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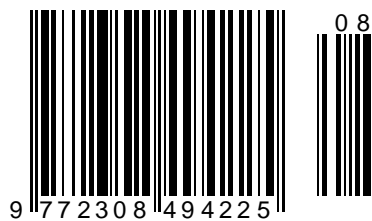
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Article



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ON THE INFLUENCE OF THE PROFESSIONALISM OF THE ENTERPRISE STAFF FOR THE PRODUCTION OF IMPORT- SUBSTITUTING AND PRIORITY PRODUCTS

Abstract: In the article, the authors formulated the influence of the professionalism of the enterprise in providing them with high-quality manufacturing of comfortable, in-demand, competitive products. In addition, the ways and types of its interaction with the enterprise team are indicated - one of the most important is to hear each other - and provoke the entire team in its interest to ensure the receipt of stable TEP and guarantee its stable position due to the manufacture of demanded products by all segments of consumers in the regions of the Southern Federal District and the North Caucasus Federal District.

Key words: quality, import substitution, demand, competitiveness, market, profit, demand, manufacturer, financial stability, sustainable TEP, priority, assortment policy, implementation, mutual understanding, consumer.

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Introduction

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The nature of the new competition in the modern world economy, due to the processes of globalization, places high demands on manufacturers to increase the competitiveness of goods and enterprises. Increasing the competitiveness of enterprises and industries is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District, which is reflected in the program

document, namely: in the strategy for the development of light industry in Russia for the period up to 2025.

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

In modern conditions of market relations, a competitive environment and direct interaction between Russian and foreign manufacturers, solving

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the problem of combining state and market mechanisms for managing competitiveness becomes a strategic resource for the economy of the regions of the Southern Federal District and the North Caucasus Federal District. In the world economy, the place of price competitiveness has been taken by the competitiveness of quality levels, which will increase its relevance with Russia's entry into the WTO. The increase in the quality factor of the results of the production of domestic footwear in the strategy of competition in world markets is a long-term trend

In Russia, as in most Russian regional entities, there are all the necessary conditions for the development of production in the national interests. If somewhere something is not enough, then this does not serve as a basis for a recession and recession.

In the mid-2010s, the country found itself in an economic situation similar to the end of the 1920s - the beginning of the 1930s. Then the question arose: to be or not to be a new social order, a desired people (for the "chosen ones" always adapt to any situation). The answer was not hidden in the maze, and L.M. Kaganovich did not need Ariadne's thread to get to the secret source in search of the key to solving the problem. He needed the leader's blessing. JV Stalin agreed that "cadres decide everything." From ourselves we will specify - "professionally trained and politically responsible for the result." The explanation is important, because The democratic reforms in Russia miraculously removed, first of all, professional responsibility for obvious defects in politics.

Politics has always been understood by everyone as an activity in the interests of the state. Political responsibility in a democratic society is the highest expression of professionalism. Failure to fulfill political promises and statements indicates either an inability to engage in politics, or the use of political management in private interests. 85 years ago, what was obvious to consciousness was such in practice. In vain, speaking of the cruelty of I.V. Stalin, they forget that every miscalculation in politics is reflected in the position of the people, and not politicians, managers, consultants, advisers.

In the interests of restructuring the economy on the path of increasing the share of added capital in commodity production - in fact, modern industrialization, it is necessary to start not with economic and not with scientific and technical actions - with a political renaissance. Of course, the new time requires other tools, different from the measures of the second half of the 1930s, but the essence must be invariant. Political efficiency is the highest criterion of professionalism. It is better to interpret this conclusion by contradiction. The actual reality did not reach the declared changes - the resignation of managers with subsequent public characteristics, depending on the specific conditions and the size of the inconsistency.

In Soviet times, party slang was common - "put in a responsible position"! No one really knew what and how to do it, but everyone knew that if you didn't do it, it would be bad. For some reason, we shifted the responsibility to the market. Responsibility for the implementation of specific political directions, losing its personalized form, ceases to be responsibility. The Duma is not responsible for anything. The Government is responsible to the President and the Duma. The President is solely responsible to the people. Hence the only worthy rating of the national poll. Undoubtedly, his patriotic policy - consistent, active - helped the President. But, it seems that the main factor, albeit not obvious, of the popularity of the President, unlike everyone else in power, is his practical capacity.

Unfortunately, as long as the knots tied by economic incapacity and impunity will be unleashed by the President, and those responsible for solving the problems facing society will continue to frankly play for time, hiding behind the uncertainty of the interpretation of modernization, our general task is to "get off the dependence on raw materials" - 55% of tax revenues, will not be resolved.

The personification of responsibility does not mean the search for someone who is responsible for everything. Personification implies the delegation of responsibility for obtaining the desired result. Here it is essential to realize that a "team" is not a company of like-minded people, colleagues, partners; "team" - a chain of responsible, due to the specifics of the object and the problems of its modernization being solved. Responsibility for the result should not be smeared in the bowels of the team. Responsibility even for a team result always has a personal expression, which our high managers do not want to recognize point-blank. It is this desire - to "push" everything to the specifics of the management object, the unpredictability of demand, the volatility of the currency, the incomprehensibility of tariff changes, etc., that can explain the pressure "from above", with the help of which they prove to us that management is a professional direction.

An interesting fact, though not from the history of "light" industry. DI. Mendeleev at the beginning of the 20th century received the task of the Government to figure out the secret of the modernization of gunpowder in Germany. Lacking direct access to German technology, the chemical scientist requested monitoring of the movement of freight trains in those places where gunpowder is produced, tracking the beginning and end of routes. Based on the information received, he deciphered the German recipe and developed recommendations for the Russian Government. If there had been a pure economist in his place, a modern top manager, the result would have been completely different. He would get bogged down in statistical and financial calculations of expenses and incomes, leaving the political and scientific and

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technical components. The most serious methodological mistake is to reduce economic policy to economic analysis.

Economic science arose and developed in the context of politics, like political economy. Today, economists in politics are guided not by political economy, but by economics in politics. Instead of investing in the development of production, they hide money in foreign banks, reduce funding for education and self-education, increase the number of the poor, do not index pensions, refuse to help farmers, etc. The "manilov" nineties were replaced by the "buns" of the tenths.

The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production.

The work presented to your attention is the fruit of joint reflections on topical problems of improving the activity of an important branch of the public economy by leading Russian and foreign experts. Authors always have an advantage over the individual form of creativity. A single author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on the problem under study, but to talk about how his colleagues "see" this problem, to state someone else's view of the order of things, to turn into the process of declared discussions in their opponents. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such an excellent thinker as G. Hegel sinned, voluntarily or involuntarily, substituting his opponents so that it would be more convenient to criticize them.

The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. With all the economic, social and political costs, humanity is getting richer and wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course for the quality of goods confidently and everywhere. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace the "social production partnership" - the manager and the manufacturer will become members

of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what what the consumer needs. A "thrifty" economy will be oriented towards resource-saving production technologies. It will require a new look at the root concepts. The philosophy of quality will also change. We must be prepared for future events, but life will judge both of them. It is necessary to revive the role and significance of a quality-oriented strategy, since only in this case, enterprise managers will subjectively and objectively be forced to improve their production using nanotechnologies and innovative processes so that competitive and sought-after materials and products fully meet the needs of domestic consumers. At the same time, the assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should dictate to manufacturers the need to increase the role of the state and consumers - to form a sustainable demand for domestic materials and products, namely: to maintain a range of goods, regulating it with federal, regional and municipal orders; encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create the basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to understand that improving the quality of materials and products cannot be associated only with rising prices, but also through technical innovations aimed at the use of new technological and engineering solutions. It is equally important to understand the role and importance of quality activities, that is, to the extent that managers penetrated the essence of things, learned to manage things, change their properties (range), form, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person, that is, in accordance with the requirements of the Federal Law "On Technical Regulation". Both political leaders and the government have recently been talking about the need for a competent industrial policy. A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, writes in his book "Out of the Crisis": "... managing paper money, not a long-term production strategy - the path to the abyss. Whether the state needs to pursue an industrial policy, one can cite the statement of the outstanding economist of the past, Adam Smith, which 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't really say. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the

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decline in inflation, the budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country? only it can, in the interests of the nation, limit the greed of the monopolists, the adventurism of the bankers, and the selfishness of the merchants." You can't really say. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country? only it can, in the interests of the nation, limit the greed of the monopolists, the adventurism of the bankers, and the selfishness of the merchants." You can't really say. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country? budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country? budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country?

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly. Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built

on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of profits. The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be oriented towards resource-saving production technologies. She demanded a new look at the root concepts. Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

Main part

The emergence of systemic problems in the industry is due to internal and external industry reasons. They are connected both with the activities of the industry itself, and with ongoing institutional changes and changes in the national economy, in the sphere of the country's legislative and foreign economic policy, as well as with changes in the global economy.

Basically, this is due to structural imbalances in the light industry - a mismatch at the moment in the scale and capabilities of the industry to qualitatively meet the growing demand for products, stop the critical drop in the share of domestic goods in the domestic market and prevent the threat of loss of national security of the country.

The reasons for the first group of problems - the technical and technological backwardness of light industry from foreign countries are:

– low potential of equipment installed in the industry, most of which is morally and physically obsolete. The share of equipment in the machine park of the industry (according to Rosstat) operated up to 5 years was only 1.2% at the beginning of 2021, 6-10 years already 39.6%, 11-20 years already 45.4% and more than 20 years - 13.8%.

Worn-out and obsolete equipment is not only unable to produce a modern range of high-quality products, but also creates unsatisfactory working conditions, leading to increased industrial injuries. As a result of this factor, the specific labor intensity of production in the industry is 3-5 times higher than abroad;

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- lack of modern technological repartitions and automated production management systems;

- lower, in comparison with the world's accepted standards, the pace of technological renewal. The equipment renewal ratio at Russian enterprises is 1–2% per year and is carried out at the expense of credit and own funds, at foreign firms this figure is 16–19%, which is largely due to investment support from their states interested in the development of light industry. The low level of equipment renewal leads to a reduction in production capacity (due to a significant excess of the output of obsolete and physically worn out equipment over the commissioning of new equipment). Over the past 5 years, production capacity has decreased:

- for cotton gray fabrics by 14 percent;
- for linen fabrics by a third, and for woolen fabrics by almost 4 times;
- for knitwear by 1.8 times, hosiery by 10 percent;
- shoes by 62 percent.

Summary: the state of fixed assets, especially their active part, does not meet modern requirements in terms of indicators characterizing the competitive and technical level of the industry's production potential;

- a significant lag behind foreign enterprises in the level of organization of production, in the operational control of the technological process, in the efficiency of the marketing services of enterprises and a long 2-2.5 times the duration of the execution of orders for the manufacture of products.

As a result of the impact of these causes, there is high dependence of textile enterprises on the quality of raw materials, dyes and textile auxiliaries (TVA) and, as a result, high production costs due to the high cost of raw materials, dyes, fuel and accessories (a large share of which are imported from abroad), and high energy costs, the prices of which are growing unreasonably at an ultra-fast pace; and weak competitiveness in the domestic and European markets of Russian goods in comparison with imported ones, both in terms of quality, design and price, and in terms of assortment, which is the main obstacle to the successful competition of domestic producers with foreign ones.

The second group of problems is the low level of innovation and investment activity due to the following reasons:

- the lack of investments necessary for the modernization of the industry and the introduction of "breakthrough" innovation and investment projects that make it possible to remove structural restrictions on the development of the industry and enter the production of completely new (in terms of consumer properties) types of products that are in demand in the foreign and domestic markets. At the same time, it is important to keep in mind that if today the domestic

light industry can cover the needs in the public procurement sector, then tomorrow, when the demand for products increases, domestic production will not be able to satisfy the growing demand even in this segment - which is unacceptable. In this regard, the development of import substitution through an increase in the production of quality products is the only possible way to solve the problem of production potential, the growth of which, having begun in the public sector, will move to the market as a whole;

- a reduction in the volume and effectiveness of research and development due to a decrease in the volume of budgetary financing of R&D (in 2019, R&D was performed at the expense of the budget by 22.7 million rubles, in 2020 - by 25.0 million rubles). To the greatest extent, this affected fundamental and exploratory research. Many scientific developments are unable to form a new technological basis for the industry to expand the production of competitive science-intensive products, not brought to completion and require continuation and deepening of developments. Scientific organizations are also not allocated funds for the development of their experimental base, which reduces the effectiveness of scientific developments. And this, despite the fact that the achievements of Russian scientists are not inferior and even many of them surpass the world level in the field of creating new technologies and a new competitive range of products. The importance of industry science is evidenced by the fact that in 2016-2020 six scientific papers were awarded the Prize of the Government of the Russian Federation in the field of science and technology.

Traveling foreign countries invest 6-9% of the funds from the turnover of products for the development of science and its experimental base, which allows them to consistently achieve high achievements in science, increase the technological level of production and the competitiveness of goods in accordance with the requirements of the world market.

Failure to take measures to solve problems related to the development of science and the effectiveness of scientific support for the industry will inevitably lead to the emergence of possible risks of an economic and social nature in its work. Deprived of the influx of new technologies, the industry will no longer be able to compete with foreign firms, which will affect the ability of Russian producers to maintain their positions in the domestic market and conquer new segments in foreign markets. The technological backwardness of the industry in the foreseeable future may become an irreversible process, which will increase the strategic and economic danger of Russia.

The low level of assimilation in industry of the positive results of scientific developments and innovations (less than 1 percent of enterprises) - this negatively affects technological modernization, expanding the range of products (both civil and

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strategic) and quality, the ability to give it new functional and consumer properties, using modern technologies, including nanotechnologies.

Without taking effective measures to improve the current situation in the industry, its condition can reach a critical level. The task of increasing competitiveness is especially urgent for shoe enterprises, which, due to external factors (increased competition due to globalization, the global financial crisis) and internal (inefficient management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state.

There are three main variants of the concept of enterprise in a developed economy: neoclassical, agency (stock) and the concept of partnerships.

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

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

Reliability and universality are signs of the quality of knowledge. Reliability allows you to minimize risks, universality relieves stress from the search for new solutions to the problem - "they don't look for good from good." You have to pay for quality. The fee is generally considered to be financially dependent, but this does not always appear directly. In the history of civilization, there are two outstanding achievements at the level of revolutions that clearly have not received equivalent evaluation, namely:

- discovery of the price of knowledge, comparable to the price of things for a person, "knowledge is power";

- awareness of the special significance of theoretical knowledge in the form of concepts and related forms of abstract thinking - judgments, conclusions. This naturally led to the need to develop a specific technology for their production - a methodology for understanding the essence of the relationships of existing phenomena. The visible part of the world is "designed" for the consumer, the

invisible - for the manufacturer. The competition of producers can be formalized as a simple technical task - to penetrate through the chaotic multitude of phenomena of the visible part of the world into its hidden part, to understand it, in order to return and understand chaos as an order of coexistence and development of phenomena. Order is a pattern. Laws exist only in textbooks on their own, separately. In reality, law is stability, generality, and necessity of the order with which we have interaction - we know, reproduce, change, manage. Economic science in the 20th century found itself in a difficult situation, which by the end of the century became critical. The theory of A. Smith and the method of K. Marx did not fit into the contours of the ideology of developed capitalism. In Europe and North America, the very idea of the historicity of capitalism was seen as heresy. The history of capitalism has a beginning, but the presence of a beginning cannot be the basis for a conclusion about finiteness. Mathematics is an exact science, it allows infinity in one direction. The dialectical interpretation of infinity is metaphysical, abstracted from real history. The salvation of economic science must be sought not in the historical, but in the formal-logical understanding of reality, that is, in mathematical calculations and statistics. We will stop immersion in philosophical, or rather, into the methodological foundations of science, but not because it is necessary to quickly plunge into practical matters, but because of the importance for the successful understanding of the production of goods of understanding that any production involves the reproduction, along with the goods, of relations. Production begins with the achievement of certain relationships and leads to the development of these relationships - between producers, producers and consumers. Understanding such a complex structure of production is possible only with the involvement of scientific analysis based on conceptual thinking. Production begins with the achievement of certain relationships and leads to the development of these relationships - between producers, producers and consumers. Understanding such a complex structure of production is possible only with the involvement of scientific analysis based on conceptual thinking.

Further we quote: "For sewing school clothes, fabrics made from natural fibers, such as wool, linen, cotton, should be used. These fabrics are the most hygienic, have high hygroscopicity and good thermoregulating properties." According to the results of the study, out of 98 manufacturers of school trousers, only 14 (!) Products corresponded to the quality mark, were safe for health in accordance with

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the requirements. Of the 30 shirt manufacturers, 28 had violations.”

It is unlikely that anyone from those initiated into the state of the domestic light industry expected different results. What is striking is not so much the depressing statistics as the comments of a specialist addressed to the consumer of clothing production. The specialist advises through a journalist: "If the label does not contain information about the manufacturer - its name and location, fabric composition, release date - this is a reason to think."

The transition to independent standardization of technical characteristics is really possible within the boundaries of objective quality parameters only if there are two conditions:

- development of modern production technologies;
- the established high professional culture, the system-forming factor of which is a personal form of responsibility.

Of course, non-state control over production, a kind of people's control, must be added to the basic conditions. The ONF can be the center of such people's supervision, but there is a danger of its formation as a party. The real strength of the ONF lies precisely in the status of an organization independent of inter-party relations, directly subordinate to the President. Top management, unfortunately, has gained experience in taming those who show independence.

In the last quarter of a century, the term "problem", pushing its "competitor" - "task" to the periphery - has firmly established itself in the verbal leaders of all discussions, regardless of their scale. The "problem" has become a kind of "brand", indicating a high professional stake in the discussion. In such a rapid ascent of the "authority" of the problem, one can easily find political roots. The current, obviously inflated status of the problem is an ideological move that provides a certain political line. Defects of qualification can be hidden behind a problem, problems lead politicians away from real cases, which they are unable to solve.

There is indeed an element of mystery in the politics of "problem". In the interpretation of the term, domestic classics: V.I. Dahl, R. Brockhaus and I. Efron point to this. Emphasizing the natural relationship between the "problem" and the "task", they note the peculiarity of the problem, which manifests itself in its unusualness as a task: the task has a way of solving it in existence, the problem is also solved as a task, but so far there is no way to solve it. It exists conditionally, potentially. The interpretation of the problem by reducing the concept to a more general concept of "task" contains a hint for those who are aimed not at discussion, but at the solution. The solution to the problem should be sought by considering the problem as a complex task, composed of several coexisting in a complex or sequentially related tasks. What is important here is that

a "problem" is not something inaccessible to ordinary thinking, it is the sum of tasks. Dealing with a problem is the same as deciphering this sum of solution problems, then simpler, already known problems combined in a problem. The problem should be presented as a technical problem. The solution of a technical problem is carried out in two ways: empirical or theoretical. All five of the simplest technical devices were created before Archimedes, even the "Archimedes screw", but all of them were the product of an experimental search based on trial and error, so their use and modernization, integration presented considerable difficulties. The merit of Archimedes was that the great ancient thinker developed the theory of these mechanisms, thereby helping to solve practical problems of various scales. He "removed" the problem, presenting it as a sum of tasks. So, it is necessary to start with bringing the problem to a normal technical expression, i.e. try to present it in the form of a certain sum of tasks. Why tasks? The answer, in essence, has already been given: the problem has a quantitative (normative) expression, or it can be simplified to the possibility of a quantitative expression. The main thing is not to hide behind the quality of the problem, but to look for its equivalent quantitative expression.

The history of science naturally begins with mathematics, and the qualitative level of development of scientific knowledge is determined by the improvement of mathematics. In mathematics are the keys to the secrets of any discovery. D.I. Mendeleev constantly emphasized: scientific knowledge begins with measurement. The normative form of scientific knowledge serves as a clear illustration of the importance for science of a quantitative description of a phenomenon. Finding a way to describe an event quantitatively means fulfilling a necessary condition in unraveling its qualitative existence. A problem is a separation in the theory of the quality of a phenomenon. The next stage is already technical - the definition of regulatory characteristics. Normativity, represented by properties and quantitative parameters, allows thinking to engage in working, professional and practical work. By developing normative are always under pressure to match the set parameters with the quality features of the product. The correspondence between the norm and the property of quality is objectively relative, their coincidence is achieved conditionally, i.e. it takes place because the manufacturer himself determines the quality parameters of the product, often this is entrusted to expert organizations. But all the same, some model of quality is taken as quality. To put it simply, someone assigns quality. The real quality in such a completely acceptable scenario remains a transcendental formation. this is often entrusted to expert organizations. But all the same, some model of quality is taken as quality. To put it simply, someone assigns quality. The real quality in such a completely acceptable scenario remains a transcendental

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Why did subjective and transcendent idealism turn out to be so in demand in various areas of non-philosophical professional activity? Because thinking professionals, including reflective engineers, scientists, and educators have found in them a solution to their specific issues. Someone decided not to complicate professional reflections by recognizing the supersensible as a reality, limiting themselves to a "model of quality", others thought about the fact that sensory reality would deprive us of a reliable intersubjective criterion of quality and doom us to eternal discussions on the topic "What is good and why is it not bad?" They accepted the idea of a transcendent, primary substance in relation to individual consciousness, which can direct professional thought with its logic. Of course, transcendent being will not put forward a formula for the concrete quality of a product, but the logical premises of the definition will inform. As a result, it will arm the professional search for qualitative certainty with the technology of thinking. Philosophy is not a set of master keys to understanding quality, however, like quality, it is not Aladdin's cave. The understanding of quality historically changes following the change in the state of real quality, and the real quality in the world of human life is far from being the quality of natural things. Man learns from nature, imitates what he sees in her advantages. If the "finds" of nature, formed over hundreds of millions of years of natural selection and inheritance of the signs that have appeared, help a person solve his problems, he borrows them, altering them for himself. The "first shoes" and "first clothes" created by man were not much different from the protection of the limbs and body of animals. The shoe sole is suggested by the protective layer of the skin of animals that lived next to humans, the heel is a stylized copy of the structure of hooves. Our ancestors either did not wear clothes or made them from ready-made skins. Along with the establishment of relationships with nature, human ideas were formed, which later grew into an understanding of what was happening. The understanding of quality was originally formed under the influence of the objective properties of things. As human activity developed, imitation gave way to creativity. Even the rock paintings of our ancestors show that consciousness was not content with copying. It was looking for its own way of movement. A person could not only repeat the quality of things, he had to supplement them with history, adapt them to an active way of existence. The historical logic of human existence, built on the basis of its rationally active nature, made it necessary to include in the

understanding of the quality of things of anthropogenic production elements of non-natural and non-material origin - human needs, interests. "Quality" has become involved in a system of relations that is different from the natural one, and its influence on the interpretation of quality only increases with time. This acceleration has become especially noticeable in the conditions of market liberalization of the economy.

Man is Homo sapiens for anthropologists and biologists. For himself, man is a being conditioned by needs. And here nature cannot be deceived. F. Engels was not cunning when, at the grave of his comrade and idol, he said that before creating, a person must drink, eat, dress and have a roof over his head.

Human life as a biological phenomenon is essentially material, the possibilities of transforming human activity are determined by the state of production of the material foundations of life. Man measured and measures the quality of things not so much depending on their relationship with other things, but on his relationship to them. Even ancient thinkers noted: "Man is the measure of all things."

Modern man will not produce what he does not need. E. Deming's enumeration of the seven deadly diseases of the market, established by him, always began with the discrepancy between the product and market demand. What has been said should not be taken as an absolute, tearing it out of the general system of reasoning about quality, but it is clear that in determining the quality of things created by man, one must proceed from the human attitude towards them, and not just their objective properties. In the manufactured product, even in the case when it is not intended for the market, a measure of professional labor has been invested, it has absorbed the human principle: knowledge, will, mastery of execution, therefore it cannot be determined purely objectively by the presence or absence of natural properties. The natural principle of the product of human activity represents only objective grounds, which made it possible to build on them another part of the product, which materialized the quality of the work of the individual. A person, as it were, shares a part of himself: he transfers a reproducible part of his professional quality to another material phenomenon. Moreover, this is another phenomenon - the product of the master's activity. Nature in this respect is only an accomplice, the raw material base of the master. Defining the objectivity of a quality, one often simplifies the interpretation of objectivity. The concept of "objectivity" is wrong to reduce to a material, natural existence. It is wider and allows such additions as "objective relations having a nature different from matter" - they are not material, but only establish the mode of their coexistence, for example, relations of production: property, distribution, exchange. Describing the quality of the product of activity, it is expedient to rely not so much on its

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natural nature, but on the concreteness of the existence of the product - its spatio-temporal functions and design. The portfolio is purchased out of season, so the buyer is guided, first of all, by sustainable fashion trends, preferences of his own taste and high-quality, natural properties of the item. He is ready to exchange "good" money for a fairly expensive product. Having moved to the shoe department, the same store customer will change his view of the product. Constrained in funds, and most importantly, not accustomed to "throwing money down the drain", he will be guided by a different approach. They try to buy shoes for a season, for a maximum of two, therefore, it is also possible to invest "good money", however, in the idea of "good money", the priority relations will have to be modified. how much on the concreteness of the existence of the product - its spatio-temporal functions and design. The portfolio is purchased out of season, so the buyer is guided, first of all, by sustainable fashion trends, preferences of his own taste and high-quality, natural properties of the item. He is ready to exchange "good" money for a fairly expensive product. Having moved to the shoe department, the same store customer will change his view of the product. Constrained in funds, and most importantly, not accustomed to "throwing money down the drain", he will be guided by a different approach. They try to buy shoes for a season, for a maximum of two, therefore, it is also possible to invest "good money", however, in the idea of "good money", the priority relations will have to be modified. The portfolio is purchased out of season, so the buyer is guided, first of all, by sustainable fashion trends, preferences of his own taste and high-quality, natural properties of the item. He is ready to exchange "good" money for a fairly expensive product. Having moved to the shoe department, the same store customer will change his view of the product. Constrained in funds, and most importantly, not accustomed to "throwing money down the drain", he will be guided by a different approach. They try to buy shoes for a season, for a maximum of two, therefore, it is also possible to invest "good money", however, in the idea of "good money", the priority relations will have to be modified.

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In the new expression, the concept of "good money" will be in relation to the concept of "price". Everything, in the end, will be simplified to a specific quantitative proportion - money per unit of time. A briefcase bought for ten thousand rubles for five years will cost three rubles a day, and shoes for five thousand rubles (for two seasons) about thirty rubles a day. The quantitative equivalent of quality is the most important feature, ignoring which the manufacturer risks losing consumer interest in the products manufactured by manufacturers. To find the optimal proportion of the ratio of quality to quantity - to measure quality, two requirements must be taken into account:

firstly, try to comprehensively define quality, remembering that quality is a set of essential features of a product built in a certain way;

secondly, relying on the decoding of quality, in the most serious way to single out the levels of quality being - the degree of quality of the product.

In Soviet times, it is no coincidence that there was a deep differentiation in the quality status of products. Only after studying the state of purchasing power, the mood of your buyer, macroeconomic trends, it is advisable to move on to pricing policy. A

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manufacturer who has forgotten that the consumer, to whom he has oriented his assortment, perceives the quality of the products offered through the price, combined with a cunning consumption scheme, will not last long. The reason for the difficult position of the Russian manufacturer is not in the change in the form of ownership, but in the dictatorship of the market. Marketing research is a new and unusual thing for us. For twenty years of incomprehensible economic policy, it is impossible to integrate into the philosophy of market relations, numbering several hundred years. The absence of a civilized market in the country also interferes. In a word, the manufacturer must seek salvation not from the state, but in his own head, tuning his consciousness to the waves of the market clogged with numerous "noises". In order to steer, one must know the market situation and not "stuff" thinking with memories of the objectivity of quality properties. A quarter of a century ago, the director of a large leather and footwear company bitterly explained: "Technologically, we are ready to sew the highest quality goods. There is no quality leather. The incoming raw materials do not allow us to turn around in the market." He identified quality with raw materials. The variety of quality was reduced to one of its attributes. He clearly lacked the space to think. And the current thinking remained similar to that formed forty years before 2000, when the position of classical political economy developed by K. Marx seemed unshakable. A. Smith, D. Ricardo, J. Classical political economy is the doctrine of the production of goods, the contradictions of production and the nature of the goods, the alienation of the producer in the goods and the overcoming of the opposites that arise. Despite significant disagreements, the classics of labor economic theory were unanimous on the main point: the wealth of a nation grows through productive labor. Speculation already in the nineteenth century, actively invaded the economic life of Russia. Naturally, the classics knew a lot about the market. K. Marx, the interest in which, more precisely, in K. Marx's analysis of cyclical crises, has surpassed all expectations today, even experienced certain difficulties, moving from the logic of the development of production to studying the fate of the product on the market.

The market, modern to K. Marx and J. Mill, already demonstrated a certain independence of being, but was not yet able to compete with production for a master's position in the economy. He acquired this ability by the middle of the twentieth century. In the 50s. The twentieth century is replaced by the paradigm of economic theory. If earlier economic thought revolved around production, now its epicenter is consumption - purchasing power, market development. The understanding of labor and the worker is changing. Market actors are becoming the main actors in the economy. Market management pushes production managers to the periphery of life.

The market acquires an independent force that dominates society. Politicians are legally separated from the market, adding to the illusion of its complete freedom. The new philosophy of economics is presented as follows: the flourishing of the market must bring with it an upswing in production. An increase in production must saturate the state treasury. The state will get a real opportunity for a strong social policy. Everything, as you can see, was painted "according to notes."

One question remained: where to get the initial capital, which would ensure high consumer demand and launch the economic mechanism? The United States profited from the Second World War, Western Europe used cheap labor and its property in numerous colonies. With Japan and South Korea, the Americans defended themselves against us and a resurgent China. The economic mechanism seemed to work. It is controlled by transnational corporations. Today there are about 3,400 of them. Of these, more than 400 are interstate, 7.5 times more non-governmental, and the number of the latter is increasing. Between 300 and 600 companies control the global market. The globalization of business forces us to look for adequate quality management. Total quality management is defined as a customer-centered system of continuous sustainable quality improvement, based on the coordinated involvement of all departments and employees of organizations in the maximum satisfaction of consumer needs with minimal time and resources. Note the emphasis of the policy aimed at ensuring quality, on the needs of the buyer, which involves a comprehensive study of his tastes, calculations, designs. In essence, the consumer is considered a participant in the definition of quality. Quality requires a new level of understanding, objectification of consumer interest and a clear orientation in the trends of macroeconomic processes on a national and global scale. The technical regulation of product quality also needs to be systematically modified to be in tune with the micro- and macro-movements of the economy, changes in consumer real demand.

In particular, there are grounds to predict an increase in the presence of sellers from Western Europe in the consumer market with offers within the average range of prices for goods of "non-Chinese" quality. In 2008, in industrialized countries, 350 million people, earned an average of \$18 an hour. The labor force available to European and individual Asian countries is estimated at 1 billion 200 million people, who so far earn only \$2 per hour. They cannot but draw attention to themselves. Crisis 2008 - 2010 led to a decline in production, stagnation. Russian manufacturers have a chance to make themselves known. With the crisis overcome, production will begin to grow and a new wave of commodity expansion will come. It is unlikely that you will be able to escape the wave. The country's leaders are

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accelerating Russia's accession to the World Trade Organization (WTO), which automatically opens the borders for trade. There is only one way out - to prepare for tougher competition, and preparation should begin with the realization that there is a quality of a product and how to ensure the production of a real - not ideally built by professional imagination - a quality product, the quality of which would be clear to the buyer and aroused the desire to definitely purchase this product. "One of the most significant paradoxes revealed by the ongoing scientific and technological revolution," B.S. Alyoshin and co-authors, - it became that the most effective means of achieving a positive result is improving the quality in the broadest sense of the word. And they explain: "We are talking about the quality of not only the products themselves, but also the organization as a whole, i.e. about the quality of its interaction with the outside world, about the quality of its functioning and management, the life of its employees. More and more researchers are approaching the idea of the broadest context for defining quality. Quality should characterize a non-isolated phenomenon. The relation of the phenomenon to the environment of existence, conditions of expression, and other phenomena is manifested in quality. The definition of quality by Britannica, reprinted in the Great Universal Encyclopedia, brings confusion to the ranks of analysts: "Quality in philosophy is a property that characterizes things taken separately, in contrast to the ratio that characterizes things taken in pairs, triplets, etc. ". G. Hegel said that the quality "<...> is that, losing what, the phenomenon ceases to be itself", but the dialectically thinking German philosopher did not even think of isolating the phenomenon in quality. It was for G. Hegel a concept that reflects the relationship of the phenomenon. The advantage of G. Hegel's dialectical thinking was its systemic nature. He thought of relationships, phenomena as a system and logically had in mind a system-forming factor. The phenomenon does not dissolve in the system, it forms it with its relations, which, in turn, together with the phenomenon form what we call quality. By the way, G. Hegel was not the discoverer of quality in the system of relations of the phenomenon. Similar ideas were expressed, one way or another, by his predecessors. "Objective qualities (i.e., those inherent in natural things themselves) and subjective qualities (contained only in human perceptions) were already distinguished by Democritus, later by Galileo, then by Locke, who first used the terms "primary" (i.e., objective, material-physical) and "secondary" (i.e. subjective, formed due to the psyche) qualities. Subsequently, I. Kant called Locke's objective qualities a priori (ideal), and subjective - a posteriori

(real). It is easy to notice in philosophy the opposition not so much of the idealistic and materialistic interpretation of the concept of "quality", but of the supporters of simplified materialistic views on quality and their opponents, who proposed to include signs of human activity in the definition of quality. While there was no human consciousness, everything that existed was represented by the existence of objects, things, their properties, relations, movement. To define the world before human existence, two initial concepts are quite sufficient: "object" and "process". The situation changes with the advent of consciousness. All the main areas of activity of consciousness: cognitive, communicative, regulative - are manifested in the format of reflection of objects, and reflections are fundamentally different from those known in nature. Strictly speaking, consciousness reflects in the most general sense - reproduces. In a concrete sense, it reconstructs objects, because it is not capable of reflecting an object in a physical representation. The expression "we look with our eyes, but we see with our mind" quite correctly reveals the essence of the "reflection" of an object in the forms of thinking. If the image is still somehow comparable with the subject, then the ideas are very far from subject specificity. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness, similar in essence, but not in the form of being. then the ideas are very far from subject specificity. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness, similar in essence, but not in the form of being. then the ideas are very far from subject specificity. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness, similar in essence, but not in the form of being.

An object for consciousness acquires a specific mode of existence - it becomes an object. An object is a product of interaction between an object and consciousness. Together with the object, the quality of the object appears, which may or may not coincide with the objective quality of the object - in the case when the subject enters into systemic relations with the object, forming a system of the "subject - object" type. Specifically, such a system manifests itself in the form of production, the product produced, and relations in production. "The quality of processes, organization, life is a motivation of a higher level compared, for example, with profit," says B.S. Alyoshin. In confirmation, he cites an interesting table (Table 1).

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Table 1. Results of a sociological survey on ten factors for the successful operation of an enterprise*

Success factors	Share of surveyed enterprises, noted the most important success factors, in %	
	2000	2025
Product quality	95	98
Customer service	93	96
Introduction of new technologies	88	90
Attracting highly qualified personnel	85	91
New product development	85	90
Reduced time-to-market for new products	80	89
Improving the organizational structure	75	84
Intellectual Property Protection	59	60
Cooperation with suppliers	55	63
Development of foreign markets	54	70

The correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally ingenious and deceptive. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - nothing more. The program requires a detailed study of all components, starting with clarity in the definition. The definition of quality, as we have already seen from an excursion into philosophical history, is not so obvious and unambiguous. Hence the confusion in the idea of quality. The first reason explaining the weakness of the quality management policy is the vague distinction between "quality of an object" and "quality of an object", i.e. subject in the system of human interests. For two decades of perestroika, we have retained the attitude to the definition of quality as an objectively given state of an object, a set of natural properties. The mechanistic transfer of the characteristics of phenomena of natural nature to the definition of phenomena of the artificially created world of things has nothing in common with dialectical materialism. This is a parody of the dialectical worldview of the world. The product produced by man is dual in nature, it combines the natural properties of raw materials and the features introduced into it by human labor. A product has a rental value and an added value. In this context, it is not the cost that is important - it serves as a quantitative equivalent of the quality of the goods in general, and the result of labor is presented in the form of a transformation of the natural state of the object. The product of human activity has a natural, basic, level and superstructure, introduced. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the commodity is one,

but the production duality of the product is associated with it.

Such a two-sided quality of goods misleads those who have not yet understood the art of dialectical thinking, who seek to put everything "on the shelves", forgetting about the structure of which these shelves are parts. The quality of a product is determined only by a natural basis, but it is built artificially. The quality of goods has several creators. Some of them - a fashion designer, designer, technologist, manager - are always in sight, their qualifications and experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer. The economic situation affects both producers and consumers, shakes the market on the waves of its uneven movement, and along with purchasing power, the idea of quality. Our emphasis on market research should not be seen as a call to look in the market for keys to quality. Thus, we want to emphasize the importance of the market factor in the development of the doctrine of the quality of goods. The market attracts attention as a concentration of opposing interests, this is the "frontal" place where some "execute" others, then "execute" these others. The Americans rightly consider the market to be a "holy" thing for society, they carefully protect market tournaments from monopoly "attacks".

In the United States, a lot of money is spent on studying market trajectories, unlike our capitalists, of whom every second is "illegal" in the economy, and the third is a representative of the "gray" economy. Try in such a situation to get an objective result of research on the "spirit" of the market, to track the mood on the market with the expectation of getting closer to a true reflection of the existing attitude towards the product. The difference in the quality of goods and the understanding of quality are becoming more and more significant. In determining the quality

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of a product, such factors are taken into account that are irrelevant to consumer attitudes: the environmental component, the traditions of the manufacturer, etc. Let's add to what has been said and views that do not coincide in a number of positions, we get an interesting picture: no matter how hard the interacting subjects of relations try to develop a consensus of quality, the differences will persist and will increase over time. If the natural properties, taken in the initial state of the product and taken into account in its quality, should not change significantly during the warranty period, then the perception of the product through quality changes under the influence of many reasons. That is why leading manufacturers are reviewing their product range, looking for new design ideas, trying not to be hostages of tradition, minimizing their presence and modifying as much as possible.

Quality from the side of expressing the spiritual component in it is little studied. The prospect, on the contrary, urgently requires such knowledge, the development of methods for obtaining and evaluating it. It is necessary to come to terms with the fact that the era of workshop production, when the quality of the product and the image of the quality of the product coincided due to lack, the competition has passed forever, then the consciousness had nothing to choose from, and without choosing an image that is different from the object, it is difficult to form. The quality of the goods was dictated by the shop workers, no one could object to them. In the 21st century the situation is different. The image of quality is no less important for the market than the objective quality of the product itself. As soon as the object of production turns into an object, the human component is included in the quality of the object, and it is completed in a way that is combined with the object, into a general quality system. The consumer who is able to unravel the tangle of subjective-objective relations that form the quality of the goods presented to the buyer is able to satisfy the market need. When they were students, today's specialists most often did not understand why philosophers explain the "objective" and "subjective" to them. It seemed that they were doing irrelevant business. The Soviet limited consumer market did not reveal the dialectics of the objective and subjective characteristics of the market. Often, teachers unprofessionally analyzed these concepts, there was no specific context. Surprisingly, even today, not everyone has managed to realize the professional significance of the basic philosophical categories, they think like materialists-metaphysicians, diluting the ideal and the material, the subjective and the objective into independent and incompatible sets. Analysts describe the world surrounding the modern manufacturer rather harshly; "the consumer dictates what, when, at what price and in what form he wants to receive; The competition in the market is intensifying due to its globalization: the needs of

buyers and the situation in the market are changing at an ever-increasing rate." From the outside, what is happening looks very chaotic, it raises doubts about the systemic organization of relations. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. No matter how fantasies the master constructing the castle is guided by, he knows that there will be someone who can make a key to it and gain access, because all creativity begins with chaos and ends with the acquisition of order. at what price and in what form he wants to receive; The competition in the market is intensifying due to its globalization: the needs of buyers and the situation in the market are changing at an ever-increasing rate." From the outside, what is happening looks very chaotic, it raises doubts about the systemic organization of relations. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. No matter how fantasies the master constructing the castle is guided by, he knows that there will be someone who can make a key to it and gain access, because all creativity begins with chaos and ends with the acquisition of order. at what price and in what form he wants to receive; The competition in the market is intensifying due to its globalization: the needs of buyers and the situation in the market are changing at an ever-increasing rate." From the outside, what is happening looks very chaotic, it raises doubts about the systemic organization of relations. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. No matter how fantasies the master constructing the castle is guided by, he knows that there will be someone who can make a key to it and gain access, because all creativity begins with chaos and ends with the acquisition of order. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. No matter how fantasies the master constructing the castle is guided by, he knows that there will be someone who can make a key to it and gain access, because all creativity begins with chaos and ends with the acquisition of order.

Outwardly, the determination of the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but, basically, diverging views. The designer, technologist, manager (they can be combined) develop their understanding of the quality of the goods, they are connected by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure of the integrity of the manufacturer. In addition,

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the buyer has his own tastes, due to the real buying opportunity.

There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized, attracts with its potential. By controlling the market, the intermediary-speculator is able to form an image of quality in his own interests,

in particular, through advertising, the provision of priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer, as a result, we came to a "quality square" that combines the quality of the product and the image of quality (Figure 1).

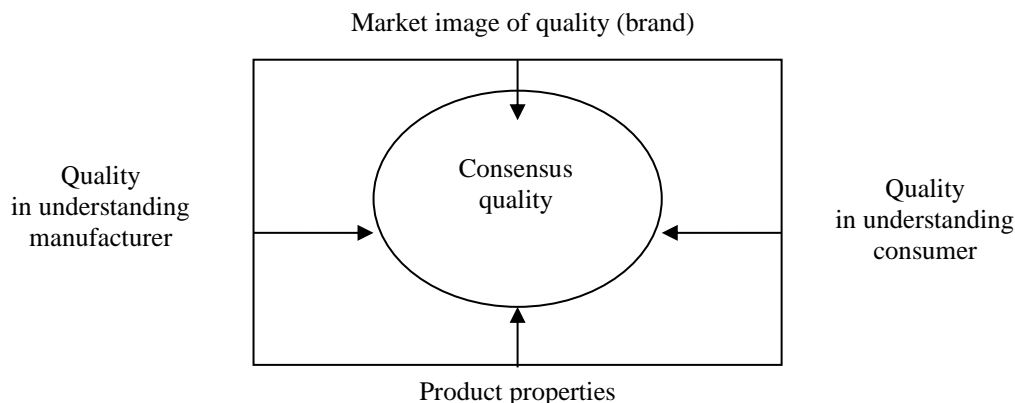


Figure 1. Quality square

Consensual quality is not true quality, quality "agreement" is a phantom of virtual reality. There are no documents, procedures, everything is done "blindly". There are too many factors, their dynamics are great, interests are contradictory. However, the spontaneous genesis of a consensus quality should not confuse anyone. The evolution of nature without human intervention is an exclusively spontaneous process, built on random intersections, from which the necessary connection arises, becoming stable, repetitive, general, i.e. by law. Randomness and necessity are correlative dialectical relations, as well as chaos and order. Chaos is not opposed to order, it is different from concrete order. Chaos is disorder in the pure case in relation to some decency. In a general expression, chaos is also order, not yet revealed to the observer. Before analyzing factors, which ultimately determine the consensus quality, let us dwell on one more aspect of the problem of quality, which remains aloof by researchers - the heterogeneity of the content of the concept of "quality". The content of the concept of "quality" in relation to a commercial product should be structured depending on the nature of the properties included in the content. The properties that form the content of the concept of product quality are divided into three groups: objective properties, intersubjective and individual (subjective).

Objective properties (signs) reflect the natural foundations of the concept, for example, natural or synthetic raw materials for shoes, clothing, haberdashery products. Intersubjective - are formed as products of the activity of the consciousness of participants in economic relations: the manufacturer, intermediary, consumer, supervisory organizations, national traditions, world trends. In a certain sense,

one can speak of intersubjective representations as conditionally objective, objectified in collective thinking. At the top of the pyramid of properties, united by the content of the concept of quality, there are individual, subjective signs. Any general exists objectively, but only through a single one, therefore, at the end of the process there is always a single, specific buyer Pyotr Stepanovich Sidorov and boots, which Pyotr Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales consultant professionally explained to Pyotr Stepanovich that there are boots of better quality and also inexpensive, but, being an independent person, he did not change his mind. This is why pre-sale preparation of products is important. The last word belongs to the buyer, his perception of the quality of the product. Everything else just plays along with him. Signs of the content of the concept of "product quality" are built in the form of a pyramid of properties. The last word belongs to the buyer, his perception of the quality of the goods. Everything else just plays along with him. Signs of the content of the concept of "product quality" are built in the form of a pyramid of properties. The last word belongs to the buyer, his perception of the quality of the goods. Everything else just plays along with him. Signs of the content of the concept of "product quality" are built in the form of a pyramid of properties.

The most serious contradiction, apparently, remains the divergence in the images of the quality of the product of the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - the product. The

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former produce it, the latter consume it, but have different motives due to the position in the system and the culture of perceiving the goal. The manufacturer creates a product, but not the product - the ultimate goal of the manufacturer, but the realization of the product. The direct connection between the producer and the consumer is therefore local, which has a negative effect on the producer. The seller blocks the consumer from the producer, and the producer is forced to focus not on the market, but on the market situation, most often artificially formed by the speculator and advertising.

The manufacturer, unlike the seller, is responsible for the information both by law and by his professional reputation. The seller manipulates information as he sees fit - the manufacturer is constrained by responsibility, moreover, the market often dictates the rules of relations to him.

What is the output for the manufacturer? There is only one way out - a direct presence in the market and significant investments in the education and education of consumers. It is difficult to overcome such a program alone, but it is absolutely realistic to unite. The domestic manufacturer has everything necessary to oust the speculator from the retail market. It has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the previous, pre-reform priorities, which are actively exploited by unscrupulous manufacturers and to which the authorities bashfully close their eyes, unable to return to the Soviet experience. Confectioners, meat makers, winemakers shamelessly use Soviet brands, replacing them with surrogates. The brands of Vyatka, Orenburg, Ivanovo, some Moscow and Leningrad enterprises. The return trend is gaining momentum. Of course, clothes and shoes are not sausage and vodka, or chocolate and confectionery products of natural origin. However, all products have something in common - the responsibility of the manufacturer.

The euphoria of the nineties has passed, democratic freedom, which turned into arbitrariness in production and on the market, has sobered up the souls of Russians drunk with will. Disillusioned with democratic reforms, they are no longer so impressed with many others in the new way of life. Now is precisely the moment in history when light industry can win back its rightful place in the market. You just need to act differently. Reevaluate and redo yourself. To abandon the former one-dimensional view of the consumer as the "object" of relations. In the old days, the consumer was completely dependent on the manufacturer. The market was closed, the choice was dictated; it, in essence, the buyer did not have. Today, the consumer has more opportunities to choose, while satisfying his taste. The new configuration of relations on the market and the manufacturer needs to take advantage. The modern Russian market satisfies the tastes of the consumer only from the outside, in fact,

our market rather woke up, provoked the taste of the buyer with its diversity. The real choice of the mass buyer, for whom this market is designed, is still small. Objectively high-quality, high-tech products for a Russian with average capabilities, as before, are inaccessible. He admires them, as if they were models, or gets annoyed, realizing that all this is not for him. Chinese consumer goods have lost their appeal. Turkey and Eastern European producers are forced to adapt to WTO requirements. The product they offer increases in price, but not in quality. The price is also helped by the disproportionately increasing costs of carriers. In the new market conditions that have awakened the taste of the consumer, it is important to try to take control of it. We are not talking about changing the economic strategy based on quality management. We draw attention to the component of this strategy. In the West, a version is gaining strength, the essence of which is that the economy is becoming "smart", the stage of systemic quality management is moving into a new stage - the quality of education. If this is the case, then attention to educating the taste of the consumer fits perfectly into the strategy of economic policy.

The consumer lives in a specific environment, forming a certain symbiosis with it. Access to the creation of the consumer is effective both in the direct application and through the living environment. So far, the manufacturer is sluggish, and the market is vigorously fighting for the buyer, presenting him in his marketing research as a kind of ready-made, statistical subject that needs to be lured with an offer. The real battle for the consumer lies ahead when the manufacturer understands the benefits of a full-scale consumer education and education program. The consumer must be prepared, then he will go through the market labyrinths along a given route.

Belief in the miraculous power of advertising is a dangerous companion for a manufacturer. Advertising was presented as the engine of progress by the advertisers themselves and the market, which is fundamentally not responsible for anything. An exclusive product is advertised extremely rarely - it has a regular consumer with a well-formed taste and exclusive purchasing potential. Such a buyer is simply informed, he is satisfied with the presentation of the collection, especially not sparing money.

An ill-mannered and unenlightened buyer is invited by advertising, whose credulity to advertising is inversely proportional to the state of knowledge and taste. The mass consumer is given over to the slaughter of advertising and market arbitrariness. For responsible producers, instead of complaining about fate, it's time to turn around and enter into spiritual contact with the consumer. It is naive to hope that he will independently get out of the fake scenery of the market and advertising. But even if the consumer manages to overcome the ingenious inventions of the market, then by that time domestic producers will

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become relic phenomena and the revival of the activities of national producers will lose social relevance.

There is no doubt that the business of educating your customer is costly, troublesome, unknown, laborious, requiring great patience, the ability to appreciate the slow, uneven progress towards the goal, to fight with everyone who declared himself and his occupation to be a supranational, democratic phenomenon and makes a name for himself on speculation in area of human values.

No one disputes the priority of universal human interests, and the need for all-round protection of national security is also indisputable. And without the modern production of essential goods for a person, national security cannot be ensured. So, domestic producers will have to solve a dilemma: either produce their own consumer simultaneously with the development of production, or continue to moan about the outrage that is being created and squeeze out to the market periphery closer to the edge of the market and its end.

The revival of the domestic light industry will also force the market situation to change, the market will be forced to respond, because its interests are determined by the dynamics of consumer demand. Then it will be easier to breathe for many: producers, consumers - will feel the national taste and intermediaries.

Work with the buyer should be built systematically in the format of a target program. Its main sections, presumably, will be, along with the improvement of production and assortment, educational and interactive communications with a potential buyer. Tightly engaged in educating the taste of the consumer, manufacturers themselves will be forced to improve their skills. No wonder they say that the best way to educate yourself is to try to teach others. It can be argued that the manufacturer has considerable reserves of improvement in all areas of activity. The first steps must be taken towards the consumer. You can not trust the consumer to the "concerns" of the intermediary and it is unreasonable to leave the consumer alone with himself - he should be taken as associates, accomplices and seriously prepared for the perception of the product.

Fashion and quality are like symphonic music. They are polyphonic. As you need to prepare your ear for the perception of a complex piece of music, so does the mind - for the evaluation of the product. Shoes, clothes - this is not a simple product. They accumulate the high professional status of the manufacturer, his skill, the experience of generations. The buyer must be connected to the joint process not at the final moment "money-goods", but somewhere in the technological process. When a wave of protest against the construction and operation of nuclear power plants began throughout Europe, the French opened access to those who wished to get acquainted

with the work of nuclear power plants. They realized in time that it is difficult to convince with a word, it is necessary to give an opportunity to a person from outside to look and decide for himself. Schoolchildren went on excursions to the nuclear power plant, they were given meetings with specialists, video clips were shown, and a program was specially developed. And the work done was crowned with success. Those who have doubts about nuclear power plants have overcome their critical attitude and have been reeducated. Especially after they calculated with a calculator how much it would cost to shut down a nuclear power plant, who would benefit from re-profiling electricity production in a country that does not have hydrocarbon raw materials. The French have lived in a market economy for centuries and have learned to value both personal wealth and national security. Russian democrats of the late twentieth century. they cared about the rights of an abstract person, taken outside the fatherland, and caused significant damage to patriotic feeling. In the 90s of the XX and the beginning of the XXI centuries. Russian authorities condescendingly looked at the destruction of the image of the Soviet past, the active revival of pre-Soviet antiquity. Few people understood that any stone thrown into national history enters the national present and future. Who needed to "break the connection of times"? Those who wanted to change the situation on the market and make their own business on it. The buyer was convinced that everything domestic is no good, it is necessary to purchase foreign. The formula "everything is bad!" known for a long time, and in troubled times works well. It would be falsely patriotic to say: "We are doing well!" However, the domestic manufacturer did not sew his products out of the blue. The approach must be differentiated. By replacing Russian products with Chinese ones with the help of advertising and pricing policy, the sellers not only deceived the buyer, but undermined the position of the national manufacturer during the crisis, instead of rebuilding production in alliance with it and forming their own market. The market is synonymous with competition. Competition is vital but competition is always politics, and not only economic. The state has no right to be free from the market.

Firstly, the state is called upon to ensure national security and express the interests of its people in everything that is done on the territory of the country.

Secondly, the constitution of the Russian Federation says: "The Russian Federation is a social state."

And the Russian government in the 2000s. she was not afraid of the market, she built the market just like that, because she herself was a part of this market. The authorities created the market for themselves, knowing about the fragility of their own and the market. The change of leaders in Russian politics took place when the market fulfilled its political function:

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it illegally enriched the reformers and made the national producer an appendage of foreign production. Changes in economic policy after 2000 are important steps, but after what has been done, it will take a long time to wait for positive developments. Economic science testifies that one-year destructive actions are compensated by three-year creative activity. Apparently, it is no coincidence that promising programs have recently been lined up until 2035. The 1990s. - a time of missed opportunities. The reasons are primarily political. Twenty years later, for the domestic manufacturer, the prospect of shaping the market appeared, which was absent in those dashing years. A trip to the existing market will be successful if it is taken "in pincers" by the national producer and consumer, prepared by the manufacturer. Ordinary promotional work, even under the professional supervision of the product manufacturer, will not solve the problem. In the yard there is a new time and, albeit spontaneously, not qualified, slowly, with digressions, the consumer, who, without advertising, was kept in the "hedgehog" gloves of half-empty counters with a very meager choice, and then deceived by advertising, looks at what is happening critically. prepared by the manufacturer. Ordinary promotional work, even under the professional supervision of the product manufacturer, will not solve the problem. In the yard there is a new time and, albeit spontaneously, not qualified, slowly, with digressions, the consumer, who, without advertising, was kept in the "hedgehog" gloves of half-empty counters with a very meager choice, and then deceived by advertising, looks at what is happening critically. prepared by the manufacturer. Ordinary promotional work, even under the professional supervision of the product manufacturer, will not solve the problem. In the yard there is a new time and, albeit spontaneously, not qualified, slowly, with digressions, the consumer, who, without advertising, was kept in the "hedgehog" gloves of half-empty counters with a very meager choice, and then deceived by advertising, looks at what is happening critically.

The consumer is ripe for a serious relationship with the manufacturer. Word for the last. Manufacturers must be the first to take steps towards a smart economy and lead consumers. It is not always clear what is an "innovative solution", "intellectual capital"? This is in our thoughts - a new policy of the manufacturer in relations with the consumer, aimed at achieving mutual trust. The consumer must trust the producer, the producer - the sustainable choice of the consumer, whom he brought up. The formation of a civilized market is one of the main tasks of the action plan for the development of light industry for 2018-2025. Despite the well-known positive dynamics, the situation cannot be reversed. In the market for domestic goods remains below 25%. More than 50% are counterfeit and contraband products. More than half of the sold garments, fur, outerwear and footwear

are concentrated in the clothing markets. The image of the goods, its quality, as before, builds the clothing market. The clothing market is associated with gross violations, substitution of products in stores. The lion's share of the 1.5 trillion is "circling" in the clothing market. rubles. The market is "roofed" by the authorities. It will not be possible to overcome the hypertrophy of the market overnight, and how long the process of strengthening the status of the official domestic manufacturer in the market depends on a number of factors: political will that ensures the consistency and vigor of the struggle (here one can transfer the American practice of suppressing mafia structures without discussion); the size of investments - the state traditionally shifts them to extra-budgetary organizations; development of the raw material base - back in 2016. The Ministry of Agriculture ordered to reflect in the departmental program urgent measures to combat the subcutaneous gadfly, prevent and improve cattle from hypodermatitis for 2018-2025, but how all this is happening in our country is known: sheep breeding is in a protracted crisis, hunting has declined sharply, cell fur cultivation has been reduced to a minimum and continues to fall; stimulation of expert production remains on stamped paper; development of innovative activity and training of qualified personnel. Innovative activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help, and it is, however, in state circulars it was bypassed. prevention and rehabilitation of cattle from hypodermatitis for 2018-2025, but how all this is happening in our country is known: sheep breeding is in a protracted crisis, hunting has declined sharply, the cultivation of caged furs has been minimized and continues to fall; stimulation of expert production remains on stamped paper; development of innovative activity and training of qualified personnel. Innovative activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help, and it is, however, in state circulars it was bypassed. prevention and rehabilitation of cattle from hypodermatitis for 2018-2025, but how all this is happening in our country is known: sheep breeding is in a protracted crisis, hunting has declined sharply, the cultivation of caged furs has been minimized and continues to fall; stimulation of expert production remains on stamped paper; development of innovative activity and training of qualified personnel. Innovative activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help, and it is, however, in state circulars it was bypassed. cell fur cultivation has been reduced to a minimum and continues to fall; stimulation of expert production remains on stamped paper; development of innovative activity and training of qualified personnel. Innovative activity in our time is due to investments in R&D - they are scanty. In such a difficult situation,

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A counterfeit and a contraband product, which is most often the same thing, has always been on the market and in stock. The difference is that in Soviet times, the amount of illegal product depended on the severity of state control over illegal activities, and such rigidity did not irritate the West. Nobody tried to interfere with us, on the contrary, they showed understanding. In 2010, as well as all the last 20 years, illegal immigrants in the clothing market openly establish their own rules. The preventive measures are so democratic that they can be neglected without prejudice to business.

The reason for the flourishing of illegal relations in the legal market is not the existence of criminal groups - they are consumers of counterfeit goods. And the current market will not allow domestic producers to develop. They will not share their buyer voluntarily, and you will not take the power of the buyer, he must be recruited, interested in domestic products. And here many questions arise:

Firstly, it is useless to enter a corrupt market with competitive products. They will set their own price there, they need to launder money received in other areas of business, also illegal, but more profitable. The enterprise is interested in working capital, i.e. in order to sell the product faster at a profitable, but not inflated price. State intervention is required;

Secondly, "tastes are not disputed, but tastes are brought up."

By changing the position of their products with the help of the competent authorities on the market, or by cooperating and opening their own sales market, domestic manufacturers have the opportunity to separate part of the buyer from the market masses and make this part of their own, with a good prospect, without deceiving the consumer, to significantly increase the ranks of fans of Russian goods. Specialists need to go to school, universities, technical schools, colleges, colleges, organize meetings with interesting people, demonstrate products, production, open joint creative circles, hold contests, quizzes, debates. We need to open production. Some time will have to be patient, apparently, the diversion of funds will cause a slight decrease in economic indicators. Everyone knows that in order to jump further or higher, you need to retreat.

It is surprising that there is no section in the program for the development of the industry aimed at forming its own sector of consumers. The program is

tailored according to the patterns of the Soviet era, without taking into account modern realities, with the exception of an indication of the need to actively involve private investment in the process, which is very difficult to implement in the current economic situation. The shadow economy is based on counterfeit goods, "gray" manufacturers prefer to invest in customs to import smuggled goods. The most realistic is the formation of the stability of consumer interest in the products produced by tuning the tastes of the buyer to it. Orientation in long-term plans for the export of products, in principle, is the right task. The target setting, pushing the national boundaries of the market, contributes to the involvement of reserves, first of all, intellectual. The authorities are trying to repeat the Japanese way of reviving industrial production. Significantly lagging behind the United States and Western Europe technologically in the mid-1950s, Japan in the 2000s. pushed the Europeans out of the world market, going through four stages of production growth in 40 years. The revival began with copying world models, in which the United States and Canada helped the Japanese, up to providing access to nuclear technology. Then there was a stage of independent development of products identical to world models in quality. In the mid 1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned how to make products of better quality. By the 2000s Japanese goods have become world brands, they have become equal both in the USA and in Western Europe. The authorities are trying to repeat the Japanese way of reviving industrial production. Significantly lagging behind the United States and Western Europe technologically in the mid-1950s, Japan in the 2000s. pushed the Europeans out of the world market, going through four stages of production growth in 40 years. The revival began with copying world models, in which the United States and Canada helped the Japanese, up to providing access to nuclear technology. Then there was a stage of independent development of products identical to world models in quality. In the mid 1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned how to make products of better quality. By the 2000s Japanese goods have become world brands, they have become equal both in the USA and in Western Europe. The authorities are trying to repeat the Japanese way of reviving industrial production. Significantly lagging behind the United States and Western Europe technologically in the mid-1950s, Japan in the 2000s. pushed the Europeans out of the world market, going through four stages of production growth in 40 years. The revival began with copying world models, in which the United States and Canada helped the Japanese, up to providing access to nuclear technology. Then there was a stage of independent development of products identical to world models in quality. In the mid 1970s.

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independent developments were already, in essence, at the level of the best goods, the Japanese learned how to make products of better quality. By the 2000s Japanese goods have become world brands, they have become equal both in the USA and in Western Europe. Significantly lagging behind the United States and Western Europe technologically in the mid-1950s, Japan in the 2000s. pushed the Europeans out of the world market, going through four stages of production growth in 40 years. The revival began with copying world models, in which the United States and Canada helped the Japanese, up to providing access to nuclear technology. Then there was a stage of independent development of products identical to world models in quality. In the mid 1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned how to make products of better quality. By the 2000s Japanese goods have become world brands, they have become equal both in the USA and in Western Europe. Significantly lagging behind the United States and Western Europe technologically in the mid-1950s, Japan in the 2000s. pushed the Europeans out of the world market, going through four stages of production growth in 40 years. The revival began with copying world models, in which the United States and Canada helped the Japanese, up to providing access to nuclear technology. Then there was a stage of independent development of products identical to world models in quality. In the mid 1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned how to make products of better quality. By the 2000s Japanese goods have become world brands, they have become equal both in the USA and in Western Europe. The revival began with copying world models, in which the United States and Canada helped the Japanese, up to providing access to nuclear technology. Then there was a stage of independent development of products identical to world models in quality. In the mid 1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned how to make products of better quality. By the 2000s Japanese goods have become world brands, they have become equal both in the USA and in Western Europe. The Japanese have learned to make products with better quality. By the 2000s Japanese goods have become world brands, they have become equal both in the USA and in

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Japanese progress is quite specific, it is unlikely that this will be repeated anywhere on the scale of the “Japanese miracle”. Japan was ideally in the right place at the right time, helped by world politics. Now, neither the Europeans nor the United States will organize the highest favored nation treatment for anyone, not even Israel. However, this scheme, at least in part, needs to be adopted, in particular, by manufacturers of consumer goods.

In Russia, there are good traditions, exclusive technologies that attract custom-made consumers who strive for originality and economy. For example, craftsmen from one of the regions of the Central Region brought products made from nettle fiber, which have a proven healing effect, to the 2020 folk craft fair in Novosibirsk. In the manufacture of linen, cedar fibers were used. In Western Europe, a cooling cycle has begun, snow, which was exotic for the inhabitants, is part of everyday life. Russia has the richest experience in making ecological clothing and footwear for snowy winters, it is enough to give them a design familiar to Europeans in order to interest a Western buyer, or maybe keep something modern, Russian. In a normal European market, the main thing is to make a mark, then gain a foothold, including the creation of joint ventures. At the same time, one should not follow in the footsteps of the Japanese. In Russia, everyone will have enough of their buyer. The interests of the domestic consumer should be a priority. We all hope, not without reason, that a better time is ahead of us. Accordingly, changes in consumer ability will affect the status of the producer.

The revival of interest in domestic goods will add optimism to domestic producers. It is only important that confidence does not grow into self-confidence. The recommendation of the classic of modern economic theory E. Deming, known as the “chain reaction of E. Deming” (Figure 2), will help to avoid a fatal illness.

E. Deming initially tried to implement his approach to creating a quality economy in the United States, but failed. The reformer himself explained the reason for the failure as follows: "My initiatives were welcomed by engineers, heads of individual departments, but they were ignored by top management, who did not want to think and act in a new way." E. Deming relied on the triumph of professional thinking, its natural desire for something new, which coincided with the progressive movement. Developing the intellectual approach of his predecessor W. Shewhart, E. Deming linked four creative acts of thinking with a logical knot: observation, development of actions, implementation and analysis.

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The listed operations, which made up the "Deming cycle", unite the commonality of the status of the individual, her innovative interest in the matter. In fact, half a century before the first work on the

innovation economy, an American specialist made a presentation of the very concept of "innovation" as applied to the management of economic activity.

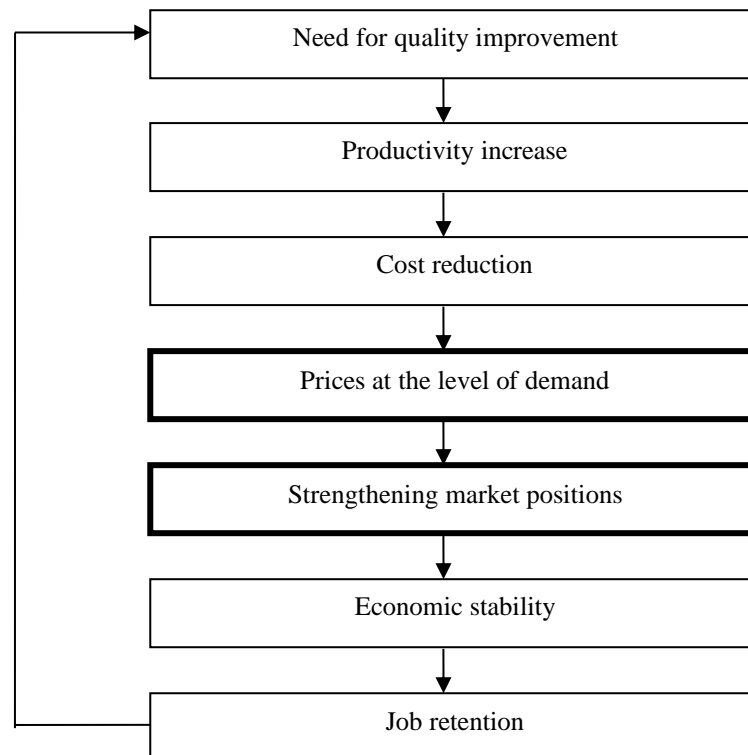


Figure 2. "Chain Reaction" by E. Deming

The basis of the content of this concept is formed by four consecutive actions: professionally built observation of the situation, its monitoring is the beginning of the path of innovation, a very crucial moment of scientific knowledge is the description of the object; development of measures for improvement - a positive change in the situation, the main thing here is the organization of the process in a new way, so that a motive appears that stimulates the performer; the next step is implementation and the final act is analysis, the purpose of which is to evaluate the results of implementation and gain experience to start the next round of the spiral of creativity. Inviting E. Deming to Japan in 1950, the initiators of industrial restructuring tried to prepare well for the reform. They even made adjustments to the curriculum of technical universities. The course "How to use experimental data" was introduced for all students of the Industrial Department of the University of Tokyo. In the new time it is necessary to go with new ideas and, moreover, with programs, but there is always continuity in the process. Wise E. Deming foresaw what is always relevant - a reminder to management of all ranks about "difficulties and false starts." A

serious miscalculation of the methodological training of domestic specialists-managers, engineers in universities should long ago be recognized as its one-sidedness. Our professional education is traditionally focused on progress and innovation. We clearly underestimate the warnings of experienced, recognized professionals about the impossibility of knowing everything and the need to be prepared for the most difficult circumstances of the case. The well-known Russian doctor puzzled journalists and specialists a lot with his answer to the standard question: "What should a good doctor be like? He said: "A good doctor differs from a bad one in that he knows well how not to treat." Professional training involves a thorough, in-demand analysis of mistakes, miscalculations, shortcomings, in a word, negativity in all its manifestations. A specialist is not insured against shortcomings either with a red diploma, or experience, or systematic study. We are not talking about the elimination of negative consequences, but about their "quality" side and frequency. It is possible and necessary to fight against this, it is in this direction that the lessons of E. Deming are especially significant. The most dangerous is the desire to follow

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the beaten path. This path eventually leads to a dead end. You don't need to learn to do like everyone else. To learn is to develop independence. The theory of quality management in our universities is taught outside the "production-consumption" system, the course was conveniently reduced to the history of the problem and the quality management system, separating it into the field of production. The consumer, the process of exploitation, was placed outside the main subject, presenting it as an infrastructure, without thinking about the fact that production is not self-sufficient, it is conditioned by consumption by other production, but, ultimately, any production is brought to consumption. The very word "production" is just the beginning of the phrases: "production of services", "production of a product". The first can be read as "relationship production". If production is "production of relations (services)", then why do we talk about the quality of production in isolation from the subject of relations, opposing the producer of a product or service? That, the other, the subject is the customer of services, products, therefore, he is interested in the quality of production no less than the manufacturer. The advantage of the manufacturer over the consumer is in professionalism, therefore, it is necessary to disseminate one's professional knowledge, involve the customer in the circle of professional interests, problems; seriously and for a long time to engage in his education, taking him away from the "brainwash" in market advertising.

For two decades now, the youth consciousness has been under the pressure of "glamorous" fashion, which reigns supreme in everything: in television shows, youth programs, serials, weather forecasts, programs designed for home life, in the speeches of VIPs, "stars", officials and deputies. One gets the impression that it would be shameful, obscene to live otherwise. By the way, in the countries that we have to catch up, life is not carried out in the style of "a la glamour." Popular in the USSR and in the Western world, Soviet international journalist, historian V. Zorin recalled the details of an exclusive reception hosted by the mayor of New York, billionaire G. Rockefeller. The mayor rarely met with journalists at work. For our compatriots, an exception was made for political reasons - to support the course towards easing tensions in relations between world leaders. "Having learned about the consent of G. Rockefeller," said V. Zorin, "we were more confused than happy. It seemed uncomfortable for us to go to the richest man in the United States in our suits and purchased shoes. Our American colleagues did not advise us to fuss, they recommended that we focus on the content side of the dialogue. But we thought differently, we were afraid to look unworthy, so we decided to rent costumes from a fashion designer for a day, for rent. They came to the meeting in advance, were received by the mayor at the appointed time. Again, we entered the office with a feeling that our equipment was appropriate for

the circumstances. We experienced the real inconvenience when the mayor came out to greet us in a simple, working suit and ordinary shoes. And smiled at our sight. Where are the anti-advertising perversions? Educational institutions, instead of turning into centers of aesthetic, business, everyday education, themselves contribute to misinformation of the mass consumer. Universities, according to their status, should actively cooperate with production and, together with production, carry out systematic, widespread work to educate the consumer's consciousness. Without such creative activity, the future of the domestic clothing and footwear manufacturer looks like the real Russian automobile industry - we will become an annex of Europe, we will lose the creative component, we will lose traditions and national characteristics. One should strive to sheathe not the whole world, like the Chinese, but one's own, Russian, consumer. He is still able to appreciate the dignity of fellow countrymen, but it must not be left to chance. E. Deming paid special attention to the socio-psychological support of the organization of production. Our today's specialists are looking for the keys to success only in technology and statistics. E. Deming's concepts of "difficulties" and "false starts" are loaded psychologically. The talented economist E. Deming was tempted in the areas adjacent to economic activity - psychological and social. He presented production management in a broad, complex context. Most of today's managers are one-dimensional. Hence the constant failures in management. To the "difficulties" E. Deming attributed: Deming are psychologically loaded. The talented economist E. Deming was tempted in the areas adjacent to economic activity - psychological and social. He presented production management in a broad, complex context. Most of today's managers are one-dimensional. Hence the constant failures in management. To the "difficulties" E. Deming attributed:

- expectation of results from work in the field of quality improvement in the shortest possible time, which is typical for highly specialized training - a surrogate for professionalism. Quality is the state of the essence of the process, product, management. The essence differs from the phenomenon precisely in stability. Quality is not quantity, which can be reduced at times, and sometimes even increased. Quality loses and finds itself in the process. It takes time and, of course, equivalent tasks for training specialists;

- the opinion that mechanization, automation and computerization will help to make a breakthrough in

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the field of product quality. This opinion is again a defect in the training of a specialist, the limitations of professional culture. The quality of the product, and in a general sense - "boots are clothes for the feet", and in a particular sense - the quality of shoes as a combination of certain properties of boots, is a matter of human creativity. Boots are not harvested on a tree - in the workshop, boots are sewn by specialists according to models developed by related specialists from leather, which was selected by other specialists. Only at the beginning of the production chain of a product are we able to detect the presence of a natural phenomenon of nature - the skin of an animal. Technology in any form (outdated, modern, future) was, is and will forever remain a means of labor, created by a person and launched (or not launched) by him into production. Technique allows you to make products of a certain quality, gives stability to the quality of the product - and that's it! Let's repeat:

- the quality of the product is created by a specialist, it is a product of his activity. Technology does not create quality. This is where E. Deming's warning follows: do not expect a breakthrough in the field of quality from a technician;

- neglect of the actions necessary for the successful implementation of the quality improvement program.

Another confirmation of the importance of the humanitarian development of the personality of a specialist, which top managers in the vocational education system do not want to hear about. S.P. Tymoshenko wrote that in US universities the humanitarian component is at the level of 20-25%. In England, it is approaching a third. Savings on liberal arts education result in major losses in special training. The place of dialectical thinking is occupied not even by a formal logical one, but by a defective everyday one, based on the "kondo" phrase "maybe it will work out, it will blow through". Why, the historical thought "We wanted the best, it turned out as always" was expressed by the former chairman of the government of the Russian Federation? Because they managed as best they could, and not as they should, unprofessionally. Since then, the situation has changed little, if the prime minister is forced to travel to all major events, and the President to strictly warn the Government and officials. In dialectical logic, there are some wise and simple rules that reflect the actual order of things:

First, you need to carefully study what was and how it was, so as not to step on the old rake again.

Secondly, to thoroughly, comprehensively understand the essence of the matter, its infrastructure and relations, including the analysis of macroeconomic dynamics.

Thirdly, the starting point should be the practical expression of the intent, but it is important to interpret the very concept of "practical meaning" not in a

narrowly pragmatic way. And, finally, the last thing: the truth is always concrete and unambiguous.

In a big business, unimportant little things happen only to those who approach it unprofessionally. Everything matters here. The concept of "quality of raw materials" equally includes organoleptic characteristics, age, storage and transportation conditions. One has only to try to rank them, as a series of non-trivial "little things" will go in succession and the quality will go into non-standard. We are involuntarily forced to return to the beginning again and highlight the relevance of technical regulation of the quality of goods and services, as well as their production. Quality management began more than a century ago with primitive actions and attention to detail. G. Ford Jr., A. Sloan, F. Taylor and A. Foyle - different people were united by a common attitude to the details of production. They, like everyone else, naturally recognized them, however, unlike everyone else, they did not treat them with disdain. They spontaneously understood that the essential is not born on its own, it is born in the inessential, the big grows out of the small, the necessary arises at the crossroads of the accidental. Quality cannot be carved out of quantity, but in order to obtain the desired quality, the required quantity is needed. Quantity makes up a measure - "qualitative quantity".

In the presence of "qualitative quantity", i.e. measures, we can already do the appropriate quality. The Bible states, "In the beginning was the word, and that word was with God, and that word was God." In the theory of quality, the beginning seems different: "First, quantity is required: funds, specialists, ideas, etc." Therefore, the campaign for quality began with Ford with economy, with Taylor and Foyle - with the level of organization. And the main problem already at that time, perhaps not yet so obvious, was the "scissors" in terms of quality and quantity. Let us explain: the economic effect is manifested not in an abstract, pure quantity, although it is potentially included in it, but in a realized quantity similar to demand.

Taken abstractly, demand is more of a psychological category and less of an economic one. In the economic aspect, demand acquires the value of a factor when it is provided either by the purchasing power or by the settlement power that allows obtaining credit. The manufacturer is obliged to strive not to create quality. Its goal is production efficiency. The quality of everything for everything is a means of achieving efficiency, a lure, a nozzle in the understanding of a fisherman. You can get a modern quality product and go bankrupt, because you will not be able to sell the product at a profit. The market will not accept it.

Quality in an economic application is a concept that is correlated with efficiency and does not coincide with it, as many people think. Quality management, including the development of technical standards,

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regulation with their help, involves modeling the filtering of ideas, plans through the "gateway" of quality goods to the market. It will open or slightly open the market for innovations to the full extent of access to mass demand.

K. Ishikawa came up with a "circle of quality" and proposed "cause-effect" diagrams. The idea of the Japanese specialist is extremely simple: it is necessary to involve the entire staff of the enterprise in quality management. The totality of participation is the key to the quality of production. The concept of K. Ishikawa was embodied in the history of Toyota. B.S. Aleshin argued that "it was at this phase of quality assurance that quality management in its modern sense took shape." K. Ishikawa, thanks to the involvement in the process of creating high-quality products of all those employed in production, managed to remove "the contradiction between improving the quality and increasing the efficiency of production in its former forms." In almost all countries with a high average income of the population, the consumer began to receive high quality goods and services at an affordable price, bringing a number of European countries, Canada, the USA, some Arab states to a "consumer society". The "miracle" born in Japan, like all previous miracles of the economy, turned out to be short-lived, which once again confirmed the position of skeptics: "Miracles do not happen! There are ups and downs." Every "miracle" is a success acquired by a specific historical situation and flourishing within the boundaries of its time. The features of historical time contribute to the birth of "miracles", they also determine the miraculous limits. Let us turn again to B.S. Alyoshin: "The concept of standardized quality, according to which a quality product is understood as a product, the requirements for which are defined and fixed in the standards by the manufacturer, and the consumer has the right to either buy the proposed product or reject it, has led to an aggravation of the contradiction between quality and efficiency in a new form, if there is an error in determining the needs of consumers when products that are suitable, from the point of view of manufacturers, enter the market, the costs are extremely high. K. Ishikawa closed the concept of "quality" to those who produce it. Those for whom the product is designed, remained out of work. They were not interested in their opinion. The isolation argument is impressive: consumers are not in the know, they are not experts. K. Ishikawa did not systematically consider the main relationship in the economy "producer - consumer". Once they were in one person, they were opposed by commodity production. It arose as an alienation of the abilities of the individual, dividing it not conditionally, but physically, but the personality remained in both forms: the producer and the consumer. The proportions of hypostases have changed and continue to change. However, their essence is a dialectical opposition that does not allow to exist without each

other, and this must be taken into account. The consumer is an accomplice of the quality of the product. The division of labor separated the consumer from professional knowledge, the skill of the manufacturer, opposed them, but did not divide them so that they could not depend on each other. They are still a single socio-economic entity.

The modern economy shows that the producer, opposing himself to the consumer, has moved the arrow of his movement to a dead end. It is necessary to come to grips with the return of the consumer to mutual understanding, for which, first of all, it is necessary to reduce the distance in the professional aspect of relations - to educate and educate in the consumer the subject not of a passive, third-party, random, but a partner in a common cause. In the latest economic policy, technical regulation is one of the main conditions for achieving quality standards. It allows balancing the relationship between centrifugal and centripetal forces in the development of production, democratizing production management and, at the same time, preventing it from sliding into production itself, i.e. autonomous self-sufficient production. The system will fall apart if its constituents decide that they themselves are the system. Democracy and arbitrariness are incompatible phenomena. Freedom in a democratic interpretation is reasonable only when it is the freedom to act both in one's own interests and in the interests of the system. Control can be both in the form of self-control and in the form of centralized activity, but it must take place in the interests of democracy, which in our context means the interests of the consumer. The essence of our position lies in a new perspective of perception in the quality management of consumer goods - the interest of the consumer, more precisely, in the transformation of the consumer from a buyer into a producer. As long as the consumer is left to himself, he is formed in the market environment perverted by an unscrupulous manufacturer and advertising unsettled responsibility, he is a statistical value for a responsible producer. All plans of the manufacturer are based on statistical models, more or less indicative of the scale of the national economy, but not on the average capabilities of the enterprise. In order to replace virtual, speculative landmarks in planning with real, much more viable ones, it is necessary to take the consumer out of the zone of improbable certainty into the space of cooperation, which gives a much more probable forecast. From a spontaneous, opposing, divided by the "counter" subject, it is necessary to turn him into an accomplice through the education and enlightenment of consciousness. it is necessary to take the consumer out of the zone of improbable certainty into the space of cooperation, which gives a much more probable forecast. From a spontaneous, opposing, divided by the "counter" subject, it is necessary to turn him into an accomplice through the education and enlightenment of

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The trouble with our current state is not in Chinese commodity expansion (the Chinese have flooded both the United States and half the world with their specific goods), but that we have left the consumer at the mercy of intermediaries.

Formally, such alienation looked quite logical and attractive: "To each his own!". The shoemaker sews what he has to - boots, shoes, sneakers, etc.; the merchant is busy with his business - the sale of goods; advertising has its profit by helping the merchant. In reality, the producer found himself in isolation, submitting not to the market, but to market speculators and those who are in their service. The market is a relation within the "producer-consumer" system. Anything that is built between them breaks their natural relationship. Leading European manufacturers do not allow themselves to supply products to our market. They enter the market themselves, with their network of specialized stores, which are under strict control and carry out independent advertising work with the consumer. Replacing "consumer" with "buyer" enterprises form an uncertain perspective. The producer, by his dialectical opposite, has a consumer, not a buyer. The consumer also needs to be connected to the problem of technical regulation: to teach him industrial literacy, to educate, to educate. It is necessary to revive the universities of knowledge for the consumer in a new form. The work presented to your attention is the fruit of joint reflections on topical problems of improving the activity of an important branch of the public economy by leading Russian and foreign experts. A collectively executed monograph always has an advantage over an individual form of creativity. A single author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on the problem under study, but to talk about how colleagues "see" this problem, to express someone else's view of the order of things, to turn into their opponents in the process of the announced discussion. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such an excellent thinker as G. Hegel sinned, voluntarily or involuntarily substituting his opponents in order to make it easier to criticize them. This work represents an original author's approach and opens up the opportunity to learn the most significant first-hand, without intermediaries, which often overshadow creative relationships. voluntarily or involuntarily substituting opponents to make it more convenient to criticize them. This work represents an

original author's approach and opens up the opportunity to learn the most significant first-hand, without intermediaries, which often overshadow creative relationships. voluntarily or involuntarily substituting opponents to make it more convenient to criticize them. This work represents an original author's approach and opens up the opportunity to learn the most significant first-hand, without intermediaries, which often overshadow creative relationships.

The quality of "it is written" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the relationship in the dynamics of these projections of the problem of quality in creative thinking, an appropriate schedule is built, reflecting the relevance and profitability of activities aimed at developing production. The quality of activity is the final criterion of its individual, collective and national status. It is in quality that the energy of creation is accumulated. The quality of activity shows how much we penetrated into the essence of things, learned how to manage things, change their properties, form, forcing them to serve a person without significant damage to nature. Quality allows you to see the person himself from new angles, to pay tribute to his talent, will, and professionalism. Studies conducted under the UN Development Program have measured the share of the "human factor" in national and global wealth: 65% of the world community's wealth is the contribution of human potential, and only a third of the world's wealth comes from natural resources and the production structure. A quality-oriented strategy is undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and to a more complete and comprehensive satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one dared to openly and officially cancel, realizing the absurdity of denying the essential forces of man. In a "hot" state, the problem of quality is sustainably supported by both the internal forces of active consciousness and external life factors. The highest function of consciousness is cognitive. Knowing nature, we discover its qualities, state of quality, quality levels, embodying new knowledge in production. Classical political economy (A. Smith, D. Riccardo, K. Marx, J. Mill) concentrated quality problems in production. Post-classical economic

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thought shifted quality towards consumption, trying to give production a “human face” – a person alienates himself in the production process, but this measure is forced and, in a systemic sense, is temporary, conditional. The main thing in production is the result, not the process. Consumption regulates the market. Therefore, the demands of the market must dominate production. The task of the society is to contribute worldwide to the development of demand in the market: to maintain the range of goods, stimulate price stability, increase purchasing power, improve the quality of goods. E. Deming, calling the “network of deadly diseases” of modern production, puts in the first place “production planning that is not focused on such goods and services for which the market is in demand.” Try to answer him. Production in the transition from industrial to post-industrial society of mass consumption is conceived as a function of the market. The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. With all the economic, social and political costs, humanity is getting richer, and wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, in other respects, just like the premieres of modern production. Analysts predict the course for the quality of goods confidently and everywhere. The consumer has realized the need to pay for the advantage of quality services and products. The most prominent economists unambiguously declare that the improvement in the quality of goods is not connected, causally, with an increase in prices. Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, but not become more costly. The priority of goods is a relatively new concept for both production and science. It requires a systematic study, which involves an appeal to the theory of conceptual thinking. Economic activity is carried out at two levels, based on common sense, derived from many years of experience, and on the generalization of practice in scientific terms. Scientific knowledge grows with concepts! Common sense is highly commendable, but it orients only within the limits limited by direct experience. Theoretical understanding at the level of scientific methodology expands the existing framework, opens up the prospect. It is more reliable and versatile.

Reliability and universality are signs of the quality of knowledge. Reliability allows you to minimize risks, universality relieves stress from the search for new solutions to the problem - “they don't look for good from good.” You have to pay for quality. The fee is generally considered to be financially dependent, but this does not always appear directly. In the history of civilization, there are two outstanding achievements at the level of revolutions that clearly

have not received equivalent evaluation, namely: discovery of the price of knowledge, comparable to the price of things for a person, “knowledge is power”; awareness of the special significance of theoretical knowledge in the form of concepts and related forms of abstract thinking - judgments, conclusions. This naturally led to the need to develop a specific technology for their production - a methodology for understanding the essence of the relationships of existing phenomena. The visible part of the world is “designed” for the consumer, the invisible - for the manufacturer. The competition of producers can be formalized as a simple technical task - to penetrate through the chaotic multitude of phenomena of the visible part of the world into its hidden part, to understand it, in order to return and understand chaos as an order of coexistence and development of phenomena. Order is a pattern. Laws exist only in textbooks on their own, separately. In reality, law is stability, generality, and necessity of the order. Economic science in the 20th century found itself in a difficult situation, which by the end of the century became critical. The theory of A. Smith and the method of K. Marx did not fit into the contours of the ideology of developed capitalism. In Europe and North America, the very idea of the historicity of capitalism was seen as heresy. The history of capitalism has a beginning, but the presence of a beginning cannot be the basis for a conclusion about finiteness. Mathematics is an exact science, it allows infinity in one direction. The dialectical interpretation of infinity is metaphysical, abstracted from real history. The salvation of economic science must be sought not in the historical, but in the formal-logical understanding of reality, that is, in mathematical calculations and statistics. We will stop diving into the philosophical, or rather, into the methodological foundations of science, but not because that it is necessary to quickly plunge into practical matters, and due to the importance for the successful understanding of the production of goods, the understanding that any production involves the reproduction, along with the goods, of relations. Production begins with the achievement of certain relations and leads to the development of these relations - between producers and consumers. Understanding such a complex structure of production is possible only with the involvement of scientific analysis based on conceptual thinking.

That is why we will have to begin the analysis of the comparative new concept of “attractiveness” in its applied concrete expression “attractiveness of a product” from theory, logical doctrine. There is an alternative way, but without a light source, by touch, in the dark. Modern knowledge about the concept; its ascent from the abstract to the concrete, with the subsequent prospect of the birth of new concepts as products of the development of content, was laid by G. Hegel. Conceptual thinking, according to Hegel, is

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a dialectical process. The teaching of the world famous philosopher was based on a fundamentally new interpretation of development, which was based on the idea of an internal source of movement, represented by the relationship of opposites that are in unity. The predecessor of G. Hegel, Aristotle, built the logic of thinking on the principle of the identity of the concept to itself, its immutability. In mechanical theory, this approach is reflected in the "statics" section, and the specialist knows that in this way the situation is artificially simplified in private interests. However, the sections "dynamics" and "kinematics" that are most interesting in practical terms follow. They no longer describe the moment of movement - generally interpreted as something that does not change, resting in its state, but itself - the movement as a change in the broadest sense. Aristotle did not get to the dynamics and even more so the kinematics of thinking in the context of the meaningfulness of the movement of concepts, he was primarily interested in the technology of abstraction and generalization in the forms of knowledge. Aristotle's logic is therefore often referred to as "formal". From Hegel's point of view, Aristotle's logic was just a special case, having value in that knowledge in order to in order to fit into the process and conduct a general reconnaissance, it is important, albeit conditionally, to stop the change. Aristotle sacrificed the content of concepts in order to achieve the regularity of formal relations. Simply put, looking at the logic of Aristotle is akin to the expression "general plan" for a given time. The past and future of the concept of Aristotle were not interested, which, again, in general, corresponded to the nature of historical time. K. Jaspers called the described era "Axial Time", emphasizing the role of culture as the axis around which the Ancient Civilization began to unwind, but it is hardly necessary to see in his assessment the actual historical scale of the changes taking place, and the very understanding of time by the Greeks was cyclical. In a word, Aristotle in his logic reproduced the spirit of the era in which he lived and worked. G. Hegel is another matter, who worked in the heyday of the New Age with its political, scientific, technical, industrial and cultural revolutions. G. Hegel needed to understand the spirit of the times in the context of radical social changes, to fill the content of concepts with movement. After himself, G. Hegel left a lot of questions, therefore, paying tribute to his dialectical discovery, one should also remember about the Hegelian legacy that hampered the spread of dialectics. Having limited dialectics to the sphere of spiritual activity, he recognized the self-sufficiency of the existence of the spirit and perceived everything else in the form of the otherness of the spirit, of course, outside of dialectical development. G. Hegel's triad "thesis - antithesis - synthesis" turned out to be not a universal formula for development. Existence in non-spiritual forms of being - the physical reality of man,

nature, society, he explained by the objectification of the spirit, referring to the derivatives of the development of the spirit. The merit of K. Marx and F. Engels was precisely that, relying on the discoveries of natural science and the movements of the bourgeois mode of production, they first turned the understanding of dialectics "from head to foot", and then removed the restrictions from it and made it a universal way of development. Both positivism and irrationalism were reactions to Hegel's rationalism, but they suffered from the same "sickness" as the "sick" one - a one-sided approach. Positivism clearly experienced the limitations inherent in empiricism, irrationalism was closer to the time of bourgeois activity, not burdened by intellectual reflection, the idea of willpower, the desire for power, received some support in a developing society, despite a number of defiant conclusions from the point of view of cultural traditions. This is confirmed by another surge of interest in Europe in the economic research of K. Marx at the end of the 2000s in connection with the financial crisis. Europeans are unaware that there is another serious monograph by V.I. Lenin "Imperialism as the highest stage of capitalism", in which the author for the first time analyzed the outstripping dynamics of financial capital and noted its frank desire for political influence on public life.

Dialectical thinking did not come to the economy all at once, it began with individual ideas, mainly the idea of development. The Italian economist A. Serra was the first to pay attention to the division of labor (RT) and looked at this feature of economic activity in dynamics. Statistically, he proved that the country's wealth grows depending on the depth and spread of the RT. W. Petty and A. Smith developed the perspective of A. Serra's conclusion on a transnational scale. As a result, A. Smith found himself in a dead end of non-dialectical reflections - when the Republic of Tatarstan covers the economy of the whole world, will development stop? A. Smith and D. Ricardo perceived capitalism identically to world history, they were sure that capitalism arose to be infinite. Economic thought hit its limit, because it could not find a political beginning equivalent to economic. K. Marx predicted

It is no coincidence that in the 20th century the political component of economic science was vigorously squeezed out, naively believing that it would be possible to confine oneself to purely economic analysis. The "purified" economic science itself was divided into macro and microeconomics, and by the 21st century it was generally presented as economicism. "New economic "science" writes M.L. Khazin, was created precisely as an ideological alternative to political economy ... To do this, it was necessary to turn the construction of science on its head: if political economy is built from macroeconomics (i.e. general economic patterns, which include the deepening of the Republic of

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Tatarstan, and the scale of markets, and the volume of aggregate demand) to microeconomics (i.e., the behavior of an individual and an enterprise), then in economics the opposite is true, i.e. The specificity of economicsism is an attempt to derive global macroeconomic patterns from microeconomics. Now let's imagine a picture - specialists manipulate historically established science, instead of improving its methodology, producing new theoretical studies, completing and rebuilding proven ideas within the framework of a systematic approach. The question is why? Who needs it? The theory of knowledge does not provide answers to these questions. The absurdity of denying the logical path of movement is obvious, although there are precedents. Well-known scientists have repeatedly noted the illogicality of achieving the discoveries made, but they talked about the final heuristic link in a logically and methodically built chain of knowledge. The illogicality or, more precisely, the illogicality of the final results only confirmed the rational perspectives of logically organized thinking in both versions - Aristotelian and Hegelian.

Scientific concepts have a huge potential for development. System relations of concepts contribute to the emergence and actualization of new concepts. New concepts may well grow into system-forming ones. On the other hand, even G. Hegel considered it important for the correct orientation in the real world, to distinguish between the really necessary and the really unnecessary. The first contains the source of functioning and development, therefore he called such phenomena "reasonable" or "real", while the second has served and either slows down the movement or counteracts it. One gets the impression that economic science both in the West and in Russia, under the influence of the authority of the Nobel laureates, decided that with the death of G. Hegel and K. Marx, political economy also died. But the impression is false. Noticing the priority of production in the construction of the economic system on the market factor, modern scientists - economists have changed owners. F. Taylor, A. Fayola, G. Ford, A. Sloan were replaced by market speculators like Sorros, while economic theory retained its political guidelines. It is necessary to put capitalism above history as an ideal model for the organization of production. Formally, the combination of a developed form of political democracy, its legal support by the state, with the freedom of entrepreneurship gives grounds for a claim to ideality. Just let's not forget that all of the above looks perfect in comparison with the political and legal models of absolutism, dictatorship and other anachronisms. The story does not end with financial-oligarchic capitalism with its showcase demonstration of a mass consumer society. "Casting" of exemplary socio-economic models will continue and will continue, while the current model is available to the seventh part of humanity. Six and a half billion of the

same homo sapiens can still afford at best to buy a ticket to the cinema and watch the sweet life of their own kind. Seven with a bipod versus one with a spoon is a very dangerous proportion, besides, the number seven itself has a special place in the practice of social consciousness.

The world conference of the scientific elite in Rio strongly recommended a change of course from business greed to sustainability, warning that a global conflict with nature would join the sharpening of intra-human contrasts. Instead of a noosphere, the next generation born now will receive gas masks and protective suits, and the light industry will have to change directions in order to provide an endangered species of mammals with personal protective equipment. Features of the dominant modes of production are certainly manifested in the development of economic science, but they do not cancel its political status. Moreover, economic science, before making the next round of progress, is objectively obliged to determine the political prerequisites for raising the mode of production to a new level. Try to figure it out what more left to the heirs of A. Smith, D. Hume, R. Owen, J. Sismondi, K. Marx, J. Mill, G. Spencer, T. Malthus - socio-political philosophy or economic knowledge. In their writings, social history turned into political history, and they left politics as a means and goal of economic programs to advance in solving problems of social development. The communist alternative to the bourgeois mode of production has not yet objectively matured. The desire to divide the history of communism politically and economically into two stages and start from the socialist one was blocked, on the one hand, by the politicization of the capitalist economy in the direction of strengthening socially significant milestones, on the other hand, by an aggressive economic policy called upon by protectionist conspiracies, and to convince the communist leaders of the economic failure of socialism by ordinary political deceit. The truth has remained concrete - the political resources of economic science are objectively conditioned by the historical time of the mode of production by which it was born. Economic science is united by its objectivity, but its objectivity reflects historical epochs and therefore has the form of a chain made up of separate concrete historical links, naturally interconnected. Perhaps, temporarily such links coexist. A similar experience was calculated by V.I. Lenin, the NEP, defended by him in the fight against his comrades-in-arms and caused the rise of the country's economy, and the official political doctrine of the PRC: one state - two ways. The truth has remained concrete - the political resources of economic science are objectively conditioned by the historical time of the mode of production by which it was born. Economic science is united by its objectivity, but its objectivity reflects historical epochs and therefore has the form of a chain made up

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The modern history of economic science, despite the numerous tricks of opponents, is following the same political course, the depoliticization of economic theory looks absurd in economic practice. It is enough to look at the movement of exchange rates, follow stock news, in order to assess the strength of political influence on economic activity. Along with the evolution of economic science, economic concepts also change, some are reloaded, filled with new content, others expand the area of application, others move to new positions, fourths lose their former significance, while fifths appear, demonstrating the modernization of economic reality. Moving from concept to concept, it is possible to repeat the historical logic of the ascent of production, to determine the qualitative historical leaps. TO. Marx developed the dialectic of capitalist production from the original concept of "commodity", seeing in the contradictions of the commodity the germs of the contradictions of the mode of production. But the commodity was not and could not be the initial phenomenon of economic history. The product itself is a historical product. The commodity and the corresponding concept in political economy are indebted to the previous stage of economic

development. The history of material production began with the manufacture of products that are necessary for the life of the manufacturer in the form and quantity in which they were received. The problem of alienation was born and became a basic one in the characterization of the mode of production later in connection with the possibility of obtaining products in excess of the need to reproduce the conditions for the continuation of labor. Be that as it may, the product has become a commodity, and the process of alienation from a socio-political phenomenon into an economic pattern. The concept of "market" also did not fall from heaven. The market grew out of random forms of exchange. As it gained some stability, chance, through an intermediate form of fairs, was formed into a necessity. The market has become the basis of exchange activities, and fairs have become its complement. The nature of the market is due to the need for reproduction. The market is inscribed in the process of production and all its attempts to rise above production are unnatural. But the very existence of the market as a way to satisfy the conditions of reproduction is absolutely natural, which allows the market, within certain limits, to show its legitimate position in production. As everyone knows, one can manifest oneself in different ways, especially since the market combines the interests of different subjects of production, each of which wants to win. Production unites not only technical and technological actions, their objectively dependent organization, it includes the "human factor", which is often called "human capital" lately - it sounds nicer, it inspires pride in the right to be a "reasonable person", besides almost a capitalist. The "human factor" more accurately describes what is happening directly in production, since production can be completely decomposed on the basis of the concept of "factor" into constituent "didactic" units. The "human factor" brings a goal into production, if you are lucky with "human capital" - a professional management culture, you can "grow" expediency from the goal, that is, systematically organize the relationship of the goal, means, methods and forms of achieving it, optimize the production process. In general, production looks like an activity to turn a goal into a result. The correct choice of the purpose of production is already considered the first victory, that "good start", which in popular wisdom is equated to "half the battle". The goal is achieved, the desired result is obtained. A new story begins. The result is not produced for own consumption. So that production does not stop, and the victory does not turn out to be Pyrrhic, the resulting product in the rank of a commodity must be exchanged for the necessary conditions for the continuation of production. The business includes the market, the task of which is to attach the goods - to find a buyer. The buyer, of course, has his own interests, perhaps not entirely personal, on the contrary, primarily industrial. To

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some extent, the market is also a production, it produces the organization of intermediary services. Such production, however, more like ersatz production, because it does not perform the function of creating added value to the product, but actively influences the change in the price of the product. The very concept of "price" is of market origin, therefore it is indirectly related to the fundamental concepts of the production of "cost" and "cost" of goods. The price provides profit to the market and the market is an interested subject of the pricing process. Here begins another interesting story for the buyer. The market has great opportunities to manipulate goods and prices in the absence of a clear, thoughtful and organized interaction in the system of relations between producers and consumers. Liberal political economy focuses on the freedom of the market, not caring about the content of the concept of "freedom". Arbitrarily intruding into the sphere of responsibility of philosophy, liberals pretend to solve their own problems, misleading professional thinking and public consciousness. Not all theoretical and practical economists are experienced in philosophical reflection. Taking advantage of this situation, the liberals are growing their market "concept" of freedom, trying to free the market from the subordination of necessity in any of its expressions. In fact, economic liberalism, proclaimed by A. Smith in a specific format, has transformed into a banal market anarchism. In countries where democratic traditions are strong, loaded with humanistic values and social responsibility, liberalism is losing its political positions, but it has a serious roof in the face of prosperous financial capital, fattening at the expense of the market. We do not want to deprive the market of the status of a subject of developed cultural production. The market is without any doubt, but to put the market in the general range of subjects of production, therefore, to ignore the evidence of a different attitude towards the most important indicator of the development of production - the ability to increase value by labor. The freedom of the market is comparable to the freedom of referees on the football field. The referees do not play, they ensure the game is played according to the current rules. By their actions they can slow down the pace, slow down the pressure, play along, but all this happens in plain sight, under public and professional control and is prosecuted in the prescribed manner. The exchange function of the market objectifies it, but it is important to remember the ways in which objectivity manifests itself. The material form of objectivity - the technical and technological objectivity of production, the physical reality of the commodity - is indeed primary and subordinate to the natural basis of social life; the objectivity of production and economic relations, including the organization and division of labor - the "secondary" objectivity created with the creative participation of the subjects of labor - this is natural-

historical objectivity. There is also, apparently, a third, transitional level of objectivity, indirectly controlled by the objective nature of production. The market belongs to this third level. Hence such a different reality of the market, the opportunity for the organizers to manipulate quite arbitrarily within the framework of the market and in the interests of the market. F. Engels explained to E. Dühring: "In a society where commodity production is the dominant mode of production, "the market has always been ... a very well-known boundary among "business people". Due to its specific reality of the "transitional type" from the strictly regulated existence of production to the relativity of the dependence of the conditions of exchange on natural historical concreteness, the market combines actions adequate to reality with actions of a specific nature, organizing its infrastructure from the latter. "Marketers" hide behind the "iron argument" - the market is a "barometer" of the state of production. In such a situation, all those actions that, according to G. Hegel's classification, are not valid, are allowed as necessary-conditional. Quite according to the logic of Petzold, who saved Machism from solipsism by introducing into the formula of being a "potential member of a relationship". Petzold did not personify the "potential member", but it was not difficult to understand that it must be something universal, standing above the subjective form of consciousness. marketers, absolutizing the position of the market, more precisely, exchange through the market, they achieve control over production. The interest of marketers again makes us remember the power of money.

According to its objective position, the market should not earn more than producers. Otherwise, production will stop, and with it social progress. Now the situation is critical, and the first cause of the crisis is the policy of financiers, the second is market speculation. Prices for real goods on the market have not corresponded to the cost of their actual production, delivery and sales costs for a long time. The problem for liberals is one thing - the education of the masses. It's the 21st century after all. Therefore, the world policy in the field of modernization of education is aimed at its "market" division. The vast majority of graduates are destined to be clerks, a clear minority, mostly from their own, plus those who are especially talented, make up the reserve of top managers. It's not about the name of the university, but about the interest in you, which very rarely depends on you.

The flourishing of the market and its infrastructure is due to the birth of mass production. At the first level of mass production, the market was maximally regulated by the task of organizing the sale of goods on a production scale so that reproduction was dynamic. Everything was dominated by the need for production in working capital, since the advantage of mass production is the ability to reduce costs, thereby reducing the cost and increasing the

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competitiveness of the product. The key factor was the time of sale of goods. "Time is money". Mass production gave rise to a trading principle: the consumer cannot help but find what he is looking for! Universal mega stores offered almost the entire range of goods in all its possible variety, including price. It soon became clear that the lack of certainty is associated with high costs of raw materials, energy, maintenance of premises, a large number of unsold products, especially those limited by the shelf life. The market did not cope with its function as planned. An important event took place that did not receive a well-deserved rating, perhaps they did not want to lower the advertising rating of the market. Production workers "went to the people" - to study demand, taking into account social stratification. This is a troublesome business, the achieved certainty is not as accurate as desired, but even at a conditional level it serves as the basis for orientation for production planning. didn't get the rating it deserved, perhaps they didn't want to lower the advertising rating of the market. Production workers "went to the people" - to study demand, taking into account social stratification. This is a troublesome business, the achieved certainty is not as accurate as desired, but even at a conditional level it serves as the basis for orientation for production planning. didn't get the rating it deserved, perhaps they didn't want to lower the advertising rating of the market. Production workers "went to the people" - to study demand, taking into account social stratification. This is a troublesome business, the achieved certainty is not as accurate as desired, but even at a conditional level it serves as the basis for orientation for production planning.

B.S. Alyoshin and colleagues characterize the new approach, called "lean production" (sparing, or lean production), as follows: "This type of production fundamentally changes the very purpose of the production process. At the same time, the traditional task of manufacturing a large number of similar products that meet the requirements of regulatory documentation, from which the consumer must choose the most suitable for him, is replaced by the task of manufacturing exactly the product that this consumer needs and in the required volume and at a certain time. Assessment of the transition of mass production to a new stage - the acquisition of rationality - B.S. Alyoshin and his co-authors are clearly idealizing. The shoe was just right for the time of Cinderella in the fairy tale, and then because it was her second shoe, nevertheless, marketing research is really, essentially, important to all subjects. Manufacturers are cutting costs, consumers are getting better guarantees of what they are looking for, middlemen are losing their former freedom to manipulate goods and prices. But it is not appropriate to get carried away with the assessment of transformation. Over the three-hundred-year history of the development of industrial production, the

market has developed a protective and compensatory mechanism against "collisions" both from below - producers, and from above - rulers, but the saddest thing is that the market, through lobbyists, has grown into power, consolidated its interests in the formulation of laws, their interpretation. The mass media became its second support, going without hesitation to any violation of the regulatory limits on commercial advertising, engaged in advertising both "white" and "black" - outside of advertising time. The information work of the market is universal. It is included in the essence of the functioning of the market and has changed throughout the history of the market. It is no less obvious that market information sometimes developed faster than the basic part of the market, forming into a separate segment of market reality, which has as its main reason increased competition between manufacturers - there were more and more goods on the market, and the number of manufacturers grew. The market itself eventually became the subject of competition, actively involving advertising and the means of its distribution. A quality product that satisfies the urgent needs of the consumer does not need advertising. Advertisement on the market was the name of the manufacturer, in Russia and in Europe, recognized manufacturers added to the emblem of their trade the sign "supplier of the court" of the state ruler. Trade was part of the production and was carried out under the control of the owner. Take, for example, the Ivanovo manufactory, Filippov's bakeries and bakeries in Moscow, and the jewelry business of C. Faberge. Advertising was the assessment of the consumer, by the way, the ideal of advertising as an objective information activity should be the assessment of the product by public opinion. Today, no one writes or talks about the ideal criteria for advertising practice. Advertising was not just separated from the information flow, built on objective data, it was made a purely commercial event, defining its quality narrowly pragmatically in the interests of the seller. The seller pushed the manufacturer into the background. As for the buyer, in the raging sea of advertising, he is akin to the people depicted by I. Aivazovsky in the painting "The Ninth Wave", tied to the wreckage of the mast and hoping for God's help. The best advertising motto is "If you don't deceive, you won't sell!" Based on the "qualitative analysis" of advertising, we introduced the concept of "advertising quality", contrasting it with real quality. "Real quality" in turn also seems to be a difficult problem. In international documents, in order to achieve consensus, the concept of "quality" is deliberately simplified, defining either as a set of specific properties of objects, services; either as a high level of ability to meet the needs of the user. Hence the desire to formalize quality, bring it to quantitative characteristics, in order to obtain a technical task at the end of the process. The multiplicity of representation of quality is a condition for manipulating quality, the

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highest demonstration of which is the "work" with the quality of advertising masters. Production only makes sense as a way to meet the needs of the user, hence the characteristic of the quality of the goods reaches its peak in the awareness of the consumer, although the objectivity of the quality is revealed by the manufacturer as a specialist. In the old days of guild and manufactory production, the problem of mutual understanding and mutual satisfaction rested solely on the high cost of production. Clocks in the time of Huygens - the creator of the pendulum mechanism - were available only to very wealthy buyers. Huygens

presented the watch he had made to the king of France. Louis asked: how long will they last? Huygens replied: they will satisfy your descendants with a constant degree of accuracy. Metal utensils were designed for generations. The goods did not have to be demonstrated, the assortment was also limited. The relationship between the producer and the consumer, as a rule (when it came to durable goods), turned out to be direct, the information was objectively given, guaranteed by the manufacturer and a given product. The quality of the goods is easier to represent in the form of a triangle (Figure 3):

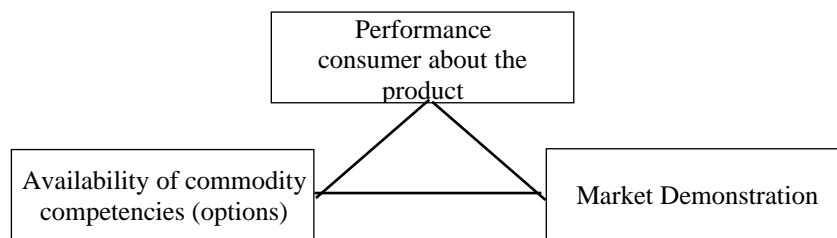


Figure 3. Architecture of product quality features

Advertising felt free both from the objectivity of quality and from responsibility for the sale of the advertised product, when market information lost its direct connection with its subject base, ceased to be essential, moving to a phenomenological level - the art of "presenting" the product won. It is interesting to trace the nature of the evolution of the fine arts and the art of advertising. Realism in painting at the turn of the 19th and 20th centuries gave way to impressionism in popularity. If the realist artist seeks to recreate the objective reality in the context of human aesthetic feelings - the landscape was intended to show the beauty and strength of nature, the portrait - to reveal the spirit of the individual, relying on the originality of the depicted object, then the Impressionists made the play of light their subject, creating new technologies in painting. They preserved the reality of the depicted object, it is easy to see, but the viewer sees the object through interactions with light, the action of which is transmitted by an innovative display technique. With impressionism, a new concept appeared in painting - "plein air".

The transformation of information is similar to the evolution of painting, and advertising is commensurate with the approach to the subject that brought the art of plein air to life. Product advertising can not exclude. Elements characteristic of the advertised product must necessarily be present in advertising like the subject of the Impressionists, but how to depict the product? This already belongs to the creator of the advertising product, the mass production market of the "consumer" society, practically does not limit the freedom of advertising fantasy. difference in risk. The impressionist risked himself - he could be left without a buyer and go bankrupt, the advertiser, in

the worst case, will lose for a while some part of confidence in his competence.

The informational beginning of the organization of market relations was clearly shown by Z. Nozhnikova, a cultural historian, who collected in her monograph "Mysterious Muscovy" notes of Western ambassadors who visited Russia in the 15th-17th centuries. The overwhelming majority of Europeans who visited Muscovy on official visits as part of embassies were surprised by the everyday culture, construction, order and prices in the markets. Many made their fortunes upon returning home, on the difference in prices, goods bought in Russia and sold at home. At that time, information about the quality of Russian goods and their real price was strictly objective, as information should be, because they received it, as they say, from "first hand" - from merchants or manufacturers. Both those and others acted within the limits of the regulations established by the authorities under the supervision of royal orders. Based on documentary sources (P. Petreya, P. Allepsky, I.-F. Kilburger, etc.), Z. Nozhnikova concludes: "The markets seemed most interesting to many foreigners. There was something to see in the markets (i.e. the product advertised itself better than any custom advertising).

In walking around the market, one could successfully combine the important task of studying the state of trade in Muscovy ... asking the price of future purchases, which, like gifts to relatives and friends, should be bought before the return trip, and - perhaps the main thing - to marvel at miracles after miracles, as the Moscow Airman market (assistant to the Swedish ambassador). The markets in Moscow and Arkhangelsk acted as an advertisement for the development of Muscovy itself, were its hallmark for

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Europeans who knew Russia poorly. It is highly unlikely that today's Europeans from the Russian markets experienced the same feelings with which their ancestors left the market. There is a saying in Central Asia: "No matter how much you say halva, halva, halva, it will not become sweet in your mouth." It perfectly characterizes our liberal politicians who claim about the market achievements of the Russian Federation. It remains to add to what has been said that the market, being an economic phenomenon, it simultaneously reflects political reality. The market can be allowed to float freely, or political control can be imposed on it in the social spectrum of interests; it, like our national toy "roly-poly", will remain an indicator of the quality of political management of the economy. And advertising here performs the same function as an accompanist in a symphony orchestra - it adjusts the sound. A normal market, that is, really freely and equally organized trade, regardless of the size and position of the seller, necessarily requires information support. Everything else is built on top of the objectivity of information and is designed to objectively ennoble, cultivate the original information product. In the 1950s - 1970s, agricultural enterprises participated in trade directly - without intermediaries, industrial enterprises focused on the production of mass-produced goods. Their outlets were everywhere - tents, shops, mobile shops, etc. The only intermediary was a co-optorg, interested in the percentage of sales no less than in the percentage of profit, and buying up quality goods. All advertising consisted of a beautifully designed sign, indicating the address of the manufacturer, so that the buyer could orient himself and make a choice for the future. The absence of intermediaries (including "advertisers") significantly reduced the costs of production and trade, made it possible to reduce prices and make goods widely available. In the "collective farm" markets, in co-optorg stores, there really were no queues, the exception was the sale of products of industrial enterprises that earned the trust of buyers - furniture, household appliances, clothing, shoes. However, unlike modern supermarkets, there were significantly more buyers. The low inflation rate for 2016 demonstrates the price cap. Prices are comparable to the famous "eight thousand" of the Himalayas. Climbing power is not for the mass buyer with its limited purchasing power, but for individual groups, the number of which is also declining. The advertising potential is depleted, and along with the value of advertising, the share of objectivity "hidden" behind the external entourage of information is also falling. There comes a turning point when the true quality of the advertised product is replaced by the desire to make it attractive in any way. In the foreground, instead of the objectivity of information, there is an image, the quality of which becomes attractiveness. "Priority" from an advertising category is transformed into an economic one, more precisely,

- Market brand. Theoretically and even methodologically, "attractiveness" refers to "cross-cutting" concepts that characterize an activity and its products. It is unlikely that there will be opponents of this statement. The essence of the consideration of "attractiveness" in the light of our problems is not in the definition of "attractiveness" as such, but in its concrete historical manifestation. Activity is a way of implementing an idea; outside of practical activity, the idea will not go beyond the element of consciousness, remains knowledge and most likely will lose its meaning after some time. Relevance, meanwhile, lies not in the activity itself, but in the method of implementing the plan, while the method of carrying out the activity is regulated by spatio-temporal coordinates that reveal and limit the relevance of the mode of action. History is made up of actual historical periods - actual stories. A historical phenomenon, regardless of its nature - material or ideal, becomes not when it is accomplished, but only when it is included in the historical chain of events. In dialectics, therefore, social development is described by a pair of categories "historical-logical", and historical phenomena can "fall out" of the logic of the historical process, which is natural. Otherwise, development would involuntarily make one think about the Divine creation of social history. moreover, historical phenomena can "fall out" of the logic of the historical process, which is natural. Otherwise, development would involuntarily make one think about the Divine creation of social history. moreover, historical phenomena can "fall out" of the logic of the historical process, which is natural. Otherwise, development would involuntarily make one think about the Divine creation of social history.

"Priority" in a broad context has always stimulated activity. In recent history, this concept has acquired a new meaning and, accordingly, a new meaning. It was at the center of economic controversy in the market. It is actively exploited in their own interests by all those for whom the market is the main source of speculation, they will go to "all serious". It is seen as the salvation of consumers by those who have retained the honor of a professional manufacturer. The question arises: why is the position of speculators on the market so stable? The question falls into two parts. The first part - at whose expense do they have their "margin"? The answer is simple - they are fed by producers and consumers, of course, not of their own free will, forcedly, obeying a natural order. The second part is why the laws are so written and what the government is doing at all its levels in order to be the power of the people - democracy. At this point, we will have to stop asking. Statistics will tell you the answer. In quantitative terms, in comparison with the Soviet period, the power has significantly strengthened by branching, increasing the number of its employees from two to three times, increasing the financial increase in ensuring their

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well-being and merging with the legal marketing business. It would seem that there is little chance of converting "attractiveness" in the interests of production and consumption. So it is, but objectively they exist. We will try to approach the solution of the problem systematically and comprehensively. Distribution in modern scientific knowledge, systematic and integrated approaches are successfully combined with each other, making it possible to look at the subject of research in two basic projections: from the outside (from the outside) and from the inside. With an integrated approach to production planning, it is required to analyze all the existing facets of the functioning of the subject in order to achieve not only the ultimate value of the objectivity of knowledge, but also to obtain the "voluminousness" of knowledge about the subject, to exclude the possibility of missing any of its significant manifestations. We often hide behind randomness. This usually happens when we forget the origin of chance. Chance is born at the intersection of needs. Prevention of undesirable random events relies precisely on the active involvement in the process of cognition and management of an integrated approach. A systematic approach reveals to us inner secrets and gives us the "keys" to control the subject itself. In the 20th century, the concept of "system" became one of the main methodological concepts of the philosophy of science. "System, many elements, being in relationships and connections with each other, which forms a certain integrity, unity. The systemic nature of the construction of knowledge (or the phenomenon of reality) is defined as follows: the object of analysis is conditionally divided into components, if the sum of the properties of all parts of the system does not coincide with the sum of the properties of the system itself, then we have exactly the system in front of us. The relations of the parts of the system cause synergistic effects, which is the reason for the discrepancy between the values of the sums of properties. The system is also distinguished by the presence of a special factor that forms the system, it is defined as a backbone. System-forming factors can be monistic - so, for example, a crystal grows, on the same factor D.I. Mendeleev built the Periodic Table of chemical elements, the first to understand the significance of the difference in atomic weights, or dualistic. For a long time they could not decipher the systemic basis of the hereditary function of DNA, until the idea came up to split its chain. It seems that the DNA chain is born by the relationship of two bases, functionally interdependent - an element and a property. They are, as it were, "tied" to one another, due to which the DNA double helix arises. K. Marx,

as already noted, revealed the systemic construction of the commodity, presenting the commodity as an alienable product that has an exchange and consumer value. The systemic status of the goods determined the order of relations in the goods market, but not immediately. A. Smith understood why the increase in labor productivity is not accompanied by an increase in the wages of workers. Political economy, as a science, penetrates the logic of systemic relations that determine the existence of the market, but not its reality. The reality of the market is already a different system, different from the system of being of commodity production. The market is conditioned by socio-political reality, therefore, what happens in the market is something that is not included in the logic of commodity production, but is an actively operating infrastructure. The formal logic is simple: historically, mutual satisfaction of the interests of the producer and the consumer is necessary. Only then will history also be a "reasonable history" of a "reasonable man." The real story seems outwardly irrational. In fact, real history is also reasonable, the path to the rationality of historical movement is similar to the movement of a railway train, getting out of a large station with many tracks and arrows, onto the main track. The system-forming factor in constructing the concept of the attractiveness of the product, in our opinion, should be the ability of the product to cause the relevance of the need for it. It is not enough to interest the buyer, the interest must be given the form of an actual need for the proposed product. Need is the most important indicator of the psycho-physiological mood of the individual. "Needs - the need of a living organism for something that is necessary for its life and development, the needs create motives for behavior." There are several attempts to classify human needs in the scientific literature. Unfortunately, none of those that we know seems to be systemic. The most frequently mentioned is the "Pyramid of Needs" by A. Maslow, shown in the following Figure 4. what is necessary for his life and development needs create motives for behavior. There are several attempts to classify human needs in the scientific literature. Unfortunately, none of those that we know seems to be systemic. The most frequently mentioned is the "Pyramid of Needs" by A. Maslow, shown in the following Figure 4. what is necessary for his life and development needs create motives for behavior. There are several attempts to classify human needs in the scientific literature. Unfortunately, none of those that we know seems to be systemic. The most frequently mentioned is the "Pyramid of Needs" by A. Maslow, shown in the following Figure 4.

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Рисунок 4. Пирамида потребностей (по А. Маслоу)

A. Maslow believed that based on the analysis of the degree of satisfaction of the above needs, it is possible to build an effective company management. Some authors, in particular, B.S. Aleshin, L.N. Alexandrovskaya, V.I. Kruglov, A.M. Sholom confirm that "during its use, a number of clarifications were made", and in general, it "became the most important tool for the manager's activity."

In our understanding, Maslow's Pyramid is interesting as a general approach to completing needs. It lacks cultural - moral and aesthetic needs, needs for knowledge and skills, physical development, health. Physiological needs are traditionally built into the basis of the design, which clearly limits them functionally. The system of human needs should be built on the principle of the duality of human nature. The dualism of human nature in one way or another manifests itself not only in relation to the base and superstructure, but also functions at all levels of the personal and social life of the individual. In addition, it is necessary to emphasize the socio-temporal and socio-spatial specificity of needs, the significance of their relevance.

In terms of analyzing the problem of the "attractiveness" of a product, the genesis of the buyer's needs is of particular importance. From the point of view of genesis, human needs are studied mainly in the two most general perspectives, due to species specificity - biological and social. Distinguish between innate needs and those acquired in sociocultural history. It seems to us that this is insufficient, since the development of needs does not reflect the time factor and social specifics. It is important to separate needs into potential and actual. Actual needs are initiated by external factors of life, they are very significant in the conditions of a market economy and its mass stage in the light of work on a business perspective. The modern buyer looks "advanced" from the outside, but his awareness is clearly amateurish, especially among young people.

trying to show themselves as knowledgeable, not realizing that the guide of his awareness is, with rare exceptions, the same advertisement that induces knowledge in a direction beneficial to the seller. The consumer is on a leash of market interests. The consumer needs to be educated and the market is happy to do this, least of all, of course, thinking about the needs of buyers. It is important for the market to awaken the need and activate it, supposedly in the interests of both sides. Interests, perhaps, are mutual, but parity is far from here. Naturally, thinking about the needs of customers. It is important for the market to awaken the need and activate it, supposedly in the interests of both sides. Interests, perhaps, are mutual, but parity is far from here. Naturally, thinking about the needs of customers. It is important for the market to awaken the need and activate it, supposedly in the interests of both sides. Interests, perhaps, are mutual, but parity is far from here.

We do not assess the market as a whole. The market is diverse, morally responsible sellers also work on it, unfortunately they do not determine the state and dynamics of market policy. The famous painting by I. Shishkin "Morning in a Pine Forest" depicts three bears in the very center of the canvas. It is on them that the eye of a visitor to the Tretyakov Gallery falls, but the artist in the title of the work points to the morning forest, inscribing the awakening of the bears into its silence. The market is also inscribed in the overall picture of the contradictions of world production, aimed at winning the producer and intermediary. They are ready to share with the consumer, but not as an equal partner. The "third" is forced to be doomed to pay for the interests of the first two. Formally, such a ratio is objectively necessary. Production needs development, it needs profit. Profit is mainly provided by the market. The seller is also a kind of employee and rightfully has his share. Only the buyer turns out not to be an employee in the market, even the police, and they are in the service. To

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the consumer and to promote production progress with his wallet - after all, production is market-based. The market is like a controlled chaos. This is the essence of liberal economic policy. In those countries where governance has been worked out for centuries, chaos is less noticeable. The principle formulated by V.S. Chernomyrdin. There are only doubts about the first part of it - the desire to do the best is almost gone. In connection with the above reflections, the question arises: is it possible to change the situation in the interests of the consumer? It is possible by changing the policy regarding production, but first about the private. The concept of "priority", used to characterize the product, correctly considered in two editions - objective and subjective-objective. A priority product should objectively be of such a quality - in order to exclude deception. As for the correspondence of price to quality, it is well known how they speculate on this. At the same time, it is clear that a quality product is not a cheap pleasure. The quality of the goods does not automatically mean the limited ability to purchase it. Quality has several levels - quality states. It is necessary to strive to provide a range of quality in

order to expand purchasing opportunities through a range of prices. that a quality product is not a cheap pleasure. The quality of the goods does not automatically mean the limited ability to purchase it. Quality has several levels - quality states. It is necessary to strive to provide a range of quality in order to expand purchasing opportunities through a range of prices. that a quality product is not a cheap pleasure. The quality of the goods does not automatically mean the limited ability to purchase it. Quality has several levels - quality states. It is necessary to strive to provide a range of quality in order to expand purchasing opportunities through a range of prices.

The quality of a product is a basic objective parameter of attractiveness. What we define as a "subjective-objective characteristic of the attractiveness of a product" is built on top of the quality. The name emphasizes the duality of the nature of the priority properties that form the superstructure. It is advisable to depict them schematically for clarity (Figure 5).

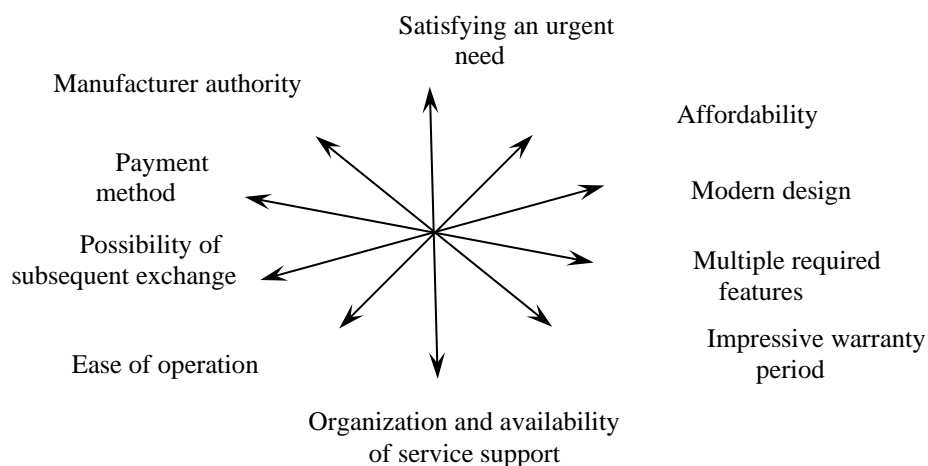


Figure 5 Architecture of product attractiveness factors

The concept of "product priority" has not been specifically studied. It existed in the form of an idea, mainly not in the interests of the consumer, but as a task of advertising work. Therefore, the priority was more phantom than real. Advertising sought to absolutize objective data, falsifying the actual capabilities of the product, presenting it as an exclusive product that cannot be passed by. The time has come to thoroughly and comprehensively delve into this problem, to analyze the signs of attractiveness. Pioneer research in the interests of the consumer was carried out in Japan, it is with them (but not only) that the success of Japanese industry in the 1980s and 90s is associated. "Japanese", writes B.S. Aleshin, were the first to realize the importance of a better understanding of the needs of the consumer (client) and the need for a systematic approach to the analysis of his expectations in order to identify the

degree of their influence on the technical characteristics of the created product and ultimately ensure the maximum value of the product for the consumer. Japanese economists have calculated that by creating an attractive product, producers activate their reserves and move production forward, i.e. "attractiveness", in its true sense, is mutually beneficial and it is not necessary either in production or in the market to disorient the consumer. In Japan, and not in America and Europe, for the first time the quality of the attractiveness of the product was assessed. It was Japanese experts who revised the thesis that work on the quality of an attractive product will inevitably lead to an increase in price and deal an irreparable blow to the original goal. One of the leading analysts, I. Ishikawa, refuting the opinion of skeptics, argued everywhere about the immorality of raising prices while improving the quality of products.

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He explained that obtaining better products is due, first of all, to a reduction in production costs - a decrease in defects, an improvement in the organization of production, and technological discipline. All of the above operations do not require a significant increase in costs and are associated with a reduction in the final cost, and hence the price of the goods. The exception is the case when a higher quality product is produced as a product of a "fundamentally new technical level". Effective economic management in the conditions of developed and responsible production is based on the "three golden truths" learned from many years of successful management practice:

- economic longevity and authority in the market are associated with concern for the quality and price of a quality product;
- greed is not only immoral, but also very uneconomical, as it indicates the ignorance of management, which always costs production dearly;
- people as consumers and producers are the golden fund for the development of production.

If you want to earn professional credibility, organize the production of a product that is necessary, of high quality and accessible to a consumer with limited purchasing power. Then it will be possible to think about sales without being nervous, and not to pay advertisers, risking being left with nothing. Popular in the middle of the last century, Canadian writer S.B. Leacock explained: "About advertising, you can say that this is the science of obscuring the mind of a person until you get money from him. "Advertisers" is difficult to judge. They did not invent themselves, they were born by those whom simple but objective information did not save. Not being able to achieve consumer appreciation, manufacturers that were not in demand "in white" were looking for an outlet for a buyer through an intermediary who was ready to work "in black", and most importantly,

Recently, the President and the Government have been increasingly emphasizing the importance of ties with the eastern neighbors. The concept of "Total Quality Management (TQM)" is positioned as an economic theory of a mass consumer society. We agree, but note that its basic part is built on social philosophy. At the origins of TQM were the same Japanese in collaboration with creatively thinking Americans. K. Ishikawa organized in the 1950s JUSE - the "Japanese Union of Scientists and Engineers". He was actively assisted by E. Deming and Y. Juran. The central goal of JUSE was to develop a methodology for economic policy to improve the quality of industrial products. Based on the experience of the USA and Europe, JUSE took only its first steps. Further, not without the influence of the national mentality, the developers went their own way with an emphasis not on quality control, and on the consumer - "the consumer is always right." The reference system has changed from "leader" to "consumer". The place

of the "boss" was taken by the "consumer", the casting demanded to change "the very system of achieving the goal in the new conditions of competitive struggle in the market. The focus on the consumer means not only his leading role in the system, but also the receipt of reliable information about the needs and wishes of the consumer. Therefore, there is a need for "contact personnel", on which not only the reliability of information received from the consumer depends, but also the subjective image of the company in the eyes of the consumer. Employees involved in the development, production and delivery of a product in accordance with the new paradigm should be considered as a support person for customer satisfaction. They must be combined and included in the system, fulfilling the main goal - increasing the value of the product for the consumer and reducing its cost. This is how the essence of the new paradigm for the development of production by B.S. Aleshin and co-authors, and we found among the predecessors the economic prototype of the concept of "priority". Initially, it acted as a tandem of the concepts of "value" and "decrease in value". Now we can confidently name the time when in Russia the mass consumer will "live well" - when the current paradigm will change - "grab the jackpot". Not soon. The Japanese were promoted by the national mentality, the Europeans - a three-hundred-year history of polishing relations in the market, the Americans - a well-fed life without wars on the territory. In order for our manufacturers and managers to shift the economic arrow to a new paradigm, they must have a dispatcher's order. Their psychology is a separate exception, like the first sign, they do not change the picture, the walls of the Brest Fortress are stronger and the market is ready to stand to the last. Our market is interested in the buyer only as an economic entity, but not as a person, personality, countryman. The national coloring of the market has not been similar to the national composition of the Russian Federation for a long time. Prices in the market are not set by the buy-sell ratio, they are regulated by the size of the boss's margin. If we do not implement TQM realistically in the near future - not according to bureaucratic reports, it is not clear who and what will be protected by the valiant Aerospace Forces, the Navy and the army. Where are serious, systematic studies of satisfaction with the product of the Russian buyer. Meanwhile, the indexation of the degree of satisfaction makes it possible to quantify the contribution of various components of the quality of production, and not to operate with average values. It's hard to get rid of the thought that the official reaction to TQM serves as a cover for practical activities to block the introduction of this system into the real process of economic movement. The fact is that TQM radically changes the understanding of the value of the contribution of all participants in the production of products, clearly defining who did what and how. Our

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manufacturer is hardly ripe to welcome such an audit. Methodologically, the turn of manufacturers and sellers to face the consumer has already been painted according to the main positions, nothing needs to be invented, serious investments need to be made. There is a step-by-step route in the literature to comprehend the idea of real democratization of production, corresponding to the construction of a consumer society. It can even be found in textbooks. We read "The focus on the consumer is as follows:

- processes exist to meet the needs of people and the needs of society;

- processes are useful if they add value to people and society;

- desires and needs are different in time and space (for different nations and cultures);

- processes are different in different cultures and in different nations;

- needs and processes for meeting them can be modeled and tracked using statistical analysis;

"The best model for the process of meeting the needs of society should be adopted by management with the direct participation of each member of society."

The last provision is formulated not quite correctly in relation to "every member of society", such a total task is more romantic than realistic. A simple majority of consumers is enough to start. Then a chain reaction will begin and with each step everyone will be closer to the result.

Consumers differ not only in their requests and claims. The bottom is different and social status, their subjectivity. A consumer can be an individual, a social group, an industrial entity. Therefore, in theory there is a classification of the external consumer, which is based on the principle of the "final link" of the production chain. The consumer status is similar to the production one. Just like the production process, consumption involves several stages of preparation of the final product. Producers can also be consumers, but they represent intermediate links. The end user is the individual. Man is the beginning of social history, its main instrument and goal of social progress. Is it possible to put other subjects in a series of consumers? Naturally, but their consumption is due to human activity. For example, science is primarily interested in space exploration. She is the direct consumer of the resulting product, she is also the customer and participant in the technical project. Spacecraft is a product of scientific and industrial cooperation. Production develops, thus, its technological base, therefore, technological innovations undoubtedly belong to a number of products. As a rule, various departments cooperate with scientific research, receiving their share of the product. However, no matter how much we continue to track the path of a research product, the end point will be a person - his health, well-being, safety, cognitive and practical interests. Highlighting the final status in human

consumption, one should not absolutize this conclusion. The interests of a single person - the consumer - are important, but they cannot be considered in isolation. Mass production, no matter how "thoroughly" it is arranged, is not capable of working for individuality. As much as possible, it can be closed to a small social group. The imperative of fashion and technical and technological possibilities is formed by concrete social and concrete historical limitations of production. Individuality is manifested through the group form of reality. Only through social affiliation - gender, age, purchasing power, psychological status, upbringing, nationality, a person is guided in the consumer market, while having quite enough freedom of action within the framework of the social conditioning of his tastes. Someone makes their choice consciously, others - subconsciously, others, combining prudence with collective unconsciousness (K. Jung). The economic science considers an external consumer as a combination of three groups: a specific end user - an individual; intermediary consumer (reseller and distributor); collective unitary enterprise. The correct definition of economic priorities requires the study of the consumer interests of all external consumers. The value of consumer preferences for the manufacturer is different and depends on the status of the enterprise itself, its production orientation. But the problem of the "attractiveness" of the product cannot be avoided in all cases. "An enterprise must carefully control the entire chain of supplier-consumer interaction. Large enterprises practice questioning their regular and potential customers once a year. As a rule, no more than seventy questions are included in the questionnaires. To adjust their goals in long-term planning, once every three years, manufacturers send out more detailed questionnaires intended for large consumers of their product.

The Japanese mentality prompted reflective managers that those who count on the future should not be limited to understanding current consumers. The end consumer is a member of the family, the local community. Behind him are future buyers who have not yet decided for themselves the question of what to buy from whom. Word of mouth is free and more productive than advertising. The buyer must be transferred from an abstract possibility to the state of "his" person, included in the system of partnerships. While the idea of buying, consolidating the need for a product, matures as a desire, it should be informed of the movement vector to the appropriate manufacturer. "Focus on the consumer" is freely convertible into a technical and economic task - to give their products a priority look. Such a product does not need advertising production costs, on the contrary, helps to reduce the cost as a result, make real "sales" and accelerate the turnover of funds spent on production. B.S. Alyoshin correctly explains to manufacturers who do not appreciate the importance of the priority of goods for the consumer, who think only about how to reduce

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production costs: fair compensation and at the same time satisfying the consumer's expectations regarding the value of the product, its cost and delivery time. A satisfied customer not only returns to such a supplier, but also makes a positive contribution to the marketing of this enterprise through "transmission of information along the chain", which affects the overall image of the company." make real "sales" and accelerate the turnover of funds spent on production. B.S. Alyoshin correctly explains to manufacturers who do not appreciate the importance of the priority of goods for the consumer, who think only about how to reduce production costs: fair compensation and at the same time satisfying the consumer's expectations regarding the value of the product, its cost and delivery time. A satisfied customer not only returns to such a supplier, but also makes a positive contribution to the marketing of this enterprise through "transmission of information along the chain", which affects the overall image of the company." make real "sales" and accelerate the turnover of funds spent on production. B.S. Alyoshin correctly explains to manufacturers who do not appreciate the importance of the priority of goods for the consumer, who think only about how to reduce production costs: fair compensation and at the same time satisfying the consumer's expectations regarding the value of the product, its cost and delivery time. A satisfied customer not only returns to such a supplier, but also makes a positive contribution to the marketing of this enterprise through "transmission of information along the chain", which affects the overall image of the company."

A well-known management specialist and his colleagues spared the feelings of manufacturers in vain by presenting the matter in a positive light. Our manufacturer and salesperson often need to be put in a negative perspective to scare, especially the counter workers. The buyer through the information consumer chain is able to turn away from the purchase of a problematic product, and then the manufacturer will have "disease No. 1" according to E. Deming.

The producer and the end consumer of his product are separated by the continuation of production and the market. It is necessary to reduce this division to a minimum so that there is less mediation between two workers - those who produce goods, and those who, with their honestly earned money, legitimately want to buy what they like and at a fair price. The solution to that problem lies in the plane of the market. The manufacturing enterprise must include itself in the market process by organizing a proprietary way of selling the product. This will free the market from falsification, reduce the price burden on the end consumer, monitor the promotion of goods, better and easier to study the demand of the buyer, speed up the receipt of working capital, work more efficiently on the quality of the goods, taking into account the wishes of the consumer. In Japan, Along

with the traditional Kairio quality management method, aimed at technical and technological leaps - micro revolutions, under the influence of the development of relationships with the consumer, the Kaizen approach has become widespread. Unlike "Kairio", "Kaizen" does not imply large investments, it is aimed at small improvements in the quality of the product, however, it stands out because it is designed to involve an unlimited number of research specialists, designers, scientists, and all thinking, interested workers in the process. . A qualitative effect that adds to the attractiveness of the product and the consumer is achieved by combining a large number of small steps with a large number of people who want to take part and are able to work for the result. The Americans had a similar idea for solving the problem, they called it "servelat tactics." It is not customary to cut sausage like servelat with thick circles - it is inconvenient to eat, therefore they are cut off with thin plastics, but the result is the same as in the case of soft sausage. The Japanese, impressed by the mentality of the imperative, wonderfully described by the international journalist V. Ovchinnikov ("Sakura Branch"), squeezing ideas out of the product to the end, adapted the servelat principle to managing the development of production, mainly to increase the priority of the product. In addition to the described effect, Kaizen consolidates employees, convincing them of how important each of them is, if he is interested in the result, forms the need to improve personal skills, and develops a sense of professional pride. There is much to learn from the Americans, in particular their persistence, self-confidence and their capabilities. W. Churchill once said: "You can always count on Americans to get it right after they've tried every other option." In the 1990s, the US industry had serious problems with marketing and development. After analyzing the results of the business, the Americans identified three priorities: customer satisfaction, the need to reduce production costs and cycle time. The analysis of the situation drew attention to the importance of combining factors to improve efficiency, especially the focus on the consumer, reengineering and the information component. "Mass consumer" supplanted "mass production". This is how the American company Lewis, famous for sewing jeans, regained its leadership position as a manufacturer of women's jeans. In the 1990s, the US industry had serious problems with marketing and development. After analyzing the results of the business, the Americans identified three priorities: customer satisfaction, the need to reduce production costs and cycle time. The analysis of the situation drew attention to the importance of combining factors to improve efficiency, especially the focus on the consumer, reengineering and the information component. "Mass consumer" supplanted "mass production". This is how the American company Lewis, famous for sewing jeans, regained its

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Based on information technology, "Levis" offered customers 2400 sizes of different colors and styles of jeans. Directly in the company store, or in the department, individual sizes were determined on the basis of built-in magnetic measurements, the computer clerk transmitted the order for the production of the selected product and, without delay, the customer received what she dreamed of. Smaller enterprises generally began to go directly to the consumer, bypassing intermediary stores and warehouses, accepting buyers in offices with the function of selling goods. The concept of "priority of the product" is partially disclosed in the concept of "product value". In the special literature, "the value of a product" is defined as "a set of parameters expected by the consumer of the quality of the product he needs and their values that satisfy the needs of the consumer." The product value breakdown is called the "customer satisfaction tree". In order for the value of the product to cause consumer satisfaction, it is important not only to be concerned about the quality of the product, but also to remember that the consumer's consciousness is not constant, it moves, it matures. The expression "customer is ripe" characterizes the process of interaction between the producer and the consumer. The consumer in such interaction is represented by mental activity, first of all. The sources of mental readiness to accept the manufacturer's proposal as coinciding with one's own idea of the priority of the product are heterogeneous.

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- manufacturer authority;
- information from reliable sources;
- consumer communication, informal communication;
- the presence of the product in the past experience of the buyer;
- the relevance of this purchase to the buyer.

If psychologically the image of the product as a priority has been formed, then the relations from the phase of abstract possibility pass into a real possibility. The next step - the transformation of a real opportunity into the reality of acquiring the product you like will depend on the ratio of the costs of the producer and the consumer. For the first, we are talking about the ratio of cost and price, for the second - the price and quality of the product.

Y. Juran emphasized a special place in the structure of consumer requests for the quality of services. B.S. Alyoshin gives a decoding of the qualities of a service that can interest the consumer in buying.

In all modern quality management systems under the conditions of the provisions on prestigious awards (EFUK, UOK, IAQ, TQM, etc.), such an indicator as the degree of customer satisfaction with products is higher than all others, occupying in a weight ratio from 1/5 to 1/3 total points. This indicator has the least points - 180 (out of 1000) in the Regulations on the Prize of the Government of the Russian Federation in the field of quality.

We have an understanding that customer satisfaction with a product should not be reduced to consumer priority of the product. The priority of the product is superimposed on satisfaction, while remaining part of the attractiveness. There are goods that initially, perhaps, did not belong to a number of priorities, for example, gifts or something acquired "on the occasion", forcedly. Priority was opened later, as it was used for its intended purpose. But the comparison of satisfaction and priority is quite correct and revealing. Moreover, at the junction of these

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concepts, there is a test zone for characterizing the degree of development of production (Table 2).

Table 2. Analysis and study of the status of the concept of "Priority of goods"

No.	Product Priority Indicators	Rank
1	Feeling the need to buy a product	7
2	Product reliability	2
3	Manufacturer's responsibility for product quality	1
4	Product completion	3
5	Service courtesy	17
6	Trust in the seller, manufacturer	16
7	Impressive warranty period	4
8	Product availability	8
9	Communication with the seller	25
10	Mutual understanding with the seller, his interest	26
11	Service culture	27
12	Affordability	9
13	Customer Satisfaction	10
14	The level of readiness of the consumer to make a purchase	111
15	The level of interest of the manufacturer in the formation of product priority	19
16	Consumer buying power	12
17	Manufacturer authority	5
18	Consumer Communication	24
19	Having an opinion about an earlier purchase of an identical product	13
20	The consumer's need to buy an attractive, original product	23
21	Relevance of this purchase for the buyer	14
22	Possibility of subsequent exchange of goods	20
23	The presence of several necessary functions for the product	6
24	Modern design	22
25	Purchase payment method	15
26	Ease of product operation	21
27	Organization and availability of service support of the purchased goods	18

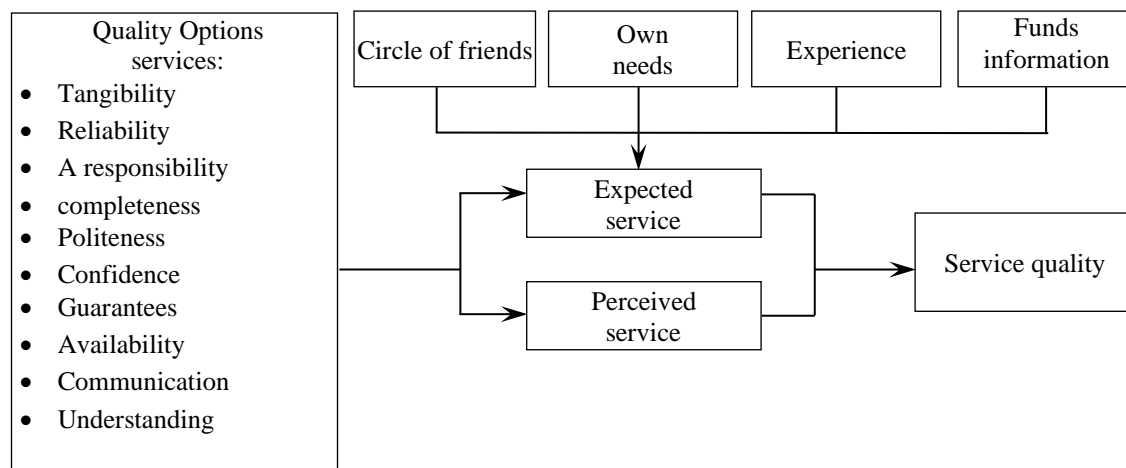


Figure 6. Consumer expectations architecture

Summing up the analysis of the concept of "priority of goods", its relationship with the nearest economic concepts, it is methodologically expedient to arrange the relationship of these concepts systematically (Figure 6). As a problem for discussion

and improvement, the scheme shown in Figure 7 is proposed. Analysis of the results of a survey of respondents on the impact of the criterion "Priority of goods" (on their demand) confirmed the importance of rehabilitating this criterion in marketing activities to

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form a sustainable demand not only for light industry products, but also for all consumer goods.

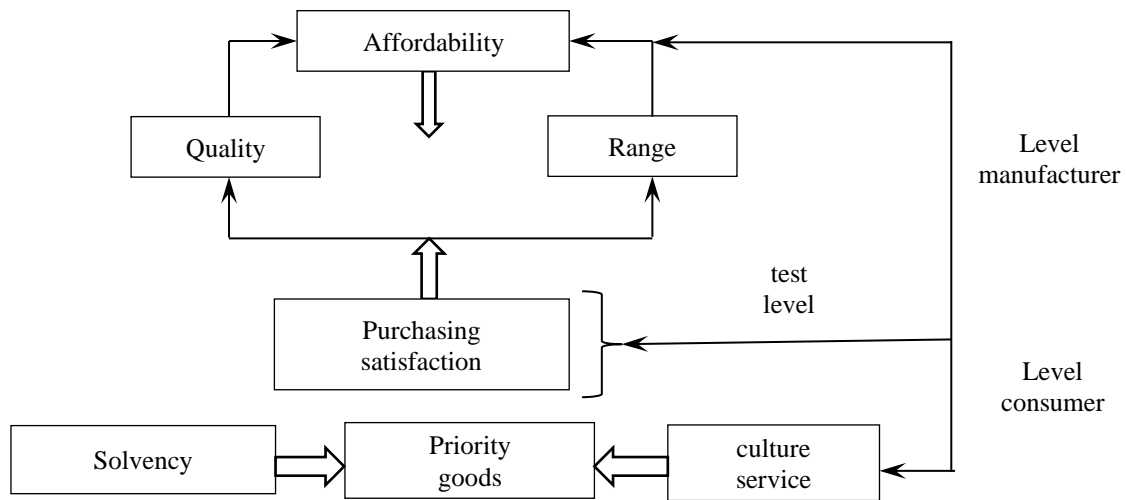


Figure 7. Customer Satisfaction Architecture

What is interesting is the fact that is due to the coincidence of the studies performed by the authors on the formation of the customer satisfaction architecture based on the criterion - the priority of the product - as one of the main ones on demand and the results of a priori ranking on its impact on the sale of consumer goods, for participation in which commodity students, students - experts in the field of certification and standardization, students - technologists, designers and designers, teachers of these specialties and graduates of the same specialties, who are currently the leading specialists in enterprises engaged in the production of this very product, were involved for consumers in the regions of the Southern Federal District and the North Caucasus Federal District. If customer satisfaction is formed at the expense of the level of the manufacturer, i.e. its test level is formed by the affordability of the product that is offered or the assortment range, of course, by quality, and at the expense of the level of the consumer, i.e. its test level implies the existence of a culture of customer service, the attractiveness of the product, customer satisfaction, and, of course, the solvency of the consumers themselves, then the respondents who took part in the survey believe that consumer satisfaction will be provided with the reliability of the product, its affordability, the availability of buyers make purchases, i.e. their ability to pay. Natural, product quality, product range diversity, attractiveness, design decision, i.e.

correspond to fashion, products must have a sufficiently long warranty period, and interestingly, all respondents are unanimous in that so that manufacturers fight for a respectful attitude of buyers towards the manufacturer, to win their trust and desire to make a purchase of the products of these enterprises, i.e. brand and image are always in demand.

Unfortunately, the respondents, when filling out the questionnaires proposed to them, did not pay due attention to communication with sellers, payment methods for the purchase, the possibility of exchanging the purchase, if necessary, the level of service and other factors, and only because our consumer is not spoiled by all this list of services both the manufacturer and the trade still have a lot of room for improvement in interaction with consumers in order to guarantee themselves a steady demand. Thus, the criteria for the priority of goods has the right to life and is more significant for both the manufacturer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and sought-after wish for finding your consumer. An analysis of the results of a survey of respondents on the impact of the criterion "Priority of goods" confirmed the importance of rehabilitating this criterion in marketing activities to create a sustainable demand not only for light industry products, but also for all consumer goods (Table 3).

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Table 3. Characteristics of the influence of factors on the results of a survey of respondents on the "Priority of goods"

Factors	Expert opinions			
	All respondents	Teachers and specialists	students	Agreed
1	2	2	2	2
2	12	12	12	12
3	1	1	1	1
4	3	3	3	3
5	21	8	21	21
6	8	21	8	8
7	4	4	4	4
8	17	6	24	17
9	24	16	17	24
10	6	17	7	6
11	16	19	13	13
12	7	26	5	7
13	13	24	20	5
14	20	7	16	16
15	5	23	6	23
16	23	13	23	20
17	26	20	26	26
18	11	5	27	14
19	14	11	14	11
20	15	10	11	27
21	27	14	15	19
22	19	15	22	15
23	10	18	10	10
24	25	9	25	18
25	22	27	18	25
26	18	25	19	22
27	9	22	9	9

The criteria for assessing the competitiveness of a light industry enterprise using the software developed by the authors for the first time made it possible to formalize the role of experts - respondents on the basis of their competence in the problem under consideration. The need for such an approach is due to the desire to have an objective assessment of competence, taking into account not only the opinion of the invited side of the expert respondents to participate in the survey, but also with the help of an evaluation criterion - the concordance coefficient (W) - the value of which varies from 0 to 1. And if $W = 0 - 0.5$ - this is their lack of agreement with the opinion of those experts whose concordance coefficient (W) tends to 1, which confirms their high competence and the possibility of their further participation as expert respondents. The results of a survey of experts on assessing the competitive potential of light industry enterprises, although they got the value of the concordance coefficient (W) in the range of 0.4 - 0.6,

but excluding heretics, that is, those respondents whose opinions do not coincide with the opinion of most other experts, we found It is a pleasant fact that the opinion of those respondents whose authority is not in doubt, and those whom the program classified as heretics, have an unambiguous or close opinion that the factors characterizing the impact of competitive potential on the competitiveness of an enterprise are identical, and they can be used in further research in assessment of this very competitiveness of enterprises, assuming that it is capable of producing import-substituting products for consumers in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, manufacturers have every reason to these criteria, namely: the ratio of the quality of the product and the costs of its production and marketing; sales growth rates; innovation costs; labor productivity; the level of partnerships between interested participants in the production of import-substituting products; costs per

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1 ruble of sold products, and the main criterion; the weighted average competitiveness of the product range is considered to be in demand.

But, at the same time, all expert respondents were unanimous that the competitiveness of the enterprise will be more stable over time if the enterprise's share in the demand market is stable. In any case, it will not decrease over time if it is guaranteed a return on investment and, of course, a stable profitability of the total assets of the light industry engaged in the production of import-substituting products is ensured. The opinion of all experts is justified that the competitiveness of an enterprise is also affected by a stable turnover on the basis of direct contractual relations with the distributors of the products of these same enterprises. We also agree with them on the issue of the role of highly qualified personnel, which, of course, although it was reflected in the questionnaire in the form of one criterion - the staff turnover rate - but did not cause the experts, with regret, concern due to the elimination of lyceums, colleges, on the basis of which highly qualified workers and middle managers were trained - foremen, technicians, mechanics, technologists, engaged in servicing not only the innovative technological process, but also innovative equipment. Summing up the results of the analysis of the concept of "priority of goods", its relationship with the nearest economic concepts, it is methodologically expedient to arrange the relations of these concepts systematically. Table 3 shows the results of a survey of all respondents on the formation of the image of the goods of its priority, ensuring competitiveness and demand among consumers. Unfortunately, the respondents, when filling out the questionnaires proposed to them, did not pay due attention to communication with sellers, methods of payment for the purchase, the possibility of exchanging the purchase, if necessary: the level of service and other factors, and only because our consumer is not spoiled by all this list of service services, both the manufacturer and the trade still have a lot of opportunities for improvement in interaction with consumers in order to guarantee themselves a steady demand. Thus, the criteria for the priority of goods has the right to life and is more significant for both the manufacturer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and sought-after wish for finding your consumer. The most significant factors: that our consumer is not spoiled by all this list of service services, and the manufacturer and trade still have a lot of opportunities for improvement in interaction with consumers in order to guarantee themselves a steady demand. Thus, the criteria for the priority of goods has the right to life and is more significant for both the manufacturer and the buyer to ensure sustainable demand for products

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X3 - manufacturer's responsibility for the quality of the goods; X1 - tangibility of the need to purchase goods; X4 - completeness of the goods; X7 - an impressive warranty period; X6 - trust in the seller, manufacturer; X10 - mutual understanding with the seller, his interest in selling products; X12 - affordability; X13 - customer satisfaction; X23 - the presence of several necessary functions for the product; X27 - organization and availability of service support for the purchased goods.

Significant factors:

X2 - product reliability; X8 - accessibility to the product; X11 - service culture; X14 - the level of readiness of the consumer to make a purchase; X16 - consumer's purchasing power; X18 - consumer communication; X19 - the consumer's opinion about his previous purchase of an identical product; X21 - the relevance of this purchase for the buyer; X22 - the possibility of a subsequent exchange of goods; X24 - modern design.

Insignificant factors:

X5 - courtesy of service; X9 - communication with the seller; X15 - the level of the manufacturer's interest in the formation of "Product Priority"; X17 - the authority of the manufacturer; X20 - the consumer's need to purchase the "Priority Goods"; X25 - payment method for the purchase; X26 - ease of use of the product. The choice of engineering enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of the 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 efficiently and at lower cost due to three main aspects: employee involvement, process approach and systemic approach. In addition, the personnel of mechanical engineering enterprises are more effectively able to realize the goals and

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objectives of the QMS also because control activities are more effectively provided for the implementation of the following situations: persuasion, execution of delegated powers, creation of conditions for increasing productivity and effective use of the business qualities of employees.

The need to improve the quality management system at engineering enterprises is due to the following important reasons:

Firstly, it is an increase in the confidence of potential consumers in the products manufactured by this enterprise.

Secondly, it is an opportunity to significantly strengthen its position in existing markets, as well as significantly expand its spheres of influence by entering new domestic and foreign markets.

And thirdly, this is a significant increase in labor productivity of any industrial enterprise where the QMS is supposed to be introduced, using participatory management.

Currently, organizations pay great attention to the motivation of employees, since depending on how motivated an employee is, the results of his activities will be visible. The main task of managers is the full involvement of the full potential of employees in the work. Moreover, managers understand that material incentives do not increase the loyalty and commitment of the company. Participatory management solves this problem.

The essence of such management is that under it the employees of the organization are included in the management process, participate in the activities of the company, make decisions on a number of issues. Moreover, if an employee of the company has the right to vote, takes part in the activities of the organization, receiving remuneration for this, then he will work more efficiently and productively. An employee whose opinion is considered, whose ideas are implemented, will have a better attitude towards his place of work and will work with full dedication. With participatory management, employees can discuss with the manager the goals and tasks that he will need to complete. Employees of the organization can form working groups of those employees with whom they would be pleased and comfortable to work. In addition, employees of the organization can put forward their ideas and proposals for improving the work of the company as a whole. Moreover, for the promotion of ideas there should be a reward. Participatory management has a number of advantages. Participation in the management of employees leads to an increase in the quality of decisions made, since employees may have information that is not known to the manager. With such management, employees can fully express themselves, show their knowledge and skills, and also feel their importance in the organization, thus increasing motivation. Motivation is usually based not only on the personal achievements of the employee,

but also on the overall result of the company's work. Combining employees into working groups can best reflect on the corporate spirit of the company. Nonetheless, The participatory approach, in addition to its advantages, also has its disadvantages. Not all people, by virtue of their nature, are ready to participate in the management of the organization and put forward ideas and proposals, bearing responsibility for them. It is much easier for many employees to do work at the direction of the manager. Involving employees in the management of an organization may not reflect well on managers, as they may lose their influence over employees. A lot of time will also be spent on discussing problems, while an unambiguous decision may not be made, but time will be wasted. Many ideas and suggestions of company employees may be irrational and inappropriate due to lack of knowledge. Therefore, company managers need to inform employees about the state of affairs in the company, to train staff in order to deepen knowledge and put forward more effective and relevant proposals. The lack of recognition of an employee's idea can cause an ambiguous reaction from an employee who puts forward his innovative proposals, thereby motivating employees. Therefore, the leaders of the organization 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 things in the organization, but it allows you to see the problems of the organization from the inside and try to solve them not by the efforts of one person, but by a group of people where everyone can prove themselves for the good of the organization. Regardless of, that the participatory method of personnel management of an organization is getting more and more approved every year in most countries with developed and developing economies, Russian organizations are not yet ready to implement and fully realize the benefits of this method. All this is because the personnel management services prefer to work according to the established traditional scheme.

Most of the Russian enterprises, both long-term and newly created, use the directive method of management. At such enterprises, managerial decisions are made individually, career growth comes at the expense of "good ties" with the manager, and not one's own merits in work, frequent violations of labor laws are commonplace. The reason why the directive method is preferred is the national mentality of our country that has developed over many centuries, as well as the Soviet ideology that is still present in many companies. As a result, management in such enterprises is centralized, administrative and formal.

No more than half of HR managers can own and skillfully use the consistency of goals with the capabilities of the enterprise and the interests of

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employees. Another very important factor that does not allow the adoption of a parsitative method of personnel management at Russian enterprises is the influence of the national culture of Russia. The choice of a strategy for managing human resources in the practical activities of the organization depends on this influence. The cultural characteristics of Russian entrepreneurs, according to most researchers who used a systematic approach in determining, include dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, avoiding responsibility. Often preference is given to the personal qualities of an employee than his success in the work performed, there is a mix of personal and business relationships. Also, our Russian reality has noticed the tendency of entrepreneurs and their employees to bribe, conceal income from the tax service, forge documents, disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee, in another way it can be said that the head of the company is inaccessible to lower-level employees. It is also noticed that Russians have an average level of individuality and often try to avoid uncertainty. There is a gap in communication between the manager and the employee, in another way it can be said that the head of the company is inaccessible to lower-level employees. It is also noticed that Russians have an average level of individuality and often try to avoid uncertainty. There is a gap in communication between the manager and the employee, in another way it can be said that the head of the company is inaccessible to lower-level employees. It is also noticed that Russians have an average level of individuality and often try to avoid uncertainty.

As a result of the foregoing, the conclusion suggests itself that in Russia the organization and management of personnel management is formed inefficiently and there are practically no working collective ties. Enterprises devote all their attention to fulfilling the requirements that are formulated before them by the state bureaucracy, and not to fulfilling their responsibility to consumers and society. Therefore, there is a difficulty in introducing "Western" management methods into Russian practice. In order to most successfully implement participative 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 company and eliminate the established inaccessibility of the manager to the lower level. It is important to create a high-quality and effective system of motivation and continuous professional development so that the staff becomes a source of the company's competitiveness and meets modern requirements for human resource management. The quality manual aims to apply a "process approach" to the development, implementation and improvement of the

effectiveness of a quality management system in order to increase customer satisfaction by meeting their requirements. The advantage of the process approach is the continuity of control that it provides at the junction of individual processes within the system, as well as in their combination and interaction. The main processes of the quality management system are: complied with modern requirements for human resource management. The quality manual aims to apply a "process approach" to the development, implementation and improvement of the effectiveness of a quality management system in order to increase customer satisfaction by meeting their requirements. The advantage of the process approach is the continuity of control that it provides at the junction of individual processes within the system, as well as in their combination and interaction. The main processes of the quality management system are: complied with modern requirements for human resource management. The quality manual aims to apply a "process approach" to the development, implementation and improvement of the effectiveness of a quality management system in order to increase customer satisfaction by meeting their requirements. The advantage of the process approach is the continuity of control that it provides at the junction of individual processes within the system, as well as in their combination and interaction. The main processes of the quality management system are: The advantage of the process approach is the continuity of control that it provides at the junction of individual processes within the system, as well as in their combination and interaction. The main processes of the quality management system are: The advantage of the process approach is the continuity of control that it provides at the junction of individual processes within the system, as well as in their combination and interaction. The main processes of the quality management system are: The advantage of the process approach is the continuity of control that it provides at the junction of individual processes within the system, as well as in their combination and interaction. The main processes of the quality management system are:

- product design and development;
- drawing up a production plan;
- production;
- control and testing of products;
- packaging and storage of products;
- sale;
- purchases;
- provision of resources;
- conducting marketing research.

The types of measurement and monitoring activities to ensure and verify the conformity of products are defined in comprehensive documentation, production plans and shift assignments, technological processes, measurement, analysis and improvement procedures. Monitoring, measurement, analysis and improvement activities include:

- customer satisfaction survey;
- internal audit;
- monitoring and measurement of processes;

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- monitoring and measurement of products;
- management of nonconforming products;
- continuous improvement, including corrective and preventive actions;
- determination of places of application of engineering and statistical methods.

Manifested in the field of sales of products or in the process of using products will constitute a marriage, it indicates not only the poor quality of the products, but also the unsatisfactory work of the QMS department of the enterprise, which, of course, cannot be allowed.

Conclusion

For a particular enterprise, the prospects for promoting commercial products to the market are associated with the development of resources for understanding quality in the coordinates of production - to seek a qualitative compromise, and the education of its consumer.

It is easier for European and North American manufacturers to establish themselves in the market with their goods. The experience of communicating with the consumer has been accumulated over the course of two or three centuries; the market has balanced, adapted to the requirements of the legislation; the state does not put pressure on the market, the manufacturer and the buyer, but where it is present, it does it harshly. Corruption, raids, and monopoly claims have not been eliminated, but the struggle is real, not decorative, sham, which greatly facilitates the accessibility of the market, unifies the conditions of competition.

Among the main problems of European theorists and practitioners is satisfaction with the quality of consumer goods. The problem, in a schematic expression, is simple - it is necessary to qualitatively satisfy the need of the end buyer for the product. Upon closer analysis, simplicity turns out to be conditionally - compositional, in order to obtain the desired result, it is necessary to build an ensemble on the market from the value of the product (1), price (2) and the consumer's purchasing readiness. In this sense, the market is indeed becoming a key to economic development. This emphasis on the economic policy of producers can explain the concentration of interests on the consumer. It is not important to wait for the consumer, he must be actively sought and "converted to one's faith."

In foreign analytical reviews, information has appeared that avant-garde marketers representing large companies producing consumer goods are proposing to significantly expand the format of complicity with product consumers, up to discussing the recommended price for an economy-class product. The idea is quite reasonable and practically feasible without much cost. Buying conferences here are few and far between, but the extensive practice of holding promotions, advertising actions with a device for

displaying goods, reporting the estimated price and asking for a consumer assessment of the plans are quite promising and can be effective. One should not underestimate the modern buyer, his financial readiness, just as one should not force him to pay for the unqualified policy of the manufacturer with overpricing. Agreed prices are also not fatal for the enterprise. There are always unused resources: materials science, technological, organizational, by activating which the manufacturer makes the process profitable. For a stable position in the market in the face of increased competition and volatility, you have to pay. Perhaps it makes sense to rationally modernize what is called "bargaining" in a "market like a bazaar".

The quality of a product, in practical terms, is determined through its ability to meet the needs and expectations of a particular consumer. The quality of the product consists of many useful properties. The concept of "product value", new for economic theory, is defined as "a set of quality parameters expected by the consumer of the product he needs". From the concept of "product value" "grew" "Tree of consumer satisfaction".

The value of a product is made up of the degree of need for its consumer and the level of quality (the presence of the required characteristics of the product). Buying decisions are also influenced by:

- buyer's confidence in the supplier;
- confidence in the manufacturer;
- information from other consumers;
- accumulated experience of using such a product.

The consumer makes a decision to purchase a product by weighing the ratio of the offered price of the product to the expected costs. The higher the level of customer satisfaction, the more opportunities for business development, the more stable its market position. And I would also like to draw attention to one phenomenon that usually slips away in the bustle of problems - the historicity of the economy. The way we perceive it now, the economy has not always been and will not remain forever. Economic life changes in time, which makes us tune in not to its changing existence. The modern economy is built on a market foundation, and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of profits. The new economy is called temporarily

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"prudent". The current principle: "survival of the strongest, most adapted", will replace the "social production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs. A "thrifty" economy will be oriented towards resource-saving production technologies. It will require a new look at the root concepts. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share their thoughts with you, dear readers, and entrusted you with their judgments about the past, present and future of the cause to which they devoted their lives.

The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of business leaders in the manufacture of demanded and competitive products. The authors outline the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of products, providing them with demand, attractiveness and pretentiousness in order to create prerequisites for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers provide demand for products based on the assortment policy with social protection of the interests of consumers, guaranteeing them a stable financial position, a price niche and an efficient cash flow policy, creating stable technical and economic indicators for enterprises. Logic shows that the task of creating in the country its own raw material base for the development of the light industry should be a priority. Technical and technological equipment, personnel training should be carried out in the context of it. Of course, all the presented actions are interconnected. The base will have to be built and improved by specialists, without modern equipment and technologies it will not be possible to provide production with raw materials. Clusters will remain good dreams without a balanced system of building

that direction in the economy, which someone mockingly called "light" industry. Difficult years await the light industry, but in Russia "hard" and "successful" have always been in the same team. The desire of researchers to draw the attention of federal, regional and municipal branches of government to the revision of the concept of the road map and the strategy for the development of light industry in Russia until 2025, approved by the government, is justified. Unfortunately, there is no main thing in it - the role and significance of participation in its implementation by the authorities at all levels, without whose support both the road map and the strategy for the development of light industry are only intentions and nothing more. The absence of promises and responsible ones deprived them of being binding on these very branches of power, and without their interested participation, it is simply impossible to achieve the declared results. Another strong doubt about its efficiency is not to have a significant impact on the restoration of light industry enterprises in the regions and municipalities as city-forming ones in order to return social stability and security to small and medium-sized cities in Russia, that is, to restore to them the role that they played for these same municipal and regional formations, of which there are so many in Russia, including,

The implementation of all the proposed measures presupposes the active participation of these same branches of government, but especially regional and municipal ones, in order to create new jobs in small and medium-sized towns and guarantee their population all social conditions for a decent life, providing them with funding, including work. preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena. And the appearance on the demand markets of demanded products with a price niche acceptable for most consumers in these regions will reduce the migration of the population from these regions precisely by financing all socially significant institutions.

Forming import substitution, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products in demand, especially for children and socially vulnerable groups of the population of these regions, they - these same authorities - will directly implement their own promises to voters. and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

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Article



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ON THE ADVANTAGE OF PARTNERSHIPS IN THE PRODUCTION OF PRIORITY PRODUCTS

Abstract: In the article, the authors motivate the manufacturer to recommend to the market due to their motivation, managing quality, to produce import-substituting products for the consumer, to revise their concept of forming a market with demanded and competitive goods, taking into account their priority. Such mutual understanding will fully correspond to the desire of the consumer to satisfy his desire to make a purchase, taking into account his social status, to ensure that manufacturers sell their products in full and guarantee them sustainable TEP from their activities and financial stability. Today, and even more so tomorrow, it is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what the consumer needs in the assortment that creates the basis for meeting demand.

Key words: quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment policy, sales.

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Introduction

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Both political leaders and the government have recently been talking about the need for a competent industrial policy. A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, writes in his book "Out of the Crisis": "... managing paper money, not a long-term production strategy - the path to the abyss. Whether the state needs to pursue an industrial policy, we can cite the statement of the outstanding economist of the

past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't really say. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and

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foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country? Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens. Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in the full range - from birth to funeral services, as well as on the solvency of citizens, which allows you to purchase quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which, in turn, depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of the work of enterprises depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries that at one time emerged from such crises (the United States in the 1930s, Japan, Germany in the post-war period, later South Korea and some other countries) shows, in all cases the basis for industrial policy and the rise economy was put a strategy to improve the quality, competitiveness of products that would be able to win both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative - were subordinated to this main goal.

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly. Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of

profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. Therefore, the philosophy of quality must also change. We must be prepared for the coming events. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production. The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management". Thus, solving the problems of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority, reflecting the relevance and profitability of activities aimed at the development of production. The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management". Thus, solving the problems of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority, reflecting the relevance and profitability of activities aimed at the development of production. The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of

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efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management". Thus, solving the problems of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority. The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management". Thus, solving the problems of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority. The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management". Thus, solving the problems of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority. Today, the concept of "quality management" is moving into the concept of "quality management". Thus, solving the problems of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority. The quality manual aims to apply a "process approach" to the development, implementation and improvement of the effectiveness of a quality management system in order to increase customer satisfaction by meeting their requirements. The advantage of the process approach is the continuity of control that it provides at the junction of individual processes within the system, as well as in their combination and interaction. The main processes of the quality management system are:

- product design and development;
- drawing up a production plan;
- production;

- control and testing of products;
- packaging and storage of products;
- sale;
- purchases;
- provision of resources;
- conducting marketing research.

The types of measurement and monitoring activities to ensure and verify the conformity of products are defined in comprehensive documentation, production plans and shift assignments, technological processes, measurement, analysis and improvement procedures. Monitoring, measurement, analysis and improvement activities include:

- customer satisfaction survey;
- internal audit;
- monitoring and measurement of processes;
- monitoring and measurement of products;
- management of nonconforming products;
- continuous improvement, including corrective and preventive actions;
- determination of places of application of engineering and statistical methods.

The defects that appeared in the sphere of sale of manufactured products indicate not only the poor quality of products, but more about the unsatisfactory work of the enterprise. The reduction of such cases will be possible through the use of participatory management for the implementation of the Policy and objectives in the field of quality and procedures developed by the management of the enterprise as part of the quality management system, forming requirements for all participants in the process to create conditions at the enterprise for the production of defect-free products and with strict control over their implementation, namely:

1. Quality guide. It is the fundamental document of the management system. The Quality Manual describes the structure and content of the quality management system aimed at ensuring product compliance with customer requirements and the mandatory requirements of regulatory documentation (RD), and also sets out the Procedures (or gives links to them) developed within the QMS, describes the interaction between the processes of the management system quality.

2. Internal audit of the quality management system. This procedure is a mandatory documented procedure that establishes the procedure and sequence of actions during internal audits (inspections) of the quality management system.

3. "Warranty repair of products." This document describes the Product Warranty Repair process and establishes the procedure for dealing with customer complaints.

4. Documentation and records management. Controlled documents are those whose preparation, identification, review, approval, distribution, storage

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and revision are carried out on the basis of pre-established, systematically used rules.

5. Management of nonconforming products. This document is a mandatory documented procedure that establishes:

a) specific responsibilities of structural units, officials and individual executors for the management of nonconforming products;

b) goals, objectives, deadlines, procedure for drawing up and registering records and documents for the management of nonconforming products in the main and auxiliary production.

6. Organization of quality control. This document establishes:

a) the procedure for organizing product quality control at the enterprise;

b) specific responsibilities of officials and individual executors for quality control of the enterprise's products, management and identification of nonconforming products.

7. Purchases. This procedure establishes the procedure for evaluating and selecting suppliers, maintaining a questionnaire on suppliers and determining the supplier's reliability category, determines a unified procedure for the procurement of components, materials and semi-finished products, their storage, production support and effective work with product consumers.

8. Design, development of the range and its production. This document establishes the procedure for performing the process "Design, development of the range and its production" and is intended to:

a) regulation and management of the activities of the unit for the design and development of new types of products;

b) continuous improvement of the quality management system and the results of the manufacturing process of demanded products.

9. Production of products. This document establishes the procedure for the implementation of the process "Manufacture of products" and is intended to regulate and manage the activities of units for the production of products.

10. Customer satisfaction. To determine the dynamics of customer satisfaction, the QMS manager collects and systematizes data from information sources. The sources of information on customer satisfaction are:

customer satisfaction questionnaire;
consumer reviews; output volumes;
volumes of products sold; prizes, awards and diplomas.

11. Technological preparation of production. This document establishes the procedure for performing the process "Technological preparation of production" and is intended:

a) to regulate and manage the activities of the unit for the technological preparation of the production of new types of products;

b) to continually improve the quality management system and the results of the process.

12. Organization and procedure for conducting "Quality Days". "Day of Quality" is an operational meeting of the heads of structural divisions, dedicated to monitoring and analyzing the quality of the work of the enterprise and its divisions.

13. Statistical methods of quality management. Statistical quality control of products is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while checking the manufactured range of products is carried out before and after its manufacture, and not only during its manufacture.

The main goal of applying statistical methods is to regulate the process of creating a high quality product at all stages from marketing to operation 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 the adoption of corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality.

Main part

The implementation of the quality system is a set of works that affects various aspects of the enterprise and its subsystem - the strategic management subsystem, the production subsystem, the logistics subsystem, personnel management, internal communications, document management, etc. In this regard, the implementation of the quality system is quite difficult, long and laborious task. The solution to this problem, as a rule, occurs in several stages.

Let us formulate the main stages of the implementation of the QMS, namely: the improvement of the QMS makes sense only 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 desire of the teams to reach new heights, move forward and guarantee themselves and their enterprises stable results from their activities.

To implement the formulated procedures, wishes, the following activities should be performed, namely:

**step 1 - awareness by top management of the goal of creating and implementing a QMS in an enterprise;*

**step 2 - establishing the needs and expectations of consumers and other interested parties;*

**step 3 - formation of a management strategy, policy and objectives in the field of quality;*

**step 4 - organization of quality training for all employees;*

**step 5 - planning work on the implementation of the QMS;*

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*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 goals;

*step 8 - documenting the QMS (to the extent and degree of specification required specifically for your enterprise - not forgetting the obligatory nature of some documentation in accordance with the requirements of ISO 9001-2015);

*step 9 - internal audits;

*step 10 - finalization of the QMS documentation and elimination of comments on the results of internal audits and testing during the implementation of the developed regulatory documentation;

*step 11 - QMS certification;

*step 12 - further development of the QMS.

The light industry enterprise of the regions of the Southern Federal District and the North Caucasus Federal District, within the framework of the ASEZs, has identified and manages numerous interrelated activities, and the procedures have been identified, described and documented. In addition, we have developed, documented, implemented and maintain a quality management system, which will ensure the company's continuous improvement of its performance in accordance with the requirements of GOST R ISO 9001: 2015. Such procedures within the quality management system are the main procedures:

* design, development, production of prototypes and putting into serial production of products;

* drawing up a production plan;

* control and testing of products for their compliance with the requirements of technical regulations;

* packaging and storage (performed according to standard and individual technological processes for each product);

* sale (the process is carried out by trade organizations, or marketing services of the enterprise);

* provision of resources.

Management Procedures:

* processes of managerial activity of management;

* conducting marketing research;

* sequences and interactions of processes are defined;

* defined for each procedure "Procedure for the development, execution, approval and approval of the processes of the quality management system" and assumes:

*ensure that each process has the resources and information necessary to support and monitor those processes;

* to monitor, measure and analyze these processes;

* take the measures necessary to achieve the planned results and continuously improve these processes;

* management processes are carried out: in terms of marketing, this is joint participation in exhibitions, issuing tasks for advertising and researching market trends, and in terms of sales, this is a contract for the sale of products.

The transferred results of the development, documentation and implementation of the quality management system are confirmed by an internal audit conducted on a quarterly basis under the audit program. Internal audits of the QMS at the enterprise are carried out in order to:

*verification of QMS compliance" with the requirements of ISO 9001:2015 (GOST R ISO 9001-2015);

*assessing the compliance of the QMS with the requirements established by the internal documentation of light industry enterprises;

*assessment of the ability of the QMS to effective and efficient functioning;

*checking the implementation and effectiveness of corrective and preventive actions for nonconformities identified during previous audits;

*identifying areas of activity for improvement, opportunities and ways to improve the QMS.

Internal audits (inspections) are carried out: a scheduled audit quarterly in accordance with the internal audit program of the QMS, approved together with the order on internal audits by the heads of light industry enterprises, and an unscheduled audit is the basis for it:

*an increase in the number of comments or complaints about manufactured products;

* deterioration in the quality of products;

* checking the implementation of corrective and preventive actions and evaluating their effectiveness;

* changes in the structure of enterprise management;

* the need to improve the procedures, processes of the QMS of the enterprise;

* other reasons.

Audits can be carried out by both the QMS manager and other employees of the enterprise. The selection of the audit team is carried out by the Deputy Executive Director for Quality, taking into account the need to ensure the independence of auditors from the audited activity; or other factors that can affect the effectiveness and efficiency of the internal audit of the QMS. The chief auditor with the audit team during the internal audit of the QMS collect information in order to verify the compliance of the QMS with the requirements of the international standard GOST R ISO 9001:2015, compliance with the requirements of the consumer and the requirements of the QMS documents, the effectiveness and efficiency of

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Apparently, it was the last of the listed questions that brought philosophy to the “path” of that interpretation of quality, which “hooked” not only those who “equipped” a fundamentally new type of worldview in human history. It is logical to assume that the problem of the substance of being, as the first step towards the theory of quality, was hardly of concern to anyone outside the limited community of philosophers. Everything indicates that this was interesting for those whose gaze was turned to the Cosmos, to the depths of its construction, and the vast majority of fellow countrymen - philosophers were in the grip of earthly problems. For the masses, diversity and the choice of goods were essentially not available. The plebeians demanded: "Bread and circuses!". A small aristocracy enjoyed the celebration of life in all its diversity. The problem of the quality of life was solved in accordance with the socio-cultural architecture of the society. This problem undoubtedly took place, but it could not mature into an actual one for society. The reason is simple - the lack of a sufficient level of mass demand for a quality product.

The problem of quality has acquired the scale of social relevance in the context of the transition to an economy of mass production, the democratization of social relations, the development of education, the availability of education and other cultural values. In order for the question of quality to become one of the most important for a society, it was necessary for it to become relevant for the majority of those who form this society. Without the right to freedom and the purchasing power to make a choice, "quality" is not able to be among the priorities of the mass consciousness. Elite requests for quality are developed in exclusive, non-traditional theories, the main goal of which is not to achieve the truth, but to satisfy the needs of customers. Of course, the qualitative and quantitative characteristics of phenomena of natural and artificial origin were known long before when these signs were actualized in social being and consciousness reflecting its development, but, in the light of our research, the existence of knowledge of quality de facto is not so significant. The subject of research is not the awareness of quality, but the development of an understanding of quality at different horizons of social history. Development is the universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both the quality and its quantitative expression were improved, the dependence of qualitative-quantitative changes was clarified. The emphasis shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not by number, but by skill." The struggle for survival was replaced by the desire for a quality standard of living in a wide range of interpretations. The struggle for a decent quality life began.

As history shows, having left savagery and barbarity, having laid the foundations of civilization, people have noticeably changed in the external forms of their manifestation, but civilization penetrates into the depths of human nature slowly and heavily. Biological history has laid in the nature of man an active principle, combined with a developed ability of thinking, noticeably superior to all other types of reflection. But this entire superstructure has been formed over a fairly rigid animal frame, subordinated to the systemic goal of surviving the struggle. The conditions of the struggle were transformed, making adjustments to the means and forms, but the natural base itself turned out to be very inertial.

The transition from the natural egoism of the biological level to rationally active egoism, despite the well-known civilizational means of cultivation, did not meet the forecasts of either the romantics or the realists-optimists. Civilization was marked by non-civilizational forms of relations in the movement towards a quality life, which further actualized the interest in quality. To be on a par with the most important problems, quality had to appear in several functions: as an end, as a means, as a condition for the development of all social subjects at all levels of life. History for historians is events and participants arranged in time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and the non-historian specialist see their own interests in history. Philosophical and special interest in history is dictated by the need to understand the dialectics of the process in relation to human activity. The specialist seeks to discover in the past trends ways to solve his problem, sometimes far from private.

Intuitively, even at the dawn of civilization, the term history (historia) was interpreted in the sense of the study of the desired process, as opposed to a chronological description. Among the Ionians, the story, the story of the past, was called the logos (logos). Only after a while, already in the works of the founders of philosophy, the logos acquired its modern meaning - a thought, an idea. Both Herodotus and Thucydides understood history as a comprehension of the course, events of the past, necessary for "instructions in the way of life" for those who live in the present. Having passed the test of time, historicism strengthened its positions and became the ideological basis of cultural memory. ON THE. Berdyaev argued: "From the first days of Creation ... man is in the historical, and the historical is in man. Dive into the depths of time is a dive into oneself.

The past dissolves into time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative. Goethe was right when he said that everything clever is already known, you just need to think it over again. History is a treasure trove of ideas, a goldmine for a thinking person, no matter what he

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does. A different attitude to history is the combined result of two causes: the first is the interpretation of time, the second is oneself in time. In the pre-Christian period of history, time was interpreted cyclically, representing it as the sum of repeating cycles closed on itself. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, divided into finite terrestrial and infinite extraterrestrial. The opposition between cyclical and non-cyclical consideration of time is characteristic of theological theory. We are not interested in however, as well as the properties of time in their abstract form. After G. Hegel and K. Marx, what is relevant is not the idea of something in general, but immersion in a concrete-objective, or concrete-historical state of what turns out to be the object of research. In the case of time, it is important to analyze not only its universal properties, but to determine where and how it moves. What is important is that everything that exists in time can take place only if it corresponds to these objective characteristics of time. To exist in time means to have the properties of time. This position is universal both for the infinite variety of individual phenomena, and for the signs of being that are necessary for them, to which "quality" and "quantity" belong. The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the view of their relationship. Both G. Hegel and F. Engels were far from the meaning that spread under the cover of the dialectical theory of development. Quantity does not translate directly into quality. A new quality, a qualitative state arises as a transition from the previous quality. In the changed quantitative conditions, the measure exhausts the reserve for the stability of functioning. The measure is "qualitative quantity", it indicates the limits of quantity change without significant consequences for the given quality of the phenomenon. The output of quantitative indicators necessary for the achieved quality, beyond the limits of the measure, inevitably entails qualitative transformations. Simultaneously with the loss of the former quality, there is a process of birth from it, on its basis, of a new quality, commensurate with the changed quantity. The key position in the relationship between quality and quantity is the measure. On the same measure, quality specialists prefer not to talk seriously, reducing the measure to quantitative standards. As if the measure is some kind of passing state of the "quality-quantity" system. It is necessary to clearly understand the objective and functional role of the measure in the management of both quality and quantity. "Measure" belongs to neither quality nor quantity. It expresses a systematic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through the measure, the measure mediates their connection. What "benefit" will the practitioner gain from this conclusion? Mass production, including its "thrifty" variety, requires dimensional characteristics, otherwise the fairy tale

story about a pot of porridge or "a flower - seven flowers" has a chance of a real continuation. Chinese consumer goods are a classic example of the destruction of dialectical unity in the "quantity-quality" system. The market, in its essence, is not capable of being a controller of a measure that regulates relations in the "quantity - quality" system. With the acquisition of wholesale forms of development, the dominance of finance capital and its natural generation - large-scale speculation and intermediation, the modern market has opposed itself to production and has lost interest in the state of production. The market, using the specifics of mass production, has become satiated to the extent of its perversion and can afford to set qualitative characteristics for goods. the dominant position of finance capital and its natural generation - large-scale speculation and intermediation, the modern market has opposed itself to production and has lost interest in the state of production. The market, using the specifics of mass production, has become satiated to the extent of its perversion and can afford to set qualitative characteristics for goods. the dominant position of finance capital and its natural generation - large-scale speculation and intermediation, the modern market has opposed itself to production and has lost interest in the state of production. The market, using the specifics of mass production, has become satiated to the extent of its perversion and can afford to set qualitative characteristics for goods.

The state behaves in the market like a teacher in a kindergarten. It puts the interests of the market above the interests of producers and the mass consumer. Under the "roof" of the general idea - the market pulls production along with it, the market and the state are merging. Quality - quantitative assessments are stamped into the zone of subjective arbitrariness. As long as the theory of quality is not systematically built, the theory of quality management will be based on empirical principles that are not able to cover the subject of management as a whole, and are relatively significant in the limited specifics of production. In the absence of anything better, they are used, extrapolating local experience to other conditions, getting the effect due to the added adaptation measures, unfortunately, again, temporary and partial. In the kaleidoscope of the history of changing methods of quality management, one can discern a certain logic. Life, on the other hand, requires not a "certain" logic, but logical certainty in the form of a holistic, systematically sound theory of quality as a methodological basis for building universal principles of quality management theory. The starting point here should be the idea of a systematic quality-quantity relationship within the framework of the measure of their coexistence.

Quantity helps to reveal the full quality. A quality thing can be created in one copy, but in order to reveal the qualitative potential of the manufacturer,

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a single copy (or work) is clearly not enough. The Faberge firm secured fame for itself with the first branded product, but it became a brand through subsequent success in creating a collection.

An example of a systematic understanding of quality within the framework of a measure - dimensional certainty - is small series, the issue of collectible coins, medals. Quality is fixed within the boundaries of a quantitative value, which serves as a measure of its expression. The point here is not only to provide conditions of preference for the vip-consumer of products. The dependence of objective signs of quality on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. Measure is the frontier service of quality; going beyond the measured quantity is a crime against quality. A mass domestic manufacturer is hardly interested in the theory of quality. She is irrelevant to him. If, nevertheless, by chance someone stumbles upon our reasoning, then, most likely, they will smile at their naivety. Trying to rebuild the Russian market with the help of theory, to give it a civilized look is classic quixoticism. First, it is necessary to organize the market space through political will, legislative initiatives and effective, and not sham, control over the legal order, return the producer of goods to the market, removing an unmeasured number of intermediaries - speculators. A real manufacturer is not interested in speculative transactions. For sustainable development, he needs his own consumer, who, by the way, in turn, does not mind at all, having his own specific and affordable producer within the framework of moral and legal relations. A sense of national dignity is brought up by history and the existing reality. At school, you can learn from the best history textbook, but in addition to school history lessons, there is current life, which is more impressive than historical digressions. In the East they say: "how many times do not repeat halva, it will not be sweet in the mouth." Theory has always been considered the best practical guide, however, in the normalized circumstances of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from quality and, naturally, from the theory of quality. Further, the quality is replaced by pseudo quality and the costs of advertising props grow. The quality of human activity reflects such a complex of its characteristics, which to the maximum extent corresponds to the ideal idea of success. The object of management is human activity in the totality of its factors, characteristics and features. But any human activity is a set of actions aimed at solving a problem, allowing to achieve the goal. Therefore, we can talk about quality management as the management of those characteristics of human activity that make this activity such as is necessary for reliable and real achievement of the goal. The management of any processes ultimately results in the impact on certain of

their characteristics: productivity, reliability, timeliness, design, efficiency, etc. The complex of such characteristics reflects the quality of activity. That is why we can talk about quality management as a special approach. In management there is a goal and means to achieve it. Moreover, quite definite relations are established between these two factors. These are relations of concreteness, interdependence, direct interaction, adjustment, flexibility, adjustment. In most cases of our domestic quality management is seen as nothing more than a means to an end. If we take into account that the goals, as a rule, are not sufficiently defined, then the means to achieve them have the same property. Quality in management is present as a general characteristic of products, achieved through regulations, standards, and technical control. World management experience indicates a change in the status of quality in the management system and processes. In the strategic plans of many firms, quality is considered as the main goal of management, which determines profit, image, stability, confidence in competition, and prospects for development. At least the experience of Japan testifies to this.

Modern management requires the formulation of the problem of quality as the goal of management, and the achievement of this goal requires quite specific means. In quality management, it is of great importance to understand that quality cannot be achieved without taking into account all its components, without organizing interaction in the management system according to quality criteria. In many previously created quality management systems, the main role was played by the characteristics of the product, the properties of the manufactured item, and not by a set of certain characteristics that reflect the socio-economic process of functioning and development of production, the quality of the socio-economic system in general.

Product quality is a consequence of the action of many factors - the quality of personnel, the quality of production organization, the quality of equipment and technology, the quality of management, design developments, etc. All this seems obvious, however, in real practice, quality management has not yet become a special type of management. The problem of quality in management should have the status of a goal and subject of management. This is difficult, but necessary, because it is necessary to take a different approach to determining the content of the problems to be solved in management, to evaluate them according to very complex factors. The quality of products can be seen, evaluated, understood. But it is difficult to determine and evaluate the quality of the company's activities that provide good quality products, especially to assess the potential of quality. Not everything can be judged by the final result, not everything equally clearly includes the final result. Much, as it were, falls out in the process of its

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production, receipt, and is transformed into other properties. That is why the quality of products and the quality of activity are not the same thing, but the latter is much more important for the analysis of management, its organization, for setting goals and guidelines for management, for choosing means and methods of management.

This is where the real need for a systematic approach arises and becomes more acute, and not just its declaration. In practical activity, in the very formulation of the problem, in the disclosure of its content, we often exclude the very possibility of a systematic approach to solving problems. One should not think that quality is determined only by technological components, there are factors that go beyond technology. These are factors of labor culture, production aesthetics, market conditions, public consciousness, production infrastructure, etc. Methodologically, a systematic approach involves taking into account not only what exists in stock, in a given product, in finished form, but also what existed in the process of its manufacture or formation. In many cases, these were complex and lengthy processes in which something disappears, turns into something else, something changes the status. But nothing passes without a trace, and everything remains in one way or another in quality. That is why the very concept of quality is valuable because it focuses on a systematic approach, if it is considered as the goal of management, that it requires taking into account the factors of procedurality, structure, existence and development, factors of compliance with a certain external environment, human interests, values of social life, etc.

Today, quality management requires not only standards and state quality requirements. They can only reflect the minimum level of quality that the state must protect. In general, state requirements for quality are a system of administrative quality management. No standards and state requirements can keep up with the changing interests of a person, market processes of competition, changes in the value system and lifestyle. But it is they who determine the understanding of quality and the need for flexible, socio-economic quality management. Quality requires criteria that reflect the dynamics of socio-economic processes. Quality should be determined by market situations that characterize the processes of the dynamics of supply and demand, needs and values. After all, only the market through the mechanisms of supply and demand, competition, pricing and other processes can show the true quality of the product, show what should be taken into account in its characteristics. State requirements, if they should be, can only guarantee a minimum of quality, through which a system is built to protect the consumer from completely poor-quality products. The true dynamics of quality can only be understood in terms of the economics of demand and consumption, competition, price, the functional

purpose of a product, its impact on lifestyle and its role in changing a person's lifestyle. Quality is not only a set of product properties, it is also the initiative and activity of manufacturers in achieving these properties, in searching for and achieving their specific combination. Quality is a concept of a socio-economic type, it is not a static system of properties, it is a person's attitude to his work, to society, to management. In terms of awarding the Quality Mark, we have always been in a state of growth. But we felt the true dynamics of quality despite this indicator. A natural conclusion arises that either the criteria were underestimated, or these indicators were simply incorrectly compiled and used. The quality mark did not show true quality. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing, and the demand for our products on the world market was declining due to poor quality, its non-compliance with international standards. In terms of awarding the Quality Mark, we have always been in a state of growth. But we felt the true dynamics of quality despite this indicator. A natural conclusion arises that either the criteria were underestimated, or these indicators were simply incorrectly compiled and used. The quality mark did not show true quality. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing, and the demand for our products on the world market was declining due to poor quality, its non-compliance with international standards. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing, and the demand for our products on the world market was declining due to poor quality, its non-compliance with international standards. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing, and the demand for our products on the world market was declining due to poor quality, its non-compliance with international standards.

Now the processes of structural restructuring of our production are underway, and it is very important to lay fundamentally new foundations for quality management in the management system, to orient production towards quality as the goal of management and the basis for the successful functioning of production. Quality is a type of development, it is new approaches to regulating product life cycles, creating

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new types of products, assessing obsolescence and physical wear and tear, taking into account the principle of universality. Quality management also requires an information support system corresponding to this goal. Relying only on the meager data of domestic reporting, it is sometimes impossible to draw up a true picture of the state of quality, all the more so to find the reasons for its change or evaluate the formation processes. But the main thing in management is the origins of quality and the trend of its change. In the traditional view, the problem of quality management is reduced mainly to the problem of quality control. This is a sign and factor of the administrative approach to quality management. But experience, both domestic and foreign, shows that the main factor in quality management is the comprehensive motivation of quality, in which the leading role is played not by control, it can be minimized, but by the way the production worker works, which combines both functions and goals, and means of self-affirmation, and interests, and attitude to the enterprise, and sociability, and the socio-economic atmosphere of activity.

Management should be focused specifically on the way of activity corresponding to a certain type of quality activities. This ultimately gives the quality of products without strict control of the administrative

type, but control as a system of analytical evaluation. In a market economy, the "mark of quality" is the price of the product, its fame, demand, and the image of a company that cannot produce low-quality products at all. Achieving a certain quality requires costs. The value of quality costs is the most important characteristic that reflects quality management. But the cost of quality does not yet characterize the potential for achieving quality. The costs can be very high but the quality is low because the costs do not always have an immediate and direct impact on product quality. They sometimes serve only for the consistent formation of the quality potential, for example, the costs for the qualification of workers, the infrastructure of production.

Therefore, in quality management, the formation of quality potential is of great importance, which includes the culture of activity, the socio-psychological atmosphere, the qualifications and education of employees, technology, technical equipment, and the type of organization of activity. Quality does involve serious costs, but it guarantees a stable market position. By working for quality, the manufacturer creates confidence in his own and national future. A properly built understanding of quality guarantees a perspective even in the conditions of the domestic semi-market.

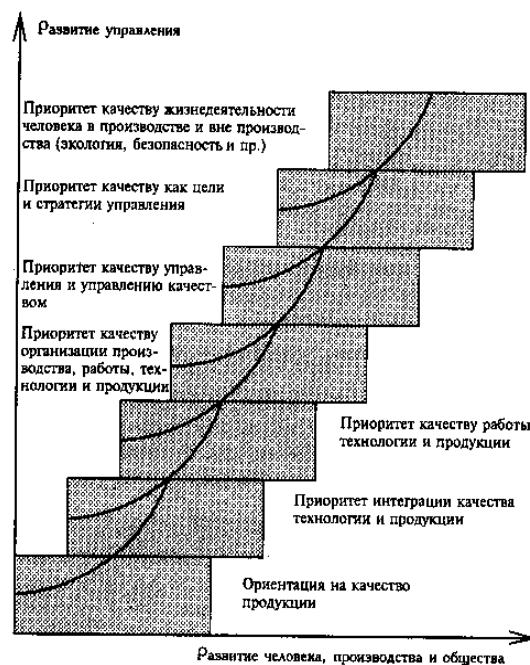


Figure 1 - Changing priorities and the role of management in achieving quality, seven steps into the future

We will try to formulate practically significant fundamental provisions in the order of introduction to the theory of quality (Figure 1):

Quality is not reduced to the sum of properties important for the existence of a product; it is their peculiar combination, built on the basis of usually two features - more general and more specific. For

example. Shoes - "clothing for the legs", a hat - "clothes for the head", muffler - "clothes for the nose and neck", etc. Therefore, the focus should be on them. Quality allows changes that do not lead to a loss of quality, but reduce or increase its consumer value; quality - a set of qualitative states that satisfy system-forming features to varying degrees. The "play" of

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quality allows you to maneuver in the process of creating a product with a given quality, depending on the specific capabilities of the manufacturer and consumer. Quality does not exist outside of quantity, they are dialectical opposites, their opposition is valid only within the limits of unity, from which it follows that, while creating quality, it is necessary to include quantitative expressions in qualitative characteristics both in relation to individual properties of the goods and the quantity of marketable products. A.K. Savrasov, finding himself in a difficult life situation, made several copies of his famous painting "The Rooks Have Arrived". As a rule, author's copies have a high level of craftsmanship and are well paid for. The artist was also paid. When P. Tretyakov was asked a question: would he buy copies of paintings by the artist A.K. Savrasova, what happened to the original? P. Tretyakov's answer turned out to be predictable in terms of categoricalness - no! Quality requires not only skill, but also inspiration. Inspiration with repetitions burns out. Quality is always quantitative, and quantity is qualitative. Quality and quantity are connected by a measure that is most often forgotten. Meanwhile, when defining quality, one must simultaneously think about its dimensionality, both from the standpoint of market conjuncture and from the point of view of the signs of quality themselves. "Quality" is concretized in the concept of "quality". "Quality" - a concept that reflects the model image of the product, "quality" - determines the quantitative limits of reality and reasonableness of quality (the physical and moral status of the product). Quality and the idea of quality are stable phenomena, but time changes them too. Initially, quality was identified with meaning. The criteria of quality were the usefulness and size of the subject, relations. With the development of consciousness and practical possibilities, the grounds for comparison and choice have developed. Quality is relatively separate from quantity. The differentiation of usefulness is being made, participation is being rethought as quantitative features. The evolution of the understanding of quality is directly conditioned by the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the way for talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the specificity of the interpretation of quality, in particular, such its basic feature as objectivity. The social theory of being is built on a natural-historical basis - the canvas was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of

phenomena created by human activity is impossible without sociocultural concretization. In this connection, two questions are actualized: in what status and to what extent does consciousness enter into what is traditionally called the quality of things?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation has no direct relation to the theory of quality. It contains the keys to the methodology of constructing the theory of quality. From the above reasoning, it is clear that the authors are not idealists, rather they are balancing on the verge of pessimism and optimism. They are critical of the modern pragmatized approach of market liberals to scientific and philosophically sound theory. A lighter version of the theory, when a fragment torn from the general theory is turned into the theory itself and adjusted to the design of a market distorted to please speculators, economists-theorists and suppliers of a high-quality surrogate to domestic shelves suits. How long the Russian economy will retain this configuration, we (and not only us) are not given to know, however, the world experience of economic development at various stages of economic relations shows that transition periods pass and over time economic life returns to normal. The trajectory of the process of alienation of human creativity into something that exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of man is not substantial. It is not self-sufficient and can take place solely due to the interchange initially with nature, and subsequently with society, through which human relations with each other and interaction with nature are built. The tool that ensures the existence of a person is labor, the highest quality of labor is manifested in activity. The quality of activity, on the one hand, is an indicator of the quality of a person's life (it should be so!), On the other hand, high-quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the "second" (reconstructed, adapted by man to suit his interests) nature is synthetic. It appears as a double helix formed by the natural features of natural material (perhaps in people's relations, knowledge expressed indirectly) and the qualitative characteristics of human activity - knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, as opposed to the product itself, embodies the quality of the individual. The personality is alienated in quality, and therefore, in principle, alienation is natural and does not oppress the personality. The negative consequence of alienation is caused by the disproportionate compensation for the lost energy of activity. Having discovered the poor quality of the goods, a hidden production defect, the fraudulent actions of the seller, a normal buyer is upset, first of all, due to their own poor quality. Other losses of the transaction are most

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often compensated. There is a feeling of imperfection of one's own taste and knowledge. The quality of everything that is created by activity includes the properties of activity, both practical and spiritual in an objectified (objective or functional) expression. From this follows the conclusion about the need to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: certain experience in the Soviet era was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systematic education of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, today on the air is clogged with aggressive advertising, the quality of which is not controlled or control is not commensurate with the size of the deception. Who should be the main educator? The manufacturer and only he, because only he fully, according to the logic of the formation of understanding, should know what quality is. To take on the production of goods without understanding the specific quality of this product means a professional failure in the market. The release of a product with fake quality is prosecuted by law, however, formally and ex post facto. Suppliers of pseudo-quality goods hope for the latter. For the sake of objectivity, let's say: the true creators of quality products will be outcasts in our market as long as the guardians of order are confident in their own impunity for corrupt activities. However, it is necessary to move forward. History is ugly, but still moves towards order by the conservatism of manufacturing techniques, but even at that time the municipal authorities strictly checked the quality of products, as well as the ability of the candidate for producers, there was an official position approved by the authorities of the city or country. Agricultural products were controlled by the consumers themselves. The Industrial Revolution simplified the production process and created the conditions for mass production. Adequate quality control measures were required. As the social architectonics leveled out and greater accessibility to the range of goods, the ideas about quality changed in the direction of its quality - quality components. At the same time, the possibility of quality falsification was formed. Further, both de facto and de jure, there was only a step to replace the brand qualities. Going beyond the limits of measure opens the way to legal violations and a moral crisis, up to without limit. approved by the government of the city or country. Agricultural products were controlled by the consumers themselves. The Industrial Revolution simplified the production process and created the conditions for mass production. Adequate quality control measures were required. As the social architectonics leveled out and greater accessibility to the range of goods, the ideas about quality changed in the direction of its quality - quality components. At the same time, the possibility of quality falsification was

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Were the trends in the interpretation of quality and attitudes towards quality that developed in the economy of mass production inevitable? No, they were generated by the new nature of production, reflected this nature and, to a certain extent, were an objective reflection, but, in addition to the object reflected by consciousness, there is an angle of reflection, due to the position of the consciousness of the reflecting subject, his interests as a participant in the processes taking place in objective reality. Objective reality itself, by definition, resides outside and independent of consciousness. Its reflection is subjectivized, which, in general, looks in accordance with the theory of reflection. However, it allows, in private, and subjective distortion - involuntary - due to misunderstanding, and conscious in order to obtain a temporary gain. Competition is always a struggle, unfortunately, the fight is not always played by the rules. Quality has been and remains the subject of manipulation in the interests of those who control the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy

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tale. Consent is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality management, although it had such a name, had the following disadvantages: who controls the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Consent is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality management, although it had such a name, had the following disadvantages: who controls the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Consent is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality management, although it had such a name, had the following disadvantages: This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality management, although it had such a name, had the following disadvantages: This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality

management, although it had this name, had the following disadvantages:

1. It was carried out under the conditions of administrative management and therefore bore the imprint of this management (administrative methods of quality regulation, limited opportunities for motivating high quality, relying mainly on a quality control system, quality planning and thereby limiting its improvement).

2. Quality in management processes was considered as a means of achieving certain goals (implementation of mainly quantitative indicators of the plan).

3. Quality was declared very broadly, but was not a factor in the management mechanism, the call for quality was not supported by additional funding.

4. The main thing in understanding and regulating quality was the quality of products. Hence, all quality improvement and analysis activities began with the product and were tied to it. Such is the management methodology, such is the approach to quality management: take into account only what directly affects the quality of products, and evaluate its quality according to planned indicators. It was a limited approach.

Let's designate new approaches to quality management:

1. Quality should enter the management process as a goal that defines all the necessary means to achieve it. The difference is that the goal directs development, while the means ensure the purposefulness of processes, the possibility of achieving the goal. Quality is something to strive for, and not something that would act as a tool or method for any achievement of a different nature.

2. It is necessary to move from focusing on product quality to focusing on the quality of activities. This requires expanding the range of factors included in the methodology of problem analysis, their formulation and search. This means understanding that the quality of products is determined by the quality of life, it shows what quality is necessary, achievable; this means that product quality must be considered in terms of quality of life. This would testify to a truly human factor of management.

3. Quality management should be based on market mechanisms of economic development. This means that you should not strive to manage quality based on requirements. The main thing is the economic motivation of quality, both in general and in detail, ensuring its achievement, quality research.

4. The methodology of quality management involves a systematic approach. This means that in quality management, the main thing is to identify all the hidden and explicit, direct and indirect relationships of factors that affect quality and form quality, and we will name practical recommendations for quality management:

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1. In working with personnel, attention should be paid not only to their qualifications, but also to the quality of education.

2. Do not strive to make demands on the quality of products or even on the quality of work, but strive to increase activity in relation to quality, look for ways to improve quality at each workplace, to form quality, both in detail and in general.

3. It is necessary to find the main thing in the process of forming the quality of activity. It is different for different firms, but it always exists.

4. Not standards and requirements solve the problem of quality, but people interested in improving quality.

5. Quality is not only and not so much a characteristic of manufactured products as a socio-economic characteristic of activity. It is necessary to strive not only for the quality of products, but mainly for the quality of activities, because this lays the potential for quality even when it does not initially affect the quality of products.

6. The quality of activity is not just labor productivity, it is the awareness of activity, culture, attitude to activity, professionalization, education, which makes it possible to use professional skills in a different way.

7. To strive for the quality of activity means not only to work well, but to strive for self-improvement, creativity, self-education.

The seller stands on the way to consensus, the subject of relations, which, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and, as such, dictates the terms of relations through price interest and profit margins. In Russia for twenty years not a single branded light industry enterprise has appeared, on the contrary, a lot of trade brands have appeared. Trade rows are multiplying, and consumers are assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "sales quality". The culture of trade is measured by the assortment, price and physical availability of goods, high-quality advisory support, the absence of queues, compliance with sanitary and hygienic standards, the appearance and behavior of staff, after-sales service. "Quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods sold with its certificate, and the demonstration of the goods. The seller's profit should not exceed the producer's profit. Both should not wait for an increase in consumer activity only by increasing consumers' wages, but create the most favored nation regime for the buyer (without colluding with another predator of the market - banks). Only in Russia, and only liberals - marketers at every opportunity remember how bad it was for the people before the onset of true democracy - they were starving, they were ragamuffins, they lived

no one knows where and how. Monitoring the quality of life - through the qualitative possibilities of consumption - is expedient within the framework of the existing time. There is only one criterion - the consumer basket is growing and due to what it is increasing? The rate of inflation is a necessary but not sufficient indicator of the state of the quality of life. The government has taken inflation reduction as its main benchmark. The indicator is actually socially - economically significant, indicates the culture of the market and indirectly the state of production. The disadvantage of this indicator is the lack of quality in it. The quality of life is determined through the amount of products consumed in monetary terms. The qualitative composition remains constant and one can only speculate about quality, since quality erodes quality. The quality of shoes, clothes, cereals, fish, vegetables, fruits within the common name varies quite significantly. The reserve of quality manipulation is significant. The main thing is still in understanding the quality, not the name, and a systemic characteristic of the product, reflecting the assortment, its change and the dynamics of the proportional representation of the constituent goods. Quality is a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. Replacing properties or their consistency in a quality product. Essential properties are those that are not just inherent in the product, they determine its functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they are hidden from the unprofessional view of the consumer. In its "pure" form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. The development of the market stimulates the increase in production in the interests of the consumer within the infrastructural status of the market. The monopolization of production led to the accumulation of financial capital, the latter's autonomization, and market control. As a result, the market has turned from an intermediary into a key subject, trying to replace the indicator function - to show the demand for goods - with the role of the organizer of economic activity as a whole, which distorts the economic system. The economy of commodity production was created by the production of a product and the need for a mass product. The system-forming factor here is the production of goods as a product necessary for consumption by others, that is, the process of alienation of consumption. With natural production, the quality of the product was hardly an actual problem. Quality "dissolved" in the conservatism of technology and technology, traditional assortment. The question of quality was raised by the consumer when he got the opportunity to compare at the fair.

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The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the producer and the consumer. Management levers - financial policy, directions - the main ones - two: the impact on quantity and quality. The quality of the product has become relevant in commodity production. It became clear that in the understanding of quality there are sensual and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not capable of directly (using its own mechanisms) influencing the objective properties of a product, but it can very well influence the objectivization of subjective ideas.

A sound and healthy economic policy is called upon to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for the subjective perception of quality, to block the negative effect of advertising impact, which has long and thoroughly become an attribute of market speculation on the importance of quality for the buyer. The presence of choice and solvent opportunities do not serve as a basis for the indisputability of a quality acquisition.

In the existing market, price and quality are divorced even at auctions, famous for the thoroughness of the organizational culture. The buyer is turned into an expert and this grimace of the market is not so bad as illogical. The market forces the consumer to develop as a person. From a layman with a wallet, in order not to turn out to be suckers, we involuntarily try to learn more about the subject of interest, we improve our "purchasing qualifications". The term is not new, it is used by journalists, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concepts, without which the modern theory of quality does not have a systemic holistic view. "Purchasing qualification" includes, along with certain knowledge to help determine the location of the store, the price range for the product, requires basic information about the manufacturer, quality features of the product, the market reputation of the manufacturer, the traditions of the company, the scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond any reasonable measure, of being the victim not only of deceit, but also of his own carelessness, and therefore without any right to compensation.

The buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "saving the drowning ("buying") is the work of the drowning themselves, read "buying". Increasing "purchasing qualifications", if there is a desire, is a mutually beneficial matter for the state, activating the cultural national heritage and the patriotic mood of the mass

consumer. Although there is another way, tested under Mao in China - "the worse, the better."

Imported consumer goods - not Chinese - in the 1980s-90s. we had a bang! The assortment, packaging, external features of the product were impressive. And what is the result? After 10 years, the manufacturer returns Soviet brands, naturally in the absence of effective control, not of Soviet quality. We know how to make high-quality products and are quite able to regain "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only consumer, judging by failures in rocketry, aircraft operation, etc.) market. They explain to us: we need economic measures. True, however, it is a half-truth. If you need it, then take it. The government should have power that is not nominal. It's time to understand that economics has always been politics, economics has always been political economy. Economic movement is self-movement, but it does not take place in a vacuum. The economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to actively engage in the mechanisms of economic self-propulsion, directing the development of the economy in the interests of society. An amazing thing. When it comes to the future of technological progress, futurologists of various stripes moan that the autonomization of the movement of technology will lead to the dominance of robots over humans, and it is better not to interfere in the development of the economy. For whom is it better? There is only one conclusion: do not disrupt the self-movement of the economy in the interests of those who have privatized the economy and in whose service are the "border guards" who prohibit controlling economic processes through politics. None of the convertible currencies is backed by a quality commodity equivalent, and the "free" movement of the currency continues under the guise of politics. Financial self-movement creates favorable opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along in the wagon train of the economy instead of being ahead of its development on the basis of objective socio-economic trends. I would like to believe the explanations of politicians regarding the success of joining the WTO. It's good that they bargained, creating a legal "airbag" for the domestic manufacturer of consumer goods. The problem is: how will they now take advantage of the concessions from the WTO? The time for political action—not decisions—is most propitious. The dope of the nineties and zero seemed to be on the decline. Awareness of the qualitative advantages of many Soviet products of the light and food industries is returning. There is a revival in consumer cooperation, which can stimulate the production of agricultural

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products in the countryside. There is a growing distrust of consumer imports, including due to their mass production in China. Migration flows are stabilizing. A harsh assessment of the socio-economic situation and a direct indication of the government's responsibility for the failure to fulfill the presidential instructions for 2020 in the Message of V.V. Putin are associated with the determination to "tighten the screws" to keep the movement on track. A clear activation in interethnic economic relations within the Customs Union, a reset of strategic relations with an emphasis on China, India, Iran, and Latin America.

Domestic producers need a "clear" economic policy. By "intelligibility" they understand: clarity, consistency, guarantee support, which allows cutting off the many-sided arbitrariness of administrative authorities and "guardians" of order. Everyone is responsible for quality. And those who produce, and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light for national goods on the market of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate natural, and not advertising quality. By the way, a wonderful research topic is "real and "advertising" quality, i.e. created by advertising. It is no less important to analyze the problem of quality in the coordinate system of the national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obvious difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration - interethnic interpenetration of various types of activities of a socio-economic, cultural and humanitarian scale. It may have an international size, for example - "Union State (RF and RB); local - Customs Union; regional (Shanghai Organization, EEC). Globalization indicates the worldwide scope of the phenomenon. Global problems include those that have arisen as a result of common, but not necessarily integration, processes, and require a consolidated solution. Global problems, in contrast to the problems associated with integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the time of occurrence of an event is postponed, but it itself is super-relevant in terms of significance, then speculators actively rush into the resulting gap, including financial oligarchs, trying to profit from the uncertainty. Quality is associated with globalization, but practically not so relevant. Quality is closely related to integration. Consider the problem of "quality of consumer goods" in the coordinate system "national" and "international". First of all, it is necessary to find an answer to the question: is integration capable of replacing the national component of quality? Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to

objective reality. Technological progress is based on science, scientific knowledge is imperative in terms of normativity. However, being in common is not sufficient on its own. General requirements are realized through a special development, due to the specific circumstances of the action. In other words, no matter how standardized the production of a commodity is, it will still show the originality of the conditions of production. The specificity of the conditions - regional, national is immanently present in the raw materials, climate, traditions, culture of consciousness of the performers. And in all this is the power of production, which determines the nuances of the quality of the product, creating a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said about Kenyan coffee, Bulgarian and Chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scottish whiskey, Russian linen, Egyptian cotton, Chinese silk, Argentinean leather, Greek olive oil and much more. The specificity of the environment should be valued and preferences for its reproduction should be provided. The fundamental treaties governing relations in the United Europe clearly spell out the priority of national traditions. The Customs Union reinforces the interethnic division of labor built in the 20th century, contributes to the expression of the objective and subjective aspects of the development of production, mutually enriches the market, facilitating access to it for producers. But this is all theory. Theory develops into reasonable practice not only because it is correct. Activity makes theory a practice, and in order to get the desired result, the activity must be systematic and consistent. Interest in the quality of goods, theoretically, should not begin in production. Its initial position is in a normalized market, more precisely, at a meeting between a manufacturer and a buyer. A normal market is an indicator of the quality of a product. Demand drives the production chain. But not the spontaneous demand of buyers abandoned to the mercy of fate. Demand is a state of mind determined by purchasing power, but not limited to the amount of money, especially when lending is stimulated in every possible way by banks. Demand farmed out to intermediaries, lobbyists, speculators is a deadly disease for Russia's national producer. Demand should be taken under control and formed, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future. however, not reducible only to the amount of money, especially when lending is stimulated in every possible way by banks. Demand farmed out to intermediaries, lobbyists, speculators is a deadly disease for Russia's national producer. Demand should be taken under control and formed, the buyer should be educated. Consumer education costs a lot.

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Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the system "manufacturer - seller - buyer". The seller is given the role of an active intermediary, but nothing more. It culturally provides a meeting point between producer and consumer. The system, on the other hand, must be functionally active, which implies not the presence of its constituent components, but their participation. The perfection of the system is not determined by aesthetics - a sign of design. It manifests itself in the maximum activation of the possibilities of that, the system of relations of which it acts. The perfection of the design of the system lies in the ultimate realization of the potential of relations that create consistency.

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. It is perfect not by the size of the paying capacity. His complicity is determined by knowledge of the commodity-economic situation. The consumer is not the object of the application of the actions of the seller and the manufacturer. The consumer is a subject of the market and it is in his (and other subjects too) interests to be informed not by the advertising community, but by professional sources. Then counterfeit and "lochism" will cease to populate the market. The quality of a product starts in the mind of the consumer. Imposing the idea of quality is bad for all legitimate subjects of economic relations. It needs to be brought up again by everyone: the manufacturer, the seller, the buyer himself and the institutions of civil society, if the state is passive. The transition to mass production of the second type - "smart", "Prudent" economy activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on knowledge of consumer tastes. To the perfection of the system, it remains to take only one, but not an easy, step - the whole world to take up the formation of a consumer culture. The accusation of the current generation in the consumer attitude to life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of a consumer culture of the mass consumer, the trouble is really of a socio-cultural dimension. Another consequence of funding cultural progress. Why does one power replace another, while culture is still in power last in line for political relevance? It is time to understand that not only

science has become a direct productive force. Culture is also a factor in the development of production, moreover, a multifaceted and very effective factor. Naturally, this kind of decision is greatly influenced by the goals that a person pursues, the conditions in which actions unfold, his capabilities, the dynamics of ongoing processes, mood and a number of other factors. However, with all the variety of factors, the behavior of each particular person has a certain stability and predictability, certain principles of behavior inherent in him, criteria for selection and preference, taboos and the like. Moreover, in exactly the same situations, if such situations exist at all, different people can make completely different decisions. And this will again be determined by the fact that they have a different criteria base that sets their priorities and assessments of ongoing events. The criterion base of any person's behavior consists of his disposition towards people, events and processes, the totality of values shared by this person, the set of beliefs that a person adheres to, and the principles that he follows in his behavior. However, despite their strong interdependence, they can be considered as relatively separate characteristics of a person's personality that affect his behavior.

Location of a person to people, individual processes, the environment, their work, the organization as a whole plays a very important role in establishing normal interaction between a person and the organizational environment. One and the same phenomenon or action, which has exactly the same manifestation and has the same effect on people, can cause a different reaction due to the fact that people have a different disposition towards this phenomenon or action. Reflecting a person's feelings towards a particular object, the location makes his decisions and actions individual. At the same time, it is important to emphasize that usually a person has a certain disposition towards each object or phenomenon that he encounters in life. The location is characterized by the fact that it:

First, it is invisible, because it is contained in man. On the "surface" only its consequences are visible;

Secondly, disposition stems from the feelings a person has for an object;

Thirdly, the location is, as it were, a point located on the axis with the poles "like" - "dislike";

Fourthly, the location affects the behavior of a person and is manifested in the fact that he behaves in accordance with an a priori positive or negative attitude towards a phenomenon, object, process or person.

Is it permissible within the framework of scientific analysis to compare a real object with a phenomenon from the folklore classics, for example, a market with the fabulous cave of Aladdin? It is not easy to answer this question, since thinking is quite specialized, and specialization is fixed in certain

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traditions that formalize the approach. Scientific editing requires compliance with the requirements of the way of presenting the content of thoughts that is characteristic of science. Neopositivists generally tried to build a special language of scientific communications, however, without success. The collision was practically resolved by the scientists themselves, most of whom actively involved figurative thinking in scientific publications, rightly believing that thinking is a single flow of movement of concepts and images, logical and extralogical, real and fantastic, imaginary. Cognition in any expression is a progressive process, connecting the continuous with the discrete, the ordinary with the unusual. Normalized thinking is relatively, conditionally, artificially organized. The appeal in scientific thinking, including its printed forms, to images created outside the scientific specialization of knowledge, of course, is technologically conditioned.

Thinking cannot exist outside of culture, it is a product of cultural progress. The multidirectional development of culture is the basis of its wealth, and the contradictions of cultural thinking are dialectically united. Comparing the riches of the fairy-tale cave with the riches of a developed modern market, one can clarify a lot, both in economic knowledge and in the dynamics of the transformation of economic theory, in particular, to explain why modern economists stubbornly distance themselves from the political nature of economic science, opposing the economic theory of classical political economy.

Will, perseverance, resourcefulness provided Aladdin with access to cave riches. No intricacies can stop a purposeful person. There is no unknowable, there is still the unknown. The market is a complex, economic mechanism, but it can be understood and managed. The wealth of the cave belonged to the rapists, the market is also not free from violence, so the state is obliged to take the necessary measures to curb the market element, which serves as fertile ground for those who prefer force to law. The fundamental difference between the riches of the cave and the market is that the robbers were not going to add anything else, and Aladdin had to be content with what he received. The wealth of the market, on the contrary, will grow and along with them problems, the main of which is the realization of commodity receipts. What should be the product for the buyer to sweep it off the shelves? What kind of buyer would you like to see on the market? If the "buyer" is considered outside the socio-economic context, then the answer to the second question looks very clear. The market is waiting for a buyer with high solvency. There are such buyers in Russia, but their share does not exceed 7 percent, and they rarely go to the market familiar to the masses, more by chance than out of necessity. The mass consumer is extremely economical and it is difficult to "shake" him to buy. It requires a certain type of product that can charm, and

the presentation of the product - "cultural packaging". It is necessary to attract a buyer, to bewitch. As a reflection of the desire to comprehend the specifics of the status of the demand for goods on the market, one should consider the revival of interest in the concept of "goods attractiveness". It is significantly more specific in content in comparison with the close and more scientific concept of "the market demand for a product". It has less economic statistics, formal signs that allow measuring pressure, but the "human factor" that determines market dynamics is fully present.

The concept of "priority of the goods" concretizes in the characteristics of the goods at the same time its consumer value - the degree of "exchange" for money and the realism of the price set by the seller. Both the manufacturer and the seller have to be friends with the concept of "attractiveness", which is vector-oriented towards the buyer. It knots the interests of all the main subjects of the economically free market. This function of "attractiveness" explains the active promotion of the concept in the group of those economic categories that reveal the potential of the product's competitiveness in the market. Some authors tend to interpret this nomination as traditional actions in the interests of the application of advertising production, which is inappropriate to do due to one-sidedness, interfering with the achievement of a systematic understanding of the value of the attractiveness of the product in the process of reproduction. Advertising production is indeed present here, but as an accompanying factor, that is, the usual place of advertising in the market is confirmed. The growing interest in scientific research and economic policy in the concept of "attractiveness of a product", in our opinion, shows the pattern of restructuring mass production from the existing simplified type to a new, sometimes opposed to it, method of organization - lean production (prudent, gentle production), focused not on abstract variety of buyers' needs, but on the specific architectonics of consumer requests and the solvency of potential buyers. Through the study of the architecture of the market, economic science is called upon to become a direct productive force, thus objectifying the main consequence of the scientific and technological revolution of the middle of the 20th century. The time of mass factory production is calculated with the Industrial Revolution, which laid the scientific, technical and organizational prerequisites for such a development of labor productivity, which turned out to be sufficient for a real opportunity to satisfy the demand for vital goods of the main part of the population through the provision of work and stable wages. It was this combination of production and consumption that launched the development of reproduction in national, and then transnational. The subsistence economy that preceded the industrial stage does not fully correspond to the concept of "reproduction", it was determined by the local demand

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for the product being produced and was essentially closed to the producer, not contributing to the proper extent to national progress. Hence the cult of aggressive wars aimed at plundering near and distant neighbors, feudal fragmentation, and the constant redistribution of property. Wars and power actions performed the functions of the market. The market worked in addition to politics, it was not permanent. without adequately contributing to national progress. Hence the cult of aggressive wars aimed at plundering near and distant neighbors, feudal fragmentation, and the constant redistribution of property. Wars and power actions performed the functions of the market. The market worked in addition to politics, it was not permanent. without adequately contributing to national progress. Hence the cult of aggressive wars aimed at plundering near and distant neighbors, feudal fragmentation, and the constant redistribution of property. Wars and power actions performed the functions of the market. The market worked in addition to politics, it was not permanent.

It is also appropriate to emphasize that the development of the market and the formation of the now classic image of reproduction are due not only to scientific and technological progress, a change in the way of organizing production, but also to the competition of production products in the market, differentiation of the market structure. The history of the market shows the dialectical law of the relationship between quantitative and qualitative changes. When the manufacturer began to work on the market, the product turned into a commodity. The status of the product has changed, and the requirements for it have changed. In order for the product to be sold as intended, it had to attract the attention of the buyer. A product is not a product for sale, but a product that can interest the consumer. The term "hot product" reflects just the movement of goods, its demand by the buyer. "Selling Goods" - the locomotives of the market.

The sign of "priority" belongs to the basic characteristics of the product, and is its "relic" property, which has strengthened its position. It is unprofessional, absurd to produce an unattractive product. Domestics could be forced, taught to consume what they had prepared, grown or made, but buyers always have their own reason and vote with a coin so necessary to continue production. In modern times, the concept of "presentation" is used as a synonym for "attractiveness". From here, perhaps, the expression "prominent product" came from, that is, one that accumulates attention to itself, "strikes" the eye. The ability to make a product "prominent", "attractive" requires both the manufacturer and the seller of high qualifications, professional imagination, and presentation skills. This is a costly business, but the costs pay off with the result. Demand for "attractive", the "prominent" product is high, accelerates the receipt of working capital, stimulates

the increase in production, consolidates the relationship between the seller and the manufacturer, gives stability to the increase in production, which serves as a good advertisement for the manufacturer in the market, eliminates part of the direct payments for advertising services, which are increasingly expensive due to their pretentiousness. Even a panoramic and historical review of the systemic position of the concept of "attractiveness" testifies to its versatility and complexity of manifestation. The fact that the term "attractiveness" is not so often found in journal publications should not lead the mind into a state of question regarding the actual significance of this sign of marketability in the ongoing economic restructuring to the level of lean production. It is no coincidence that when answering the question of the Levada Center, asked in April 2017: "What first of all inspires you with a sense of pride in Russia?", 1600 citizens of the country from 137 settlements of 48 regions of the Russian Federation put "economic success" in the penultimate place, giving the last place to their "relative" - the "health system". K. Marx began his study of the bourgeois mode of production with an analysis of the contradictory nature of the commodity. The commodity is objectively characterized by the presence of consumer and exchange value. The first determines its demand in the market, the second determines the measure of such demand. Cost objectifies labor costs - the quantity and quality of labor produced. Labor also manifests itself through the contradiction born of the commodity essence of capitalist reproduction. On the one hand, he is the creative, creative power of a person - the facet of his essence, on the other hand, he necessarily alienates this human essence, for the product of labor, which has absorbed the creative force, is produced for someone else's consumption. Marxism derives from the theory of alienation the social impasse in the development of bourgeois society. In his main work, K. Marx developed not only the theory of the development of capitalism, it was important for him to bring the dialectical-materialist method of scientific analysis to a working form. The dialectic of G. Hegel was local. Hegel limited dialectical development to the movement of the spirit. Marx saw in dialectics a universal way of development, therefore, in Capital, he traced the dialectics of production in detail, emphasizing the material nature of the goods created by labor. The quality of a commodity is created by the contradictory nature of the commodity and manifests itself through its relation in the form of essential features. Dialectical materialism is based on the recognition of the materiality of the commodity. Intangible goods are a kind of commodity semi-finished product, a "transitional form" to practical expression, materialization. However, the materiality of the goods is specific. The quality of natural phenomena is indeed identical to their material nature, but a commodity, even in its final form-materiality, is

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something different from that created outside and independently of human existence. Labor in a commodity materializes the rational essence of a person - feelings, thoughts, ideals. The product expresses the reasonableness of human reality, therefore, the concept of "quality of the product" should capture the spirituality of a person, confirming that the product is created by a person for a person. In our opinion, the market quality of the goods is intended to reveal the unity of values through a combination of the natural nature of the material and its artificial transformation by the creative activity of man. The quality of the product, along with functionality, is determined by its priority.

Priority is a highly significant pricing factor. The priority dependent portion of the price can be seen as the economic equivalent of priority. This part is measured by the size of demand. Getting a product with new features is always expensive and limited by physical nature. This way to surprise the consumer is associated with the risk of losing competitiveness due to high costs. It is easier and more promising to manipulate consciousness. For this, there are ready-made psychological mechanisms and the necessary scientific knowledge. If the product in its form did not make the proper impression, did not attract, it can be made a priority by modulating in a certain context, for example, by acting on the psyche of subcultural perception. How many pop "stars" we have without proper voices and vocal culture. Little of, that they attract with their performing "skill", they try to copy clothes, accessories, shoes from them. They form the taste of certain social groups, indirectly influencing the market position of goods. If you do not have data for admission to public schools and universities of the arts, go to the "star factories". "Priority" has such reserves, about which managers still have a very unprofessional idea. There is no doubt that in the future, marketers will go beyond the range of knowledge currently defined by education and will squeeze out production and assortment managers. Market management does not demand, as it does now, the teachings of Z. Freud about the "it", "ego" and the conditions for achieving the "superego"; the theory of the "collective unconscious" by C. Jung; E. Fromm's ideas about the significance for consciousness of the ability to be surprised and the role of dreams in real life. The prospects for the market and production are related to the activity that managers will show in relation to the concept of "attractiveness of the product." The most difficult for them will be the process of restructuring thinking from a utilitarian, pragmatic warehouse, formed by the paradigm of minimizing costs to obtain the final margin, to a new principle: to legally and morally maximize the margin. More and more energetically moving into mathematical methodology, economists are losing the specifics of political economic analysis, which requires acting against the backdrop of perspective.

More often you need to return to the works of the classics - W. Petty, A. Smith, D. Ricardo. The "classics", understanding the present, thought about the future, correctly believing that science, limited to the current course of events, resembles a ship at anchor, built as a means of propulsion. "Fathers" of economic science" were philosophers,

Economists can be understood. In conditions of instability of world development, it is extremely dangerous to look ahead beyond the nearest corner. The crisis of 2008, the consequences of which are still making the world economy storm, is a man-made thing. The path was paved by Nobel laureates, they wanted the best. It came out like always. It is time for economic science to return to thinking the scale - not only spatial, but also temporal. Research of the present should be carried out with a reserve for a reasonably foreseeable future, combining them with related sciences, including the teachings of V.I. Vernadsky about the noosphere. E. Deming back in the 1950s, developing the philosophical foundations of quality management, in the section "Seven Deadly Diseases", put planning in the first place, not focused on the production of such goods and services that the market requires, at the same time, the American specialist was aware of the complexity of the situation. The lack of development of the concept of "goods attractiveness" sufficient for management makes us recall its philological roots, the interpretation of "attractiveness" in classical sources. IN AND. Dal identified "attract" with "attract", emphasized the physical meaning of the term, relegating to the background the physiological and psychological aspects of attraction - "attract morally, by feeling, by the power of conviction ..., beckon, attract, captivate". F. Brockhaus and I. Efron did not include this term in their collection. The Britannica has surpassed it too, which is hard to justify, given the desire of this edition to bring changes to the text taking place in the world. A detailed analysis of the content of the concept can be found in the four-volume Academic Dictionary of the Russian Language. "Priority, tempting, interesting. . which disposes to itself, excites, awakens curiosity. Continuing the discussion about attractiveness, we will come to the sign of "originality". Usually, it is with originality, its specificity, which arouses interest in the phenomenon, that the priority of the product is associated, which in general corresponds to the ideas. At the same time, we must try not to absolutize the position of "attractiveness" in the commodity market. The fate of a product on the market is determined by its demand. "Demand" - the concept of social and humanitarian level. It is determined, on the one hand, by the degree of development of society and the solvency of the mass consumer, on the other hand, by the structure of the buyer's needs. Epicurus differentiated needs on the basis of two features - naturalness and necessity. According to the ancient thinker, needs are divided

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into three types: “natural and necessary”, “natural and not necessary”, and “unnatural and not necessary”. In Epicurus's judgments there is a clue to understanding the status of a commodity. There are goods that are objectively necessary; their necessity is born of a natural need for them. The buyer is obliged to buy such goods - they are a necessary condition for his survival. Of course, it is desirable that the goods that make up the “basket of existence” of the consumer are not only usefully necessary, but also pleasant to the senses, however, it is allowed not to purchase such goods only in two cases when there is nothing to pay for and nothing to exchange for. Naturally necessary goods - "running" in the market always. If they are delayed in warehouses or in places of sale, then there is only one reason - price inaccessibility, greed of speculators who have occupied the market. Shoes are a typical representative of the group of naturally necessary goods, along with clothing and household utensils. The main function of footwear lies in its ability to protect the lower limbs from mechanical and thermal damage. The design of footwear regulates, first of all, its functional accessory. The aesthetic side of the design is built on top of the basic function. A characteristic feature of the shoe stores of modern stores are various kinds of promotions, allegedly aimed at reducing prices. When the third pair is promised to be handed over free of charge in a commercial establishment, this means that the price of the first and second pair allows you to painlessly compensate for the losses associated with the “gift”. They pay their price "gift". There is no more obvious argument in favor of defining the pricing situation as one-sided. Oil and gas companies include in pricing the cost of exploration in difficult, often extreme circumstances that require the creation of special equipment, specific materials.

The production of goods is determined by the market. Once upon a time, the market was formed by excess product and manifested itself in the form of fairs. Now the goods are made according to the needs of the market. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusually new appear on the market. Theoretically, taking into account the reasonableness of human activity, its rationality, the mutual interest of the manufacturer, seller and buyer, one can conclude that all goods will find their consumer. If unsold goods accumulate in the market, it will lose its function and die as a market - a place for buying and selling. In fact, this is what happens sometimes. Only the market is not something abstract, existing outside of time. It represents a form of concrete-temporal reality. In the market, the time factor is especially important. The market is the most important link that ensures the timely reproduction of goods. Market stocks are not born out of fantasy. Sellers agree to bear certain costs, to sequester in their expectations precisely because of the need to do

everything on time. Otherwise, the losses will increase, status costs will join the financial costs. The authority of the market participants themselves will be at risk. In the context of these arguments, the idea matures that the main function of the market is not to make people buy at all, but to make people buy as quickly as possible. A civilized market is designed not only to sell goods in a timely manner, but also to be a factor in accelerating the development of the production of goods. How exactly can this be done? The paradox of the market is that the future of the market is cloudless, all the problems of the market are always modern, they will remain modern as the resolution of some and the growth of others. Where such confidence? From an analysis of the objectively real foundations of the history of the market. The basic market product is one that provides for the naturally necessary needs of a person. Outside the market, it is impossible to satisfy that without which social-individual reproduction is impossible. The market is a socially necessary condition for human life and its progress. The market should not only exist, it is historically imputed to be a factor in the development of society. According to this purpose, the market is supposed to be a developing reality, and society is supposed to take care of the development of the market. Not the freedom to give “as much as one can swallow” (B.N. Yeltsin), but to manage the freedom of the market in the interests of the market and its systemic position in social development. Let's return to the specific structure of the commodity market and continue its analysis, starting from the original idea of the "basic product". Satisfaction with the help of basic human needs requires decoding with the involvement of worldview achievements. You can do it in a different way, simplified, only the simplification will lead to the warning of "common sense": "simplicity is worse than theft." In economic analysis, it is dangerous to underestimate or overestimate anything. Human reality is dualistic, it incorporates the biological and the social. As a first approximation, it is not difficult to separate the biological and social in a person. Biological - meeting the body's needs for nutrition, maintaining the water-salt balance and metabolism, the normality of gas exchange, protecting the temperature conditions of life, reproduction of offspring, movement in space through self-propulsion. Social - satisfaction with the conditions of labor activity, development of thinking, consciousness, speech, cultural progress.

Biological and social are combined on the basis of the need for communication and are realized in communication through activity. Public and interpersonal communications also require their market expression. The biological and social features of human reality are multifaceted. They are not set once and for all, they grow, synthetic forms of manifestation arise. So the prospects for the market of naturally necessary goods and services are ensured, as

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well as market competition, following in the wake of its function to promote the mass availability of buyers to the products offered.

The development of the market is in harmony with the development of a person, his personal expression, new trends in the social movement. The 20th century added sports, scientific activities, space, cinema, and international tourism to the traditional sectors of the market. Terror has been transformed into terrorism largely through market penetration. Market services of terrorists are actively used by the United States and regional states to strengthen their political position. Especially when such actions have a desirable effect on traditional market and exchange trading, for example, in hydrocarbons.

The development of the market goes in the direction of increasing its autonomy. Representatives of financial capital pay special attention to this vector, they are well aware that the market represents the optimal prerequisites for speculative stocks. Finally, the market in the 20th century has become a favorite subject of economic science, seeking to prove that the forces of economic movement are concentrated in the market. The market became a symbol of the new economy, its leaders were not opposed to giving this symbol a scale of socio-historical significance. The desire to present modern society as a "consumer society", "post-industrial society" must be understood in this way. The market is not only a place where speculation has taken on the size of a mass legal phenomenon, it has itself become the subject of speculation over time. Market speculation and speculation on the market phenomenon is an objective reality, generated by the market, their, so to speak, reverse sides, the costs of development. No matter how significant for the history of the market, naturally necessary goods that guarantee the stability of the market movement in the foreseeable future, one should not overestimate the importance of their natural necessity. The natural necessity of a commodity series points to the nature, characterizes the essence of the object. But the nature and essence of the commodity do not appear directly, they are mediated by the phenomenon, the form of existence of the material transformed by production. Low temperatures, high humidity, the need to protect yourself from injury, to fit the workplace and the specifics of the performance of official duties, will lead a person to the store and make him a potential buyer of goods that he lacks, but will force him to purchase only in one case,

This situation is not entirely fabulous, but it looks somewhat implausible for modern Russia. Our buyer has a choice, both in terms of price and attractiveness. 9 out of 10 choose, first of all, based on the price, based on the contents of the wallet, then focusing on the satisfaction of aesthetic claims. Sellers need not panic, no crisis will deprive the market of customers. Their problem is who exactly the

consumer will buy from. He will buy something in which he sees a combination of the need to purchase a product, free financial resources, more precisely, the price on the price tags, and the appearance of the product, including the art of service. The buying formula is simple - "the urgency of the need plus the charm of the offer." The specific content of the terms should be filled by specialists, based on the experience of market relations. On our own behalf, we recall that the demand for ordinary, non-exclusive, copyright, market, there are two types: natural and artificial, provoked by the promises of manufacturers and the advertising process. The domestic consumer, addicted to the effect of "pop culture" of "mass media", has lost the independence of taste along with the ability to think. The national flavor has been largely lost, the cult of globality is flourishing, the market is littered with foreign consumer goods and counterfeit products, to which it is impossible to apply a qualitative assessment. A specific cultural picture is emerging in the market, which is difficult to understand. The state is not seriously interested in the culture of the buyer. The former experience of cultural enlightenment and upbringing was banished. "A holy place is never empty" and instead of the state, organizations came from the structure of civil society, which have neither official powers, neither effective mechanisms nor the required financial means. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly included in production, reducing costs, increasing profitability. In doing so, entrepreneurs are driving themselves into the trap of spontaneity and the whims of the market element, abandoning the levers of demand management. "Prudent economy", which is replacing the current irrationally arranged mass production, focused on the absolute freedom of choice of goods by the consumer, when the assortment must satisfy the request here and now, otherwise the seller will lose customers and call into question the continuation of his business, is "tied" to knowing the needs of a particular buyer. Of course, such knowledge is specific, it is indicative, relative, conditional, more like knowledge is an assumption, but all the same, knowledge, in contrast to an abstract attitude such as: the buyer came for the goods and he must buy it, but we are obliged to help him. How specifically? We do not know, therefore we initiate his desire with an assortment. There is a certain logic and ethics in such reflections. The price of this logic is holding back from supporting it - the high level of costs and pressure on the natural environment. After all, they will not be written off, they will be distributed among consumers, increasing the purchase price.

"Product priority" can become a magnet that initiates the interest of the buyer. No wonder V.I. Dal interpreted "attractiveness" as "attractiveness", "magnetism". The economic system is formed by production relations, therefore, there will be no radical

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transformations of the existing economic system, there will be a restructuring, a reboot that changes not the system, but the order of the system's functioning, the vector evolution of economic policy. The economic system will be optimized by rationalizing costs, minimizing the cost of assortment.

Does the consumer win? Apparently, yes, provided that manufacturers and sellers are not stingy with research work on consumer demand. Here, the simplest research is not enough, it will require a deep analysis and integration of different approaches - economic (marketing), sociological, cultural, ergonomic, sanitary, focusing scientific research on regional, national characteristics. The prospect of real participation in the process of students of different levels will open, accelerating their qualification formation.

Conclusion

For a particular enterprise, the prospects for promoting commercial products to the market are associated with the development of resources for understanding quality in the coordinates of production - to seek a qualitative compromise, and the education of its consumer.

It is easier for European and North American manufacturers to establish themselves in the market with their goods. The experience of communicating with the consumer has been accumulated over the course of two or three centuries; the market has balanced, adapted to the requirements of the legislation; the state does not put pressure on the market, the manufacturer and the buyer, but where it is present, it does it harshly. Corruption, raids, and monopoly claims have not been eliminated, but the struggle is real, not decorative, sham, which greatly facilitates the accessibility of the market, unifies the conditions of competition.

Among the main problems of European theorists and practitioners is satisfaction with the quality of consumer goods. The problem, in a schematic expression, is simple - it is necessary to qualitatively satisfy the need of the end buyer for the product. Upon closer analysis, simplicity turns out to be conditional - composite, in order to obtain the desired result, it is necessary to build an ensemble on the market from the value of the product (1), price (2) and the consumer's purchasing readiness. In this sense, the market really acquires a nodal significance for economic development. This emphasis on the economic policy of producers can explain the concentration of interests on the consumer. It is not important to wait for the consumer, he must be actively sought and "converted to one's faith." In foreign analytical reviews, information appeared that avant-garde marketers, representing large companies producing consumer goods, propose to significantly expand the format of participation with consumers of products up to the discussion of the recommended price for an economy-

class product. The idea is quite reasonable and practically feasible without much cost. Buying conferences here are few and far between, but the extensive practice of holding promotions, advertising actions with a device for displaying goods, reporting the estimated price and asking for a consumer assessment of the plans are quite promising and can be effective. One should not underestimate the modern buyer, his financial readiness, just as one should not force him to pay for the unqualified policy of the manufacturer with overpricing. Agreed prices are also not fatal for the enterprise. There are always untapped resources: materials science, technology, organizational, activating which the manufacturer makes the process cost-effective. For a stable position in the market in the face of increased competition and volatility, you have to pay. Perhaps it makes sense to rationally modernize what is called "bargaining" in a "market" like a bazaar.

The quality of a product, in practical terms, is determined through its ability to meet the needs and expectations of a particular consumer. The quality of the product consists of many useful properties. The concept of "product value", new for economic theory, is defined as "a set of quality parameters expected by the consumer of the product he needs". From the concept of "product value" "grew" "Tree of consumer satisfaction".

The value of a product is made up of the degree of need for its consumer and the level of quality (the presence of the required characteristics of the product). Buying decisions are also influenced by:

- buyer's confidence in the supplier;
- confidence in the manufacturer;
- information from other consumers;
- accumulated experience of using such a product.

The consumer makes a decision to purchase a product by weighing the ratio of the offered price of the product to the expected costs. The higher the level of customer satisfaction, the more opportunities for business development, the more stable its market position. And I would also like to draw attention to one phenomenon that usually slips away in the bustle of problems - the historicity of the economy. The way we perceive it now, the economy has not always been and will not remain forever. Economic life changes in time, which makes us tune in not to its changing existence. The modern economy is built on a market foundation, and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic

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development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace the "social production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs. A "thrifty" economy will be focused on resource-saving technologies and environmentally friendly production. It will require a new look at the root concepts. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share their thoughts with you, dear readers, and entrusted you with their judgments about the past, present and future of the cause to which they devoted their lives. The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of business leaders in the manufacture of demanded and competitive products. At the same time, the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of products, providing it with demand, priority and pretentiousness, creates the prerequisites for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers provide demand for products based on the assortment policy with social protection of the interests of consumers, guaranteeing them a stable financial position, a price niche and an efficient cash flow policy, creating stable technical and economic indicators for enterprises.

Logic shows that the task of creating in the country its own raw material base for the development of the light industry should be a priority. Technical and technological equipment, personnel training should be carried out in the context of it. Of course, all the presented actions are interconnected. The base will have to be built and improved by specialists, without modern equipment and technologies it will not be possible to provide production with raw materials. TORs will remain good dreams without a balanced system for building that direction in the economy, which someone mockingly called "light" industry.

Difficult years await the light industry, but in Russia "hard" and "successful" have always been in the same team. The desire of researchers to draw the attention of federal, regional and municipal branches of government to revise the concept of the road map and the strategy for the development of light industry in Russia until 2025, approved by the government. Unfortunately, it does not contain the main thing - the role and significance of participation in its implementation by the authorities at all levels, without whose support both the road map and the strategy for the development of light industry are only intentions and nothing more. The absence of promises and responsible ones deprived them of being binding on these very branches of power, and without their interested participation, it is simply impossible to achieve the declared results. Another weighty doubt about its performance is not to have a significant impact on the restoration of light industry enterprises in the regions and municipalities as city-forming ones in order to return social stability and security to small and medium-sized cities in Russia,

The implementation of all the proposed measures presupposes the active participation of these same branches of government, but especially regional and municipal ones, in order to create new jobs in small and medium-sized towns and guarantee their population all social conditions for a decent life, providing them with funding, including work. preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena. And the appearance on the demand markets of demanded products with a price niche acceptable for most consumers in these regions will reduce the migration of the population from these regions precisely by financing all socially significant institutions.

Forming import substitution, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products in demand, especially for children and socially vulnerable groups in these regions, they - these same authorities - will directly realize their promises to voters that they have made and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

The results of studies on assessing the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District with the participation of parents, children, buyers and manufacturers are presented in Table. 6.26 - 6.27. Their analysis confirmed the importance of marketing services in the formation of sustainable demand for domestic products in the framework of its import substitution. And the more often these services interact with producers and consumers, the more effective will be

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the results of the work of these enterprises in providing them with sustainable demand for their products, obtaining stable technical and economic indicators of their activities, forming the image and social security of the population of small and medium-sized cities as city-forming enterprises, in the success of which producers, regional and municipal branches of government are also interested, and luck today more than ever is necessary for all participants in the survey to assess the competitive potential of shoe companies located in the regions of the Southern Federal District and the North Caucasus Federal District. The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of enterprise leaders in the manufacture of demanded and competitive products. The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of enterprise leaders in the manufacture of demanded and competitive products. The authors outline the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of

products, providing them with demand, attractiveness and pretentiousness in order to create prerequisites for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers provide demand for products based on the assortment policy with social protection of the interests of consumers, guaranteeing them a stable financial position, a price niche and an efficient cash flow policy, creating stable technical and economic indicators for enterprises. The desire of researchers to draw the attention of federal, regional and municipal branches of government to the revision of the concept of the road map and the strategy for the development of light industry in Russia until 2025, approved by the government, is justified. Unfortunately, it does not contain the main thing - the role and significance of participation in its implementation by the authorities at all levels, without whose support both the road map and the strategy for the development of light industry are only intentions and nothing more. The absence of promises and responsible ones deprived them of being binding on these very branches of power, and without their interested participation, it is simply impossible to achieve the declared results. Another weighty doubt about its performance is not to have a significant impact on the restoration of light industry enterprises in the regions and municipalities as city-forming.

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Article



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THE DEVELOPMENT OF FINANCIAL MARKETS AND FINANCIAL THEORY

Abstract: *The second half of the 20th century, up until the start of the financial and economic crisis in 2007, was characterized by a very dynamic development in financial markets and banking. This dynamic development began in the early 1980s and continued until 2007. This paper studies the evolution of financial markets and theories related to it.*

Key words: *finance, financial markets, capital market, financial theory, securities, CAPM, EMT, adverse selection.*

Language: English

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Introduction

Because of its inherently "dangerous" nature, which has been acknowledged for a very long time, the banking industry has traditionally been subject to a higher level of regulation than many other sectors of the economy. On the other hand, this was not the case for many other aspects of the financial markets. In addition, following World War II, there was a widespread belief in the advantages of free markets, and there was a push toward privatization, liberalization, and globalization. This belief and this push meant that the regulation of banking and financial markets did not keep up with the rapid evolution of banks and financial markets. Having said that, regulation and taxation have also been a driving force behind the development of new products and vehicles, which seek to evade restrictions and "optimize" taxation in an international setting.

The idea that financial theory, the practice of banking and financial markets, and the regulation and supervision of financial markets all influence one another is the premise upon which this article is based. They did so both as a proactive step toward globally liberalized and ever more advanced banking and financial markets and as a reactive measure in response to the global financial crisis.

The past half-century has seen a tremendously fast-paced expansion of financial theory. The relationship between theory and practice has undergone some remarkable developments. The functioning of financial markets and the behaviors of investors have been better understood thanks to research conducted in academic institutions. Academic research has been a major driver of both the development of new financial instruments and markets as well as the stimulation of innovation in the financial sector. Portfolio theory, capital asset pricing theory, interest rate structure theory, capital structure theory, agency theory, efficient markets theory, and option pricing theory have been particularly important areas of research in finance over the past five decades. The number of books and articles based on research that have been published is very high. A small selection, which can be found below, has been made, and it includes several contributions from people who have won the Nobel Prize in Economics.

Portfolio Theory

In the ground-breaking article that Harry M. Markowitz wrote and published in 1952 (Markowitz, 1952), he argued that the traditional application of one-dimensional investment criteria such as the Net Present value (NPV) criterion should be replaced by

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two dimensions: expected returns and risk defined as the standard deviation of the return distribution. This article was published by Markowitz in 1952. In the decades that followed, he developed his model further and incorporated it into a well-known book (Markowitz, 1991). In addition to this, he argued that investors should avoid considering securities in isolation. It is a fallacy to believe that investors or financial advisors can accurately forecast the return that will be generated by individual stocks in the future. However, it is possible to make portfolio decisions, based on empirical analysis of the co-variation of the returns of several different securities, in which the incomplete correlation between the securities can be exploited for the purpose of diversification. These portfolio decisions can be made. The impact that combining different securities should be front and center for investors' attention. When dealing with the real world, investors are forced to make a choice between the returns they anticipate and the amount of risk they are willing to take. An efficient frontier is a representation of the available investment universe. It has a slope and shape that reflect the interaction in the financial market of all investors who have varying degrees of aversion to risk. This interaction creates the shape and slope of the frontier. If a private investor wants a higher anticipated return, he must be willing to take on additional levels of risk. It is a well-known piece of advice that one should avoid putting all of one's eggs in a single basket. Markowitz was awarded the Nobel Prize in Economics in 1990 for developing a solid analytical basis for that sage recommendation, which can be followed by individuals, companies, mutual funds, and institutional investors. This recommendation is applicable to all of these types of investors.

1989 was the year that J.P. Morgan made the decision to develop a portfolio model that would be able to measure and explain the risks that the company faced on a daily basis. (J.P. Morgan/Reuters, 1996) states that J.P. Morgan made the RiskMetrics methodology available to the market at no cost in the year 1992. The staff at the company updated the internet with the most recent spot prices, volatility estimates, and correlation estimates on a daily basis. They explained that they did this because the company was interested in promoting greater transparency of market risks, they wanted to establish a benchmark for market risk measurement, and they wanted to use the RiskMetrics methodology to assist clients in better understanding the risk that is associated with their portfolios. J.P. Morgan revised their technical document and popularized the concept of value-at-risk (VaR) as a portfolio risk measure to be applied by financial institutions in the calculations of capital adequacy to be presented to financial regulators between the years 1993 and 1994. This was done by J.P. Morgan. The value at risk, also known as VaR, is

a measure of potential negative outcomes that is calculated by compiling historical data on the correlations and volatility of a selection of financial assets and concentrating on the likelihood of incurring losses. The value of the value at risk (VaR) is defined as a threshold value for a particular portfolio, probability, and time horizon. This value can be used to instruct the manager of the portfolio to keep the probability of incurring losses below a particular level. Actually, VaR ended up becoming the standard for the measurement of portfolio risk after receiving official support in a proposal from the Basel Committee in 1993 and in the Capital Adequacy Directive (93/6/EEC) from the European Commission. Both of these documents were released in 1993. Philippe Jorion is largely responsible for the rise in popularity of VaR as a measure of portfolio risk (Jorion, 2006).

Capital Asset Pricing Theory

In 1964, William F. Sharpe wrote and published an article titled "Sharpe, 1964," which was based on the Markowitz Model but also included additional assumptions. The estimation of a variance-covariance matrix, which becomes very large if the number of available securities in the investor's investment universe is high, is one of the challenges associated with the Markowitz Model. This challenge is one of the reasons why the Markowitz Model is not widely used. By making the assumption that the returns of individual securities are only interrelated through their sensitivity to a common factor, typically the return of a broad market index, Sharpe was able to simplify the laborious estimation procedure. Sharpe assumed further that all investors have access to lending and borrowing at the risk-free interest rate, that they are in agreement on the shape of the efficient frontier, and that there are no transaction costs involved. All investors, taking into account these simplifying assumptions, will choose an investment strategy that includes both the market portfolio and the risk-free asset (or borrow at the risk-free interest). The "Capital Market Line" is where all portfolios will be found, and the slope of this line will indicate the price of risk as determined by the market at the time. The "Capital Asset Pricing" model (CAPM) that Sharpe developed became the foundation for many different studies that were conducted on the pricing of assets in financial markets. The "betas" of the model, which measure the sensitivity of the individual stock to movements in the return on the stock market as a whole, became widely used by financial analysts and stock brokers. These "betas" measure the sensitivity of the individual stock to movements in the return on the stock market as a whole. The so-called "Sharpe Ratio" is a metric that is utilized by investment advisors and mutual funds all over the world. This metric is defined as the historical return of a portfolio subtracted by the risk-free interest rate and then divided by the standard deviation of the

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portfolio return. The Sharpe Ratio, along with other performance indicators, is utilized in the process of evaluating the effectiveness of mutual funds and other types of portfolio managers.

The CAPM has been put to the test in a number of empirical investigations over the course of its existence. (Roll, 1977) has expressed skepticism regarding the testability of the model using strong language. The results of the tests have been inconsistent, and this has led some authors to express skepticism regarding the usefulness of the model (Ross, 1978). Because the market participants in the model are assumed to only look one period ahead in time, this assumption represents a significant flaw in the model. It has also been criticized for using a single risk factor, as this is not sufficient for describing the cross-section of expected returns in the financial market. This criticism stems from the fact that it uses a single risk factor (Miller, 1999). Several authors have attempted to circumvent these shortcomings by including additional risk factors in addition to the market factor and by extending their analysis over more than one period (Cox et al., 1985 and Merton, 1973a). The CAPM, according to the viewpoints of some other authors, ought to be dismissed entirely. After the events of the recent financial crisis, the author of (Dempsey, 2013) makes the argument that the CAPM and the theory of efficient markets may need to be replaced with a paradigm of markets as being vulnerable to capricious behavior in order to adequately explain what happened.

Interest Rate Structure Theory

Bond portfolio owners are put in a precarious position because of the many risks they face. Relevant types of risk are interest rate risk, inflation risk, default or credit risk, currency risk and political risk. Bond issuers are also vulnerable to the majority of these dangers, but the direction of the potential impact of risk occurrences is typically in the opposite direction. The structure of interest rates at any given date is a reflection of the overall assessment of all of these risk factors made by the participants in the market at that time.

The pattern of interest rates on bonds with different maturities at a given time is what is meant to be referred to when using the term "structure of interest rates." For a considerable amount of time, eminent economists have been investigating the term structure of interest rates as a research topic. In the 1930s and 1940s, influential publications were contributed by John Maynard Keynes, John R. Hicks, Irwin Fisher, Frederick R. Macauley, and Friedrich A. Lutz. They desired an explanation not only for the structure of prices on fixed-income securities, but also for the links between monetary policy and real economic activity. Central banks have traditionally focused their operations primarily on the market for short-term instruments, whereas it is generally

accepted that real economic activity is related to long-term interest rates because of the investment behavior of businesses. Because of this, it is essential – also from the point of view of monetary policy – to have a solid understanding of the factors that influence the relative yields on securities with different maturities. Excellent overviews of the evolution of interest rate structure theory were published by B.G. Malkiel and Angelo Melino in 1966 and 1988, respectively (Malkiel, 1966 and Melino, 1988). The "Expectations Hypothesis Theory" states that forward interest rates are determined by the expectations of market participants concerning the future development of short-term interest rates, in addition to an appropriate risk premium. This theory was developed in the 1960s. There is widespread disagreement regarding the best way to model expectations. The assumption of "Rational expectations" has been utilized by a number of the authors, but not all of them (Muth, 1961). The expectations hypothesis suggests that term premia are time invariant when rational expectations are not present because it states that term premia are implied to exist. When rational expectations are used, the implication is that term premia are growing more expensive as they get closer to maturity. (Meiselman, 1962) provided support for the expectations hypothesis in the year 1962. He argued that it was not possible to draw the conclusion that forward rates did not represent the market's expectations of future interest rates based on poor forecasts based on those rates. The majority of empirical studies, including an influential study by J.Y. Campbell and R. Shiller, show that the expected excess return on bonds with long maturity is higher when the interest curve is steeper. (Campbell and Shiller, 1991). [Citation needed] As a result, it is challenging to provide empirical support for the expectations hypothesis. Vasicek (1977) developed a single-factor model based on the idea that the term structure should be based on the absence of opportunities for arbitrage. According to this model, the short-term interest rate is assumed to follow a stochastic process. His model was subsequently modified to account for additional factors by (Dai and Singleton, 2000). In recent years, investment banks have begun using stochastic interest rate structure models for pricing not only bonds with varying maturities but also interest related derivatives such as bond options. These models are used for pricing bonds with different maturities as well as pricing bond options. The central tenet of arbitrage-free pricing is that any derivative can be replicated by a dynamic trading strategy in the underlying assets, and that the value of the replicated portfolio is equivalent to the value of the derivative itself.

Capital Structure Theory

In 1958, Franco Modigliani and Merton H. Miller wrote an article titled "The Irrelevance of a Firm's Capital Structure in an Abstract Economy

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Without Transaction Costs and Taxation," which was published (Modigliani & Miller, 1958). If financial markets are functioning perfectly and at a state of equilibrium, the authors' point of view was that the value of a company, which was defined as the sum of the market values of its equity and its debt, is unaffected by the size and composition of the debt, even if the authors did not explicitly state this. When these conditions are met, the average cost of capital is not affected by the amount of leverage that the company operates under. This unexpected theorem can be understood by noting that, under the premise that certain assumptions are true, shareholders have the ability—at no additional cost—to compose their portfolios in such a way that allows them to realize the return/risk profile that is most favorable to them. When investors have the ability to do this on their own, there is no incentive for them to pay a higher price for shares in companies where the managers try to adjust the capital structure according to what they believe the shareholders want. The "Irrelevance Theorem" had a significant impact on later contributions to capital structure theory, which were made in the 1960s and 1970s. These later contributions centered on the significance of taxation, transaction costs, and the cost of default, as well as other aspects of the financial market that Modigliani and Miller had neglected to take into account in their original model.

Efficient Market Theory

According to the "Efficient Market Theory," or EMT, the prices of securities in financial markets reflect all of the information that is available to investors. This means that investors can make informed decisions. An article written by Sidney Alexander and published in a book on the unpredictable nature of stock prices was one of EMT's earliest contributions (Alexander, 1964). There are a few different ways that one can evaluate the effectiveness of a market. For the purpose of forecasting the future prices of the financial asset in question, a "weak-form efficiency" test makes use of only historical price information. A test for "semi-strong-form efficiency" involves expanding the information set so that it includes not only historical price data but also any and all information that is accessible to the public. Last but not least, a test for "strong-form efficiency" takes into account not only information that is accessible to the public but also information that is known only to a select few, such as the company's managers, employees, bankers, and auditors. A well-known review article on measures of the effectiveness of markets was written by Eugene F. Fama (Fama, 1970).

In the context of investment advice and portfolio management, EMT is an important factor to consider. Investors and financial advisors who do not have access to confidential information will be unable to

locate untapped opportunities for profit in the securities trading market if EMT maintains its semi-strong form. Furthermore, according to EMT, making predictions about future stock prices using technical analysis is a complete waste of time. In the context of disclosure requirements for publicly traded companies and regulations governing insider trading, EMT is also an important consideration. The market participants need to be given press releases simultaneously that contain new information about the growth or profit expectations of companies in order to minimize the problems caused by asymmetric information.

The EMT operates under the presumption that investors are logical. This suggests that they are keeping up to date with the flow of information that is pertinent to the pricing of the securities that they hold at the present time. It also suggests that they are actively adjusting the composition of their portfolios whenever new information that is relevant to the market is made public. In the real world, however, determining what information is pertinent and what is not can be a difficult task. Investors and the financial advisors who work with them are faced with an overwhelming amount of fresh information on a daily basis. This information may or may not have an effect on the prices of the financial assets that investors already own or have the opportunity to buy. Although investors may have hypotheses regarding the impact of recent events or political decisions on their holdings, it is impossible for them to know for certain, and mistakes are unavoidable in the process. "Noise traders" are investors who react to random and unpredictable shocks and try to profit from them, according to Fischer Black's description of this type of investor (Black, 1986). It is probably realistic to interpret the actual stock price development and volatility as the combined result of the behavior of rational investors, who follow the "fundamentals," which are profit announcements, dividend announcements, and other disclosures from listed companies, and noise traders, who try to profit from any kind of new information that they believe to be relevant. It is possible to interpret the actual stock price development and volatility as the combined result of these two types of behavior. When considering the implications of transaction costs, it is essential to conduct a realistic assessment of the EMT. When rational investors decide to modify their investment portfolios as a result of new information that has an impact on their expectations, they are required to pay fees to their bank or stock broker, as well as bid-ask spreads and other transaction costs. Because these costs exist, there is a possibility that they will cause some inertia in the composition of the portfolio and delay market reactions to new information.

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Conclusion

Our financial system's performance has been shown to be unsatisfactory, as evidenced by the recent crisis that occurred. Unemployment affects millions of people across Europe, particularly young people. There are a number of factors at play, one of which is the existence of flaws in the monetary system. Who is accountable for that particular matter? The participants in financial markets as well as the researchers who have made significant contributions to the expansion of financial theory over the course of the past half-century are the focus of this chapter. In addition to this, it discusses the legal framework governing financial markets as well as the incentives offered to market participants by this framework. Arbitrage incentives are frequently the driving force behind substitution between markets. Therefore, people who work in the financial sector, politicians, those who regulate the sector, and academics are all potential candidates when looking for those responsible. The majority of the criticism has been leveled at the managers of the banks. This is justified in a lot of different scenarios. There have been several instances in which the compensation and other incentive structures utilized within financial institutions have encouraged excessive risk-taking

behavior on the part of bank employees. However, this is not the only possible explanation for what happened. It is also important that they did not have a sufficient understanding of the risks that they accepted on behalf of their bank. In large organizations, the responsible board members have typically been provided with the output of complex financial models designed to capture the bank's risk-profile by their staff of analysts. These models were developed with the intention of capturing the bank's risk-profile. They have accepted the advice that is based on model calculations as relevant decision support without asking for or understanding the assumptions that were founded on the calculations. The advice was accepted because it was based on models. It would appear that the same considerations should be applied when thinking about regulators. Research departments of large private financial institutions and academic institutions are both common locations for the development of innovative financial products and services. Even though they put a lot of effort into staying current, those in charge of financial regulation are always behind the curve when it comes to their knowledge of the risk characteristics of new financial instruments.

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Article



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FOREIGN LANGUAGE TEACHING IN TERMS OF SOCIALLY JUSTIFIED COMMUNICATION

Abstract: The paper discusses the process of developing language skills and competences in terms of socially justified situations. The individuals interact and exchange information 24/7. The foreign language teaching focuses on mastering learners' language skills by concentrating efforts on developing communicative competence.

The best way to develop language skills is to enhance knowledge in listening, reading, speaking and writing. One of the goals of learning a foreign language is to learn precisely the meanings, values and practices behind it.

Key words: language competences, communication, foreign language teaching, vocabulary.

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Introduction

In modern specialized literature, it is assumed that the main idea of foreign language teaching is that the individual can use the language to communicate. Nowadays, foreign language teaching enables learners to master the language by concentrating their efforts on developing *communicative competence*. Such training focuses on the process of communication - using language appropriately in different types of social situations. It is the communicative nature of language that learners deal with, and namely solving problems or obtaining information. The emphasis is on using language to communicate with other people. The idea is that people learn language when they use it, but people also use language in many different ways, where they actually apply competencies acquired. The communicative competence itself can be expressed by the components in any language - *phonology* (dealing with the sound system of a language), *structure* (dealing with the rules for making meaningful judgments or the so-called grammar) and *vocabulary* (dealing with the use of words). But in order to use a language properly one needs other skills such as *listening* and *reading* (passive, receptive skills), *speaking* and *writing* (active, productive skills). Thinking in foreign

language can also be classified as language skill and competence. The best way to develop language skills is to enhance knowledge in listening, reading, speaking and writing describing the four competences: *discursive*, *grammatical*, *socio-linguistic*, *strategic*.

Veselin Chantov makes the following analysis: the *discursive competence* refers to the learner's ability to use language in written or oral expression. It is important how well one can combine the grammatical forms and meaning to find different forms of oral or written expression. This competence is often referred to as "fluency" in oral and written expression (*fluency*).

The *grammatical competence* refers to the ability to use language correctly, i.e. how well the learner has mastered the grammatical rules of a language. This includes vocabulary, pronunciation, syntax, grammatical accuracy of written or spoken expressions (*accuracy*).

The *socio-linguistic competence* refers to the learner's ability to use language correctly in a specific social situation and depends on factors such as social status, goals of communication and the expectations of the participants in the communication. The question is how socially justified is the use of the foreign

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language in different situations, i.e. how relevant is the choice of one or another form of language in the particular social context of communication (*appropriacy*).

The strategic competence considers the effective implementation of communication when the learner's vocabulary is insufficient in dealing with a concrete social situation in which one finds herself/himself. This competence reveals how well a person uses verbal and non-verbal forms of communication to compensate the lack of knowledge or skills, i.e. is the learner able to find appropriate ways to communicate when there is weaknesses in foreign language skills, i.e. what is one's communicative efficiency (*communicative efficacy*).

In order to carry out successfully the tasks and activities related to the communicative situations in which the learners find themselves, it is necessary to enhance their participation in communicative events to develop additional competences, which are thoroughly examined by the European Framework of Reference for Languages, and namely: learning, teaching, assessment.

All competences contribute in their own way to one's ability to communicate and can be considered as aspects of communicative competence. The language framework distinguishes those closely related to language from those that represent a form of functional competence of the individual. And this component is of a particular importance for the professional usage of a foreign language, since *functional competence* is associated with oral expression and written presentation for specific functional purposes. Competence in communication is not only knowledge of which specific communication functions are performed with specific language forms. Participants are engaged in communication, where each initiative leads to a reaction and moves the communication process forward, towards a sequence of stages and exchanges of ideas (Chantov 2012: 6).

Functional competence is expressed in the construction of a communication structure. More complex situations have a more complicated structure of communication, expressed in the use of certain communicative schemes for the implementation of communication, the so-called social interaction patterns. In more complex and multilayered interactions, for example, where it is necessary to apply interdisciplinary skills, language is used to: form a working group and establish connections between participants; establishing shared knowledge about the relevant features of the situation; determining the need and possibility of making a change; establishing agreement on the objectives and the actions to be taken to achieve them; understanding regarding the roles of the team members in the execution of the tasks; management of activities related to: identifying and dealing with problems during work, coordination and consistency of actions,

joint promotion, reporting on the achievement of sub-goals; reporting on the ultimate achievement of the task objective; performance evaluation; final and summarizing stage.

By improving the competences, which are a set of knowledge, skills and characteristics that allow the performance of various activities, students develop communicative competence that allows them to act using linguistic and non-linguistic means in order to achieve a given result in the context of solving a problem of the professional or another sphere of life, fulfilling some duty or achieving a personal or socially significant goal. The basic competencies of future pedagogical specialists are successfully developed if:

- pedagogical conditions have been created in foreign language classes;
- methods, approaches and ways of teaching aimed at activities applied;
- extracurricular work in a foreign language is organized, effectively influencing the formation of basic competencies.

It is of great importance to determine the levels and criteria for the manifestation of basic competencies among students, to reveal the possibilities of the Practical English language discipline to activate the development of the basic competencies of future specialists.

In foreign language didactics, there are different ideas about the contents, topics, methods and goals of intercultural learning. Two main concepts stand out:

1. Cross-cultural learning provides knowledge, for example, about English-speaking countries. It is information about geography, politics, history, economy, society and culture. This learning process runs parallel to the language work. The learning process aims at learning dates and facts and through this - the formation of lasting knowledge.

2. Intercultural learning supports the language acquisition process. The position advocated is that learning a language also requires knowledge of culture and society. Even when learning foreign words, for example, it is established that the meanings of words are not always identical in one's own and foreign languages. Sensitivity to cultural differences is awakened by the learner. Intercultural learning is therefore integrated as an integral part of foreign language learning. The goal of intercultural learning is not only to accumulate knowledge from facts, but also to awaken curiosity and develop skills for communicating with a foreign culture. Not only linguistic didactic views are shared, but also educational-political ones, in order to unite linguistic and intercultural learning. Foreign language learning contributes to freedom from prejudice and supports successful intercultural communication.

The study of the foreign language very often takes place outside the real language situations and far from the country and the people of the foreign language being studied. It is beyond any doubt that the

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use of authentic materials has a strong impact. Literary texts could serve as such - from the work with English fairy tales at an early age of encountering the foreign language, to the rich literary sources of the masters of the word. But how to practically implement this cross-cultural learning in foreign language learning? Unfortunately, both before and in recent times, no comprehensive and systematized concept of how to build intercultural competence of students has been created. Most scholars dealing with foreign language didactics agree that traditional forms of foreign language learning should be supplemented by "experimental learning" (Legutke 2008: 103).

It is also noted there that "consistently in the center of didactic considerations, contents and forms of learning and teaching are being pushed to activate the learner here and now during the foreign language lesson...". Back in 1990, Wolfgang Butzkamm came to the conclusion, around which most specialists are united, "that foreign languages should be learned and taught with the reasonable help of the mother tongue and the careful emphasis on grammar, but above all on communication, rather than and only on previously prepared exercises", as well as "on the many unsolved problems in the application of these relatively abstract principles in the concrete practice of teaching..." (Butzkamm 1990: 74).

Foreign languages are often practiced in "non-authentic situations". A significant part of the students never get the opportunity to communicate in the foreign language outside the classroom, but nevertheless they know the goals of the language exercises and role-playing games. Fictive action situations are inevitable for the development of communicative competence. However, if we remain only with such and simulating communication situations, then the foreign language will never become a real "medium of understanding". Foreign language learning needs a "real world break-in" if it aims to create lasting interest in learners. What would prevent foreign language learners from being allowed to act in real communicative situations? It is necessary for them to have the information about the foreign culture and society, but also to be able to interpret it themselves. This requires prior formation of ability and readiness for "implementation" in the life of the other. Such a new perspective and the corresponding approach facilitate the acquisition of multifaceted knowledge about one's own and foreign culture. The method of changing the perspective is often used as an artistic means to obtain the so-called "effect of alienation", i.e. promoting a successful sense of uncertainty in relation to traditional cultural phenomena, asking questions to oneself about the already established views of society.

On the other hand, the trainees must also be able to provide differentiated information about their own way of life and microworld. The connection of these two ways of consideration is an integral part of

intercultural training. New ambitious programs for foreign language training are being developed, which require the training of a new type of teaching staff who, on the one hand, can speak languages at a high level, and on the other hand, are very well prepared methodically. Programs for additional qualification and improvement of students of pedagogical specialties in foreign languages, financed through various European programs, are being developed and are already being implemented. According to Sotirov, several European projects are aimed at opportunities to ensure transparency of formal and informal learning, with the goal being to reach a broad consensus regarding the acquisition of value dimensions and the awarding of credits for individual competencies and knowledge (Sotirov 2017: 624). The programs in question envisage that the student training activities will be carried out both on the territory of Bulgaria and on the territory of other European countries.

Advanced training programs include:

- teaching according to new methods of foreign language learning, including the application of modern computer technologies;
- conducting intensive specialized training in individual languages;
- organization of specialized courses aimed at improving the qualifications and training of students;
- training in the context of new educational strategies and technologies; in the principles and methods of developing the educational content, plans and programs related to the credit accumulation system; courses on improving the methodology of academic teaching and research activity.

However, when people communicate in a language that is foreign to at least one of the communicators, there is no guarantee that the meanings and values with which the language of communication is embodied at the moment will be the same for all participants during the time of communication. One of the goals of learning a foreign language is to learn precisely the meanings, values and practices behind it. It is for this purpose necessary for the individual to put himself/herself in the place of the "other" or the so-called "decentralization" (from English decenter), to shift the focus from oneself and one's culture to one's interlocutor and the culture of which one is a carrier.

It is a peculiar process in which certain skills characteristic of intercultural competence are developed. Byrum divides these skills into five areas:

- *Savoir (knowledge)*: knowledge about oneself and others, knowledge about the way in which a communicative act takes place, knowledge about the relationship between the individual and society
- *Savoir-faire/savoir comprendre (skills)*: skills to interpret and relate information

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• *Savoir-s'engager (awareness)*: clarity about the political implications of education as well as acceptance of different cultural behaviours

• *Savoir-faire/savoir apprendre (skills)*: skills to seek information about the relevant culture

• *Savoir-etre (attitudes-traits)*: attitude or readiness to adapt in the given environment and ability to appreciate the attitudes and understandings of others.

In conclusion, three main components are present in the directions mentioned above: attitudes,

knowledge and skills, which also are considered as main factors in intercultural communication. M. Byrum connects the attitudes with "curiosity and openness, trust towards the other culture; search for other perspectives to interpret known and unknown phenomena from one or another culture and cultural practices; willingness to experiment with the process of adaptation during interaction with other cultures; readiness for agreements in verbal and non-verbal communication (Byrum 1997: 34–38).

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FUNCTIONING OF FOREIGN BORROWINGS IN THE SPEECH OF YOUNG PEOPLE

Abstract: The article under discussion depicts functioning of foreign borrowings in the speech of young people. In recent years, the process of foreign-language borrowing has become markedly intensive, which is especially evident in the students' sociolect. The process of acceleration of borrowings has in turn accelerated the process of adaptations and assimilations of the newest vocabulary in students' speech. The objectives of the study included identifying the degree of semantic assimilation of the newest vocabulary, including determining the correlation of the results of experience with the linguistic personality of students, as well as with the psychological factor of assimilation of foreign words and expressions. Based on the results obtained in the conducted experiment, the degree of semantic assimilation of foreign-language borrowings in the speech of students was revealed. The high degree of availability of new foreign-language words in our opinion is due to the fact that most of them are Anglicisms studied by students and appearing in their everyday communication.

Key words: students' sociolect, foreign loanwords, Anglicisms, semantic assimilation, psychological factor, communication.

Language: English

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Introduction

In recent years, the process of foreign-language borrowing has become markedly intensive, which is especially evident in the students' sociolect. The process of acceleration of borrowings has in turn accelerated the process of adaptations and assimilations of the newest vocabulary in students' speech. As a rule, in this case the boundaries in gender, national, state-wide aspects and, of course, in linguistic terms become blurred [1].

The objectives of the study included identifying the degree of semantic assimilation of the newest vocabulary, i.e. names of objects and processes of students' life, including the correlation of the results of the experience with the linguistic personality of students, as well as with the psychological factor of assimilation of foreign words and expressions.

Semantic assimilation of foreign borrowings represents their introduction into the linguistic system of the youth sociolect, together with which it is necessary to establish the lexical meaning of the newly introduced borrowing, as well as the process of formation of the relationship with the original linguistic units of the recipient language [8]. Semantic assimilation of borrowed vocabulary implies that students understand the meanings of borrowed words, as well as the possibility to use them accordingly in their own speech.

By applying the questionnaire method, we conducted a linguistic experiment. The aim of this experiment was to identify the level of semantic assimilation of foreign borrowings in the students' sociolect.

At the same time we took as the basis 50 lexical units, which previously were not marked in the

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dictionaries of foreign borrowings, and the topic is not less functioning in the speech of student youth in mass communication, in particular used in the forum "Vkontakte", "Facebook". In the questionnaire we put such questions as: 1. Read the sentences and give your own interpretation of what you read. 2. Do you use borrowed words in your speech (yes / no). 3. Give examples with the use of borrowed words you have noted. 300 students from Ferghana Polytechnic Institute (FPI), Ferghana State University (FSU) and Ferghana Medical Institute of Public Health (FMIPH) were included in the survey.

Some of the foreign words that were offered in the survey were unfamiliar to the survey participants (20% of respondents from the Ferghana Polytechnic Institute gave negative answers, 10% of the Philology faculty students of Ferghana State University also gave negative answers, while 5% of students of Ferghana Medical Institute of Public Health had difficulty in answering the given questions. Consequently, among the respondents the medical students had the best knowledge of foreign language borrowings, as they daily encounter words of foreign origin in the academic process.

The meaning of most foreign-language loanwords used in students' everyday communication is not clear and is not always interpreted correctly [5], at the same time the most understandable lexical units of computer vocabulary, such as *инстаграм* (social network for sharing photos and videos), *плей-лист* (a list of your favorite songs on your computer, tablet, phone), *лайк / лайкнуть* (note that you like it), *троль* (a provocateur on a social network forum in order to create a conflict situation), *онлайн-конференция* (conference, conducted with the help of the Internet), *тичер* (a teacher), *тьютор* (a tutor, a curator) are the most common words used in students' speech. Positive answers of the survey participants indicate that most students understand the meaning of foreign language borrowings (mainly Anglicisms), which are used by them in everyday, scientific and colloquial speech. The higher is the frequency of using foreign loanwords, the more understandable is the meaning of the used lexical units in a particular social group.

Lexical units in students' sociolect perform contact-establishing, emotive, attractive, euphemistic, compressive and other functions in communication with addressees.

Below we present an interpretation of the mentioned functions of lexical units used by students in Internet communication and their live colloquial speech. A large group of nominative functions of lexical units present in the colloquial speech of young people is carried out in the form of a substitutive function (synonym-differential and compressive functions) [2]. The substitutive function of foreign borrowing is carried out in colloquial speech in the case when the lexical unit is used as a synonym for a

certain linguistic unit. So, for example, the English borrowing outlet ('marketplace') is used in the Russian language as *аутлет* in the meaning of a shopping center that specializes in the sale of clothing brands with significant discounts, which performs the substitutive function:

Совместная Итальяно-Российская компания открыла "Аутлет", где представляются специально подобранные коллекции прошлых сезонов [9];

В Ташкенте аутлетов полно, а мы так выкручиваемся [from students' conversation, FSU]

Similarly, the use of the English word *discounter* (discounter – discount) – a store / supermarket that lowers the price of goods or services:

Регулярно заглядывайте в наш продуктовый дискаунтер «Заботливые цены». Тут всегда найдутся необходимые товары отличного качества по низким ценам [10].

In the given examples borrowed words clarify the lexical meaning of the nomination of the store.

Consequently, pragmatic functions in the colloquial speech of students are carried out in the form of characterological (socio-attestate), contact-establishing, expressive (represented by varieties: attractive and emotive: admirative/ repressive), as well as euphemistic functions.

In our study under the term socio-attestate function we interpret its use in order to characterize the inner qualities and behavior of an individual, as well as to give a different assessment of the subjects and phenomena in the community of students. Lexical analysis of sociolecticisms and their source words in the colloquial speech of students makes it possible to give their speech characteristics, to demonstrate their character, the level of development, upbringing and education, as well as to note the inclinations and habits of young people.

It should be noted that sociolecticisms borrowed from other foreign languages in the speech of students combine nominative and characterological functions, because such words together with the nomination of the object or phenomenon also characterize it. Below we give examples of comparisons of modern lexical units and their derivatives relating to different spheres of student life:

- computer: *апгрейдить* 'improve' is a derivative of the word upgrade:

Что же, у вас есть шанс апгрейдить свою рекламу бесплатно! [11]; Надо комп апгрейдить [from students' conversation, FPI];

- a holiday: *бёздник* (English "birthday"):
Сегодня Тимур бёздник отмечает [from students' conversation, FMIPH];

пати (English "party"): *Дорогие друзья! 10 апреля в ресторане "Рохат" состоится ретро-пати «Дискотека 80-90-х» [12];*

- designating a person, his qualities: *герла* (English girl):

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Дерзкая рок-гёрл из 2007го, с глазами из самого синего льда! [13]; *Помнишь вон ту герлу?* [from students' conversation, FSU].

The modern lexical units and their derivatives analyzed above quite clearly indicate a positive or negative characterization of the events of students' life.

Thus, the lexeme *стилл* (from English still 'quiet, calm') is a foreign language borrowing, denoting the meaning 'diligent student; crammer'. This lexeme performs an emotive/repressive function in the speech of students, i.e. it shows a disapproving attitude towards diligent students who devote most of their time only to their studies:

Наши стиллы опять все сдали [from students' conversation, FMIPH].

Among these lexemes we should note the word *тейл* (from English tail) in the meaning of 'not passed during the session exams, tests', expressing a negative connotation. In the student sociolect this lexeme also performs an emotive/repressive function:

Он от тейлов за зимнюю сессию не отделался, а уже каникулы на носу [from students' conversation, FPI].

The word *уни* (from English uni 'university') is borrowed from a foreign youth sociolect and also has similar meanings in the speech of Russian-speaking and Uzbek students:

В нашем уни все возможно: будем ждать сурпризов [from students' conversation, FSU].

Through the use of this borrowing students give their speech expressiveness in the process of

communication. It is worth noting that this lexeme also performs an admirative function, i.e. the function of admiration.

The borrowing *элонить* 'to spend time alone', which penetrated from English 'alone' is phonetically similar to the word *филонить* ('to be lazy, to do nothing') and performs an emotive function:

Я не смог дозвониться до друзей, придется элонить [from students' conversation, FMIPH].

Conclusion

Based on the results obtained in the conducted experiment, we identified the degree of semantic assimilation of foreign-language borrowings in the speech of student youth. The high degree of availability of new foreign-language words in our opinion is due to the fact that most of them are Anglicisms, studied by students and appearing in their everyday communication. Modern sociolectics in the speech of students simultaneously perform informative, emotionally expressive and characteristic functions. These functions have the purpose to convey information, as well as to cause a response of the audience to the subject of discussion, to express the emotional state of the speaker.

In our opinion, the research in the field of student sociolect requires much more attention, since this code language functions not only in the oral speech of students, but is also quite often used by the media, including social networks.

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The department "Accounting and Audit"

ANALYSIS OF BANKING RISK HEDGING OPERATIONS IN UZBEKISTAN

Abstract: *The article analyzes commercial banks and pays attention to their huge role in the functioning of the credit system. They accumulate the bulk of credit resources and provide customers with a full range of financial services, including issuing loans, accepting deposits, settlements, buying, selling and storing securities, foreign currency, and so on.*

Key words: *commercial banks, risk, hedging, assets, liabilities.*

Language: *English*

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Introduction

The essence of a commercial bank is manifested in its functions, the implementation of which has a huge impact on the country's economy. The leading role of banks in the development of the economy of Uzbekistan is undeniable. By lending to various areas of activity, banks contribute to the radical transformation of the infrastructure of the republic, the development of small and medium-sized businesses, as well as the employment of the population. So in 2021, with the assistance of banks, over 1,500 thousand university graduates were employed. Commercial banks issued them preferential loans for organizing their own business.

Special attention The President of the Republic of Uzbekistan always pays special attention to the development of the banking system, so in his speech dedicated to the results of economic development in 2020, he noted: "In 2021, the banking system was further strengthened, the level of capitalization was increased and the investment activity of banks was expanded.

The main goal of a commercial bank is to obtain maximum profit while ensuring sustainable long-term operation and a strong position in the market. The amount of profit or loss received by the bank reflects in a concentrated way the results of all its active and

passive operations. Therefore, the study of profit, its components and factors influencing its dynamics, occupies one of the central places in the analysis of the activities of a commercial bank. The amount of profit depends mainly on the amount of income received and the amount of expenses incurred. The effectiveness of its functioning and financial position in the market depend on how well the income and expenses of a commercial bank are managed.

The amount of profit or loss received by the bank reflects in a concentrated way the results of all its active and passive operations. Therefore, the study of profit, its components and factors affecting its dynamics, occupies one of the central places in the analysis of the activities of a commercial bank. The amount of profit depends mainly on the amount of income received and the amount of expenses incurred. The resulting profit is the basis for increasing and updating the bank's fixed assets, increasing its own capital, which guarantees the stability of the financial position and liquidity of the balance sheet, ensuring an appropriate level of dividends, and developing the improvement of the quality of banking services. This is the relevance of the topic.

Accounting and analysis of the effectiveness of banking activities begins with the correct setting of accounting and analysis of income and expenses, and

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ends with a study of profit. Also auditing has risen to a high level in many countries around the world, and a number of laws and standards have been developed for the development of auditing in each country, as well as in international accounting and auditing organizations. Another important aspect of auditing is that it confirms the accuracy of the annual accounting report and, with its conclusion, sets the appropriate level for the activities of the business entity. An analysis of the bank's income and expenses makes it possible to study the results of a commercial bank's activities, and therefore to evaluate its effectiveness as a commercial enterprise. The analysis of the financial activity of the bank is carried out simultaneously with the analysis of the liquidity of the bank's balance sheet, and based on the results obtained, conclusions are drawn regarding the reliability of the bank as a whole.

At present, the problem of profitability of commercial banks is very acute in the transitional economy in many CIS countries, including the Republic of Uzbekistan. Particularly acute is the problem of assessing the financial stability of commercial banks: the development of a system of criteria that determine the reliability of the bank, and methods for conducting analysis according to these criteria. This problem has been studied by many foreign and domestic scientists.

To achieve this goal, it is necessary to solve the following tasks:

- consider the classification, composition and structure of hedging the risks of a commercial bank;
- consider the classification, composition and structure of hedging a commercial bank;
- to study the basic methods of accounting for income and expenses of a commercial bank;
- to determine the features of planning the financial results of a commercial bank;
- to analyze the composition and structure of expenses and incomes of a commercial bank.

There are many definitions of the concept of hedging. Most experts discuss the possibility of considering operations as hedging without the use of derivative financial instruments. International Financial Reporting Standard (IFRS) 9 "Financial Instruments" defines hedging as "risk management activities involving the use of financial instruments to manage positions for certain risks that could affect profit or loss". In this case, the hedging instrument can be either a derivative instrument at fair value through profit or loss, or a non-derivative financial asset or non-derivative financial liability.

The total income of a commercial bank in the form of receipt is divided into three groups: interest income; commissions; other types of income (fines, penalties, forfeits, income from bank operations for the sale of securities, discount income, etc.).

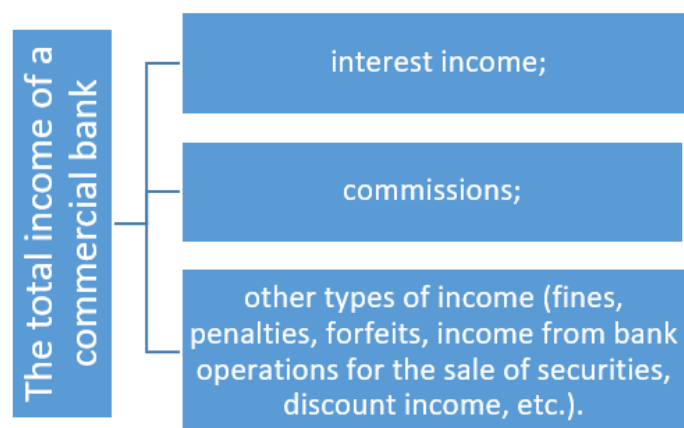


Figure 1. Types of income from banking services

Table- 2. Indicators of "BB" Bank

Indicators	For 01.01.2020 y.		For 01.01.2021 y.		Change (+, -)		Rate of change, %
	amount, mln.	Sp.gr. %	amount, mln.	Sp.gr. %	amount, mln.	Sp.gr. %	
1. Loans and others bank funds	42738,2	3,9	76840,5	4,4	34102,3	0,5	179,8
2. Customer funds	749088,1	68,3	1142996,4	65,9	393908,3	-2,4	152,6
3. Securities, issued by the bank	19200,3	1,8	1993,2	0,1	-17207,1	-1,6	10,4
4. Other liabilities	144078,9	13,1	299118,7	17,2	155039,8	4,1	207,6
5. Capital and reserves	141334,4	12,9	214321,2	12,4	72986,8	-0,5	151,6
6. Total liabilities	1096439,9	100	1735270	100	638830,1		158,2

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Based on the data in the table, it can be concluded that the resource base of the bank as of 01/01/2021 increased by 638830.1 or 158.2% compared to 01/01/2020. This change was primarily due to the growth of other liabilities by 155039.8 or 2 times, as well as customer funds by 393908.3 or 152.6%. In the structure of the resource base for the analyzed period, the largest share is occupied by customer funds - 68.8% and 65.9%, respectively. The second place according to this criterion is occupied by other liabilities - 13.1 and 17.47%, respectively.

In order to analyze the bank's profitability, its income and expenses can be divided into two groups - interest and non-interest (operating). Operating income (expenses) of the bank may include trading (from purchase and sale of securities, foreign currency and precious metals, as well as other goods that can be freely traded on the secondary market), investment, commission and other income (expenses).

Based on a comparison of the profitability of all assets and income-generating assets for a particular bank with data on other banks, a conclusion is made about the overall efficiency of the bank's active operations. In the case of a significant lag in the efficiency of investments in a particular bank from the average in the banking system, we can talk about the inefficient use of resources by the bank, while it should be noted which particular areas of investments are ineffective. In case of excess, one can note the outstripping development of the bank in comparison with the industry average indicators (in the case of an adequate indicator of the interest margin and profitability indicators).

Next, an analysis is made of the diversification of instruments for generating interest income (as well as the structure of interest expenses). It also evaluates the profitability of individual banking operations.

In the event of sharp fluctuations in the absolute values of bank income in

First of all, it is necessary to determine the cause of such fluctuations. To this end, it is necessary to compare the structure of income and the structure of assets that bring the corresponding income. The purpose of such a comparison is to analyze the adequacy of the return on assets.

The cost analysis is carried out in a similar way. Comparison of the bank's expenses with the corresponding liabilities shows the level of the bank's dependence on certain sources of funding and reveals structural changes in these sources.

The resulting analysis of absolute indicators is the analysis of the sources of formation of bank profits and the adequacy of their coverage of the costs of the bank's operation. The effectiveness of the bank's activities in the future also depends on the directions of profit distribution of the reporting period.

An analysis of the absolute indicators of a bank's activity is not sufficient to reveal the stability and quality of bank profits. To compare average values for different banks with different market shares, it is advisable to use the method of financial ratios. Their calculation makes it possible to assess the effectiveness of the bank's activities as a whole, as well as individual areas of activity.

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