotive stalled. At the very beginning, the American version was taken as a model, of course, not by chance. Then they stopped, agreeing to Swedish. It ended in Polish and Argentine. Stay and reformers continue to steer the national economy, more exotic projects have probably appeared on our horizon, for the African states, it seems, were holding on to an emergency.

As a result, in 10 years, instead of thinking about ways to improve the quality of production and ensure the competitiveness of the domestic economy, we had to solve the problem of preserving the remnants of the national economy as a reserve for overcoming the crisis.

The situation is complicated by the fact that these remnants are also largely not ours, or not entirely ours, and the consciousness of compatriots has been corrupted by pseudo advertising and cheap Chinese consumer goods, which are outside the brackets of qualitative characteristics and, in general, standard definitions.

Add to the above what the Russian mass media are more silent about than the Soviet partisans because of their "commercial objectivity" - for nearly 20 years advertisers of all levels, using the connivance of the legislation, under the cover of the authorities, emasculate the content of the concept of product quality, fooling the consumer and placing them in an extremely the predicament of qualified manufacturers; deforming the state of the market, which is already similar to an oriental bazaar, or to a big fuss of puppets in the hands of an experienced puppeteer - there are many sellers, the goods are the same as prices, prices correspond to quality only when there is no quality.

The concept of "quality" in our economic history of the 50s-80s was not only held in high esteem, but also in a serious political development. The dynamics and results of the "nationwide struggle for quality" are impressive. It all started with the Saratov system of defect-free production (BIP), then there was the NORM system, followed by KANARSPI, KSUKP and others. The structure of the KSUKP was multi-level and included all the departments and services of the enterprise involved in the management and production of products at all stages of its life cycle, that is, the fundamental difference between the domestic KSUKP system and Western quality standards - British BSI 5750, American military MILQ 9858, international ISO / TC -176, prior to ISO 9001, did not exist.

There were no grounds to assess the economic development in the Soviet era as untenable. Reality was passed off as desired. Scientific analysis was replaced by political one. In the Soviet period, there was an imperfection in the management of the economy, due to a number of objective reasons, among which the main one was the deformation of the economy towards the priority development of the military-industrial complex and related industries. The lethal thing for the Soviet socialist economy was its domination of social and collective forms of property in it, and its hypertrophy, which destroyed the proportions of development. The mono market was revived by the modernization of the existing forms of ownership, weakening the directive management and strengthening the indicative, which, incidentally, appeared in the eighties. Serving the needs of the military-industrial complex constrained the evolution of the market and competition.

Planned economic development is compatible with economic laws if planning is not burdened with ideology and political ambitions. The lion's share of public investment in the USSR was planned for defense and for maintaining the loyalty of various states.

The price we were forced to pay for the idea of building communism in a single country leads to the only conclusion that the task was unrealistic.

As for the ineffectiveness of the collective form of ownership, planning and state regulation, everything here is far from simple. There is a problem. In theoretical terms, it is presented as the status of economic theory, its relationship with politics.

Economic policy is recognized without cuts, but the political economy annoys many. They prefer to talk about macro and microeconomics, omitting the political prefix under the pretext of independence of economic development and freedom of the market from state interference in principle. The state must be separated from the economy as clearly as it separated the church from itself. The secular and the spiritual, the political and the economic - together, but in and of themselves. What is more in such a position, lies or thoughtlessness is a rhetorical question.

An economy free from the state, that is, free in general, oriented in development only towards itself, self-sufficiency is a bluff. The unanimous nod of economists "free" from politics at the historical experience of the United States is beyond critical assessment. They take political declarations as a fact, not real politics. In fact, the US government and Senate have always kept their finger on the pulse of economic development and regularly intervened in economic processes, guiding and insuring.

Fantastic US debts could appear only thanks to the authority of the participation of political structures in the country's economic life. Our economists would like to learn how the American authorities protect their producers and use political mechanisms to

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prevent external competitors. Unfortunately, the experience of supporting a domestic manufacturer by the Russian leadership is small, and, probably, the main thing is not effective, the reason for this is the absence of a clear mechanism of responsibility of executive structures, the government crisis of bureaucracy and modest punishments for disrupting the implementation of national projects.

It is, of course, important to encourage fertility, but children need to be shod, clothed, fed, taught to heal, introduced to physical education, sports - where and how. The 140 million people with a great history should not count on humanitarian aid. We have everything you need. It takes order and the art to establish it, to maintain it in the national interests.

First of all, there must be certainty in the goals and means of achieving them. And here the theory is clear in principle. Its foundation was laid out 2.5 thousand years ago by Buddha - four steps to happiness: correct understanding, correct decision, correct words and correct actions. Action that is thoughtful and responsible is key. For them to be so, there must be an understanding of the essence of the situation, informed decisions and valid words.

A special role is assigned to words, because concepts are expressed in them. Words are effective precisely because of the concepts presented in them. The manipulation of words is inevitably associated with a distortion of their meaning. By emasculating the content of concepts, we pave the way for false actions. The theoretical and practical value of words in their adequacy to the content and scope of concepts. The power of the word was appreciated even by the authors of Scripture: "first there was the word." God created by word and bequeathed to us.

Politicians love to talk, often blabbing the essence of the matter, economists are fond of word formation and it is often difficult for them to grasp the meaning behind the palisade of words, moreover, the level of logic of such reasoning is historically not concrete. We are convinced with the help of the general propositions of science that we are talking about natural phenomena.

In the current economic teachings, the gap between general theory and partial calculations is obvious. The logic of the ascent from the abstract to the concrete has not been developed, namely, this was the strong point of the thinking of the classics.

Leading scientists understand the specifics of economics. Leontyev popularly explained to our irrepressible market people that there are no "economic patterns". There are only fundamental postulates, a specific historical situation: brains and moral responsibility. By combining these factors, you can get something that looks like a model, which will have to be adjusted step by step, carefully, without fuss as it is implemented.

Shock therapy worked in Poland. The West has become a "safety cushion" for the Poles. But the Poles

all equally lost the specifics of the national economy, forced to agree to the conditions offered by the European market, including political ones. Polish manufacturers lost the initiative, they were built according to the market architecture in Europe.

Russian manufacturers, who were abandoned by the state, lost not only the initiative - they were out of work. When an emergency discharge of water from a reservoir is necessary, it is necessary not only to notify, but also to protect everyone and everything that is in the disaster zone. The Russian "reformers" had nothing of the kind in their minds. The uncontrolled flow, instead of purging, destroyed everything it could. Almost only the railroad survived with losses.

Why do we remember the recent shameful history? Exclusively in order to understand the specifics of this state of affairs. Without which it is impossible to develop a correct understanding of the situation, to propose effective measures for overcoming the protracted crisis.

What is the real perspective for domestic producers? What can they do, what should they do, and what do they have the right to expect? The answers to the questions posed almost in Kantian terms depend on the understanding of what the current domestic producer is and what benchmarks the state is puzzled with, whose sacred duty is to contribute in every possible way to the rise of the national economy.

Despite a deep crisis that continues in a number of industries, a protracted situation, ineffective management, legal nihilism, a decline in the level of culture, health care, stagnation in education, de-qualification of personnel, a shift in traditional values, the cultivation of a purely consumer attitude to work only as a means of life, devaluation of professionalism, a skeptical view of patriotism as an outdated phenomenon, the Russian manufacturer has a good perspective.

The time of trouble is not the first in the history of Russia. There were times more difficult and invariably after them came the rise of the economy, culture, the country's international prestige returned, the position in the world strengthened.

Economic statistics show that a year of crisis requires about three years of revival. We do not know if this was either adhered to by Russian politicians, planning economic development until 2035, or they had their own reasons, but in time the version is confirmed.

One thing is clear - the easy return of domestic producers to the market as winners is a difficult and long-term business.

The configuration of the market cannot be changed by decrees alone. Brands have been lost, they were replaced by others - not ours. They did not buy shoes less, and plans for millions have dried up to tens of thousands, that is, they have changed by two orders of magnitude. How realistic is the return of the buyer's

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interest to domestic products? The buyer has changed, advertising and market saturation have done their job. The bulk of buyers have already joined non-Russian brands. It is a sin to "throw stones at them" indiscriminately, in bulk. Among foreign manufacturers, there are enough reputable firms with decent products. Try to catch up with them alone in the difficult conditions of modern Russian life. This means that cooperation is needed. The forms of cooperation are varied. However, the real possibilities of the manufacturers themselves are limited. We need a political and economic initiative from above, in particular.

The current potential of our market is rated very highly by reputable international agencies. The dynamics of investments from abroad speaks of the same thing. The inflow of foreign capital to Russia in 2008 amounted to at least \$ 40 billion. But how will these financial flows be distributed? What are the benefits of them not to the oligarchs of the present and future, but to 140 million Russians who cannot be capitalists, they work, and do not play on the stock exchanges, they are workers - not speculators. They strengthen the domestic ruble, do not allow it to "grow numb" again. And it is understandable that they want to live with dignity - to dress, put on shoes, have comfortable housing, rest, - it is more fair to say, - to recover, study, be treated.

The concepts of "domestic" and "national" producer are not identical. A joint venture, as opposed to a national one, can also be domestic. Unfortunately, this distinction is not being developed as if it lacks practical potential. Present, and very significant. Russian manufacturers enter the market through joint ventures, joint production accelerates their return to their own market and opens up foreign types.

The spirituality of the Russian manufacturer awaits serious tests. In Soviet times, close attention was paid to the spiritual component, even if it was ideologized. In the post-Soviet period, economic devastation was followed by spiritual impoverishment, which they shamelessly try to decorate with the sum of special knowledge and skills. "Knowledge will not teach much to the mind," Heraclitus asserted. Much knowledge is a sign of memory, not mind. It is necessary to teach specialists not to think, to teach to think, otherwise the orthodox people will come out of the students who are not able to react to the market situation.

The amount of knowledge makes a person a hostage to certain circumstances. Only innovative thinking can awaken a creative approach to business. Not surprisingly, established firms have long ceased to measure employee IQ levels. Formal-logical testing is productive within the initial professional qualifications, to determine the possibility of training and career advancement.

The main link of workers and employees is tested for the ability to think in conditions of

contradictions, limited information flow, limited possibilities of action, paradoxically, extraordinary. It is not the level or amount of knowledge that is revealed, but the possibilities of independent thinking itself.

The dynamics of the market forces the manufacturer to spin like a spinning top. No top managers on their own can cope with this task. A joint effort of thinking is needed, a collective interest in the result. Delegation of responsibility, that is, the desire to strictly schedule official duties, is a prerequisite for success. For the celebration of victory to come, everyone is obliged to think.

The great Rutherford had instructive "jokes". It would be good to learn them by domestic managers. At the end of his working day, Rutherford, passing through the institute, invariably looked into the laboratory. He was interested in employees who were late at work, especially young ones. Noticing that some of the young people began to regularly sit up late, Rutherford asked: "What are you doing in the morning?" And when I heard the answer - "in the morning I also work here", I was very irritated, saying "when do you have time to think!". Having received a task from Rutherford, an employee-trainee came to report on the fulfillment on time and was interested in what else needed to be done? Contrary to popular belief, the scientist did not take such a neat performer on the staff. Rutherford needed proactive workers for whom the sum of knowledge is not an airbag, but an awl that haunts thinking. The sum of knowledge turns us face back. You need to go forward, at the time to move from step to run, so as not to huddle in the back rows of the market under the pressure of the problem, what will happen to me tomorrow?

You can regain lost positions in the market in one way - to believe in the power of your abilities, to be yourself, to learn from those who mastered you, but not to copy. The first step is to restructure the vocational education process. We got carried away by pedagogical technologies, reducing them to the same technical operations and means. In production, the role of the subjective factor is increasing - in college, university, the formation of a creative attitude is replaced by teaching programs and operations.

Professional thinking is based on concepts and the logic of concepts in the specific conditions of the development of production - dialectical logic. We must resist the temptation to simplify things. Of course, by reforming professional training in the direction of fostering an understanding of the power of innovative thinking, the need to perceive everything from the standpoint of healthy skepticism, belief in a national character unbroken by the trials that have fallen, a competitive spirit, we will not radically change the situation on the market. Production was and will remain the "head" of everything. At the same time, it would not be wise to read a history book from a stencil; the economic

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policy of the state will change, there will be changes in production, and then we will show ourselves.

We are everything: imperfection of vocational education based on the type of training; the inconsistency of the position of the state that has lost its national reference points; a bazaar instead of a real market; weakly competitive production; low legal culture; a twilight state of spirituality. We are those who cannot or do not want to unravel the web of relationships that we got into with the help of those who were chosen as rulers.

We want to be masters again, we must take care of ourselves: conduct an audit of the practical and spiritual aspects of the life that we have built. Much depends on the state approach. But it is not the state that will become the owner of the shoe or garment factory, it is not the prime minister who will change his cabinet to the director's one. Each has its own sector of thinking and order will come, provided that everyone will be creative in their approach to business, shaping economic practice.

The state should clear the path of its movement, clean up legal blockages, put an end to the lawlessness of officials, organized crime groups, support the industrial initiative with investments, legal mechanisms, and insurance of external relations.

Separately, it should be said about putting things in order in the advertising business and encouraging objective sources of information. The Russian manufacturer and consumer is also not protected in the entire spectrum of information impact, starting with tabloid advertising and ending with special products of various origins: electronic, printed, etc. Quite respectable specialized publications also work against the domestic manufacturer of consumer products, albeit unwittingly due to insufficient development of theoretical questions of one-sided, successful analysis of problems. An example would be an idea of the quality of a product and the specifics of the quality of consumer goods.

Instead of a serious elaboration of quality problems in all its aspects, including national traditions, a kind of surrogate of the concept is proposed. It seems that the specialists, who are obliged to educate the tastes of the consumer, have forgotten one of the main truths - the knowledge market has made it a commodity.

Advertising that explains quality as a complex of characteristics, by and large, is absent. The mass consumer focuses on brands instead of quality, or identifies a brand with quality. He is unaware that our market from the very beginning of the reforms has turned into a dumping ground for fake brands. He also does not know that brands on the market are the same goods, they are successfully traded and by no means in favor of the consumer.

The reputation of brands is a historical phenomenon, like everything in our world. Brands can be landmarks for attention, but nothing more, since

brand and quality coincide temporarily and on a limited scale. Legal protection of well-known brands does not so much protect their quality characteristics as the capital of brand owners - old and new.

The quality problem is a decisive one for a manufacturer striving to win a worthy place in the market. The paradox is that he cannot solve it without a consumer. What is the quality of a product knows - more or less - the manufacturer. But until the mass consumer understands it, the sale of quality products will be limited. Only knowledgeable consumers will buy it. The language of relations between manufacturers and the mass buyer, deprived of the opportunity to independently understand the concept of quality, should be general, understandable to both parties.

Teaching the mass consumer to understand quality is the professional duty of manufacturers. The sooner they take it as a postulate, the more successful things will be. Instead of catchy and empty advertising, which is more entertaining than engaging, it is more expedient to invest significant funds in educating the buyer and instilling in him a taste for quality. By definition, there can be no "good" quality, as well as a "good" price for "good" quality.

Advertising of a product is frivolous to trust non-basic professionals. "Pure" advertisers evaluate everything from their "bell tower". Advertising must be supervised by high quality industry professionals. Co-production of an advertising product is permissible. In addition to advertising, systematic training of the buyer in the basics of product quality and methods of its assessment is required. It's funny, but the idea of quality in our country, due to the poor-quality market and the shortsightedness of manufacturers, is left to the mercy of consumer protection services, educating the mass buyer through anti-advertising, creating an opinion about the poor quality of domestic products and pushing the buyer towards competitors.

The strengthening of the ruble will only contribute to the development of this abnormal scenario of relations in the system of domestic producer - buyer. The process is aggravated by the fact that, according to the assessment of the world press, the trend of increasing demand for high-quality products is increasing on the market, the buyer is increasingly willing to pay for the quality of products.

The "client" is more actively "ripening" in the market than the thinking of the domestic manufacturer is changing, naively believing that the "client" will do everything with his own mind, or that he is saving on the wrong one. The old adage that "The miser pays twice" hasn't aged. To it in the information society was added "knowledge requires costs."

Historical experience shows that with increasing attention to quality, crisis situations began to emerge in many countries. The large-scale crises in Japan and Germany in the late 1940s were overcome with the

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help of government policies aimed at improving quality. The crisis situations in the US and European markets that arose in the late 80s - early 90s forced not only individual corporations, but also entire countries - Sweden, Great Britain, the United States - to pay attention to improving quality as the only means of helping national economy to resist the onslaught of competitors. The quality problem has become a survival problem.

Humanity is preparing for the transition from a technical civilization to a quality civilization. The movement of the economy since the second half of the last century has a steady vector in the direction of quality. Those who fail to reorganize in time, will hopelessly lag behind, will remain in the past.

You need to start a qualitative rise with the "shaking up" of mental activity. The difficulty lies in the fact that the concept of "quality" and the policy aimed at improving quality should be perceived in the "product-market" system. It is possible to understand the quality of a product and make such an understanding clear, precise, attractive to the consumer only by including the environment of activity in the initial concept. The concept of "quality of goods", we emphasize once again, has historically changed depending on many factors, including such as the mass and qualifications of consumer demand in the market.

The problem is that it is impossible to understand the concept of product quality and build a policy of quality goals either within the framework of corporate consciousness or separately from it. This requires the cooperation of a manufacturer dealing with a specific manifestation of quality, and a philosopher who understands the nature of quality and the basic laws of its expression.

This co-creation is complicated by the polarity of positions. A philosopher builds a theoretical model of quality, a production specialist is concerned with purely practical results. They seem to look in opposite directions, have diverging spheres of interest.

As a first approximation, this is indeed the case. Each of them seems to be busy only with his own, but, in fact, a thinking specialist and a philosopher are united by a lot. Their thoughts complement and denote creativity. The philosopher is obliged to raise abstract searches to the rank of concrete, common sense provisions. A specialist, relying on philosophical conclusions, gets the prospect of deep understanding of a specific production situation, transforming the philosophical concreteness and the specifics of common sense into the management of production mechanisms.

The central problem posed by our time for the tandem "philosopher-specialist" could be formulated as follows: is it realistic to build a theory of quality that allows production to respond to the originality of market dynamics in a mobile way, to control the quality of activities?

Undoubtedly, it is within our power to create such a theory and further improve it. In a way, the accumulated historical experience serves as a confirmation of our optimism. All phases passed in search of a more effective way of quality management; rejection phase, "quality management phase"; "Phase of continuous quality improvement"; "Quality planning phase"; "The phase of total quality management and international standards" can be interpreted as real steps towards building a solution to the above problem. While theory lags behind practice and is forced to be in the role of a fire-fighting agent, however, its increasing activity and effectiveness are obvious. Quality management theory has not yet become a locomotive, but it is already a matter of time. The theory is increasingly taking on the characteristics of a technical problem.

Human being is a qualitatively new form of manifestation of being. Its difference is in the reasonably active type of movement, which became possible due to the creation of the third of the main forms of existence of matter known to us - social. Both of these forms of being are built on top of the being of nature and "squeeze" in themselves its natural originality, that is, in essence, they are conditioned by the existence of nature. And at the same time they are already different, possessing freedom from nature.

A common qualitative property is applicable to nature, society and man - the historicism of being, showing their changing nature. They all exist through change, but change in different ways. Further, we need to clearly understand that the very recognition of change in them as an attribute of existence, presupposes the requirement for knowledge, will determine and adequately reflect in concepts the specifics of changes in the existence of a person and society. Thus, we come to the conclusion: the concept of "quality" combines the universal with the special. Only by revealing the originality of quality at each level of being can one expect to create the basis for the theory of quality.

The historical in nature is a product of a spontaneous, regular movement. In nature there is no purpose, purposefulness, it is not reasonable even in Hegel, who considered "everything that is real is rational, and what is rational is real."

Order in nature is the pattern of its movement. In nature, the concepts of "order" and "regularity" coincide. There is no other order in nature than the regularity of existence. Here everything is objective in a "pure" form, in other words, nature "does not know" anything other than objectivity and all of its properties are strictly objective.

In the concepts with which we define the existence of nature, only elements that are objective in terms of status are significant. It is forbidden to include subjectivity in any form in the content of such concepts. The above, of course, also applies to the concept of "quality".

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The being of society is concentratedly expressed in relationships. Society, in essence, is a system of various kinds of relations: economic, social, political, ideological, etc. The quality of society is formed by the listed relations, that is, here quality, having an objective premise, also absorbs the product of human activity based on thinking. Even in the case of non-creative - subconscious thinking, the quality of social life remains heterogeneous, in contrast to the existence of nature. We are not given to build social relations at our discretion. This was understood even by the creators of the first ideal images of the social structure, the state, who used the term "utopia".

The objective nature of the laws of social development determines the logical contours of history, but the same laws include human activity as a decisive condition for their implementation. The quality of our activity cannot be imagined without the inclusion of knowledge, needs, interests, will, feelings, thoughts. Consequently, the very concept of the quality of social life incorporates into its content a diverse expression of the subjective factor.

As the history of being ascends from the natural form to the human, not only does the structure of the concept of quality change - it becomes repeated, the value of the subjective component increases in the characteristic of quality.

Our life is fundamentally practical and the viability of a theory is proportional to its practical value. The exception applies to fundamental science, the effect of which for practice is mediated by the process of transformation of theoretical knowledge into applied knowledge and philosophy. The latter is designed to understand the laws of being and its knowledge, teaches to think and value knowledge.

Objects cannot be in our consciousness, therefore, cognition is forced to create its own reality, consisting of images and concepts. The role of philosophy is to interpret the relationship of these two realities - objective and subjective. K. Prutkov bequeathed: "Do not believe your eyes - behold the root." He was right.

A man looks with his eyes, but sees with his mind. The essence of things is hidden behind their appearances. It is not given to us to reflect the essence as a phenomenon. The person builds the essence with the active activity of his mind and gives it "to the mountain" in the form of "theoretical reality", encoded in concepts, judgments, inferences. That is why there are by no means the same ideas about the same things. The understanding of a quality product in the mind of the manufacturer does not necessarily coincide with the opinion of the consumer. The concept of "quality of goods" requires a systematic analysis, first of all, it is necessary to define a methodological approach.

In the philosophical literature, the concept of quality has two explanations. Usually "quality" is defined through the essence, noting that "quality" is not so much a set of essential properties as their

specific way of interaction. This interpretation is called "extended". In the "narrow" sense, quality is identified with the main property, with that attribute, losing which, the object ceases to be itself, turning into something else, acquires a different quality. Such properties of an object, activity are classified as system-forming.

One can talk about the quality of shoes for a long time and in a variety of ways, because there are many significant practical signs about shoes. Behind such reasoning, it is easy to lose the defining footwear, as a qualitatively specific product, a sign. In the Explanatory Dictionary of V.I. Dahl's footwear is defined simply and precisely - "footwear". Hence the absoluteness of the system-forming properties of footwear - footwear is designed to protect the feet.

Simplicity does not always reveal qualities to us, but if you do not confuse simplicity with a simplified view, then it contains the key that opens access to quality. Designers are haunted by the glory of avant-garde artists, when excessive vanity joins the passion for the avant-garde, then creativity loses its meaning. Malevich was right in his imagination - the painter was limited exclusively by the properties of material components - paints, soil, canvas, cardboard, wood, etc. His "Black Square" is the ultimate simplification of the image, which allows you to completely free the perception of the picture, to maximize the viewer's ability to imagine. Someone will not even look at him, another will find a place for himself in the picture, admiring the skill of the creator. And what should be said about clothing designers, including "footwear", who, in search of a new image, are able to impress.

The idiotic thesis "beauty requires sacrifice" is essentially inhuman. Ergonomics of the product is a synthetic characteristic that reflects quality requirements. Shoes, clothes cannot be of high quality without passing the test for comfort and safety. Hardly lm we opened the eyes of someone and surprised. Gross violations of quality, or simply ignoring the system-forming properties of a product, have long become the norm for many manufacturers. They are not interested in the health of buyers, they are trying to sell the product.

Health protection is the main property of clothing and footwear. It does not constrain creativity. It is exclusively about the responsibility of the designer and the manufacturer for ensuring the main feature in the design of the product.

So we came to the conclusion about the need for a civilized conquest of the market, which presupposes, along with economic interests, a high level of moral responsibility. This especially applies to domestic producers. The consumer market existing in Russia is very far from being civilized. The market is to blame for this, but nevertheless the uncivilizedness of our market is the result of an illiterate and selfish economic policy of the state in the most crucial period of breaking the previous structure of the economy.

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The Russian economy of the 90s is a "barbaric economy" that came from the depths of history, from the vastness of the wild west of the United States. The market was forming abnormally.

It will not be easy to correct market relations, especially since the modern economic paradigm is based on the driving force of consumer demand, of course, solvent. Recently, the state has been taking measures to improve the living standards of the population, trying to designate inflation by its actions. However, the wild market is no less actively resisting, at times nullifying the efforts of the authorities. The authorities had to take the market "by the horns" and pacify them with tough measures, but the authorities have their own misfortune - wild officials who feel great in the wild market. The civilized market is fatal for them and they will resist with increasing force the creation of normal, legitimate, transparent relations in the market. Market freedom on a civilized basis is

directly proportional to legal and government responsibility, while this is not the case.

Producers of consumer goods reasonably complain about market and bureaucratic arbitrariness that exists in close connection. At the same time, they should be dissatisfied with themselves and their enthusiasm for microeconomic dynamics. Forgotten folk wisdom - "for the trees can not see the forest." To stand up for a civilized market, built according to the laws of a market economy and in accordance with the requirements of law and morality, one must mature to a civilized state on one's own. Ancient sages said: "Know yourself and educate yourself", we add to their recommendations - strive to be modern. The recommendations made to the individual one to one are also suitable for the corporation of manufacturers. You should start with yourself, with a revision of what has been done and what is possible. The philosophical theory of quality will help in this matter.

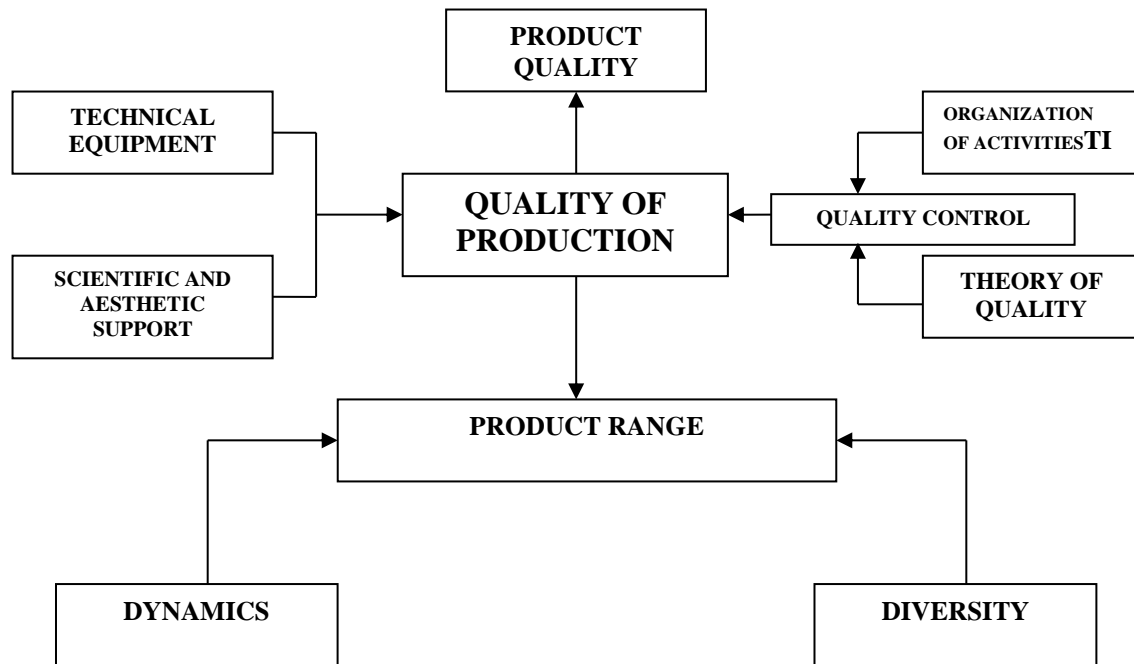


Figure 1. Schematic diagram of the organization of production management

Quality unites the absolute and the relative in the characteristics of an object on the scale of its species. The absoluteness of the quality of an object, process, activity, as a rule, is in plain sight. It is not difficult to distinguish shoes from boots.

The analysis of the relativity of quality is mainly limited to the study of the possibilities of changing in quality without transforming quality, the evolution of quality within the boundaries of the measure. Measure is the size of the evolution of a given quality, the "qualitative quantity" that changes under the influence of conditions. In the production of consumer goods, the evolution of the intensity of the expression of

product quality is successfully used in product labeling, goods can be sorted.

The relativity of quality has another significant aspect. A qualitatively integral expression of a combination of the existing properties of an object. Essential properties are stable, which makes it possible to introduce metrological norms, standardize some characteristics, but their resistance to changes is not absolute. The essential properties of the goods are specified, supplemented as knowledge deepens and practical horizons of application expand.

They began to "dress feet" not for the sake of beauty. The legs are the most vulnerable place of the body with the vertical mode of movement, all the load

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is distributed on them. The uniqueness of walking on two limbs is evidenced by the fact that evolutionarily "two-legged" has not been fixed in any animal. There is "many-leggedness" in nature, there is no "two-leggedness" - it is physically irrational to rely on two limbs.

A powerful tail is added to two legs of a kangaroo, wings are added to a stork, a crane, and a heron. Thrushes and ostriches run on two legs, but with the help of wings again. Man is unique in this anatomical component.

The need to protect the legs is essential in terms of maintaining health, and even life. The safety function was originally the main, backbone for shoes. Essentially, the shoes were invented precisely to protect the feet from cold, heat, injury, bites, etc.

The first shoes were hardly comfortable. Comfortable, beautiful, varied shoes became much later than their birth. And here two well-known laws have worked: firstly, quality has ceased to be identified with only one property - with the ability to provide security, and secondly, any progress has to be paid for. To the safety of the feet from the effects of natural factors, the problem of their safety from shoes was added. The use of artificial materials, the sophistication of fashion, put a strain on the legs instead of alleviating their plight.

The stability of qualitative combinations of essential properties of objects is also relative. Inside

them, recombinations are possible due to the rearrangement and inclusion of new essential properties. Of course, changes in quality do not affect the objectivity of its nature, it is impossible to form quality arbitrarily (in contrast to the advertising symbol of quality, built on the basis of the separation of the image of quality from the real quality of the object), only active inclusion in the natural mechanisms of quality recombination is possible.

The quality of things of natural origin is not identical with the quality of things created by human labor, his activities. Natural material, turning into a product, and then into a commodity, makes quality push in a new way. The product combines abstract and concrete labor, the latter gives the product those properties that are attractive to the buyer. The interests of the consumer do not care about nature; there is no subjective aspect in the natural quality of objects. As a commodity produced by the activity of one subject in the interests of another, the subjective factor is present and plays an important role, as an unclaimed commodity, even in the case of the quality of natural properties, is qualified as low-quality.

The subjective factor in the market should never be underestimated. Quality in the market is refracted through the needs of consciousness, with the exception of cases of overproduction and some cases of particular situations (Figure 2).

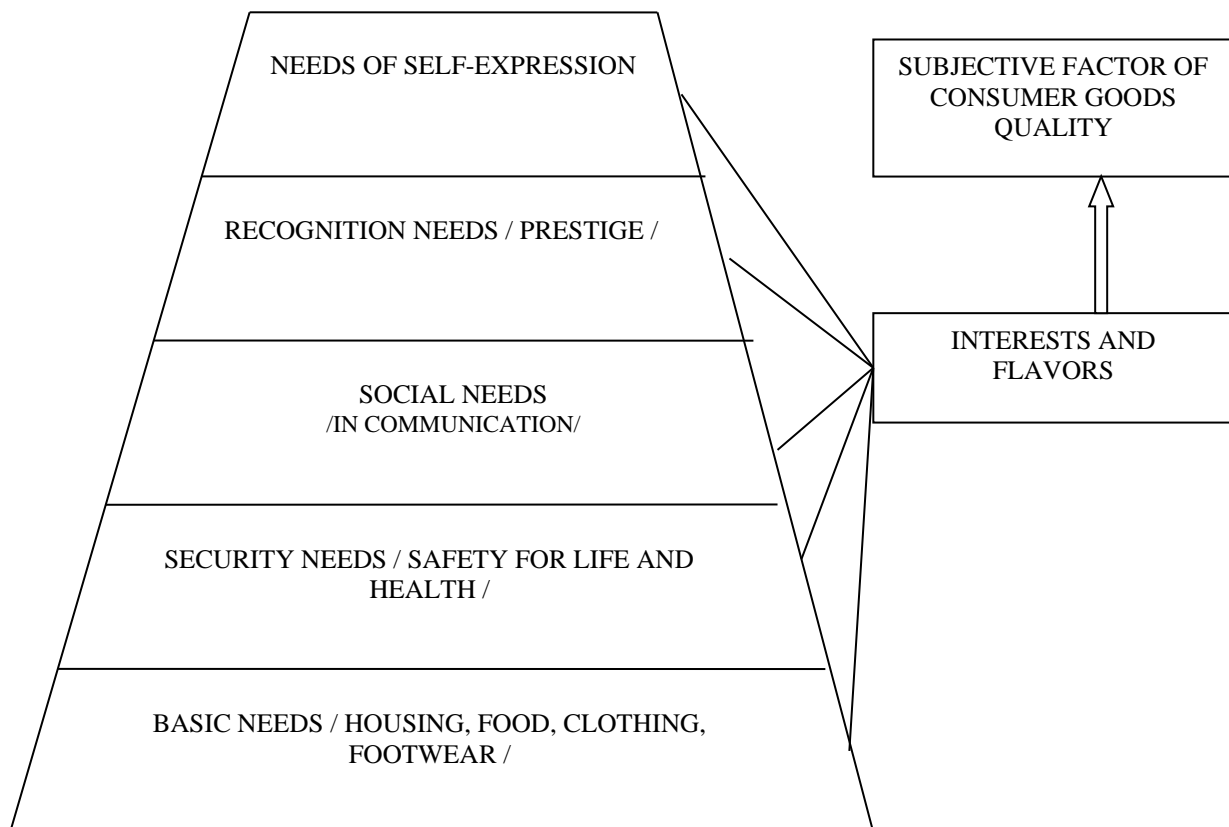


Figure 2. Projection of needs - A. Maslow's pyramid - on the subjective component of the quality of consumer goods

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The national mentality is also manifested in the awareness of quality. In the United States and Western European countries, a pragmatic approach dominates the interpretation of quality. A pragmatic view of quality is accompanied by an active attitude. In Russia, the attitude to quality was distinguished by contemplation, in which the commercialism of Europeans and North Americans did not stand out. Domestic thinkers (V.S.Soloviev, L.P. Krasavin, P.B. Struve, I.A.Ilyin and others) emphasized the value, spiritual component of quality. They associated the active moment of quality with the subjective activity of the individual. L.P. Krasavin used the concept of "quality". He called the situation of "quality" the expression of the active side of quality, when the possibilities of one of the qualitative properties are realized when directed to another. P.S. Struve denoted the quality of a new - "economic" - person by the term "suitability", summarizing in it such key features of activity as focus, efficiency, responsibility. Understanding quality requires an appropriate level of readiness of consciousness. Is it possible not for a musician to determine the quality of a musical instrument, not for an athlete - the quality of sports shoes, for a civilian the quality of military clothing and footwear? It is impossible to fully determine the quality of a product outside of specific experience. Instrumental examination of products is conditional with regard to its operation. The power of experience is in its dual nature. Experience combines physical and spiritual actions, actions, their experiences and evaluation. Even computer simulation is powerless compared to real experience. Especially in assessing the quality of consumer goods. summarizing in it such key features of activities as focus, efficiency, responsibility. Understanding quality requires an appropriate level of readiness of consciousness. Is it possible not for a musician to determine the quality of a musical instrument, not for an athlete - the quality of sports shoes, for a civilian the quality of military clothing and footwear? It is impossible to fully determine the quality of a product outside of specific experience. Instrumental examination of products is conditional with regard to its operation. The power of experience is in its dual nature. Experience combines physical and spiritual actions, actions, their experiences and evaluation. Even computer simulation is powerless compared to real experience. Especially in assessing the quality of consumer goods. summarizing in it such key features of activities as focus, efficiency, responsibility. Understanding quality requires an appropriate level of readiness of consciousness. Is it possible not for a musician to determine the quality of a musical instrument, not for an athlete - the quality of sports shoes, for a civilian the quality of military clothing and footwear? It is impossible to fully determine the quality of a product outside of specific experience. Instrumental examination of products is conditional with regard to

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The subjective side of understanding the quality of a product is built in the relationship between its creators and consumers. The structure of the consumer market complicates the process of promoting quality products. The market is dominated by intermediaries who are interested not so much in the quality of the products sold as in their sale, due to many factors. The

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tendencies of the market orientation towards quality can remain only tendencies and only of a certain market sector. The system of market goals is dominated by the maximum profit at any cost, not excluding the falsification of quality. Scandals with the sale of consumer goods from flea markets in brand salons and prestigious boutiques are no longer shocking to anyone.

Before raising the consciousness of potential consumers of their products, creators and manufacturers of quality goods should clarify for themselves the variety of aspects of the existence of quality in order to feel confident in developing a specific direction of the ideology of quality. We propose the following scheme for methodological support of work on the ideology of quality.

The proposed scheme was developed in the context of previous discussions of the quality problem, therefore, it does not need additional comments, except for clarification of three points. First, it is necessary to duplicate attention to the fact that the category "quality" captures the specificity of things, their fundamental difference from everything else. All arguments about quality are valid only in connection with its objective conditionality. The quality of footwear is a characteristic of the certainty of a thing, a product intended for a certain action - to serve to ensure the safety of the feet (to be their "clothes"). No aesthetic or other interests should squeeze out the intended purpose of the shoe. The supporting property of the creative initiative to develop the quality of footwear is invariantly that which gave rise to footwear and determined its history.

Secondly, it is important to differentiate the concepts of "quality level" and "quality state" of the product. Both concepts reveal the meaning of including a subjective factor in the concept of "quality" - they are constructed by interaction when creating a thing of consciousness and material prerequisites. The transformation of an object into a commodity is the result of essentially creative activity.

"Quality level" reflects the degree of high-quality implementation of the system of features that form a given quality of the product. The equivalent of the "quality level" of a product is the division of the product into categories when sold. The goods are sorted according to the intensity of the expression of qualitative characteristics (features) in it. The concept of "state of quality" reflects the configuration (method of combination) of qualitative features of the product. The market has noticeably updated the meaning of the concept of "state of quality". The configuration of qualitative features is determined objectively and concretely - by the economic situation, the need to "capture" all or most of the marked features and relying on the main, system-forming feature of a given product. In a competitive environment, the advantage is gained by the manufacturer who quickly

understands and quickly implements transformations in the field of quality, will issue a modernized concept of the quality of a specific product or mobile readjust production for changes in the interpretation of quality. The main thing to remember here is that the buyer pays for the image of the quality of the goods, especially the uneducated professional buyer.

The domestic footwear industry has traditionally been focused on the use of natural raw materials. Leather was categorically considered a quality-defining trait. Manufacturers' interest in natural raw materials is justified by their favorable properties. But only positive properties of materials, from the point of view of production, do not exist. Natural raw materials require high costs for technological processing, resources of natural raw materials are limited. The use of natural raw materials led to increased complexity of production, high costs and, ultimately, to a price that did not look attractive to the buyer on the market. Our shoe industry, while remaining faithful to the traditions that had developed in the depths of a planned economy and centralized pricing, was simply doomed to lose in the struggle for the market.

While Russian manufacturers of socialist cut proclaimed the priority of high-quality footwear made from natural raw materials, which, by the way, never stood out for its special quality in Russia, except that it was really of animal origin, foreigners took our market to the full, offering an affordable price, a variety of assortments, an interesting color range, good design and high dynamics of the change of the offered goods. As for the quality of foreign footwear, it basically corresponded to the needs of the mass consumer and there was no particular conflict with the quality standards developed in the Russian Federation, as in the case of wine from Georgia and Moldova containing heavy metal salts and pesticides. Shoes from Poland, Turkey, China were no more harmful than Russian.

The characteristics of the quality of goods indirectly include the economic interests of the producer and the consumer, which are far from consensus. The manufacturer forms an image of quality, goods, guided by considerations of profit, the buyer thinks about cutting costs on purchases. Each of them is reasoning quite logically about the same thing - the rationality of the ratio of price and quality of goods. Shoes made from natural raw materials, of course, are of better quality, but also significantly more expensive, footwear limited by a season will have to be "stretched" for more than one season, will it withstand such a test and how much will fashion change? Leather is a capricious material that requires special care, which increases indirect costs. Wouldn't it be better to prefer inexpensive shoes made of artificial material or combined, which can be thrown into the trash at the end of the season without painful hesitation, and renew the "footwear" again in accordance with fashion recommendations. Let's not

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forget that out of 10 Russians, 8-9 people come to the market (fair, store, flea market) in a state of deep thoughtfulness and it is she who actively forms relations in the market, influencing the formation of an image of quality.

During the transition to a market economy, Russian footwear manufacturers (and not only footwear) made plenty of mistakes during the transition to a market economy, and not least of all they were summed up by theoretical inconsistency, lack of flexibility and mobility of reasoning, conservatism and dogmatism of professional consciousness, low professional culture. Instead of making qualitative changes in the ideology of production and attacking, they defended themselves on the old frontiers of the planned economy and ideology in the hope of saving the state's actions.

Quality configuration is not a combination given once and for all. It must be able to form, otherwise it is easy to become a hostage of the situation and not have time to reorganize in connection with the changed conditions. Professional experience and flair alone are clearly not enough here. You need knowledge and the ability to think concretely - historically situationally, and not reason in general, abstractly. It is desirable to minimize logical delusions.

Let us take the above presented situation of product quality orientation towards natural materials. Where are the logical grounds for such a conclusion? Shoes have two basic invariant quality attributes: safety and functionality. Natural materials indisputably fulfill both criteria. Shoes made of leather are hygienic and comfortable. But where is the evidence that leather shoes and only they are hygienic and comfortable.

Why shoes made from other materials cannot be of high quality. Aren't there and will not be other materials that meet the quality requirements of footwear? We live in the age of the scientific and technological revolution, science is being energetically introduced into production, the science intensity of production is rapidly increasing. Trying to keep the quality of shoes anchored with natural raw materials means one thing - they are not modern. The "state of quality" indicates to us the quality configuration options. Science is not only important new knowledge. Science is also the art of building, constructing quality models based on discoveries. Creativity of professional thinking is a necessary condition for a stable position in a market economy. The market teaches you to spin and think. The time when some only thought, while others had to carry out their plans, is gone and, it seems, forever.

Certain miscalculations in the market are due to the identification of the quality of goods with the image of the quality of goods. The quality of the product, despite the presence of a subjective factor in it, is an objective phenomenon and, as already

mentioned, in a given way connects the real properties of the thing, the quality of the product is given to us in sensation. The image of the quality of the product is created by the interaction of the consciousness of market participants. Of course, the image of quality reflects the quality of the product itself, but this reflection is far from a mirror image, it is due to many circumstances combined into the dialectic of market relations. The subjective moment, more precisely, the intersubjective moment in the image of quality is very representative. The metrological service makes its measurements in it, manufacturers defend their interests, sellers engage in advertising actions, lobbying their views, and buyers do not stay aside. It is dangerous to ignore the importance of the image of quality, arguing the neglect of its subjectivity, you can find yourself with your fundamental objectivity without selling products, possibly high-quality, it is undesirable to go with the flow - you can be extreme in the company. You must be able to maneuver in the market minefields.

The quality of an object turns into the quality of a product. Not surprisingly, performance quality is a key issue in quality management theory. The task of the activity from the initial quality is to obtain the given quality, therefore the quality of activity is a relative concept. Its concreteness is determined twice: the quality of the object and the required quality of the result of the activity. A distinctive feature of activity is expediency. In nature, the transformation of the quality of an object is carried out according to objective laws, by virtue of natural connections, by itself. With the help of activity, a subjective factor is included in the development of the world, directing and intensifying changes. The island can be connected to the mainland by a dam, a bridge, a tunnel, or you can wait for the movement of the mainland to move the "big land" to the "small" one.

The activity is universal. She is able to transform the material into the material, the spiritual into the spiritual, express the spiritual in the material and reveal the spirituality of the material. The history of the shoe begins with the development of the model. The designer's creativity finds an aesthetic solution, which is embodied in the image of the future product, the artistic image is technologically corrected, goes through a tough technical and economic examination, in order to then appear as an object with a certain quality. The strength of activity lies in the creativity of consciousness, based on will and skill. The quality of activity can be controlled by organizing the creative work of consciousness involved in the activities of subjects, both individuals and structural divisions of corporations. Numerous studies carried out at the end of the last century, unequivocally indicate that the value of the attitude to knowledge, creativity is constantly increasing. Literacy remains a serious indicator of success, but knowledge in the era of the information boom is difficult to surprise. According to

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the Human Development Report, in 2003 Russia occupied the first line in the world population literacy rating, which, nevertheless, did not save us. On the human development index, we were only 63rd. This is bad, since the difference in the well-being of the population of different states by 58% can be explained by the level of intellectual development of citizens. Continuing the topic, let us emphasize the value of an active attitude to knowledge. In the modern world, those who have formed the need for knowledge have an advantage. Literacy has remained a serious indicator of success, but knowledge in the era of the information boom is difficult to surprise. According to the Human Development Report, in 2003 Russia occupied the first line in the world population literacy rating, which, nevertheless, did not save us. On the human development index, we were only 63rd. This is bad, since the difference in the well-being of the population of different states by 58% can be explained by the level of intellectual development of citizens. Continuing the topic, let us emphasize the value of an active attitude to knowledge. In the modern world, those who have formed the need for knowledge have an advantage. Literacy remains a serious indicator of success, but knowledge in the era of the information boom is difficult to surprise. According to the Human Development Report, in 2003 Russia occupied the first line in the world population literacy rating, which, nevertheless, did not save us. On the human development index, we were only 63rd. This is bad, since the difference in the well-being of the population of different states by 58% can be explained by the level of intellectual development of citizens. Continuing the topic, let us emphasize the value of an active attitude to knowledge. In the modern world, those who have formed the need for knowledge have an advantage. According to the Human Development Report, in 2003 Russia occupied the first line in the world population literacy rating, which, nevertheless, did not save us. On the human development index, we were only 63rd. This is bad, since the difference in the well-being of the population of different states by 58%

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The quality of the goods is due to the quality of the condition of the source material and the quality of the activity. At the same time, activity is in a special position. The quality of the material most often turns out to be outside the zone of active influence on the part of the interested subject. Preventive action against what is being converted by activity is generally limited. The activity is under the control of the subject, who organizes it. Therefore, the theory of quality management focuses on the quality of activities. The most important scientific conclusions of the 20th century about the "noosphere", about the transformation of science into a direct productive force of society and the increasing role of the subjective factor in history, reflect a spectral shift in the structure of quality management in the direction of the quality of activity. The qualitative properties of activity are systematically related.

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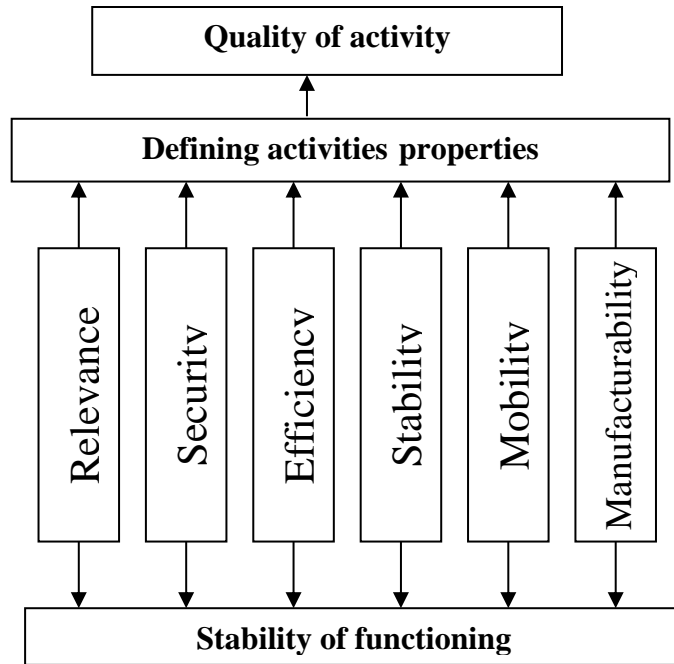


Figure 3. Diagram of the relationship of the qualitative properties of activity

The qualitative features of activity listed in the scheme are separately well known, but they are not analyzed in the system, namely, the systemic nature gives them a new level of expression and forces them to evaluate in a new way. Presenting the system as the most effective way of connecting elements, they usually refer to the basic principle of consistency, first described by Bertalanffy.

According to Bertalanffy, the system is characterized by the fact that the totality of its own properties is not equal to the sum of the properties of its constituent components. But no less important is the fact that the elements that have received systemic representation are modified, changing their status in the system. So, when planning an activity, the first position in the system of its qualitative properties is undoubtedly topical.

Security comes next, because security must be relevant. Outside the relevance of the activity, the problem of its safety is meaningless. Success accompanies only actual activities, but in the case of the relevance of the activity, its safety becomes the most urgent and unconditional. The objection to this logic of reasoning based on the argument that any activity must be, first of all, safe precisely as an activity, is not valid for the reason that "irrelevant

activity", corresponding to the safety requirement, destabilizes the understanding of the integral feature of the system of activity - the stability of functioning ...

The history of product quality begins in the professional mind, regardless of the nature of the mind itself. The nature of footwear is physico-chemical, but the existence of the quality of footwear is not limited by the resources of its nature. The beginnings of quality are hidden in the recesses of creative thinking. Everything created by activity closes in on the consciousness that generates activity. Based on the spiritual sources of the quality of goods - not natural phenomena of natural origin, but artificially created products - the theory of quality management is based on modern philosophical epistemology. Special attention is paid to such problems as the formation of intuitive knowledge; verbal insight of intuition, translation and generalization of knowledge, transformation of subjective knowledge into corporate.

Japanese researchers I. Nonaka and H. Takoychi built a "spiral of knowledge" (Figure 4), revealing the ascent of primary knowledge gained in individual and corporate experience.

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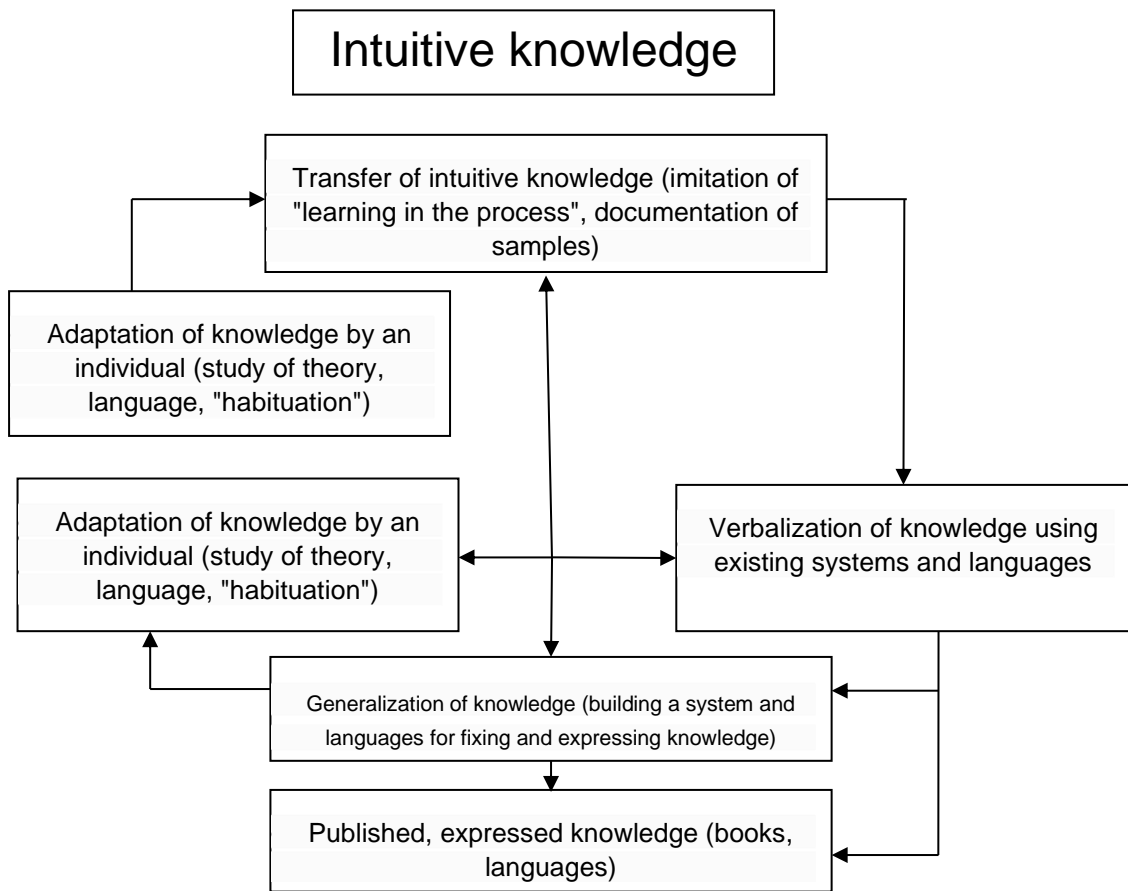


Figure 4. Spiral of education and accumulation of knowledge I. Nonaka and X. Takoychi

According to the concept of I. Nonaka and H. Takoychi, knowledge at the beginning has a subjective form and is of an intuitive nature (exists in the form of intuitive sensations). They accumulate and acquire forms of knowledge traditional for a professional type in the process of corporate work by describing intuitive sensations by analogy with other formed knowledge; intersubjectivization of knowledge and the search for sustainable relationships; the development of languages, systems and theories for the explicit and precise formulation of new knowledge.

The ideas presented in the “spiral of consciousness and accumulation of knowledge” by I. Nanak and H. Takaychi did not go unnoticed. They were approached by the Finnish scientists I. Tervonen and P. Kerola. They applied the Japanese "spiral" to the process of creating a quality system in the field of information systems. As a result, the Japanese model of knowledge development grew into the Finnish one,

called by its authors "the spiral of development of the quality system and technology for the development of IP" (Figure 5).

Finnish research is based on the mechanism of intersubjectivization of knowledge within the framework of corporate interaction. They were interested in how in the process of work the individual feelings of specialists “what is good and what is bad” in relation to the quality of IP “multiply” and become the property of the rest of the project participants. In order for intuitive sensations to work as new knowledge, they must gnoseologically "mature", put on a familiar form of knowledge - undergo adaptation, "absorb culture", become understandable in form. To do this, they are embodied in documents, exemplary programs, technologies and knowledge bases. Enriched with new knowledge or newly spelled out technology, it is possible to expand the horizons of an intuitive sense of quality. The spiral unwinds in the next turn.

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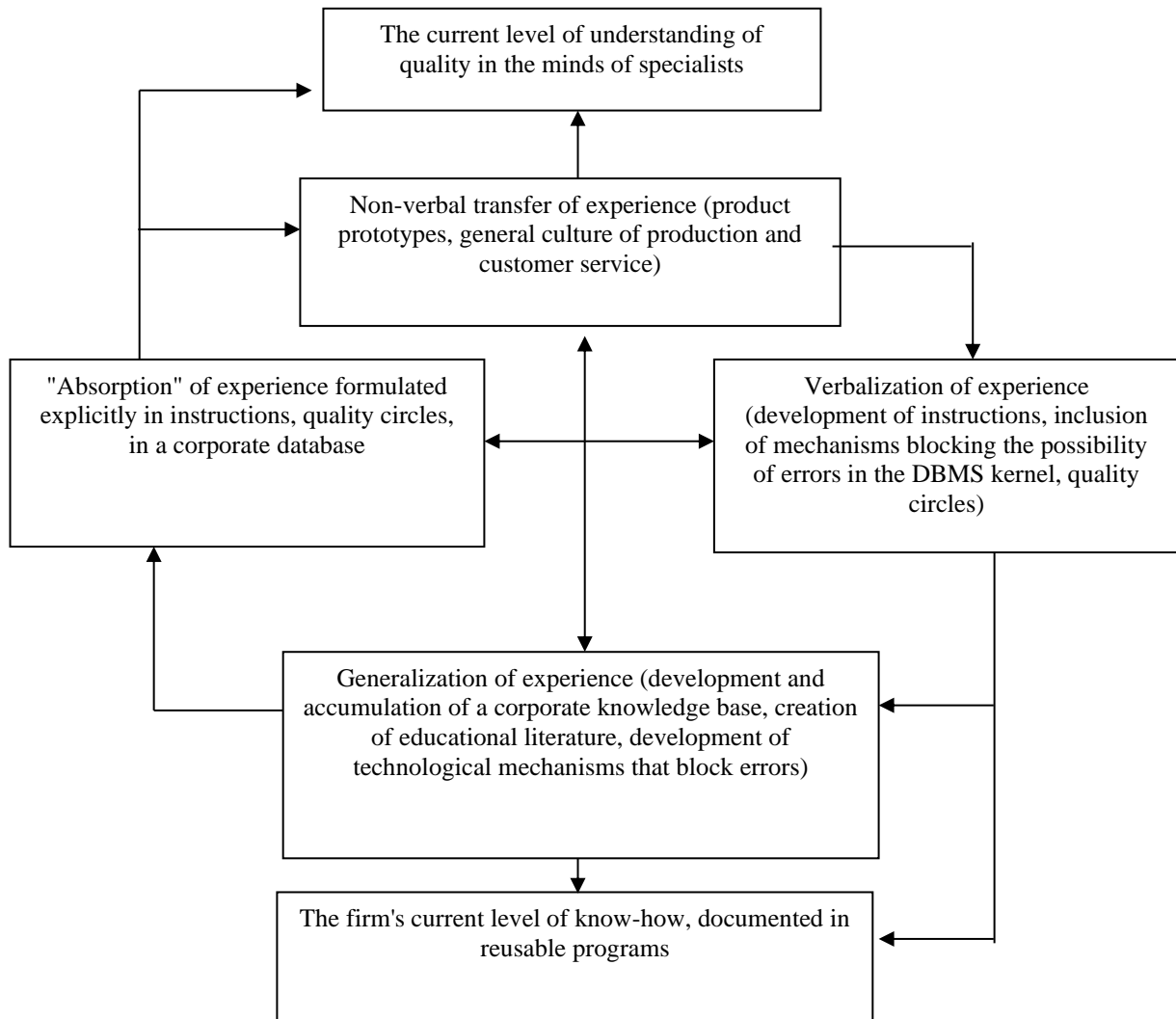


Figure 5. Spiral of development of the quality system I. Tervonen and P. Kyerola

Activity quality management is knowledge management, which includes the entire cycle of knowledge education, its implementation and systemic distribution. A qualitative result lies in knowledge and its correct organization. All known theories of quality management differ essentially in their views on the technology of generating and mobilizing knowledge. It is this circumstance that explains the active inclusion in the theory of quality management of philosophy (the theory of knowledge) and psychology - areas of knowledge, in the opinion of many, not directly related to the solution of the quality problem. The history of activity makes the consciousness rebuild and change the prevailing stereotypes of thinking. In particular, the historical experience of economic development in the XX century is sufficient to convince the inveterate, but have not lost the ability to critically reflect on what is happening.

The philosophy of quality begins and ends with the dialectic of activity. Today it is generally accepted that the quality management system is based on a dialectical conclusion about the specific historical originality of being. If you want to achieve success in the economy, if you please rely on the following provisions:

- a quality management system for each specific production is developed separately and is not replicated in finished form;
- it is necessary to develop a quality management system taking into account the national characteristics of the country. Revealing the specifics of Japanese quality management, K. Matsushita explained to Western experts: "For you, the essence of leadership is how to take ideas from the heads of managers and put them into the heads of the personnel responsible for performing technological operations. For us - bit by bit to collect the intellectual resources of all employees and put them at the service of the

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enterprise. " It is useless to transfer the discovery of the Japanese to the soil of Americans and Europeans with their mentality of egocentrism and mercantilism. Western-style democracy made the individual's individuality absolute, leaving little room for maneuver, all the more so for such a sharp turn of thinking. The Japanese have kept the collective spirit in mind. The Japanese "We" does not irritate the "I".

It seems to us that the process of securing a domestic producer in the domestic market will proceed in two interconnected stages. The first of them requires a comprehensive solution to the problem, the second requires the implementation of a systematic approach. An integrated approach is simpler, more accessible in a hostile environment. He admits a certain disproportion in the implementation of the program.

In our case, an integrated approach should include political, legal, economic, moral, aesthetic and informational components. Today, agreement in political decisions regulating the economic activity of law, the work of legal bodies that ensure the work of laws - decisions of economic practice is very relative. There are economic problems, the desire of political actors to help solve them. But between these extreme phenomena there are inevitable intermediaries that form the basis of the mechanism for the implementation of programs. The number one task is to make this mechanism work in unison with the interests of the state for the development of the national economy, for the good of the country and the people.

It is unlikely that we will encroach on state secrets, saying that such a mechanism is clearly not perfect, and the state does not have enough political will to compensate for the imperfection of the legislative base bearing the stamp of oligarchic interests. Democracy is not the art of manipulating legal intricacies. Democracy is a harsh demand for the freedom of decision-making presented.

It is impossible to foresee everything in the legislation and, perhaps, not rationally, but it is immoral and ugly to narrow democracy down to the postulate: everything is allowed that is not prohibited. Formally, yes, if we look at society as a sum of isolated individuals striving to get the most, regardless of the interests of the existence of similar subjects, and at history, as a supranational movement of mankind, consider that "people", "nation" are abstract concepts, without a significant historical load so they can be neglected. Where law cannot work, morality must be included.

Moral responsibility is the most important sector of the rise of a consumer goods manufacturer to an authoritative position in the market. Are Russian business and the state morally ready for consistent interaction? The Russian people are patiently but not indifferently following the fate of their native production.

The systemic stage is much more complicated than the complex one. In an integrated approach, the reserves of external forces are realized, building their work in a certain order, tying them into a knot, you can count on a positive effect. The lack of an integrated approach to solving the problem is that it is a view of the problem from the side of the conditions of its existence, as if external to it. Thus, construction is "cleared".

Any process evolves due to an internal source. His main forces are in himself and their organization requires a view not from the outside, but from within.

In this context, it is necessary to activate the system-forming factor. What he is specifically is a big question awaiting its researchers. In the meantime, we are ready to offer only the first approximation to the solution of the problem - the introduction of our own system unit of production into it and the promotion of quality goods to the consumer market (Figure 6).

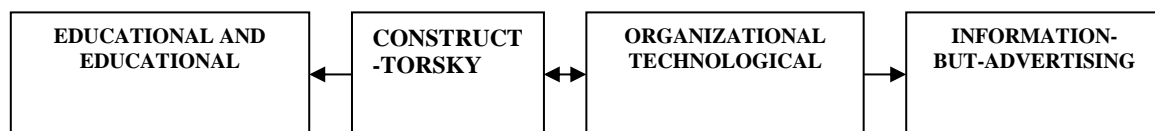


Figure 6. Blocks of production and promotion of quality goods to the consumer market

Behind it is the idea of looking for a system-forming factor in the essence of the product, the duality of its value - the ratio of the quantity of quality labor and the manifestation of consumer properties.

Let us recall Karl Marx, who discovered the dialectical nature of the commodity, the unity of abstract and concrete value in it. Abstract value provides the possibility of its equivalent exchange, concrete value encourages the buyer to purchase this particular product. To begin with, both values must be

consistent and not distorted by market speculators. And then our manufacturer will not be a guest on the domestic sales market, but its owner, providing the buyer with the opportunity to purchase the products of the fashion industry that he needs most, and in accordance with his purchasing power.

Conclusion

The processes of globalization, the strengthening of international competition that characterize the

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world economy, were an objective prerequisite for changing the competitiveness management paradigm, which consists in abandoning traditional industrial policy and moving to a new industrial policy based on clusters (cluster policy). As a result of globalization, factors of production are becoming mobile, competition between countries is increasing, therefore, not only innovation and education, but also interconnections between enterprises are important for developing and maintaining superiority over competitors, which has led to the creation of network structures - clusters.

The cluster is viewed as a network organization of geographically interconnected and complementary enterprises (including specialized suppliers, including services, as well as manufacturers and buyers), united around a research and educational center, which is linked by vertical ties with local institutions and authorities in order to increase the competitiveness of enterprises, regions and national economy.

In the studies performed, the issues of the formation of a regional shoe cluster in the Southern Federal District were considered. As a result of the work carried out, the prerequisites for creating a cluster were identified, such as:

- high concentration of skilled labor;
- clear specialization of manufacturers;
- long-term traditions of shoe craft;
- availability of local suppliers of quality raw materials;
- high demand in the region for quality footwear.

We believe that for the development of the shoe cluster in the Southern Federal District it is necessary:

- o legalization of preferential taxation of manufacturers;
- o creation of an effective sales system for products;
- o improving the quality and design of shoes;
- o increase in assortment;
- o joining efforts of players to promote footwear in the region.

In the course of the work, they proved that the cluster is a socio-economic system and belongs to the class of organizational systems.

Organizational system (organization) is a system, i.e. a set of interrelated elements, but it is not just a set of elements, but it exists or is created artificially to achieve certain goals, that is, the system is a means to achieve goals.

An economic and mathematical model of creating a cluster in the Southern Federal District is also presented. The calculations were performed by the method of multivariate classification and cluster analysis. As a result of the calculation according to the model, the enterprises were merged into a cluster.

The calculated technical and economic indicators can be the result of the performed studies. Thus, the expected output of pairs of shoes at the end

of the fifth year of the cluster's operation will be 190,156,000 pairs, which will ensure economic stability for the cluster by this time.

The estimated gross profit at the end of the fifth year of the cluster will be 26,928,568.4 thousand rubles, the total cost of production, respectively 162921748.2 thousand rubles. It is planned to create 76,268 jobs. The average monthly wage of one worker for the production of men's shoes will be 11,761.94 rubles, for the production of women's and children's shoes 10,504.46 rubles. and 10425.8 rubles, respectively. The most profitable is the production of women's shoes - 18.8%, the profitability of the production of men's shoes will be 16.6%. The production of children's shoes is less profitable, 9.31%, and this is not surprising, since the production of shoes for children requires the greatest costs. The average profitability will be 16.64%.

We also considered various options sales of footwear within a month, for example, 100% sales of manufactured footwear, 80% and 50%. Calculations indicate that with 100% of the sale of footwear in the specified period of time, not only the costs of production and sale of footwear are covered, but also a fairly significant profit is obtained. This testifies to the effective operation of the shoe cluster, as well as to the correct marketing and assortment policy, it is also possible to make a profit when selling 80% of the manufactured children's, men's and women's shoes.

If only 50% of all footwear is sold, the activities of the cluster will not bring income, which suggests that such cases are inadmissible when the sale of manufactured footwear will be less than 50% within a month. If such a situation arises, it is necessary to attract borrowed funds to cover the costs and the subsequent production of products, which provokes the possibility of the cluster becoming bankrupt.

To ensure 100% sales of manufactured footwear, a competitive assortment of men's, women's and children's footwear has been developed, taking into account factors affecting consumer demand: compliance with the main fashion trends, economic, social and climatic characteristics of the regions of the Southern Federal District, as well as the national characteristics of residents of the regions of the Southern Federal District. The cluster provides for the production of footwear using both mechanized innovative technical processes and manual labor, which should ensure the demand of both an elite consumer and a mass consumer, creating the preconditions for the sale of all footwear.

The developed innovative technological processes for the production of men's, women's and children's footwear using modern technological equipment produced by the world's leading companies will make it possible to produce a wide range of footwear not only by type, but also by fastening methods, which is also a guarantee of sustainable demand for the offered range of footwear. ...

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The proposed technological equipment, on the basis of which it is possible to form a technological process for the production of men's and women's, as well as children's shoes, allows, taking into account the available production areas choose the optimal volume of footwear production with high TPE.

The decision to create a center for standardization, certification and quality management is justified. Such a center will ensure the preparation of certificates of conformity and declarations of conformity for the entire range of footwear, which will be manufactured within the shoe cluster. The presence of such documents will form the confidence of the buyer, create an image, which means high demand, which, from our point of view, is a determining factor for the competitiveness of the proposed range of shoes.

Based on the current state of affairs in the country's economy, in our opinion, the most significant problem in the development of the regional consumer market is the lack of a full-fledged regulatory framework that ensures the functioning of the mechanism of state regulation of the regional consumer market. Thus, it is the intervention of the state that should correct the situation on the footwear market in the Southern Federal District, and provide an opportunity for the development of the domestic footwear industry.

From the analysis performed, we note the following trends in the development of the footwear industry in the territory of the Southern Federal District:

1. The Southern Federal District is distinguished by a high level of migration of the working-age population to developing industries. The leather and footwear industry for the district can be confidently called a developing one. The Southern Federal District ranks first among the regions of the Russian Federation in terms of the volume of footwear produced.

2. On the territory of the region there are unused industrial fixed assets suitable for restoration.

3. In the Southern Federal District, there are many specialized educational institutions for training personnel in the field of the leather and footwear industry.

It is also necessary to increase the investment attractiveness of the industry and create conditions for increasing its competitiveness. An important measure is to protect the domestic market from illegal import and turnover of light industry goods, create conditions for increasing its transparency and ensure non-discriminatory access of industry producers to trade organizations. To do this, it is necessary to introduce

high duties on the import of finished shoes and low on the import of basic and auxiliary materials and equipment. Again we have to repeat about the need to regulate the level of prices and tariffs, which would guarantee both the manufacturer and the trade not only reimbursement of justified costs, but also the accumulation of funds for the development of production.

It is necessary to allocate funds to finance the development of technical regulations for light industry products and provide advice on their implementation.

I would like to note that there is a historically established adaptation of peoples living on the territory to manual production, the presence of their own national technologies and the design of manufactured shoes, adapted to the climatic conditions and landscape of the region. The prerequisites for the development of footwear production in the region are very significant.

We offer the following set of measures:

1. Creation of a regional program for the development and maintenance of domestic shoe production in the region.

2. Taking measures to reduce the import of imported footwear into the region. These measures should include, first of all, the suppression of the trade in footwear that is smuggled and without permission to sell it on local markets.

3. Assistance in the employment of young professionals, university graduates, in existing and newly created shoe enterprises.

4. Assistance to enterprises in the process of promoting domestic shoe brands in local markets. First of all, it is necessary to develop a competent marketing strategy for regional shoe companies.

5. Creation of a special lending program for light industry enterprises in the region, taking into account the specifics of production: the seasonal nature of the products sold and the peculiarity of the turnover of working capital of enterprises in the industry.

In our opinion, for the successful implementation of all the above measures, the interest of regional authorities in the formation and development of the shoe cluster, their reduction in prices for components and energy costs, and a convenient transport interchange are necessary. All this together will allow such a formation a long life and stable positions not only in the domestic but also in foreign markets. All that is needed is the goodwill and support of all participants in the formation of a shoe cluster of regional and federal branches of government.

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Faculty of Economics and Business

THE EFFECTIVENESS OF ONLINE LEARNING IN THE TIME OF COVID 19 ON STUDENTS OF MANAGEMENT DEPARTMENT, FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS RIAU

Abstract: This study aims to analyze the effectiveness of online learning in terms of access to support for the implementation of online learning most widely used at the tertiary level. This study employed a descriptive qualitative analysis where the data were collected using a questionnaire. This study involved 102 students of the Management Department, Faculty of Economics and Business, Universitas Riau, as its respondents. This study found that there are advantages and disadvantages of conventional and online learning in Management Department students, Faculty of Economics and Business, Universitas Riau. The drawbacks of online learning are bad behaviors from students such as lying down while studying, driving while listening to lectures, as well as being difficult to supervise online lectures. Accordingly, this makes online lectures for students of the Management Department, Faculty of Economics and Business, less effective. Prior to the Covid 19 pandemic, students of the Management Department, Faculty of Economics and Business, Universitas Riau, had never conducted online lectures. Therefore, students were not familiar with online lectures and were more interested in taking part in offline learning or face-to-face learning in class. The online learning schedule is not implemented, structured and coordinated online, weak signals, and limited internet data indicate that online learning for students of the Management Department, Faculty of Economics and Business, Universitas Riau is not effective.

Key words: COVID-19, Effectiveness, Online Learning.

Language: English

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Introduction

Covid-19 is a disease that spreads quickly and is caused by the Coronavirus, which targets the human respiratory system (Rothan & Byrareddy, 2020). The first case of Covid-19 in Indonesia was confirmed in early March 2020. As an effort to prevent the spread of Covid-19, the World Health Organization (WHO) recommends stopping activities that might potentially cause crowds. During the Covid-19 period, all universities hold distance learning. The coronavirus disease 2019 (Covid-19) outbreak poses a challenge for educational institutions, especially universities. To fight Covid-19, the government has prohibited crowding, and encouraged to do social distancing,

physical distancing, wearing masks, and always washing hands. Through the Ministry of Education and Culture, the Government has prohibited universities from conducting face-to-face (conventional) lectures and ordered them to hold online lectures or online learning (Directorate General of Higher Education, Ministry of Education and Culture Circular Letter No. 1 of 2020).

The Indonesian government issued a regulation to carry out the learning process from home with terms Work from Home (WFH) and Learn from Home (LFH). As a result, all activities are carried out only from home. On March 24, 2020, the Minister of Education and Culture of the Republic of Indonesia

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issued Circular Letter Number 4 of 2020 on the process of enacting education policy during the Covid-19 outbreak's emergency period. This is done to reduce the impact of the spread of the Covid-19 virus (Rosali, 2020). Maintaining a distance to reduce physical contact that has the potential to transmit disease is known as social distancing (Bell et al., 2006).

Based on the Circular of the Minister of Education and Culture of the Republic of Indonesia, the Faculty of Economics and Business, Universitas Riau, also made a policy to conduct lectures online for all students. The problem in online learning for FEB students at Universitas Riau generally lies in the availability of internet services. This difficulty in accessing internet services occurs when FEB students of Universitas Riau are in the village since most of the students during the Covid-19 pandemic returned to their villages and lived in areas with poor network service. Hence, difficulties in internet connection caused by networks around their respective areas often experience interference. This becomes an obstacle when the learning process is in progress because an unstable network will result in miscommunication.

Another problem faced when implementing online learning is that most students complain that the costs incurred to buy internet data are getting higher. Even though the government has provided free internet data for students, it is still not enough because online learning requires quite a lot of internet data. This is because most of the lectures provide the material using Google Meet which aims to make the material provided easy to understand by students. Furthermore, many students who take online lectures are less serious, such as listening to lecturers explaining lectures while lying down, driving a vehicle, or eating. Naturally, this might disrupt student concentration. This study was conducted on 2018 and 2019 year students of the Management Department, Faculty of Economics and Business, Universitas Riau, of the year 2018 and 2019 because they were still actively participating in current education and had experienced face-to-face and online lectures. A total of 102 respondents were sampled in this study.

The importance of this online learning effectiveness research is to investigate how effective online learning is compared to offline learning. The priority of this study is to find out how a student thinks about online learning, whether online learning is better than offline learning. This study also aims to investigate which media are more effectively used during the virtual learning process and know the obstacles faced by students and lecturers during the online learning process. Therefore, the level of effectiveness of online learning can later be used as reference material to evaluate learning in general for FEB students, Universitas Riau.

Several studies had been conducted by several researchers, such as Abidin et al. (2020) who examined

the effectiveness of distance learning in terms of understanding the subject matter, Hidayah et al (2020) who investigated the effectiveness of online learning in the Covid-19 pandemic period, and Dwindia et al (2021) who analyzed the effectiveness of online learning in facing the Covid-19 pandemic outbreak. They agree that the implementation of online learning has not been effective. With a similar theme, they conclude that online learning with the virtual learning method has advantages and disadvantages, both from lecturers and students. Research states that lectures can run smoothly, but several obstacles make learning not ideal and not effective for improving student learning outcomes. Thus, it is important to conduct virtual learning effectiveness research to determine the level of learning effectiveness for FEB students, Universitas Riau, during the Covid-19 Pandemic.

Theoretical Review

Effectiveness: Definition, Measures and Criteria, and Approach

This Effectiveness is one of the achievements that an organization wants to achieve. Effective in English means successful or something that is done successfully. Popular scientific dictionaries define effectiveness as the accuracy of use, use, or support for goals. Effectiveness is a key element in achieving the goals or targets that have been set in each organization, activity, or program. Something is said to be effective if the goal or target is achieved as determined (Iga Rosalina, 2012).

The word effectiveness has several meanings. Great Dictionary of the Indonesian Language mentions three meanings of effectiveness. The first meaning is the existence of an effect, consequence, influence, and impression. The second meaning is efficacious and the third meaning is something that brings results. The word effective is taken from the word effect which means influence, indicating the effect of an element. Therefore, effectiveness is influence or success after doing something (Great Dictionary of the Indonesian Language Team, 1995). The concept of effectiveness can be used to evaluate the direction of an organization. This idea is one of the determining variables in determining whether or not significant changes to the organization's form and management are required. In this case, effectiveness is the achievement of organizational goals through the efficient use of the available resource, in terms of inputs, processes, and outputs. In this case, resources include the availability of personnel, facilities, and infrastructure as well as the methods and models used. An activity is said to be efficient if it is carried out correctly and in accordance with procedures, while it is said to be effective if the activity is carried out correctly and provides useful results (Iga Rosalina, 2012). It can be concluded that organizational activities are said to be effective if an organization's

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activities run according to the rules or the targets set by the organization.

Sejathi (2011) defines effectiveness as usability or supporting goals. Furthermore, Ali Muhidin (2009) also explains that effectiveness is related to the issue of how to achieve the goals or results obtained, the usefulness or benefits of the results obtained, the level of function of the elements or components, as well as the problem of the level of user satisfaction. According to Ravianto (2014), effectiveness refers to how well work is done and how well people create expected results. This means that a task is effective if it can be done according to the plan in terms of time, money, and quality. Meanwhile, according to Gibson et al Bungkaes (2013), effectiveness is an assessment made in relation to an individual, group, and organizational achievements. The closer their performance is to the expected "standard" performance, the more effective they are judged to be. Furthermore, Wiyono (2007) defined effectiveness as an activity that is carried out and has the expected impact and results. According to Mahmudi (2010), effectiveness is the extent to which the unit issued is able to achieve the goals set. In addition, Hidayat in Rizky (2011) defines effectiveness as a metric that indicates how far a goal (quantity, quality, and time) has been met. The more of the target that is met, the more effective the strategy is. Therefore, to conclude, effectiveness is a measure that states how far the target or goal has been achieved.

From several definitions of effectiveness above, it can be concluded that in general effectiveness can be interpreted as the existence of an influence, effect, and impression. Effectiveness encompasses not only the ability to influence or convey messages, but also the achievement of objectives, the establishment of standards, professionalism, the establishment of objectives, the existence of programs, the availability of materials, and the application of methods. Targets or facilities can also impact the goals to be accomplished or effective is a metric that states how far management has achieved the targets (quality, quantity, and time) that have been set in advance. According to Slavin (2009), the factors that affect effectiveness are quality, appropriateness, intensive, and time.

Measuring the effectiveness of an activity program is not a very simple material, because effectiveness can be studied from various perspectives and depends on who assesses and interprets it. Seen from the point of view of productivity, a production manager provides an understanding that effectiveness means the quality and quantity (output) of goods and services. Comparing the plans that have been determined with the actual results that have been realized can also be used to determine the level of effectiveness. However, if the effort or the results of the work and actions taken are not appropriate, the goals are not achieved, or the expected goals, then it

is said to be ineffective. According to Iga Rosalina (2012) criteria or measures on the achievement of effective goals or not are a) Clarity of goals to be achieved, b) Clarity of strategy for achieving goals, c) A solid process of analysis and policy formulation, d) Careful planning, e) Proper programming, f) Availability of work facilities and infrastructure, g) Effective and efficient implementation, h) The supervisory and control system that is educational in nature as for the criteria for measuring effectiveness, namely: 1) Productivity, 2) Ability to adapt to work, 3) Job satisfaction, 4) Profitability, and 5) Resource search. Ricard M. Steers (in Nadia Azlin, 2013) suggests several measures of effectiveness, namely 1) Quality, 2) Productivity, 3) Alertness, 4) Efficiency, 5) Income, 6) Growth, 7) Stability, 8) Crash, 9) Morale, 10) Motivation, 11) Cohesiveness, and 12) Flexibility of adaptation. Furthermore, Tangkilisan (2005) suggests 5 (five) criteria in measuring effectiveness, namely 1) Productivity, 2) Work adaptability, 3) Job satisfaction, 4) Profitability, and 5) Resource search.

The effectiveness approach is used to measure the extent to which the activity is effective. There are several approaches used for effectiveness (Dimianus Ding, 2014), namely the target approach (Goal Approach). This approach tries to measure the extent to which an institution has succeeded in realizing the targets to be achieved. The targeted approach in measuring effectiveness begins with identifying organizational goals and measuring the level of organizational success in achieving these goals. An important target to consider in measuring effectiveness with this approach is a realistic target to provide maximum results based on the "Official Goal" by paying attention to the problems it causes, by focusing on the output aspect, namely by measuring the success of the program in achieving the planned output level. Thus, this approach tries to measure the extent to which the organization or institution has succeeded in realizing the goals to be achieved.

Online learning

In the midst of the recent Covid-19 outbreak, implementing digital-based learning or e-learning is very useful to protect students from the spread of the Covid-19 virus. Moreover, the government has urged people to do activities at home in an effort to maintain physical distance or maintain physical distance to suppress the spread of the virus.

Without face-to-face lectures, online lectures are a solution to keep teaching and learning activities amid the spread of the coronavirus (Purwanti & Krisnadi, 2020). Online learning is a solution for continuing to carry out teaching and learning activities (Rachmat & Krisnadi, 2020). During the pandemic, various alternative offers for online learning applications are increasingly selling (Sherina, 2020). Online learning, as defined by Dabbagh and Ritland

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(2005), is an open and distributed learning system that uses pedagogical tools (educational aids) and is enabled by the internet and network-based technology to facilitate the formation of the learning process and knowledge through meaningful action and interaction.

One form of alternative learning that can be carried out during the Covid-19 emergency is online learning. According to Moore, Dickson-Deane, & Galyen (2011), online learning is learning that uses the internet network with accessibility, connectivity, flexibility, and the ability to bring up various types of learning interactions. According to Zhang et al (2004), the usage of the internet and multimedia technologies can change the way knowledge is delivered and can be a viable alternative to traditional classroom learning.

Online learning in its implementation requires the support of mobile devices such as smartphones, tablets, and laptops that can be used to access information anywhere and anytime (Gikas & Grant, 2013). The use of mobile technology in education has made a significant contribution, including the achievement of distance learning goals (Korucu&Alkan, 2011). Virtual classrooms employing Google Classroom, Edmodo, and Schoology (Enriquez, 2014; Sicat, 2015; Iftakhar, 2016), as well as instant messaging apps like WhatsApp, can be utilized to facilitate the deployment of online learning (So, 2016). Even social media sites like Facebook and Instagram can be used to learn online (Kumar & Nanda, 2018).

Online learning is a method that allows students to learn more broadly, more extensively, and in a more diverse manner. Students can learn whenever and wherever they want because to the system's features, which allow them to learn regardless of distance, geography, or time. The learning materials studied are more varied, not only in verbal form, but also in more varied forms such as visual, audio, and motion (Cepi Riyana, 2018).

Smaldino, Lowther, and Russell (2008) stated that the online learning model can realize an effective learning function. Moreover, according to Machmes and Asher as cited by Roblyer & Doering (2010), two-way interactive learning online is more effective than traditional learning.

Forms of online learning

Since the Covid-19 pandemic, online learning has become increasingly popular. Since 2020, more and more universities are implementing online learning systems to prevent the transmission of the Covid-19 virus. Various applications are used to carry out online learning (on the network) (Suhada et al., 2020). There is a wide selection of applications for online lectures including Zoom, Google Classroom, email, et cetera. Online learning activities are carried out through various special communication platforms that allow proper learning activities in the classroom

to be carried out such as Google Classroom, Google Meet, Zoom, Edmodo, and so on.

The benefits of online learning

In online learning, lecturers give lectures through virtual classes that can be accessed anywhere and anytime. This allows students to freely choose which courses to follow and the tasks that must be done in advance. The results of a study conducted by Sun et al., (2008) indicate that flexibility of time, location, and online learning methods affect student satisfaction in learning. Another interesting finding in that study was that students feel more comfortable asking questions and expressing opinions in online lecture forums. Learning from home makes them not feel the peer pressure they usually feel when studying with friends in face-to-face lectures. The absence of the lecturer physically also makes them not feel awkward in expressing their opinions. According to Sun et al., (2008), the absence of physical barriers and limitations of space and time make it easier for students to communicate. Furthermore, online learning reduces unpleasant sensations, allowing students to freely express themselves and ask questions. Student leaning freedom can also be fostered through online distance learning. Without the direct guidance of lecturers, students must seek out information regarding course material and tasks on their own. Reading reference books, internet articles, scientific publications, and chatting with peers via instant messaging software are just a few of the activities carried out. Kuo et al., (2014) argue that online learning is more student-centered and can bring up the responsibility and autonomy of students in learning. Online learning requires students to prepare their learning, organize and evaluate, as well as simultaneously maintain their learning motivation (Sun, 2014). This learning method is also able to trigger the emergence of independent learning and encourage students to be more active in lectures.

A.W Bates and K Wulf (Wijaya, et al. 2016) explain that the benefits of online learning are as follows: 1. Increasing the level of learning interaction between lecturers and students; 2. Allowing learning interactions from anywhere and anytime (time and place flexibility); 3. Facilitating students in a broad scope (potential to reach a global audience).

Weaknesses of online learning

The online learning process also found several new problems faced by students, ranging from home learning facilities such as network strength, lack of internet data, to the problem of students feeling bored or confused with the learning process. The learning process is used with various communication media that can be adapted to the appropriate learning process. Therefore, students study at home enthusiastically and do not feel burdened in carrying out the tasks assigned. The problem of infrastructure is the first problem experienced by students to

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participate in online learning, especially students who come from outside Jakarta. This very changing learning system has had a huge impact on the world of education (Simatupang et al., 2020)

The obstacle that most often arises during the implementation of online learning is internet data that students do not have (Arizona et al., 2020). This epidemic is not only targeting the education sector but also targeting the economic sector where parents of students have difficulty buying internet data. Furthermore, not all students' residences have strong internet network access, becoming one of the most important main issues in the learning process. This change also makes lecturers who are not accustomed to using online learning technology are required to be able to manage online classes, although there are still lecturers who only communicate via WhatsApp groups in the learning process and send assignments via email.

Online learning also has its challenges. The separate location of lecturers and students when carrying out learning makes lecturers unable to directly monitor student activities during the lecture process. There is no guarantee that students pay attention to the explanation given by the lecturer. Szpunar, Moulton, & Schacter, (2013) stated that students daydream more often in online lectures compared to face-to-face lectures. For this reason, Khan (2012) suggests that online lectures should be carried out in a short time because students have difficulty maintaining concentration if online lectures are carried out for more than an hour.

Research data also shows that many students have difficulty understanding lecture material given online. Lecture material which is mostly in the form of reading material cannot be fully understood by students. Students assume that reading the material and doing assignments is not enough. They need a direct verbal explanation from the lecturer regarding some complex material. Communication with lecturers through instant messaging applications or in the discussion column provided by virtual classroom applications is not able to provide a comprehensive explanation of the material being discussed. Garrison & Cleveland-Innes (2005) conducted a study by engineering the involvement of lecturers in online lectures. Their study found that a class where the

involvement of the lecturer very little does not show any deep and meaningful learning.

Research Method

The quantitative research method was used in this study where the data were obtained by distributing a GoogleForm questionnaire online. the questionnaire distributed contained questions about the differences in the learning effectiveness of students from the Faculty of Economics and Business, Universitas Riau during the pandemic and before the pandemic. The obtained data were analyzed using a descriptive qualitative manner in this study. The respondents were selected using the purposive sampling method by determining the selected sample from certain criteria (Sugiyono, 2012). The sample criteria in this study were students who had studied both face-to-face in class and online settings. This study was conducted in several stages, namely the preliminary study stage by looking for applications often used during online learning. This study involved 102 students of the Management Department, Faculty of Economics and Business, Universitas Riau. The Chi-square method was employed with data processing carried out using excel. The obtained data were analyzed using qualitative analysis based on the Miles and Huberman concept based on data reduction and data presentation. A conclusion was drawn after getting the results of respondents from GoogleForm in the form of percentage data.

Findings And Discussion

There is a difference between virtual learning using e-learning and non-virtual learning or better known as conventional learning. conventional learning is a learning process carried out by combining one or more learning methods where lecturers have an important role in this approach. Methods used in conventional learning can be in the form of face-to-face explanations, giving assignments, and asking questions. Meanwhile, e-learning can be defined as technology-based learning where learning materials are sent electronically to students over long distances using a computer network (Trianto, 2007). Further details related to the comparison of advantages and disadvantages between conventional and online learning are presented on the results of the study in Table 1 below:

Table 1. Comparison of Strengths and Weaknesses between Conventional and Online Learning

| Strengths | No | Conventional Learning | Online Learning |
|-----------|--|---|---------------------------|
| | 1 | Motivating students | More independent students |
| 2 | Social interaction between fellow students and lecturers | Unlimited access | |
| 3 | Fast response | Shorter lecture time | |
| 4 | A familiar setting between lecturers and students | Flexible location | |
| 1 | Dependent on the lecturer (rigid) | Requiring careful preparation from the lecturer | |

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| Weaknesses | 2 | Limited time and location | Boredom due to lack of interactiveness or slow feedback |
| | 3 | Requiring a relatively large cost | Bad behavior, hard to be supervised, costly internet, and poor internet connection |

Table 1 above presents that there are advantages and disadvantages of conventional and online learning for students of the Management Department, Faculty of Economics and Business, Universitas Riau. The advantages of conventional learning can motivate learning, establish social interaction between fellow students, get fast responses, and know each other between lecturers and students. However, there are also drawbacks to conventional lecturers, which are too dependent on lecturers, limited location and time to only be in class, and require transportation costs to come to campus. As for the advantages of online lectures, the location of the lectures can be anywhere

and the scope is not limited. the tasks given can create independence for students and the lecture time can be shorter. Meanwhile, the disadvantages of online lectures are that lecturers need careful preparation, boredom in the learning process, and lack of interactive and slow feedback. Furthermore, there are unfavorable behaviors from students such as lying down while studying, driving while listening to lectures, and being harder to supervise the students. Accordingly, online lectures for students of the Management Department, Faculty of Economics are less effective.

Table 2. Percentage of students' interest in online and offline learning

| No | Indicator | Description | | | |
|----|------------------------------|-------------|-------------------|-----------------|----------------|
| | | Interested | Fairly Interested | Less Interested | Not Interested |
| 1 | Interest in online learning | 5.5 % | 31.5 % | 30.5 % | 32.5 % |
| 2 | Interest in offline learning | 65.5 % | 30.2 % | 4.3 % | - |

Table 2 above presents the average answers of respondents who followed online and offline learning. 63% of students answered that they were less interested and not interested to participate in online learning. Only 37% of students were interested and quite interested to take online courses. Meanwhile, the students most interested and quite interested to take offline learning of 95.7% and only 4.3% of students were less interested to study offline (face-to-face learning in class).

Google Classroom. The learning platform was used as needed at each meeting, both synchronous and asynchronous. The most widely used platform during the synchronous meeting was those from Google. The results of this study support a previous study conducted by Ernawati (2018) that internet-based services are provided by Google as an e-learning system. This application is designed to help lecturers create and distribute assignments to students in a paperless manner. The utilization of Google Classroom can be done through multi-platform computers or smartphones.

Table 3 explained that the various virtual learning platforms were used in online learning, including WA Group, Zoom, Google Meet, and

Tabel 3. Frequently Used Platform

| No | Indicator | Application | | | |
|----|---------------------------|------------------|-------------|------|------|
| | | Google Classroom | Google Meet | WAG | Zoom |
| 1 | Frequently used platforms | 15.5 | 45.5 | 37.5 | 1.5 |
| 2 | Effective platform | 42.5 | 35.3 | 17.2 | 5 |

Based on the results of respondents' answers, Google Meet is a platform that was often used with a percentage of answers from respondents of 45.5% and Google Classroom is a platform that was used asynchronously with a percentage of answers of 15.5%. Furthermore, based on respondents' answers, 42.5% of respondents believed that Google Classroom

is an effective virtual learning platform to use. The positive value of using Google Classroom, especially in the increasingly flexible time and other advantages, is its ability to facilitate students to study anywhere without being limited to a classroom setting (Ernawati, 2018)

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Table 4. Students' Confidence Level in Expressing Opinions

| № | Indicator | Description | | | |
|---|---|-------------|--------|--------|-----------|
| | | Poor | Fair | Good | Excellent |
| 1 | Student confidence in expressing an opinion | 47.5 % | 34.5 % | 11.5 % | 6.5 % |

Table 4 presents that 47.8% of students felt less confident to express opinions during virtual learning. references to learning resources provided by lecturers during the virtual learning process were more difficult to understand than those provided on non-virtual learning systems. It is evident that 85% of respondents chose non-virtual learning system resources to be easier to understand. The data also present that 63% of respondents rarely understand the material during virtual learning. When it comes to the opinion,

Sadikin & Hamidah (2020) argues that virtual or online learning has obstacles in terms of understanding material by students, where many students still have difficulty understanding the material delivered virtually and the textbooks provided are not infrequently difficult to understand by students. This then makes students have a low level of self-confidence because it is difficult to understand the material and assignments presented by the lecturer.

Table 5. Percentage Level of Implementation of Online and Offline Learning Schedules

| № | Indicator | Description | |
|---|---|-------------|--------|
| | | Yes | No |
| 1 | The learning schedule is implemented, structured, and coordinated online | 42.7 | 57.3 % |
| 2 | The learning schedule is implemented, structured, and coordinated offline | 90 % | 10% |

The results obtained on the level of implementation of the Online and Offline learning schedule show that 57.3% of respondents stated that the online learning schedule was not implemented, structured, and coordinated online while 90% of respondents stated that the learning schedule was implemented, structured, and coordinated offline. This shows that the implementation of offline learning is more effective than online learning.

conducting online learning is schedule conflicts due to sudden schedule changes. Table 5 indicates learning activities in the online system tend to be unstructured or uncoordinated according to the schedule, for 57.3% of respondents think that non-virtual lecture time is more structured and follows the schedule.

86% of respondents mentioned that the quality of teaching materials presented in virtual learning is of high quality.

Rosali et al., (2020) mentioned that another obstacle that is also a problem for students in

Table 6. Online and Offline Learning Media Quality

| № | Indicator | Description | | |
|---|-----------------------------------|-------------|--------|----------------|
| | | Qualified | Fair | Less Qualified |
| 1 | Quality of Online Learning Media | 50.5 % | 35.5 % | 14 % |
| 2 | Quality of Offline Learning Media | 32.5 % | 30.5% | 37 % |

Table 7. Platforms Used

| No | Indicator | Description | | | |
|----|---------------------------|--------------------|--------------------------|-----------------------|------------------|
| | | Unsupported device | Poor internet connection | Limited Internet data | Electrical fault |
| 1 | Frequently used platforms | 8 % | 55.8 % | 32 % | 4.2 % |

Table 7 presents the opinions of respondents about the platform used in online lectures which state that there was a limited internet data of 32%, a poor internet connection of 55.8%, and unsupported device of 8%, indicating that they had cellphones or laptops that were inadequate to support virtual

lectures. Moreover, 4.2% of respondents were constrained by the flow of electricity. Thus, the most dominant issue in the implementation of online lectures is a poor internet connection and limited internet data.

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Table 8. Total Allocated Funds Spent on Virtual Learning

| № | Indicator | Budget Allocation | | |
|---|-----------|-------------------|-------------------------------------|---------------------|
| | | 1 | Allocation of online learning funds | > 300.000 50.5 % |

Seen from the allocation of funds spent by respondents during online learning, the average respondent spends on the average above 300,000 / month.

Online learning has weaknesses including low-interest rates, the need for expensive internet fees, unsupported devices, and weak internet connection. Szpunar, Moulton, & Schacter (2013) stated that students daydream more often in online lectures compared to face-to-face lectures. Therefore, Khan (2012) suggests that online lectures should be carried out in a short time since students have difficulty maintaining concentration if online lectures are carried out for more than an hour.

These various kinds of weaknesses do not occur in conventional or non-virtual lectures, due to differences in the media and methods used. There are two factors that make students have low interest in participating in online learning, including a) the boredom factor because the platform used is always the same during the learning period, and b) constraining factor includes the need for expensive internet fees, unsupported devices, and weak internet connection. Interest in virtual learning has an effect on the effectiveness of virtual learning. based on data processing using the Chi-Square method on interest in virtual learning, it can be seen that the significant result is 1%, indicating that online learning for Management Department students, Faculty of Economics and Business, Universitas Riau, is not effective. This is in contrast to many researchers who state that virtual learning has a high level of effectiveness. Likewise, a descriptive analysis study conducted by Anthony Anggrawan (2019) concluded that students with auditory and visual learning styles who were taught by the online learning model had an average score of superior learning outcomes compared to those who were taught using the face-to-face learning model. Currently, there is still disagreement on the achievement of learning outcomes, whether face-to-face learning or online learning. the above opinion is supported by the opinion of Simonson, Smaldino, Albright, & Zvacek (2012), that there is no clear and verified process to determine whether face-to-face learning, online learning, or blended learning of the two is the best.

Conclusions

There are advantages and disadvantages of conventional and online learning for students of the Management Department, Faculty of Economics and Business, Universitas Riau. The advantages of

conventional learning can be learning motivation, the establishment of social interaction between fellow students, faster response, and familiarity with lecturers and students. However, there are also drawbacks to conventional lectures, namely, depending on the lecturer (rigid), limited time and location, and requiring relatively large costs. The advantages of online learning are that students are more independent, have unlimited access, have shorter lecture time, and have a flexible location. Then, the drawbacks of online learning are requiring careful preparation from the lecturer, boredom, lack of interactive and slow feedback, unfavorable behavior from students such as lying down or driving during the lectures, and the difficulty to supervise online. Accordingly, online lectures for students of the Management Department, Faculty of Economics and Business, are less effective.

Before the Covid 19 pandemic, students of the Management Department, Faculty of Economics and Business, Universitas Riau, had never conducted online lectures. Hence, students were not familiar with online lectures and were more interested in taking part in offline learning or face-to-face learning in class. Based on the results of respondents' answers, Google Meet is the most frequently used platform during online learning, and Google Classroom is the most effectively used platform in online learning. Students feel less confident to express opinions during online lectures. References to learning resources provided by lecturers during the online learning process are more difficult to understand than those provided on conventional learning systems. This then makes students have a low level of self-confidence since it is difficult to understand the material and assignments presented by the lecturer. The online learning schedule is not well implemented, structured, and coordinated. This shows that offline learning is more effective than online learning. Hence, the most dominant problem in the implementation of online lectures for students majoring in management at the Faculty of Economics and Business, Universitas Riau, is a poor internet connection and limited internet data. Furthermore, based on data processing using the Chi-Square method on the internet level in virtual learning, it can be seen that the significant result is 1%, indicating that online learning by students of the Management Department, Faculty of Economics and Business, Universitas Riau is not effective. Based on the explanation above, it can be concluded that online learning for students of the Management Department, Faculty of Economics and Business, Universitas Riau

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does not work effectively in general. This is in contrast to many researchers who stated that online learning had a high level of effectiveness. Currently, there are still disagreements on the achievement of learning outcomes whether face-to-face learning or online learning is better. The above statement is supported by Simonson, Smaldino, Albright, & Zvacek (2012), that there is no clear and verified process to determine whether face-to-face learning, online learning, or blended learning, a mixed model of the two, is the best.

Suggestions

To improve the effectiveness of online learning, several things need to be considered including 1) simple material, 2) the use of virtual meetings only to explain theories that are difficult to understand, 3) not overworking the students, 4) coordinating well with the students, 5) providing information related to discussion forums/webinar to train to adapt online, 6) ontime schedule, 7) using the same system/platform as online learning media, 8) strict supervision of students, 9) conducting lecture in a place that has a good internet connection, and 10) conducting lectures

in a place that has WiFi in order not to be burdensome for students in purchasing internet data.

Recommendations

Learning carried out during the Covid-19 pandemic should be online learning due to social distancing and the many benefits of online learning. Online learning can save costs and time, has more practical, flexible, and a more appropriate approach, and provides a fun learning experience. It is more personal, easy to document, and environmentally friendly because it can reduce paper usage. However, after Covid-19 has passed, it is better if the blended learning process should be applied because it is a combination of synchronous and asynchronous learning systems. Conventional learning is a learning process carried out by combining one or more learning methods and educators have an important role in this approach, while the methods used are face-to-face explanations, assignments, and questions and answers. Meanwhile, e-learning can be defined as technology-based learning where learning materials are sent electronically to students over long distances using computer networks.

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THE EDUCATING ENGINEERING STUDENTS IN PSYCHOLOGY

Abstract: In teaching and learning and building self-confidence and behavior and look for bright future or expect outcome in all walks of life, a human being needs to acquire an intelligence of psyche which help overcome the issues concerning socio-culture and communicate with someone. Furthermore, this kind of intelligence is not new in social sphere of life but needs to improve and follow in order to attract and find out the intuition of anyone and their character from all sides. This psyche gives learners at the higher education system a tremendous knowledge and experience. This paper highlights the features focus on psychology and its impact on social life and human.

Key words: self-confidence, intelligence, psychology, psyche, social life.

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Introduction

In learning human kind is very complicated task for anyone who want to closely know because everybody has a broad range of characters and intuitions, emotions and other innate skills which we have to reveal by methods of psychology which help clear out main aspects of human traits. Psychology we recognize in human may differentiate due to not fully being aware of internal and external, physiological, emotional features. Furthermore, in academic studying, some peculiarities of psychology were identified by some scholars (Pintrich, 2004; Trawick & Corno, 1995), who stated that self-regulated learning is viewed as a process in which students actively and constructively monitor and control their own motivation, cognition and behavior toward the successful completion of academic tasks as well as academic self-regulation refers to self-generalized thoughts, feelings, and actions intended to attain specific educational goals, such as analyzing a reading, assignment, preparing to take a test or writing a paper. Even at the university level, most students lack effective strategies to process information adequately or to take notes, they lack strategies to learn procedural knowledge effectively. However, according to (Zimmerman, 1990; Ertmer and

Newby, 1996) a self-regulated student is motivated to accomplish academic task, sets realistic goals relative to the task, uses specific learning strategies, self-monitors the strategy effectiveness, and adjusts the learning strategies to ensure the likelihood of success; they consider learning as a systematic and controllable process; they accept greater responsibility for their achievement outcomes. Besides, expert learners identify what the current task requires in terms of cognitive, motivational, and environmental strategies and determine if their personal resources are adequate to effectively accomplish the task. We highlight the features of self-regulation in psychology in educational area of study in this paper.

Self-regulation in educational psychology

Educational psychology is the branch of [psychology](#) associated with the scientific study of human learning. In the learning processes, from both [cognitive](#) and [behavioral](#) perspectives, scholars are able to comprehend features in their [intelligence](#), [cognitive](#) development, affect, [motivation](#), self-regulation, and self-concept, in academic learning. The field of educational psychology relies heavily on quantitative methods, including testing and measurement, to enhance educational activities

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related to instructional design, classroom management, and assessment, which serve to facilitate learning processes in various educational settings across the lifespan.

Recent research has provided evidence that self-regulation strategies may be embedded within instruction. According to statement of Du Bois and Staley (1997) an educational psychology course designed to help pre-service teachers comprehend self-regulated learning and incorporate it into their teaching. What's more, McCombs (1989) has indicated that instructional interventions can help enhance existing capacities and skills for learners who have learning difficulties. Previous research also showed that metacognitive strategies such as learning journals improve academic learning and achievement (Cazan, 2012).

According to some scientists, self-regulated learning relates to several categories of strategies: motivational, metacognitive, behavioral, and cognitive.

Motivation, metacognition, and volition are associated with providing and managing the learning period. On the contrary, cognitive strategies support the processes that lead most directly to the production of knowledge.

Meta-analysis studies showed that unstructured interventions, in which students were taught cognitive strategies, such as mnemonic devices or graphic organizers, had the strongest effect on performance and a moderate effect on affect.

Some scholars such as (Hattie, Biggs, & Purdie, 1996; Boekaerts & Corno, 2005) made a further investigation on the issues concerning on a combination of metacognitive, cognitive, and motivation strategies, those were effective for performance. Besides, they claimed that the use of learning strategies is domain-specific and students can be trained to extend their metacognitive knowledge base and make it more coherent.

However, Winne (1995) stated that success of these teaching interventions critically depends on the teachers' efforts to help students bring newly learned self-regulatory strategies on automatic control. Boekaerts, Koning, & Vedder (2006) deduced a research on the classroom practices that facilitate and undermine the quality of students' engagement in the classroom.

The Philosophy of Psychology

Additionally, according to the statement of David Fontana (1995:13), each individual stands at

the center of a complex matrix of interrelated influences, each of which must be taken into account if we are to comprehend the way in which the individual lives his or her life. In the case of the child this matrix is of particular importance. Still at an early formative stage in development, the child is very much dependent upon other people's behavior. When the teacher, for example, speaks critically of the child's performance in a particular subject, the child may get the impression that this indicates he or she lacks ability in it, and future performance may deteriorate even further. If we are to help that child improve his or her standards we must look therefore not only at the gaps in their knowledge but at the way in which the teacher, albeit unwittingly, has been undermining the child's confidence in his or her own potential. Psychology also helps us answer some of the questions on the origins of individual differences. Are we *born* different, or do we simply *become* different as the result of experience? Put another way, are individual differences genetically or environmentally determined? By individual differences we mean not only intelligence but also such things as personality, creativity and motor skills. As we shall see, these answers are of critical importance for the teacher since they indicate some of the limits to the influence which education can have upon our lives. If individual differences are largely inherited, then there is little that education can do beyond developing what is already there. If, on the other hand, these differences are mainly the result of environment, then education has an enormous potential to redress and alter the consequences of early disadvantage and to help all children achieve the same high standards.

Conclusion

In learning a subject or psychology, we became aware of psychological traits of human kind and his behavioral attitude towards environment where people live in and work. Psychology teaches learners how to control oneself such as self-regulation and the process of cognitive, metacognitive and motivation. Furthermore, learners study the psychology in order to comprehend the world and the individuals who live and their behavior, emotion, strong feelings and attitudes to each other and their internal and external traits.

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| | JIF = 1.500 | SJIF (Morocco) = 7.184 | OAJI (USA) = 0.350 |

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| Impact Factor | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
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| Impact Factor ISRA (India) | | 1.344 | | | | 3.117 | 4.971 | | 6.317 |
| Impact Factor ISI (Dubai, UAE) based on International Citation Report (ICR) | 0.307 | 0.829 | | | | | | | 1.582 |
| Impact Factor GIF (Australia) | 0.356 | 0.453 | 0.564 | | | | | | |
| Impact Factor SIS (USA) | 0.438 | 0.912 | | | | | | | |
| Impact Factor ПИИЦ (Russia) | | 0.179 | 0.224 | 0.207 | 0.156 | 0.126 | | 3.939 | |
| Impact Factor ESJI (KZ) based on Eurasian Citation Report (ECR) | | 1.042 | 1.950 | 3.860 | 4.102 | 6.015 | 8.716 | 8.997 | 9.035 |
| Impact Factor SJIF (Morocco) | | 2.031 | | | | 5.667 | | | 7.184 |
| Impact Factor ICV (Poland) | | 6.630 | | | | | | | |
| Impact Factor PIF (India) | | 1.619 | 1.940 | | | | | | |
| Impact Factor IBI (India) | | | 4.260 | | | | | | |
| Impact Factor OAJI (USA) | | | | | | 0.350 | | | |

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| | Steps of publication | Deadlines | |
|---|------------------------------|--------------------|----------|
| | | min | max |
| 1 | Article delivered | - | |
| 2 | Plagiarism check | 1 hour | 2 hour |
| 3 | Review | 1 day | 30 days |
| 4 | Payment complete | - | |
| 5 | Publication of the article | 1 day | 5 days |
| | publication of the journal | 30th of each month | |
| 6 | doi registration | before publication | |
| 7 | Publication of the journal | 1 day | 2 days |
| 8 | Shipping journals to authors | 3 days | 7 days |
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