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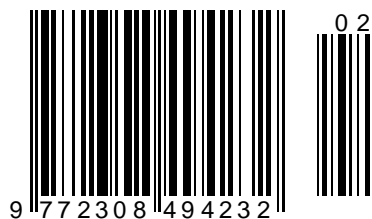
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Article



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ON THE IMPORTANCE OF TRANSPORT AS A SYSTEM-FORMING FACTOR FOR THE SPATIAL AND SOCIO-ECONOMIC DEVELOPMENT OF RUSSIAN REGIONS. MESSAGE 3

Abstract: *in the article, the authors analyze the role and significance of the transport strategy in creating conditions for the socio-economic development of the regions of the Russian Federation. At the same time, in order to improve the quality of transport services, it is expected to reduce the total costs of society dependent on transport, increase the competitiveness of the domestic transport system, strengthen the innovative, social and environmental orientation of the development of the transport industry in the regions of the Russian Federation. The authors pay attention to the development of the regions of the north of the European part of Russia, most of Siberia and the Far East, which have the greatest resource potential and low population density, where the need to develop new mineral deposits will provoke an increase in the quality of life of the population of these regions.*

Key words: *reliability, quality of life, economy, efficiency, population, migration, competitiveness, profit, resource potential, comfort, priority, demand.*

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Introduction

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Today, scientific, philosophical and practical interests in competition have become aggravated. The scale, content, forms and significance of competition have put it among the global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and manager, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy. With regard to the production in general and consumer goods in particular, the conclusion is even more simplified to the creation in a specific production of technical, economic and humanitarian conditions aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs. Unfortunately, our modern organization of the economy opposes the producer and the consumer, turning them into adversaries, instead of encouraging them to act as a single team. Where are the reasons for such an anomaly, in what? Is this due to objective factors, whose resistance we have not yet been given to overcome, or are the braking forces still of inertial nature, inherited from us, introduced in the course of modernization and we are able to deal with them, and not with the consumer on the market? What are our reserves?

Answers to the questions posed must be sought in system analysis, which requires an appeal to scientific and philosophical theory.

In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic. History, contrary to its rational basis - the history of the implementation of the activities of a reasonable person, often drives the reflection of the mind into a dead end. In this connection, a problem arises: if the history of the sociocultural activity of a "reasonable person" should be at least no less reasonable and logical than the individual mind of a person subject to chance incomparably more than the socialized mind of humanity, then how to explain the existence social anomalies, a kind of "jams"?

They are historical blind alleys from which we must regularly get out, or the product of the costs of underdevelopment of the organization of social relations and management, including here a limited knowledge of historical patterns. In other words, we have before us the riddle of history and should we determine where to look for the keys to its solution - in consciousness or in objective reality? What exactly to focus on? We don't have an answer that could be

adequately substantiated. Moreover, it seems to us that it would be more legitimate to study the nature of this problem in parallel - both in social life and in public consciousness.

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

In Japan, China and other countries of the East, one can find examples of moral disorder, but they do not so much testify to a sociocultural reorientation in a national format, but to the historical costs of developing a national culture. There, the vast majority of the population continues to listen to the words and reasoning of teachers. "Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they have been obtained illegally ..." How can a noble husband bear such a high name if he has lost his philanthropy? A noble husband does not part with humanity for an hour, it will certainly be with him: both in trouble and in worldly fuss.

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

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

The original law, and, in essence, the principle of this logic is the law of identity. The subject and the subject, their relationship are recognized as

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immutable. Movement is reduced to its relative moment - rest. Peace replaces movement and with it change as the essence of any movement.

Starting with handicraft labor and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. As long as the division of labor had a shop form, and inside the shop everyone produced the goods up to the final commodity form and fully guaranteed the quality with his brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, reduced to the observance of the technological standard of production. Production was a way of life support for the manufacturer, so the relevance of the quality of the product was removed by the specifics of its relationship to production.

On the market, the goods were of high quality, one should only be afraid of counterfeiting, which did not have the current scale and was resolutely suppressed by both the state and self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the producer's interest as a commodity was not noted among socially significant ones. It undoubtedly existed, but the nature of production did not allow it to leave the sphere of private consciousness and materialize in the product range.

The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. As a result, the burden on the management process increases. Management is subject to the solution of the problem of sustainable production of a quality product. As in any task, here you need:

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

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

In the definition of quality, the most common shortcoming is the lack of consistency. Quality is defined as a set of essential properties. The usual

method of selecting such is the method of pyramidal arrangement of the properties of the object. Important, but not decisive, remain at the base, and as you climb to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the item. G. Hegel at one time wittily defined quality from the contrary - "quality is that, losing what, the object ceases to be itself."

Following the example of the great thinker, let's define "shoes" as "clothing for the feet." How accurate is this definition? For shoes, probably yes. Not for the quality of the shoes. If you deprive shoes of the ability to be "clothing for the feet", then it really will not be a shoe. If, however, only the ability inherent in footwear is preserved, then the required quality of the product will be indefinite. "Clothes for the legs" can be dangerous due to the toxicity of the material, the means of fastening, and the construction that is inconvenient for movement. A formally constructed requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative certainty of the product. To determine the quality of a product, one must proceed from its functional purpose. The functional purpose should be considered as a state of relations between the property that formally determines the object and the specifics of the object's operation, its commodity purpose, contained in the consumer value of the goods. The consumer with his interest as a product is theoretically not excluded from the development of strategy, tactics and advertising. Let's refer to B.S. Alyoshina: "For a quality strategy to be successful, both internal and external consumers must not only be satisfied and involved in the process that provides this satisfaction, but also take a direct part in the continuous improvement of the quality of this process" for this purpose improved the Kaizyo system; replacing it with a new edition of Kaizen. Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer, who is also a production worker, feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times (!) more suggestions for improving the production process from their employees than US companies (40 million versus 1 million). It is also indicative that over 90 percent of the proposals, one way or another, were used. The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to look for a balance of interests of both subjects in order to give the production of quality goods a sustainable character that serves as protection against recessions and crises. The crises of overproduction, which were classic for capitalism in the 19th and first half of the 20th centuries, have become history. They were replaced by financial

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systemic shocks. Specialists are looking for a panacea in a high-quality, smart, lean, lean economy. "Historical experience shows that with increased attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany at the end of the 1940s were overcome with the help of a state policy focused on improving quality. The crisis situations in the US and European markets that arose in the late 80s and early 90s forced not only individual corporations, but also entire countries - Sweden, Great Britain, the USA - to pay attention to quality improvement, as the only way to help national economy to resist the onslaught of competitors sparing (lean production) economy.

The change in the qualitative strategy of economic policy from incitement to quality production to the formation of a need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person in work, as it may seem to those specialists who have rebuilt from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about solving the system-forming problem of history - about the relationship of the individual to society and society to the individual, who is more impressed by which side of this contradiction, but in principle this is just a double helix of social progress. A developed society is being tested as a condition for the development of the individual.

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively tailored "schedule". If you don't get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. E. Deming's "Seven Deadly Diseases" will fit into one - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of doing this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance to gain a stable position in the face of increasing competition in the market. Let us make one more addition - to the qualitative orientation of the development of production, and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of a demand for quality products.

This need should be tested by responsibility to the consumer as to oneself.

The concreteness of achieving rationality in modern, qualitatively oriented production is in the solidarity of human capital:

- internal solidarity of producers, their need for quality,
- external solidarity with the consumer, taking into account the interests of the latter,
- solidarity in understanding quality based on a combination of economic and socio-cultural approaches,
- consistency and balance of the economic policy of the state in terms of market orientation, inducing the interests of quality in the development of the market by the tools of the economic mechanism.

We have tried to define and summarize the basic conditions for achieving solidarity. As far as the analysis of literature data allows us, this is done for the first time, so clarifications and additions will be received positively.

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

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

2. Significant increase in purchasing power. Achieving the level that allows you to select the right product. A quality product cannot, by definition, be cheap, but it can be made available through market mechanisms.

3. A high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a deed that has dedicated one's life. Expanded education of consumers, their perception as subjects of a common cause.

4. Overcoming the feeling of conscious and unconscious alienation of the ability of the individual in labor and its products with the help of the following tools:

- achieving symmetry of the quality of work and remuneration;
- reduction to a reasonable ratio of the difference in the amount of remuneration of managers and performers, the clarity of the grounds for such proportionality;
- dependence of remuneration on the dynamics of advanced training and on participation in the improvement of the production process;

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- full use of socio-cultural mechanisms to stimulate the individual to the general corporate movement, entry into command forms of movement;
- sustainability of corporate activities;
- formation of relations according to the type: "One for all, all for one." Active promotion of the command form of responsibility for the results of work;
- organization of a systematic competition for the quality of work;
- striving for national and international recognition of the quality and range of products;
- the formation of labor dynasties, participation in the distribution of profits.
- understanding the quality of the product as a comprehensive assessment of the product;
- awareness of the fact that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as the building material of quality.

Main part

The traditional understanding of transport finally took shape in the 19th century, when, reflecting the achievements of the industrial revolution, transport was identified with the technical means of transferring goods for various purposes and moving people. As a result, "transport" was assigned to the sphere of material production, distributing it objectively between technical creativity and economic theory, which was tantamount to a sentence to become the subject of self-supporting activity. Both in the 20th century and in our time, the official interpretation of transport has remained unchanged, despite radical changes in the functioning of transport, indicating its special significance for social progress, personal development and, possibly, in the future, the preservation of life on Earth, meaning threats from accompanying its movement of cosmic bodies of natural origin.

If the reduction of transport to its technical form of expression can still be justified by the corresponding successes of science and technology, the obvious dominance in the history of transport of artificially created means and devices for changing the position of objects in space-time, then the silence of the influence of the transport factor on the nature of social and natural history can only be qualified as a lag of awareness from the real movement of life.

In Aristotelian logic, concepts are identical not only within the limits of available mental constructions, but also in general terms. Great thinkers are also not without sin, they are mistaken. After two and a half millennia, G. Hegel discovered the historical logic of the concepts themselves, showing that the concepts are dialectical. They are not only loaded with new content, but also change their volume from time to time, and, as a result, look

new. "In rational logic (the logic developed by Aristotle, the sophists, the scholastics - Auth.), the concept is usually considered as a simple form of thinking and, more precisely, as a general idea; as if the concept as such is something dead, empty, abstract," wrote the German philosopher. And clarified:

"Of course, the concept should be considered as a form, but as an infinite, creative form...". From the point of view of philosophy, the transformation of scientific, scientific and technical concepts is a natural phenomenon that requires increased attention. One cannot feel modern, much less strive to peer into the future, without realizing the significance of a dialectical approach to concepts, including those that seem perfect.

Philosophy has gone through the same trial. Expanding philosophy from Nature to Man, Socrates and Plato, especially the latter, in order to "purify" and "concentrate" on the main thing, separated from it the "philosophy of nature" - "natural philosophy" (nature - philosophy). Subsequently, the more adequate term "natural science" appeared. Over time, under the influence of positivism, it was reduced to "science". Shakespeare's Hamlet says to Horatio: "There are many things around, Horace, that your science could not even dream of." W. Shakespeare used the modern term "philosophy". But already a late translation of the text is presented in the meaning of "science". The term "natural philosophy" is also found in the title of I. Newton's generalizing work "The Mathematical Principles of Natural Philosophy". Only at the turn of the XVII-XVIII centuries. the ingenious physicist came even closer to the term "science". The content of the concept has changed significantly,

According to the mechanism of cultural development, concepts are revealed and preserved in encyclopedias. Let's trace the domestic history of the concept of "transport".

The originality of the concept of "transport" is associated with a collective, generalizing type of education. The relevance of the concept and its name have matured with the diversification of transport. It is unlikely that at the time of the existence of two types of technical transport - water and land on biological traction - it was necessary to generalize them. Apparently, the modern history of the concept began after the advent of railway traffic, that is, closer to the middle of the 19th century. The first of the classics of explanatory (interpretative) literature of Russian origin, the term "transport" was included in his famous Dictionary by V.I. Dahl is a contemporary of the discovery of public steam traction in the country. We read: "Transport frn. transportation of goods, delivery. Convoy, goods or supplies convoy. Transportable, cargo state-owned vessel Transfer of the total, in the account books from page to page. In gambling: transferring a bet to another card. It is mysterious that V.I. Dahl, explaining the term,

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expanded it sufficiently in socio-cultural terms, citing the financial, reporting office and the practice of card games, which are very popular in society, but ignored the technical transport novelty - the construction and operation of railways. By the end of the 1860s, Russia fully entered the "club" of railway powers.

It can be assumed that the process of the genesis of concepts takes place somehow indirectly, not coinciding in time with the increments occurring in objective reality. Dal lived in Moscow, St. Petersburg, the Baltic States; saw the advantages of rail traffic, was aware of its transport affiliation, but left rail transport out of the brackets of the definition of transport. It is clear from this story that in the formation of a concept and its metamorphoses there may not always be logically and historically justified changes. This is what seems interesting.

Half a century after the publication of the Explanatory Dictionary of V.I. Dahl, Russian culture was enriched by the Encyclopedic Dictionary of F.A. Brockhaus and I.A. Efron. Its authors found themselves in more favorable conditions. By the beginning of the 20th century, all the currently existing types of traditionally understood transport declared themselves. Air was added to the water, land. Steam traction ceased to be the only technical energy, a car was designed with an internal combustion engine, and an electric motor was created. Scientific theory and engineering thought began to approach space transport.

At the same time, Brockhaus and Efron ended up in "perestroika" time. They needed to integrate the established experience of transport history and the trends of its continuation in the definition of transport. The choice in such a case is small: either to absorb as many characteristics as possible into the interpretation, or, realizing that you cannot collect everything, limit yourself to a concise explanation that sets the vector of understanding. They took the second path: "Transport, a set of means for the movement of goods, troops, etc." The definition of transport in it cannot be attributed to the merits of the Dictionary, even taking into account the difficulties of an objective order. It seems that the authors decided not to dive into the essence of the transport reality. 20th century did not make significant changes in the understanding of transport. This conclusion is confirmed by the definition of transport in the Modern Explanatory Dictionary of the Russian Language and the Big Illustrated Encyclopedia, divided into 32 volumes and claiming, not without reason, a qualified scientific analysis of published materials. The first source "corrects" V.I. Dahl. It turns out that the history of the term is not French, it is from Latin (*transportār* - to carry, transport). The essence of the definition is the same - "a branch of the national economy associated with the transportation of people and goods." Additionally, the identification of transport with the cargo (batch) assigned to be transported by

vehicles is involved.

"Encyclopedia" almost verbatim publishes the definition from the "Dictionary": "Transport, the branch of material production, which is responsible for the transportation of people and goods." Further, modes of transport are distinguished in some detail. There is an attempt to link the differentiation of transport with the quality of natural environments."

Like 300 years ago, transport in the new millennium is entirely reduced to the branch of material production, its analysis is limited to systems of technical and economic reality. Political accents of transport development are subordinated to its technical interpretation. As a technical reality, transport is related to production and is determined based on the interests of economic activity in accordance with the criteria of economic rationality.

It is absurd to doubt that in Modern and Contemporary times transport developed in a technical form and is a part of material production. The question is: how appropriate is it to reduce the phenomenon of transport to this specific form, how does this form relate to the history of transport as a whole? Is it characteristic of part of its history or the entire history of transport? Is it possible, for example, to consider the feat of a warrior who ran a marathon distance in order to fulfill an order and deliver a report of victory as a type of transport service? Formally, everything here is consistent with the definition of transport, except for the mass character of the scale and the traditional production product, but war is a specific material phenomenon directly related to production, therefore, the execution of an order in any form should be attributed to the sphere of production management.

The warrior was formally a vehicle of biological nature, which also does not contradict the interpretation of transport.

Our appeal to the definition of transport in the historical past is explained by the desire to overcome the technical and economic dependence of the development of the theory of transport. The understanding of transport as the most important component of human development and social progress would be facilitated by transport science, but here we find ourselves in a stalemate: in order to understand transport, we need transport science, and in order to have transport science, we need a scientific understanding of its subject, i.e. transport. The philosophical context becomes more and more obvious, without which one cannot get out of this logical impasse.

Technical transport has radically transformed a person's life, changed the person himself and his attitude to the world. The fears of those who feared that railway construction for absolute monarchies would be worse than the guillotine came true. Monarchs have changed their usual status to decorative and representative, they serve history,

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demonstrate the inseparable connection of times, reassuring their compatriots. Production has become mass, entangled in its contradictions and attitudes towards natural laws that protect the natural order. Mass production is being formed on a new principle of organization – “lean production”. “Humanity is on the verge of a transition to a new civilization - a civilization of quality.” Once again, the understanding of democracy as a systemic factor in achieving real harmony between the interests of the individual and society has changed. At first, democracy was slave-owning, - local. The great French bourgeois revolution defined the “three pillars” on which a true - universal democracy should be built: freedom, equality and fraternity. The monopolization of capitalism, the controlled diversification of property, and the dominance of speculative, finance capital have amended the formula of revolutionary democracy. Under the guise of developing democracy, the liberals have simplified the understanding of “equality” and “brotherhood”, removing from capital the responsibility for their real embodiment in a society of “equal opportunities” and reducing “brotherhood” to social partnership.

A political excursion into the genesis of democracy is not our goal. This is just a means to promote the main idea of the article: why did everything in life - nature is no exception - changed under the influence of the development of transport, and the very interpretation of transport remained the same, although it has changed considerably over the past time of its very active history? How justified is such conservatism in scientific and philosophical thinking?

Meanwhile, the content and volume of scientific concepts imply their refinement - expansion, narrowing, conditional concretization. So, in the XIX century. “refined” Euclidean geometry, in the XX - Newtonian physics and Darwinian evolutionary theory. These corrections emphasized the objective truth of the teachings, making them even more scientifically built.

“Technical transport” is a product of science and engineering art. Arguments in favor of transforming the concept of “transport” will look more weighty if they include the metamorphosis of the concept of “engineer”, taking as the initial sign of “engineer” what a linguist with a degree in mathematics from Dorpat University V.I. Dal. Recall, according to Dahl, “engineer-scientist builder”. Dahl contrasted the engineer with the architect and the architect, but spoke of “engineering as the art of the engineer.”

The art of thinking and its implementation in a practical product by an engineer, according to V.I. Dahl, makes the engineer, as a professional, related to artists. IN AND. Dahl was not embarrassed by either the differences in vocational education or the specifics of work. He knew how to “see” at the root

and look into the future. In our time, part of the social and economic activity is assigned to the field of engineering work. I.V. Stalin, not without reason, called the writers “engineers of human souls.” The ancient Greeks called engineers those who, in their opinion, “deceive nature.”

In the classical interpretation, there is no rigid attachment of an engineer, as, for example, transport, to the sphere of material production. An engineer is defined precisely as “scientific builder”, i.e. a representative of scientifically equipped labor, aimed at changing the objective reality. Slave-owning democracy was local, but in relation to the free citizens of the polis, it was a professionally tailored political construction. The civil law of Rome still surprises specialists. The version according to which the history of engineering began not with technical, but with social creativity, is quite viable. It is not necessary to call socio-constructors engineers, we will give them the name “pre-engineers”. There is a complex history of the concept, however, it is generally recognized. The trajectory of understanding transport, given its scale and functional uniqueness, should not be an exception - to serve as a factor in personal and social development at the same time.

In the sociocultural context, the identification of transport with a component of material production looks like an oversimplification of its understanding, even in general terms. Functions and status must be commensurate. The engineer objectifies the productive component of the social movement. The function of transport is much wider. Transport carries out the movement as such, is included in the movement as a universal factor.

Against the background of the absolutization of the technical understanding of transport, the definition of transport is perceived as confrontational. “Britannic(oh)”. It is so unusual that we quote it almost in full: “... transport, in biochemistry, the passage of molecules and particles through cell membranes, acting as selective barriers, allowing some substances to pass through ... and retaining others ... The transport of these vital substances is carried out thanks to multiple systems. Through the membrane “holes” (open channels), diffusion (passive transport) of ions occurs directly into the cell; other ion channels use chemical changes to facilitate the diffusion of substances across the membrane, “pumps” force solutes to pass through the membrane even if their concentration is higher on the other side (a form of active transport). Primary active transport directly uses the energy released during cellular metabolism.

Authors of articles published in “Britannic(e)”, as a rule, are well-known specialists, therefore, in whatever relation to the public understanding of their interpretation of the subject, the attitude towards it must be professional - comprehensively justified. The quality of the shift in the understanding of transport

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from artificial-technical to natural-natural in the essential analysis is not so high quality. Britannica offers a different perspective, a change in subject, but not functional, orientation.

In principle, understanding the functional essence of transport, there are significantly fewer changes in the approach, although there is a correction here as well. In the traditional, "technical" interpretation, transport is exposed as a means, in Britannic (e) transport tends to be identified with the factor in the implementation of movement. More importantly, Britannic is pushing the historical horizons of transport to the biochemical level. But even in this projection of the definition of transport, the author of the article in Britannic(e) is professionally restrained. At birth. It would be quite logical to consider transport from the standpoint of physical nature, which determines the quality of the movement of matter.

As long as the understanding of transport is opposed to natural reality, natural materials and processes in the scientific research of transport are allowed in an auxiliary, rather than basic quality, the doctrine of transport risks being left without modern scientific understanding. The post-non-classical stage in the development of science is relatively young, many of its features are still in the making, but the growing importance of the effect of synergy of systemic interaction in the sciences of nature, man and society can be judged quite definitely. In this connection, dialectics again comes forward in knowledge, contrary to the desire of the designers of vocational education to push it behind the scenes of the formation of the thinking of future specialists.

There is no transport science in the official international classifications. And it is not clear what exactly it is connected with. Either it has not yet matured enough to meet all the basic requirements of the reality of science; whether its current status of development has not passed the level inherent in applied scientific knowledge obtained by using the achievements of the existing recognized sciences; or someone, in a fit of professional ambition, arbitrarily switched the arrow of transport knowledge from the path to an educational and scientific discipline to the main scientific one. A historical view of how the construction of railway transport, the undisputed transport leader until the 1950s and 1960s, was "learned" suggests that development impulses were given from outside - from classical mechanics, physicists, metallurgists, chemists.

In a number of European countries actively embarking on the development of railway transport, Russia followed Great Britain, France, Germany, but we were the first to realize the science-intensive process, understood the significance of the scientific foundations of progress in railway construction. D.I. Zhuravsky, whose thinking was formed by the outstanding mathematicians and mechanics Guryev,

Bunyakovsky, Ostrogradsky, radically changed the approach to the construction of railway bridges; A.P. Borodin built in 1882 the first special locomotive scientific laboratory in Kyiv in the history of locomotive construction and operation of steam traction; NOT. Zhukovsky not only was the author of the theory of wing lift, but also made a significant contribution to the theory and its practical application in railway transport. Let's take a look at his articles: "On the movement of railway cars and steam locomotives on rails at the inversion", "The operation of the Russian through and American non-through traction device when starting the train from its place and at the beginning of its movement", "Traction force, travel time and breaking forces in the traction device and coupling when broken, sharply variable profile"; N.P. Petrov deduced formulas for traction calculations. His formulas for the total specific resistance of a steam locomotive, the average working pressure of steam in the cylinders, made it possible to take steam locomotive construction under scientific control; S.P. Syromyatnikov brought, using the latest scientific discoveries, the efficiency of a steam locomotive to 10–10.5% versus 5–6%; A.N. Krylov made a practically revolution in shipbuilding due to the scientific theory of the keel and roll of a ship, etc. The revived railway transport not only required comprehensive scientific support, it also served as a locomotive, fascinating scientific progress. The birth of technically space transport could not have happened before scientific thinking had matured, having reached certain conditions due to the loading with ideas, theories, methodological innovations, technical engineering solutions of "transport science". K.E. Tsiolkovsky was fascinated by the construction of airships no less than by vehicles that made it possible to successfully move in outer space, precisely because he saw the prerequisites for understanding the scientific and technical problems of space exploration in the movement and assembly of air transport vehicles. Where there is space as a problem, there are universal scientific problems of the implementation of human movement in it through technical tools. The size of outer space naturally increases the number of such problems, because the problems of travel time are added to the number of problems related to distances. Time in space is measured by the lifetime of a person, which makes traditional transportation a meaningless technical means. There are two ways out of this impasse - to design a transport with a speed of "C", or to allow it to use "wormholes" in the structure of world space.

Vehicles have learned to conquer time. Each next step on the path of transport progress was moving it into a new natural environment: earth - water - air - airless space. With the change in the "elements", the speed capabilities increased, and with them the horizons expanded, until the movement "stumbled" into the scale of deep space.

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The main problemspace transport - not the acceleration of the vehicle, but the dimensions of space, measured by space units, qualitatively different from earthly, human ones. A spacecraft can serve as a passenger or controlled research vehicle only if it becomes like a physical particle with a speed of "C", or, as if a "drill" passes through the barriers of the qualitative structure of outer space, finds passages into parallel space and through it reaches the final goal, essentially reducing the time.

How feasible are these arguments? In the scientific aspect, they are consistent with the modern understanding of time, space and the movement of matter. They also do not contradict the dialectical-materialist interpretation of the structure of objective reality. There remains a scientific and technical perspective. The history of technical transport sets up an optimistic response. However, the decision of the "dispatcher" to light the "yellow" will also cause understanding. The essence of the matter, apparently, is that the technical development of transport - the current state of space is no exception, in the physical context has not yet reached those starting points from which it would be possible to start in the exploration of deep space and the universe as a whole. Separate successful experiments with the use of transport technology should not be absolutized. The existing technical transport is built on the level of the achievements of mechanics and classical physics, which discovered the laws of the macrocosm - the world of terrestrial material phenomena. Space transport will be physically different. With certain costs, it is fair to call the current transport "mechanical", and the transport of the future - "physical". It will be built on the laws and requirements of mega and micro worlds. He will be even closer to the physical essence of nature, confirming the version that transport is not so much a means as a factor that ensures movement. An artificial mode of transport has a natural prototype, and the time will inevitably come when the "secondary" (artificially created) transport will be similar to the original one.

In both scientific and technical projects, there is an invariant frame of reference - life, health and the socio-cultural essence of a person. In the history of public transport - past, present and future - its human dimension is absolutely significant, that is, it does not allow derogations. Transport is a technical tool for the development of homo sapiens. All other manifestations of transport are also significant for us due to its systemic position in nature, but this is already an indirect connection.

The certainty of transport science should be sought in its subject basis. At one time, technical sciences in the form of an established scientific system were also absent until the 19th century; engineering was taught by "pure" physicists, chemists and mathematicians. Scientists and

construction scientists needed to understand the real social scale of technology, its social and humanitarian significance. Technique from the totality of technical devices of various classes had to mature into a technical force that changes the world of human activity and the person himself. The new history of technology was a continuation of the Industrial Revolution, which established the foundations of modern production and democratic relations. Technological progress led to the development of mass production, mass production brought to the fore the development of technology and made technology an actual subject of science.

In the 21st century history repeats itself dialectically, transport again leads the social movement. Transportation science was the second plane of public awareness, while the development of vehicles remained the lot of engineering science in the 19th and most of the 20th centuries. The future of transport is at the intersection of physics and technical sciences, chemistry and technical sciences, biology and technical sciences, cultural studies and science. The role of fundamental natural science is growing in transport progress - this is how the conclusion that science is turning into a direct productive force in the development of society and the individual should be understood.

Transport science in its current form is not a phantom and not a scientific and educational discipline. Its status reflects the prevailing idea of transport. She herself realizes the transition to the science of transport, corresponding to the post-non-classical stage in the history of science. It can be interpreted as "Introduction to Engineering Science". That is why it is so important to define the concept of "transport", in its actual content. F. Engels was right in emphasizing the trend of increasing importance in scientific knowledge of methodology. V.I.'s warning also came true. Lenin that the main burden on philosophy will be in epistemology. The language of technical thinking is a drawing, the language of scientific thinking is a concept. Concepts must correspond to the actual reality and change following the expansion of the boundaries of scientific knowledge. To some extent, the wandering of scientific searches in the labyrinth of dialectical thinking is also connected with the fact that philosophers who do not understand the scale of the significance of transport research are weakly included in the process. "Transport" is a concept of worldview scale. Moreover, "transport" is a system-forming concept in the worldview, since it is transport that serves as the most important factor in the implementation of the movement of matter. One can only understand the scale of the ideological status of transport in different ways: consider transport exclusively, material in nature, limiting it to the sphere of matter itself, selectively evaluating the presence of transport in properties, for example, the

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possibility of the presence of transport in the movement of thinking, or only in cognition, taking into account Note that reflection is subject dependent. knowledge movement, as a process of production, the beginning of the movement of knowledge as self-movement is undoubtedly due to transport. We connect the substantiation of this conclusion with the development of the concept of "movement" within its dialectical-materialistic interpretation, confirmed by numerous discoveries and misconceptions of modern natural science, as well as the practice of human life in all its forms. "Movement" is the next most important concept after "substance" in the construction of a worldview. "Substance" determines the nature of "being", "movement" shows the mode of existence of "being". F. Engels in his "Dialectics of Nature", characterizing the movement, noted: "Movement, considered in the most general sense of the word, i.e. understood as a way of existence of matter, as an attribute inherent in matter, embraces all the changes and processes occurring in the universe, starting from simple movement and ending with thinking. In the preparatory works for Anti-Dühring, F. Engels specifies the characteristics of motion: "Motion is a way of existence of matter, therefore, something more than just its property. Matter does not exist and never could exist without motion.

From the direct definition of motion by F. Engels, two of its qualitative features are clear: the function of motion is to be a way of existence of matter, and the main feature characterizing motion is to produce changes. Change is the main manifestation of movement. Our task is to complete the description of the movement, taking into account its special position in the worldview, that is, to reveal its systemic worldview status. For clarity of presentation, we offer the following scheme.

All systemic elements of movement, with the exception of the position of transport, have been studied to some extent in the literature, which serves as the basis for us to focus on transport. Based on the historically established understanding of transport as a tool for transporting goods in a fairly broad understanding of their subject structure, we, following the logic of the formation of concepts disclosed by G. Hegel, tried to give the definition of the concept of "transport" universality. Do not limit the substantive idea of the cargo in general, keeping in mind that the carrier itself can be considered as cargo - in a particular case. Freedom in determining what should be included in the scope of the concept of "cargo" opened up the prospect of understanding transport from the very beginning of the history of the universe, to give transport the property of universality. Moreover, in the system of signs, characterizing the movement, there was an unoccupied position of the "instrument" for the implementation of the movement. As a result, transport received its rightful place in the system of content of the concept of

"movement", having naturally become a truly universal phenomenon in the world. In accordance with the changed status of the concept of "transport", a restructuring of the political awareness of its significance will also be required.

The position in the system is determined by the specifics of the phenomenon and is associated with certain functions assigned to it. Transport is not limited by its basic purpose - to be an instrument of movement in space and time. Its position is multifunctional:

- with the help of transport, the spatio-temporal reality of phenomena is ensured, the existence of which requires the certainty of the spatial position within the time conditioned by reality, that is, transport is not just a driving tool, its function is to contribute to the reproduction of the spatio-temporal status of a systemic formation;

- transport participates in achieving the required interactions between objects or states of objects and the conditions for their development (movement);

- transport is included in the order of functioning of the phenomenon, as a component of its self-propulsion

- the functioning of transport is one of the factors protecting the qualitative identity of phenomena.

On the example of various types of transport, British specialists have shown the functional diversity of biological transport as the most important condition for the reproduction of a living cell, a factor in its normal existence, including mitosis. It is advisable to build a classification of transport taking into account the universality of movement and its qualitative diversity, represented by the forms of movement of matter. The following types are distinguished in the basic classification:

- physical,
- mechanical,
- chemical,
- biological,
- social.

It is expedient to put "informational" apart. In our understanding, the history of social transport is divided into 3 stages:

Stage 1: ensuring the evolutionary viability of the species (competitiveness)

travel paths
means of transportation
pinning tool \longrightarrow (means of construction)

places of residence
Stage 2: ensuring the development of the community (the formation and development of a national organization)

in national forms:
communication tool

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means of competition
way to ensure community management
factor in the formation of intersubjective
formations and the formation of a national form of
community

empire-building tool.

Stage 3: ensuring social progress in the
conditions of modernization associated with the
Industrial Revolution (modern)

the emergence and development of mass
technical transport, the development of technically
produced energy

diversification of technical transport

activation of cognitive and cultural

transport functions.

In more detail, the history of social transport can
be qualified as follows:

- undifferentiated transport, when the vehicle
was the person himself;
- mechanical natural stage;
- the stage of connecting technical transport
with technically received energy;
- cosmic near, limited by the solar system;
- cosmic distant - transsystem., galactic

The inclusion of transport in the systemic
understanding of traffic should not be qualified as a
desire to revise the traditional interpretation of
transport. In the traditional understanding, as well as
unusual for a widespread interpretation, found among
British specialists, transport is defined at the level of
representation, reduced to its particular manifestations
in the social form of movement. The lack of universal
understanding hinders the scientific approach to
cognition. This, in our opinion, is also connected with
the uncertainty of the status of transport science,
which allows the recognition of the reality of transport
science and its conditional reality - the phantom b.
nost.

Transport science is born in the bowels of the
next, post-non-classical stage in the development of
science. In order for it to self-determine, and without
this, its status will remain as before a "scientific
secret", general scientific support and complicity of
philosophical reflection are necessary. The birth of
transport science does not rest on particular subject
certainty, it requires more thorough innovative
methodological support. K. Popper "felt" the right
direction of scientific progress back in the 1950s - 70s.
"The progress of science," wrote the German
philosopher, is due not to the fact that more and more
perceptual experience accumulates over time, and not
to the fact that we are making better use of our senses.
Science cannot be obtained from uninterpreted
sensory perceptions, no matter how carefully we
collect them. bold ideas, unjustified anticipations and
speculative thinking are our only means of
interpreting nature, our only organ, our only
instrument of understanding it. And we must take risks
in order to win. Those of us who are afraid of risking

refutation of our ideas are not playing the science
game." At the end of his reflections on the driving
mechanisms of scientific progress, a well-known
specialist in the philosophy and logic of science
ventured to reveal the secret of scholarship itself: "It
is not the possession of knowledge, irrefutable truth
that makes a person a scientist, but his constant and
courageous critical striving.

There is no need to hope for a "miraculous
transformation" in the understanding of transport and
transport science. The current view of transport is
rooted in the practice of economic policy, the
architecture of economic planning has been laid out
for it, in which transport is assigned a "working" place
- to be in the "service" of production, but not the
locomotive of its promotion. The history of the rise of
Rome, Holland, Spain, Portugal, Britain, a little later
than Germany, and the historical experience of the
Russian State do not teach politicians. Even the birth
of space transport has changed little in the political
understanding of transport, and as long as political
reflection is not built on the basis of general scientific
thinking, scientific and philosophical ideas will
remain wishes, but not imperatives.

The integration of economic science is realized
unilaterally, it loses its specific methodological base,
borrowing mathematical methods of analysis. They
are certainly fruitful and no one doubts their
effectiveness, however, the movement of economic
science, in addition to the "quantitative" coast, also
has a political one, on which the qualitative
guidelines of the movement, regulated by world
outlook, are built. Not transport should be
subordinated to the development of the economy,
but the economy should be developed on the basis of
the modern understanding of transport as a system-
forming factor in the movement of the world in
general and social progress in particular. The history
of man as a biological species and social form of
human reality indicates that evolution was carried
out thanks to the development of living space by
mankind, moving first in physical space, and, as the
formation of their own social space, and in it.
Civilization is the product of this process. In the new
millennium, the significance of space for the
improvement of human life is even more relevant,
therefore, no matter how high the value of social
space is, it is necessary to go beyond this form and
consider the problem of spatial development of the
world with the help of transport, understood in a
broad ideological context, as a priority in politics.
And the most practical politics develop not as a
systemic reaction to the action of forces from the
existing reality of the world, but is built on the basis
of the outstanding ability of homo sapiens
consciousness to anticipate objective changes in
reality. The methodology of science is an effective
tool for obtaining new knowledge. Figuratively
speaking.

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Transport science is one of the few branches of technology in which the production and operation of the equipment it uses are divided into two independent production areas with their own scientific and engineering support. Therefore, the methodology of transport science as an operational branch of technical sciences has additional specifics in relation to the specifics of the methodology of technical knowledge.

Transport science is designed not only to ensure the improvement of transport, but also to form the initial requirements and data for the innovative improvement of the products of industries serving transport.

In relation to transport, these industries are transport electrical engineering and telemechanics, petrochemistry and polymer chemistry, the paint and varnish industry, the production of garage equipment, technical diagnostic tools, etc.

Transport science in its current form is not a phantom and not a scientific and educational discipline. Its status reflects the prevailing idea of transport. She herself realizes the transition to the science of transport, corresponding to the post-non-classical stage in the history of science. That is why it is so important to define the concept of "transport", in its actual content. F. Engels was right in emphasizing the trend of increasing importance in scientific knowledge of methodology. V.I.'s warning also came true. Lenin that the main burden on philosophy will be in epistemology. The language of technical thinking is a drawing, the language of scientific thinking is a concept. Concepts must correspond to the actual reality and change following the expansion of the boundaries of scientific knowledge.

The consciousness of the immensity of Russia comes into our souls also thanks to rail travel. There are countless railway specialties - heat engineering, a specialist in diesel engines, in electromotive traction, in electrical networks, in logistics, signaling, in optimal configuration of trains and control over the weight load on the track; on railway bridges, maintaining crossings in accordance with safety requirements, etc. This is by no means a complete list of those areas where there is thought, professional knowledge and the will of a travel engineer. These professions do not exist on their own. They are linked into a system of successive and complementary areas of activity, where each of them "leads his part" in the orchestra, in the beating of the pulse, in the life of the railway. Rough, seemingly dead pieces of iron,

Conclusion

The purpose of the development of the Strategy is to propose a set of strategic directions, measures and steps aimed at reversing the negative trends in the economy and social sphere of the regions of the Russian Federation and their entry into a sustainable

trajectory of socio-economic development, which is based on a model of accelerated economic growth and strengthening the economic base of the regions RF for the subsequent improvement of the quality of life and well-being of its inhabitants.

The mission (strategic goal) of the socio-economic development of the regions of the Russian Federation is the growth of the genuine well-being of the inhabitants of the regions of the Russian Federation, the creation of opportunities for their self-realization by outstripping the rate of creation of new high-tech and science-intensive jobs compared to other regions of Russia, an increase in the level and quality of life, access to social and cultural benefits.

The concept of true well-being comes from the assumption that today the content of the concepts of "development" and "progress" has acquired a new meaning. Development is becoming human-oriented (humanistic) and environmentally-oriented, based on investments in human capital, innovative sectors of the economy, and the preservation of ecosystems. This means an increase in the subjective feeling of personal happiness, including not only the level of income, but also non-economic indicators, including the value of leisure, eco-system services, and the quality of work.

Genuine well-being is assessed by an expanded set of indicators that characterize the quality of human life from all sides (opportunities for self-realization, wealth inequality and other indicators of inclusive economic growth, subjective happiness, quality of the urban environment, environmental indicators, healthy life expectancy, indicators of human development, development of democratic institutions and public participation, etc.). This takes into account not only the economic (level of income, volume of production and investment), but also the social, environmental, spatial and managerial (institutional) components. Economic development not only does not contradict the conservation of nature ("industrialization at any cost"), but also leads to a reduction in social disproportions.

The goal for the period up to 2026 (first stage) is to ensure rapid economic growth and development of the social sphere of the regions of the Russian Federation at a rate higher than the national average based on strengthening the economic base, stimulating entrepreneurial initiative, sustainable spatial development and improving the efficiency of state and municipal government. At the first stage, due to outstripping growth rates, basic conditions will be created for entering the trajectory of sustainable development.

The goal for the period 2027 - 2030 (second stage) is the formation of a new model for the development of the regions of the Russian Federation, based on the principles of sustainable development, including through the implementation of the provisions of the Decree of the President of the Russian Federation dated May 7, 2018 No. 204 "On

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national goals and strategic development objectives Russian Federation for the period up to 2030”.

At the second stage, a new model of sustainable long-term development of the regions of the Russian Federation will be formed due to investments in human capital, ecology, and industrial renewal, which implies the harmonious development of the economic, social and environmental components.

The goal for the period 2031-2035 (the third stage) is to increase the true well-being of people and their subjective sense of happiness through the scaling of the sustainable development model, the transition to a fundamentally new quality of economic growth, in which social, economic and environmental development complement each other, the introduction of best practices environmentally-oriented and human-oriented development.

Thus, by 2035, the Strategy is designed to realize the existing human potential of the regions of the Russian Federation, increase opportunities for self-realization, ensuring an increase in the level and quality of life, access to social and cultural benefits, creating an environment of equal opportunities for everyone. This will create conditions for the implementation of a catch-up development model (with growth rates higher than the average Russian ones) with access to a model of sustainable long-term development by 2027.

The implementation of the Strategy will make it possible to make a consistent transition from the old industrial model of extensive economic growth at the expense of natural resources to a sustainable development model that balances economic, environmental and social components. The new development model will be based on the concentration of added value in the region, the development of innovations and human potential, the implementation of a smart specialization policy for certain territories, the greening of industry, and the creation of a new quality of business and management institutions.

The implementation of the Strategy will help strengthen the status of the regions of the Russian Federation as a geostrategic development, including the Arctic zone of the Russian Federation.

In the draft Strategy for the spatial development of the regions of the Russian Federation until 2035, the Russian Arctic is considered as a geostrategic Arctic zone, which is essential for ensuring the territorial integrity of the country and the security of the state. The Russian Arctic in the long term is positioned as one of the pilot regions of the Russian Federation for the implementation of the global sustainable development agenda for the period up to 2035 at the regional level in Russia. This agenda was adopted on September 25, 2020 by the UN member states, including Russia.

Within the framework of the Strategy, by 2035 the Russian Federation is considered as special regions with territories with a unique specialization at

the national and regional levels. At the same time, the regions themselves already perform, or are potentially capable of performing several functions at once (“development through diversity”) at the national level: an innovative industrial center, a scientific and educational center, a transport and logistics center, a digital economy center, a tourist center, a cooperation area and interaction, areas of sustainable development.

The Strategy identifies 7 equivalent and interrelated strategic areas focused on the formation of human potential, the creation of new incentives to live and work in the regions of the Russian Federation, and 50 main tasks for moving forward in each of them. At the same time, some of the activities can be implemented at the regional and municipal levels.

Within the framework of the strategic direction "Infrastructure for Life", the main directions of infrastructure development are set as a necessary condition for the development of the economy and the social sphere.

The strategic direction "Development of the economy and entrepreneurship" defines measures to strengthen key competitive and promising sectors of the economy of the regions of the Russian Federation.

Within the framework of the strategic direction "Development of tourism and the hospitality industry", the unique tourist and cultural opportunities of the regions of the Russian Federation are separately disclosed.

The strategic direction "Sustainable Spatial Development" is aimed at realizing the unique spatial potential of the republic.

The strategic direction "Improving environmental sustainability and security" sets the values of sustainable development, a green economy in order to pass on to future generations the opportunities that we have today.

The strategic direction "Human Capital and the Social Sphere" is aimed at the development of science and education, health care, and social support for people. The multiplication of human potential is the biggest task, a necessary condition for retaining the population, solving problems in the field of industrial development.

Finally, the strategic direction "Effective Governance: Tools for Implementation" sets the vector in the field of creating a modern development management system, introducing advanced practices of public participation, and new instruments of tax, budget and investment policy.

The system of 7 strategic directions is linked to 7 long-term strategic goals and is generally aimed at creating conditions for the integrated development of human potential and the consolidation of the population in the republic through providing basic needs in education, healthcare, infrastructure, a favorable environment, jobs, including highly qualified, concomitant development of services and

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institutions.

1. The strategy takes into account the provisions of the Decree of the President of the Russian Federation dated May 7, 2018 No. 204 “On the national goals and strategic objectives of the

development of the Russian Federation for the period up to 2035”, including within the framework of individual national projects and programs (table 1).

Table 1. Priority areas and strategic goals of the Strategy, compliance with the May Decree of the President of the Russian Federation

Priority areas	National projects and key quantitative targets of the May Decree	Federal projects in which the participation of the Russian Arctic is expected
Development of human capital and social sphere	<p>national project "Demographic Development": increase in healthy life expectancy up to 75 years; an increase in the total fertility rate to 1.7; an increase in the proportion of citizens leading a healthy lifestyle, as well as an increase to 55% of the proportion of citizens systematically engaged in physical culture and sports; national project "Health":</p> <p>reduction in mortality of the working-age population (up to 350 cases per 100 thousand population), mortality from diseases of the circulatory system (up to 450 cases per 100 thousand population), mortality from neoplasms, including malignant (up to 185 cases per 100 thousand population), infant mortality (up to 4.5 cases per 1 thousand born children); ensuring coverage of all citizens with preventive medical examinations at least once a year; ensuring optimal accessibility for the population of medical organizations providing primary health care; optimization of the work of medical organizations providing primary health care, reducing the waiting time in line when citizens apply to these medical organizations, simplifying the procedure for making an appointment with a doctor; the national project "Education": ensuring the global competitiveness of Russian education, the entry of the Russian Federation into the top 10 countries in the world in terms of the quality of general education;</p> <p>national project in the field of science: ensuring the presence</p>	<p>"Demography" (P):</p> <p>1) "Financial support for families at the birth of children";</p> <p>"Establishment of a nursery - promotion of women's employment";</p> <p>"Older generation";</p> <p>"Strengthening public health";</p> <p>"New physical culture of the population";</p> <p>"Health" (N):</p> <p>"Development of the primary health care system";</p> <p>"The fight against cardiovascular diseases";</p> <p>"Fight against oncological diseases";</p> <p>"Child development</p> <p>healthcare, including the creation of a modern infrastructure for providing medical care for children";</p> <p>"Provision of medical organizations of the system health care qualified personnel";</p> <p>"Creation of a single digital circuit in healthcare based on a unified state information system health care (EGISZ)";</p> <p>"Development of export of medical services";</p> <p>"Education" (E):</p> <p>"Modern School";</p> <p>"Success of every child";</p> <p>"Modernparents";</p> <p>"Digital School";</p> <p>"Teacher of the Future";</p> <p>"Young professionals";</p> <p>"New Opportunities for Everyone";</p> <p>"Social activity";</p> <p>"Improving the competitiveness of Russian higher education";</p> <p>"Science" (S):</p> <p>"Creation of a network of leading research centers and world-class centers";</p> <p>"Creation advanced research infrastructure";</p> <p>"Generation of fundamental scientific knowledge";</p> <p>"Creation of scientific and educational centers and cooperation with organizations</p>

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	<p>the Russian Federation among the five leading countries of the world carrying out research and development; ensuring the attractiveness of work in the Russian Federation for Russian and foreign leading scientists and young promising researchers; outpacing increase in domestic spending on research and development; national program in the field of culture:</p> <p>There are no specific target indicators in the May decree</p>	<p>operating in the real sector of the economy”; 5) "Digital technologies in science"; "Culture" (A): "Cultural environment"; "Creative people"; "Digital Culture"</p>
<p>Development of the economy and entrepreneurship; development of tourism and hospitality industry</p>	<p>national program in the field of increasing labor productivity and supporting employment: growth in labor productivity in medium and large basic non-primary sectors of the economy at least 5 percent per year; involvement in implementation of the specified national program at least 10 constituent entities of the Russian Federation annually; involvement in the implementation of the specified national program of at least 10 thousand medium and large enterprises of the basic non-primary sectors of the economy; national project in the field of development of small and medium-sized businesses and support for individual entrepreneurial initiatives: increase in the number of people employed in the small and medium entrepreneurship, including individual entrepreneurs, up to 25 million people</p>	<p>"Productivity and Employment Support" (L): "Systemic measures to increase labor productivity"; "Implementation of measures to increase labor productivity and expert support for enterprises in non-primary industries"; "Employment support: employment, training, infrastructure development"; "Small and medium business and support for individual entrepreneurial initiative" (I): "Improving the conditions for doing business activities"; "Creation of a digital platform for supporting production and marketing activities of small and medium-sized entities entrepreneurship"; "Improvement procurement systems carried out by the largest customers from subjects of small and medium business"; "Expanding access of SMEs to financial support, including preferential financing"; "Creation of a system of acceleration of subjects of small and medium entrepreneurship"; "Modernization of the exporter support system – subjects of small and medium business";</p>
		<p>"Creation of a support system for farmers and development of rural cooperation"; "Promotion of Entrepreneurship"</p>
<p>Infrastructure for life, sustainable spatial development; international relations</p>	<p>national project in the field of housing and urban environment: providing affordable housing for middle-income families; increase in housing construction to at least 120 million square meters per year; drastic increase comfort of the urban environment, increasing the index of urban environment quality by 30 percent; increase in the share of citizens participating in solving issues of urban environment development, up to 30 percent; sustainable reducing the uninhabitable housing stock; national project for creation of safe and high-quality roads:</p>	<p>"Housing and Urban Environment" (F): "Housing"; "Formation of a comfortable urban environment"; "Ensuring a sustainable reduction in the uninhabitable housing stock"; "Safe and quality roads" (R): "Road network"; "System-wide measures for the development of the road sector"; "International cooperation and export" (T): "Industrial export"; "Export of agricultural products"; "Logistics international trade"; "Export of services"; "Systemic measures to promote international cooperation and export"</p>

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	<p>increase in the share of regional roads that meet regulatory requirements in their total length of at least than up to 50 percent; reduction in the share of highways of federal and regional significance, operating in overload mode, in their total length by 10 percent compared to 2020; reduction in the number of places of concentration of road traffic accidents (dangerous sections) on the road network by half compared to 2020; a 3.5-fold reduction in deaths from road traffic accidents compared to since 2017 - to the level</p> <p>not exceeding four people per 100 thousand of the population (by 2035 - the desire for zero mortality).</p> <p>national program in the field of development of international cooperation and export:</p> <p>formation of global competitive non-primary sectors, the total share of exports of goods (works, services) of which will be at least 20 percent of the country's gross domestic product; achieving the volume of exports (in value terms) of non-commodity non-energy goods in the amount of 250 billion rubles.</p> <p>US dollars per year, including engineering products - 60 billion US dollars per year and agricultural products - 45 billion US dollars per year, as well as the volume of exports of services rendered in the amount of 100 billion US dollars per year;</p> <p>formation of an effective system of division of labor and industrial cooperation within the framework of the Eurasian Economic Union in order to increase the volume of trade between the member states of the union by at least one and a half times and ensure the growth of the volume of accumulated mutual investments by one and a half times</p>	
<p>Enhancing environmental sustainability and safety</p>	<p>national project "Ecology": liquidation of all unauthorized landfills identified as of January 1, 2021 within city boundaries; cardinal decrease in the level of atmospheric air pollution in large industrial centers; improving the quality of drinking water for the population; ecological improvement of water bodies; conservation of biological diversity, including through the creation at least 24 new protected areas</p>	<p>"Ecology" (G): "Clean country"; "Construction of facilities for sorting and processing MSW"; Drinking water"; Forest Conservation"</p>

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Effective Governance: Implementation Tools	National program "Digital Economy of the Russian Federation": increase in internal costs for the development of the digital economy through all sources at least three times compared to 2021; building sustainable and secure information and telecommunications infrastructure; use of predominantly domestic software	"Digital Economy" (D): "Regulatory regulation of the digital environment"; "Informationinfrastructure"; "Personnel for the digital economy"; "Informationsafety"; "Digital Technologies"; "Digitalpublic administration"
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The implementation of the Strategy is designed to respond to the main demographic challenge of the long-term development of the regions of the Russian Federation. In conditions of rather high mobility of the population, people choose to live in those regions where they can realize their potential. The answer to this should be an appeal to the needs and capabilities of each resident of the regions of the Russian Federation and positioning the state as an assistant, the role of civil society in governance should be radically changed, mechanisms for effective feedback from residents should be established. Therefore, at the center of the Strategy are people and their well-being.

Our country is the only one in the world that has proved that nothing depends on the climatic zone if there is a developed industry and infrastructure. We offer our own solution to a whole range of problems, the most optimal, in our opinion, namely: In future and existing cities of the regions of the Russian Federation such as; Nizh-Bestyakh, Tiksi, Ust-Nera, Chokurdakh, Dachny, Markovo, Ionveem. The creation of light industry enterprises in them is due not only to their location on the railway tracks, which is not unimportant, but also to their favorable location

near large rivers of the regions of the Russian Federation that open into the ocean, which will automatically provoke a sharp increase not only in freight traffic, but also the possibility, if necessary, with minimal costs to implement an industrial policy to provide these regions with demanded products and imports of substitute products. That is, it will be gold for light industry and will allow the production of cheap, unique and other goods, for example, shoes, belts, bags and other things made of fish skin, fur coats and clothes made of deer skins, and so on, so light industry products will be in demand not only in our country, but also abroad. It is strange not to take advantage of such a treasure when everything can not only pay off, but also become an economic superiority in the field of light industry over leading economic powers like China and the United States, since none of them has such a potential as Russia. But this is in the future, but for now we propose to start small based on our analytical work, that is, if everything is done wisely, then this will not only be our version of the development of events, but will become a reality and provoke the effective development of the Arctic regions.

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Article



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ON THE IMPORTANCE OF THE PERSONALIZED RESPONSIBILITY OF THE ENTERPRISE TEAM FOR THE MANUFACTURE OF PRIORITY AND DEMANDED PRODUCTS BY THEM TO CONSUMERS. MESSAGE 1

Abstract: *in the article, the authors focused on the need for a motivated high professional responsibility for the results of an enterprise headed by the management. The personification of responsibility does not mean only the search for someone who is responsible for everything. It is important to understand that the personification of responsibility implies its delegation for obtaining the desired result. And here it is important not to make a serious methodological mistake - to reduce economic policy only to an analysis of the causes, but also to maintain the spirit of solidarity in the team - one for all and all for one, in order to guarantee its mandatory success.*

At the same time, manufacturers, due to their motivation, manage quality, necessarily ensure the manufacture of priority products for the consumer, revising their concept of forming a market with demanded and competitive goods, taking into account their preferences among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. 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, and manufacturers to ensure the sale of their products in full and guaranteeing themselves sustainable TEP from the results of their activities and financial stability.

Key words: *quality, success, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, assortment policy, priority, implementation, paradigm, economic policy, preference.*

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Introduction

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The situation under study, which has developed both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District with light industry enterprises in filling them with domestic products that are in demand on the markets, is regrettable. Their absence not only provokes shortages, but significantly worsens the social situation of those living in these regions, since for the majority of the population they were the only source of income, they were city-forming and provided the entire infrastructure of the life of the population, provoking not only employment, which in itself is very important, but also ensured the flow of funds to these regions to solve all their social problems. The hope of the regional and federal branches of power that everything can be solved through the ruthless exploitation of natural resources, which is not only criminal, but also a road to nowhere. And the talk about that domestic products are not in demand are groundless, the way out of this situation due to a well-developed assortment and assortment policy, when the unity of all branches of government, namely: municipal, regional and federal, in alliance with manufacturers, will offer consumers in their regions of the Southern Federal District and the North Caucasus Federal District not only demanded and competitive products, but what is especially important - economically justified and guaranteeing enterprises that they will receive sustainable TEP, providing them with a warning against bankruptcy and guaranteeing stability, and employment and satisfaction of their social problems for the population of these regions. After the 2008 crisis, society spent a lot of energy trying to return the economy to the same rapid growth as before. But the assumption that the problems caused by the crisis are temporary, turned out to be wrong and we should accept this and understand that the economy in the new "post-crisis world" will work in a new way. Klaus Schwab, founder and president of the World Economic Forum in Davos, writes about this in his article on Project Syndicate, he identifies six features of this new world, namely:

- its economic growth will be slower but potentially more sustainable than before the crisis;
- growth will be driven by technological change, and its impact will be larger and deeper than, for example, the industrial revolution and its consequences in the 19th and 20th centuries;

- the current industrial revolution will hit economies like a tsunami, almost without warning and with ruthless force;

- the pace of change will be high due to the interconnectedness of today's world, changes will affect simultaneously economic structures, governments, security mechanisms and people's daily lives;

- every standard must be revised, every industry risks being turned on its head;

- light industry will change due to 3D printing, because supply chains will have to disappear or transform;

- Gone are the days when the big fish ate the little ones. In the post-crisis world, the fast fish will dominate, while the slow ones will die;

- economic growth will be driven not by capital and natural resources, but by people European imagination and innovation.

According to the economist, despite the difficulties that a new round of technological progress will entail, its overall impact will be positive. At the same time, Klaus Schwab suggests not to be afraid of the advent of robots, because labor automation will allow more people to get well-paid jobs (for this, however, they will have to acquire new skills so as not to be left behind). In general, in order to compete in the economy of the XXI century, and the authorities, and business, and society will need to constantly adapt to new conditions, Klaus Schwab predicts. Governments will need to not so much manage the consequences as they will need to anticipate change and, by anticipation, create the conditions for innovation in the private sector. These changes are inevitable, but ultimately they will allow us to improve our strategies, systems, and ourselves. The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of the QMS for the production of demanded products, including for children with pathological deviations, is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more professionally and at lower cost due to three main aspects:

- employee involvement;
- process approach;
- systems approach.

In addition, the personnel of light industry enterprises are more effectively able to implement the goals and objectives of the QMS also because control activities are more professionally provided to fulfill

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the following situations:

- belief;
- execution of delegated powers;
- creation of conditions for increasing productivity and effective use of the business qualities of employees.

The attention of researchers to solving the problem of combining state and market mechanisms for managing competitiveness is justified because it becomes a strategic resource for the economy of these regions. Today, and even more so tomorrow, in the world economy, the place of price competitiveness will be taken by the competitiveness of quality levels, which has widely increased its importance in connection with Russia's entry into the WTO and the need to use the ISO 9000 series. In this regard, the increase in the quality factor of the results of the domestic light industry in strategy to compete in global markets is a long-term trend. The task of increasing competitiveness is especially urgent for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (inefficient management), have lost their competitive positions in the domestic and foreign markets.

Ways to solve this problem based on the use of innovative technological solutions by them, the development of an assortment policy taking into account the characteristics of these regions, the reduction of production costs due to effective technological solutions with a more frequent change of assortment while maintaining minimal costs for reconfiguring the technological process and the formation of a pricing policy that creates competitive advantage in markets with unstable demand and taking into account the demand for light industry products.

As a result, the Russian market began to be filled with products brought from abroad, which, with rare exceptions, do not even have a quality certificate, and now even children are forced to wear shoes that do not provide them with the elimination of their pathological abnormalities.

Thus, the restoration of light industry production volumes is a rather urgent task facing manufacturers, and is of great social and economic importance for the population of these regions.

Specific reduced costs - an indicator of the comparative economic efficiency of capital investments, used when choosing the best of the options for solving technological problems.

When comparing possible options for solving a technical problem, rationalization proposals, technical improvements, various ways to improve product quality, the best *ceteris paribus* is considered to be the option that requires a minimum of reduced costs.

Reduced costs - the sum of current costs, taken into account in the cost of production, and one-time capital investments, the comparability of which with

current costs is achieved by multiplying them by the standard coefficient of efficiency of capital investments. An analysis of this software was carried out in the manufacture of the entire range of light industry products, which confirmed the effectiveness of the software product for evaluating the proposed innovative technological process using universal and multifunctional equipment in their manufacture within the territory of socio-economic development. Today, and even more so tomorrow, the implementation of one of the defining principles of production efficiency is important - the manufacturer produces exactly what the consumer needs in the assortment that creates the basis for meeting demand.

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, 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 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 a full range - from birth to ritual services, as well as on the solvency of citizens, which allows them 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 effectiveness 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.

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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 30s, 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 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.

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 the quality that is either "on the mind" or "is 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 problem of increasing the efficiency 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 priority tasks.

Main part

Characteristic signs of the modern world economy are unstable production and unstable demand. Traditionally, it is assumed that the first is determined by the second. This formed the "cornerstone" in the foundation of economic theory, which replaced classical political economy. According to the dominant economic ideas of the 20th century, the driving force behind development is the demand for goods, i.e. not production, but the market drives the economy. The famous formula of K. Marx - one of the pillars of classical political economy - T-D-T is perceived locally today, that is, as it looks in the final expression: the sale of goods depends on the amount of money circulating in the market, in other words, real purchasing power of consumers.

The market should strive to be self-sufficient. For normal functioning, he needs maximum freedom. The idea of the founder of classical political economy A. Smith about the need for freedom of activity of the producer of goods in the latest non-classical economic theory has been transformed into a position on the freedom of the market in accordance with the shift in ideological priorities from production to distribution.

The market is a link in the normal development of regional and national production. It is this function of the market that should be written in the first line in all documents of the state economic policy. Economic activity itself needs to be built in the form of a policy aimed at consistently protecting the interests of producers, and not so much from foreign competitors, but from fellow countrymen-officials and all kinds of officials who have adapted to the practice, legalized with the help of officials, criminal organizations.

The fantasy of the restless comrade Bender was limited to four hundred ways to circumvent the articles of the criminal code. How many such ways there are now, hardly anyone will undertake to count. The saddest thing is that today the outstanding

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creative abilities of Ostap Ibragimovich are not needed, and therefore there are much more fraudsters divorced than manufacturers of goods. The anti-hero of Ilf and Petrov understood the futility of being a millionaire in his own country, fled to Romania and lost a million at the border. For the current millionaires, the episode with the border crossing and the robbery of the enterprising "son" of Lieutenant Schmidt is the funniest place in the novel. Historical parallels are conditional, but instructive. It is pointless to repeat history, it is reasonable to draw lessons from history, learn from historical experience, mainly national, not disdaining the past practice of other peoples. As never before, in the 21st century, the experience of Peter I is relevant. Peter I received the addition "Great", having resolved the no less difficult situation that had developed in the country by the end of the 17th century. The western borders of Russia, for the Europeans of that era, were the frontier where civilization ended and barbarism began. Something like this, two thousand years earlier, the Greeks and Romans considered their borders in the north, west and east. Almost everything was in decline: education, science, industry, agriculture, construction. The arguments of church leaders, who suggested that the fate of Rus' to be the "third Rome", spoke to few people about something. And to be the "third Rome", having inherited the withered greatness of Byzantium, did not seem to be a very tempting prospect. Byzantium became an ordinary stronghold of Orthodoxy and, under the influence of the church, selectively treated the scientific and philosophical acquisitions of Antiquity. The culture of Byzantium mixed the ideas of Aristotle, medieval patristics and scholasticism. The understanding of science, which was formed in Western Europe in the 16th-17th centuries, was resolutely rejected by the Byzantine heirs. Orientation to Byzantium was reasonable in the VIII - X centuries. The adoption of Christianity and an alliance with a powerful patron contributed to the integration of the Slavs, the formation of Rus' as a single state. Then such an alliance was progressive in all aspects of cultural development. Orientation to Byzantium was reasonable in the VIII - X centuries. The adoption of Christianity and an alliance with a powerful patron contributed to the integration of the Slavs, the formation of Rus' as a single state. Then such an alliance was progressive in all aspects of cultural development. Orientation to Byzantium was reasonable in the VIII - X centuries. The adoption of Christianity and an alliance with a powerful patron contributed to the integration of the Slavs, the formation of Rus' as a single state. Then such an alliance was progressive in all aspects of cultural development.

Peter I accepted Rus' in a state of extreme backwardness, Europe was moving forward with acceleration, leaving Rus' the fate of Asia. The greatness of Peter I, unlike his contemporary

politicians and spiritual leaders, was manifested not in greater suffering and prayers, but in the ability to understand the intricacies of real life, to single out and take under personal control the key links of the socio-economic chain of events - past and present. He correctly assessed the situation, focusing his efforts on the economic revival of the country, and in essence began to build a new economy. Economic construction showed him a lack of enlightenment and education, a common cultural component. Peter I launched a cultural "revolution".

Radical cultural innovations did not please the church. Peter I showed character here too. He did not persuade anyone and adapt to anyone. The king assumed the rank of patriarch.

Politics cannot be effective if it only adapts to the peculiarities of the economy and culture. Politics in everything should be the locomotive, act ahead, direct. It is fatal for politics to accompany the socio-economic movement.

The ideologists of the West are cunning, portraying the state as an intermediary between production and consumption. They argue that the task of politics is to ensure social justice in the distribution of national wealth, the state should not interfere in the economic movement - it is self-sufficient. The lies of such lobbying concepts become apparent during crises. As soon as a recession begins, a decline in production, debts grow, a shortage of liquidity forms, manufacturers, especially financial intermediaries, directly go to the state for help and are the first to receive it.

Peter ruled the country with the help of decrees. He composed the text of decrees, as a rule, himself, necessarily explaining what exactly the purpose of this decree was, how it should be executed and what awaits those who do not fulfill it. A.S. Pushkin, who studied the archives of Peter I, noticed that decrees were often not fully thought out, the fruit of impromptu. The great poet and thinker is right in his own way, with the proviso that A.S. Pushkin was not a great sovereign. Peter I was forced to be operationally cruel. He was responsible for the fate of the Fatherland. Anyone who has taken on such a fate should not constantly look back at the laws in force and be afraid not to fit into their letter. It is not God who lays down historical routes, they are not developed a priori, they have to be laid, mastering a new historical space. The professional traveler does not hide behind the laws of nature, exploring the unknown. And in politics, an innovative approach should be taken, the legal order of things should be improved. Laws are not absolute, they reflect reality generalized in legal terms. Politics, on the other hand, is the art of managing a historically specific, time-changing reality. Situational thinking is important here. Realizing that it is impossible to build a new industry, to activate agricultural production without free access to maritime transport, the first Russian

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emperor resorted to extreme measures. In our time, there is no such need - thanks to Peter I - which makes the fate of politicians easier without reducing the level of responsibility of actions, their innovativeness. The easiest way is to write off the crisis of Russia's traditional industries on instability and the transitional economic process. The transitional period, clearly prolonged due to vague policies, will ever end. As for instability, politicians will be disappointed. In all likelihood, the cyclical nature of crises, discovered and explained by K. Marx, was left in the past by capitalism. Modern crises testify not so much to the peculiarities of the dynamics of industrialized countries as to the crisis of the system of the bourgeois mode of production itself and the weakness of the social superstructure to control the growing negative trends. The separation of finance from real production, the absolutization of the freedom of financial capital, and the concentration of financial flows lead development to a dead end, causing anarchy provoked by stock market speculation. Instability is becoming a stable, common feature, and it is time to talk about the nature of instability, which, like everything else, is changeable, to hope that instability does not begin to gallop. A significant part of the traditional Russian crafts has developed in the Non-Black Earth region, primarily around Moscow. The geography of the history of light industry is understandable. There was a stable sales market and there was no shortage of workers, and the Lord did not deprive the Russians of talent. During the twenty years of the return to capitalism, industries that have been improving for centuries have either already been lost or are living out, having lost hope. None of the politicians "sounds the bells" that it is not factories, workshops, workshops that are dying, but a layer of national labor culture is collapsing. Kuznetsovsky porcelain, Ivanovo textiles, Kostroma lace, Palekh, Mstera, Kholuy, Fedoskino, Zhostkovo, Gus-Khrustalny, Dymkovo, Khokhloma - all this made us Russian. Shoes can be sewn anywhere, for example, in China, clothes - in Kyrgyzstan and in the same China. But there are many household products that have grown into the culture of the people, who invented them. Their originality is unparalleled. Talk about cheap labor in China is another myth. In non-capital Russia, they earn no more than ordinary citizens in China. The essence is in the organization of production, in economic policy. In the People's Republic of China, the interests of the people and the country really come first. Economic activity in China has a clear reference point and this political one. In the Russian Federation, economic benefit has been elevated to an absolute criterion, which is absurd, because the economy is not the goal of social development, it is just a means of this development. In China, the manufacturer is maximally protected from "arrivals", the law serves as a "roof" for him; the order of communication with the buyer (customer) is extremely simplified, which

significantly reduces the time of the transaction and the execution of the order, minimizes non-production costs;

Russian laws regulate the market space. The market space is a legally formalized reality, built conditionally according to the formula "this is how it should be", and this does not mean at all that it is and will be so. The actual market reality is built as an environment of interdependent coexistence of the manufacturer, the seller (if the manufacturer does not act as such) and the buyer-consumer (the inclusion of a reseller is highly undesirable).

Russia has always been strong in the spirit of its provinces. The capitals accumulate the spiritual forces of the suburbs. It is these forces, like springs and small rivers, that give birth to large ones. The current heyday of Moscow and St. Petersburg should not be misleading. Real life continues in the vastness of the country. 130 million Russians still live and work where our real people's strength is concentrated. What inspires optimism? The strength of people's character. Zh.I. Alferov was asked by foreign colleagues-scientists: "Are you an optimist?" He replied, "Yes, and my optimism is unbeatable." "Why?" was the next question. "Because, the famous physicist explained, there are more and more optimists around me. Pessimists have moved to your countries. With which I congratulate you.

The authorities do not want to see the specifics of the Russian model of unstable demand for consumer goods: shoes, clothing, food, furniture, household items. In Europe, the USA, Canada, during the crisis, the purchasing power of the main part of the population decreases and, accordingly, the prices for goods go down, compensating, at least in part, for the satisfaction of the necessary necessities of life. The dynamics of prices for consumer goods in our country is always directed in one direction - increase. Fluctuations, of course, are observed, they are only noticeable in official statistics. A normal market cannot change independently of the state of production and consumption.

The Russian market reacts to changes in the exchange rate, but again only in terms of rising prices. It seems that the market is controlled by "puppeteers". The version is not indisputable, however, it is logically quite acceptable. The authorities are not active, explaining that the desire to use regulatory mechanisms will inevitably lead to the impoverishment of the market, the shortage of goods. To the natural question: where will they go? No answer. Indeed, try to explain where Chinese, Turkish, Latin American goods, products from Poland, Hungary, Ukraine, Moldova, Azerbaijan, Uzbekistan, the Baltic states will leave the Russian market? Who else needs them?

We also need the protection of our own producers, feeding, shoeing, clothing us. In the last decade of the last century, Russians realized the advantages of domestic food products. Next in line is

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the quality of light industry goods. And the state can contribute to their sustainable appearance on store shelves. What needs to be done for this? Develop a specific program and strictly monitor its implementation by officials.

The program for the return of Russian manufacturers to the market should provide for reciprocal steps by the state and enterprises. It is pointless to return to what and how they sewed before. An internal restructuring of production is required, and the market is beginning to feel it. Shoe and clothing enterprises have appeared in Russia, supplying products that are quite competitive. The buyer, however, is more surprised to find such goods. Nevertheless, the process has begun and it needs to be promoted.

Of course, we are not talking about additional financing of the industry. "Industry" is a collective concept that generalizes achievements in assortment, design art, quality, color. The general concept includes all manufacturers of certain products. Both those who seek to modernize production and those who do not rely on their own strength are accustomed to asking for help from the state. Only innovators deserve additional financial assistance; it is effective in targeted execution. We must help preserve traditional folk crafts. They are technically and technologically conservative, innovation activity is limited here.

The government responded to the appeal for help from VAZ, St. Petersburg, the Urals, and the Far East enterprises, referring to their city-forming and national significance. Everything is correct, except for one thing - what kind of patriotism, what kind of national pride can we talk about if a Russian is dressed and shod by foreign manufacturers, he will also be fed and watered by foreigners. Great power begins with a small thing - with the realization that we can do ordinary things for everyday life ourselves no worse than anyone else. We are surrounded by little things, they are in everything, and their significance is not always fully visible, but they create our mood.

Outdated VAZ products were exchanged for new cars, the state subsidized the exchange. An old suit cannot be exchanged for a new one, and shoes that do not meet the requirements cannot be taken back to the factory. There is another option - the state is able to compensate the buyer of domestic clothing and footwear, for example, 15 - 20% of the price. This particular form of protectionism will turn the buyer towards domestic goods, help to speed up the sale of products.

It is no secret that the Russian consumer of footwear products, unlike the manufacturer, expects to carry the purchased goods for more than one or two seasons. Products will need updating, repair. Why not, following the example of branded service stations, organize a branded network to support the operation of shoes and clothes. Repair would be cheaper and better. Just as importantly, such service would

enhance the manufacturer's reputation. The average buyer, purchasing domestic shoes for 1500 - 2000 rubles, naturally thinks that he will wear them for a long time. His choice of repair addresses is small: do it yourself, go to a handicraft shoemaker or to a company workshop. It is advisable to make workshops consolidated, so it will be less expensive.

The state must also assume the lion's share of the costs of organizing economic and industrial educational program. Branded foreign shoes are not worth the declared price, so it is so easy for sellers to carry out various kinds of promotions, markdowns. The buyer, who is not privy to the intricacies of the market, naively believes that the difference in price is proportional to the difference in the quality of the goods and saves money, takes out a loan so as not to make a mistake with the choice, advertising constantly reminds him - "the miser pays twice!" Next to branded shoes are fashionable, made of genuine leather, tastefully finished Russian products, the price of which is one and a half to two times lower, but who would explain that they are of the same quality. In contrast, advertising policies paid for by branded companies

The program "Habitat" has been launched on television, debunking myths about the usefulness of foreign products. We need a similar program dedicated to the quality of light industry products. Rospotrebnadzor regularly restricts the import of food products into the country due to exceeding the maximum allowable standards for the content of harmful or hazardous ingredients. The dangers of shoes and clothing made in China are reported to Turkey sporadically in connection with any incidents of a resonant nature. Involuntarily, a suspicion arises about the oddities of such a policy. It is beneficial for someone to shield the main competitors of domestic manufacturers. Lobbying in Russia is legalized and has become a good business for officials who hide behind world practice.

It is difficult for scattered and still weak enterprises to resist a large-scale, well-established policy that facilitates the occupation of the Russian market by foreign producers. This is facilitated by the abolition of mandatory certification of goods. A measure that is probably appropriate for Western Europe with its culture of consumption, but not for Russia, which is littered with counterfeit products from the most problematic manufacturers. There is no need to wait for the market tension to subside in order to win back a place in the market, to gain stability, it is necessary to act assertively and comprehensively, to revive the former Soviet experience in organizing work with a potential consumer. Fortunately, the development of the economy opens up the prospect for this kind of activity.

Practice is effective when theory sanctifies its path. At first glance, turning to theory in the conditions of anarchy that is happening in the market

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is not entirely timely. In a fire, you need to extinguish, not argue. Look at the fire. Sometimes it is important to think about how to act, develop a plan, determine possible scenarios for the development of the process. As for the conquest of the market, it is impossible to act here without a systematic understanding of the situation. It will turn out too primitive and inefficient.

The economy of the 20th century was formed as an economy of mass production. The organization of mass production was an outstanding achievement that provided access to material goods for a significant part of humanity - there were a lot of goods, they became cheap. But mass production actualized the problem of the quality of the manufactured goods.

The growth of prosperity, the development of education, cultural progress, the increasing technical range of products naturally shifted the interest of consumers in the direction of the quality of products offered on the market. The problem of quality has been transformed from a purely industrial one into a socio-economic and political one. "The large-scale crises in Japan and Germany in the late 1940s were overcome with the help of a quality-oriented state policy. The crisis situations in the US and European markets that arose in the late 80s and early 90s forced not only individual corporations, but also entire countries - Sweden, Great Britain, the USA - to pay attention to quality improvement as the only means of helping national economy to withstand the onslaught of competitors.

Quality is a system characteristic of a product, in which the product appears in its integral expression. In the most general form, "quality" is "that, as G. Hegel wrote, losing what, the phenomenon ceases to be itself." It is reasonable to assume that the understanding of quality is due to the nature of the phenomenon. Phenomena of natural origin, that is, arising without human intervention, are entirely objective, and the quality of such phenomena is the exclusive result of their self-movement.

Phenomena related by origin to human activity are also objectively qualitative, but the objectivity of the quality of these phenomena is dualistic. To the natural basis of the goods produced by man, an objectified part is added, as a rule, a materialized expression of the creative component of labor - knowledge, considerations, feelings, skills, in a word, what in the aggregate appears in the concept of the qualification contribution of the subject of labor to the process of creating goods from the object.

The quality of an object turned into a commodity is shaped by the interaction of the natural, the human and the social. As a result, a person has a natural right to see the quality of a product in the system of his own, human, values. From here we get the opportunity to make a very important conclusion: the quality of natural phenomena is given, the quality of created goods (products) is built simultaneously with the formation of the ability to feel the quality. The

upbringing of qualitative ideas can be spontaneous, incidental, or directed, modulated. Once the famous French artist E. Delacroix was asked if he could paint a portrait of the Madonna with mud? Yes, he replied, only I need the right background. Consumer education is not only the consumer's business. It is also an opportunity for the manufacturer to have a regular customer.

Exploring the problem of the characteristics of the quality of goods, we did not find works devoted to a systematic analysis of quality - considering it in a system linking production, market and consumption, namely, it contains the opportunity to find the answer to the fundamental question: how to achieve a stable position in an unstable environment of existence.

The literature mainly deals with the quality of the production of goods. And in this direction, the theory has reached the condition of development that is required for practical progress in quality management. But this is clearly not enough to manage the activities of enterprises, taking into account the volatility of market dynamics in light and food industries.

The demand for a product produced (and not only!) by enterprises is determined not only by an expert assessment of the quality made by the production or at its request, because the fate of the product is decided at the crossroads of the interests and financial capabilities of three subjects: the manufacturer, the consumer and the market connecting the first two. Specifically, it looks like this: everyone solves his own problem, but should not absolutize his status, remembering his systemic position, which obliges him to act with an eye on the potential of "partners" - whether they are ready for the proposed solution to the problem. That is why it is so important today to stay ahead of practical steps by balanced assessments of the current situation.

The manufacturer is traditionally preoccupied with the thought of how to ensure the maximum possible compliance of commercial products with model samples. In conditions of mass production, such a problem is quite costly, since it requires the organization of a special expanded service, and most importantly, where to get a significant number of qualified workers. The Japanese, faced with the problem of providing production with qualified performers, were forced to solve it in a very peculiar way - they supplied the most advanced equipment to their enterprises located in neighboring countries: Malaysia, Thailand, Singapore, Indonesia, in order to minimize manual labor. Not everyone is ready to follow the example of Japan.

The linear development of the economy would certainly lead to a dead end - mass production would eventually become extremely costly. No complex mechanization and automation have saved. Firstly, the reduction of personnel would cause an increase in unemployment with all the ensuing social negatives, and

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secondly, qualified workers would still be needed in large numbers.

Salvation came from the non-linearity inherent in the dialectic of progress. The economy of mass production has worked out its resource and, like the next stage of a rocket, has lost the need for existence. The economic paradigm has changed. Irrational in various aspects - environmental, humanitarian, economic, mass production has given way to "lean economy" (lean production). Production fundamentally changes the purpose. The traditional task of manufacturing a large number of similar products that meet the requirements of regulatory documentation, from which the consumer is invited to choose the most suitable ones, is replaced by the task of manufacturing exactly the product that the consumer needs and in the required volume and at the right time.

A "thrifty" (sparing) economy focuses the attention of the manufacturer on the state of consumer sentiment. The manufacturer needs to study demand, look for his niche in consumer demand, "educate" with the help of advertising, educational work, and organization of customer service.

The new economic philosophy brings producers and consumers closer, emphasizes the dialectical nature of their relationship - they are opposites, but those that exist only in unity. Initially, the producer and consumer were generally in one person. The division of labor and the increase in its productivity have physically separated one from the other, but the essence of the relationship has not changed. The market opposed them, complicating the system of spatial relations with intermediary, transport and other tools. The task that unites the producer and the consumer is not to lose sight of each other, to clear market superstructures, to make themselves direct financial partners, reducing the financial burden on production.

At the same time, the producer and the consumer in the system of market relations generated by the commodity economy oppose one another, therefore their understanding of the quality of production, goods partially coincide, which is also important to take into account when setting up a presence in the market, hoping to gain a foothold there for the rest of your life.

Common features of the quality of goods for the manufacturer and consumer will be its usefulness, convenience, hygiene, ergonomics, resistance to deformation, ease of handling, fashion. The consumer, unlike the manufacturer, is of little interest in the quality of the production of goods, although a "promoted", that is, an enlightened consumer should not, according to the logic of changing things, completely ignore technology, the organization of production. The relationship between the quality of the product and the quality of production is of a causal nature, and this is quite accessible to amateurish understanding.

For its part, the manufacturer runs the risk of being out of work if he underestimates the specifics of consumers' perceptions of the quality of goods. E. Deming - the author of the classification of "deadly diseases" for the manufacturer - among the seven deaths named under No. 1 "orientation of production to such goods that are not in demand on the market", that is, not in demand by the consumer; No. 2 - "emphasis on short-term profits and momentary benefits." In both cases, the manufacturer makes the same methodological mistake - he removes his activity from the system of relationships, makes "his site" universal, for which he pays in full.

The consumer's perception of the quality of consumer goods is less objective than the manufacturer's. A conscientious manufacturer, undertaking professional obligations, attracts scientific knowledge, independent expertise, etc. The consumer, in contrast to the professional manufacturer, is in the general mass "amateur". His views on the quality of goods, to put it simply, philistine, are based not on scientific knowledge, but on common sense. They are dominated by a pragmatic approach, a subjective assessment. Theoretically, the manufacturer should always be right; in practice - then there would be no normal market, so everyone knows the opposite statement: the buyer is always right.

The dominance of a pragmatic approach to the quality of goods by the consumer is a kind of cost in relations between the main market actors. We have to put up with this, otherwise, apparently, it is impossible to build a system-forming link in market practice. The consumer, as a buyer, is limited by the ability to pay. The manufacturer has certain theoretical resources, for example, to increase sales, working capital, reduce costs, etc. The consumer-buyer has no real reserves - loans will only increase his expenses, and in the Russian Federation very significantly. Based on his situation, the consumer looks at the quality of the goods through the sight of the number of rubles set by the seller as an equivalent of quality. To the above, let's add the skepticism that awakens in the mind of the buyer the annoying repetition: "the price corresponds to the quality." Price can be equivalent to quality only in a particular case. The market is fed by a pack of intermediaries.

"Quality" and "price" are basic concepts for both the producer and the consumer, but they are woven into system considerations in different ways - depending on the opposite of the market situation. Each of the subjects measures the quality of the goods, based on their own status.

The third subject of producer-consumer relations, and another "appraiser" of the quality of goods is the market, which is a tool for regulating relations between producer and consumer. The role of the market has historically been strengthened with the development of national economies and the creation of transnational companies. The market from an

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episodic tool limited in time, has become a completely independent economic phenomenon. The growth of the market was accompanied by its structural evolution, it eventually lined up in a complex pyramid of direct, indirect participation; retail trade completed wholesale; transactions from the present have gone into the future. A leader has emerged on the market - the financial transactions market, which should be considered as a symptom, because the financial market, by definition, is far from the subject and the quality is presented here in a generalized, conditional way.

"The quality of the goods", from the point of view of the market, is a sign of the liquidity of the goods. The product is not stale, therefore, the desired quality has been achieved. The market does not care whether the quality of the product really satisfies the consumer. In the market, the "king" is not the buyer, but the seller and the quality criterion is the time of sale of the goods. What will happen next? The seller doesn't really care. That is why such a "deadly disease" as the desire for a momentary result is common. Nevertheless, the "market theory" of quality has its place and must be taken into account when determining economic policy.

Production, consumption and the market, which turned out to be the subject of their relations, are cultural phenomena, their historical specificity is determined by time, national and regional features of development. The phrases "culture of production" and "culture of consumption" have long and firmly entered the professional vocabulary, which cannot be said about the "culture of the market". The difference is not difficult to explain. Production and modern consumption are based on scientific knowledge, reflecting the objective order of things, it is easy to trace the influence of cultural traditions in them.

The history of the market is not so great and the attitude towards the market is somewhat different in culture. The market of the 20th and the new century undoubtedly absorbed elements of culture, but turned out to be the very activity that does not have fundamental cultural values. The motto of Russian merchants: "Our goal is profit, but honor is higher!" took root thanks to the inherent and culturally designed slyness. Honest and conscientious sellers in the market never lingered - not their place. If we classify the art of deception as a set of cultural phenomena, then the market is a form of reality of mass culturally designed deception. They deceive everyone, always and in every way. And in deceit in the art market no less than in the theater, where they also deceive in their own way.

Subjective, with unstable, multidirectional movement dynamics, the market is poorly predictable. Those attempts that are made in predicting the behavior of the market are unproductive precisely because of the insufficiency of objective indicators of a systemic type. So the reserves of the market, as an area of real quality management, are small, especially in the absence of the

state's desire to actively intervene in the architectonics of market relations.

For a particular enterprise (preferably an association, a group of enterprises), the prospects for promoting marketable products on the market are associated with the development of resources for understanding quality in the coordinates of production - to seek a qualitative compromise, and educating your 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, monopoly claims have not been done away with, but the fight 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 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. Buyer conferences are not very real here, 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

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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 by 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 to 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.

There are two periods in the history of the quality problem. During the first, serious interest in what quality is was limited mainly to professional theory. Philosophers tried to define quality and its systemic position, however, in numerous philosophical disputes, the concept of "quality" was not one of the main problems.

The actualization of the theory of quality turned out to be dependent on the degree of development of the system-forming philosophical concept of "being" in the context of basic concepts derived from it, i.e. those concepts that help to carry out the ascent from an extremely abstract statement of existence with the only distinguishing property to be, to exist, to a concrete understanding with an established content, thanks to answers to derivative questions, such as "What is everything from?", "Due to what does everything exist?", "Is there non-existence?", "In what systemic forms does being find its certainty?"

Apparently, it was the last of these questions that brought philosophy onto 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 it was interesting to those whose gaze was turned to the Cosmos, to the depths of its construction, and the vast majority of fellow philosophers were in the grip of earthly problems.

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 a mass production economy, 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 these signs were actualized in social life and consciousness reflecting its development, but, in the light of our study, 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 barbarism, 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 whole superstructure was 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

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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 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 of 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. Berdyaev argued: "From the first days of Creation... man is in the historical, and the historical is in man. Immersion into the depths of time is immersion within 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 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 it, 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 inherent in 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?

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 mediation, 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 saturated to the extent of its perversity and can afford to set the qualitative characteristics of 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

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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, 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 due to subsequent success in creating a collection.

An example of a systematic understanding of quality within the framework of a measure - dimensional certainty are 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 classical quixoticism. First, it is necessary to organize the market space through political will, legislative initiatives and effective, rather than sham control over the legal order, to return the manufacturer of goods to the market, removing an unmeasured number of intermediaries.

A real manufacturer is not interested in speculative transactions. For sustainable

development, he needs his own consumer, who, by the way, in turn, is not at all opposed to having his own specific and accessible 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 a current life that 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 progs grow.

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. We will try to formulate practically significant fundamental provisions in the order of introduction to the theory of quality:

- 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 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, when creating quality, it is necessary to put into qualitative characteristics a quantitative expression 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 a copy of Savrasov, what would happen to the original? Tretyakov's answer turned out to be predictable in terms of categoricalness - no! Quality requires not only skill,

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but also inspiration. Inspiration with repetitions burns out. Quality is always quantitative

- 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 conditions 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 a basic characteristic 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.

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 pragmatic 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 is not given to us, but 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, then 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 seems to be 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, hidden production defects, fraudulent actions of the seller, a normal buyer is upset, first of all, because of his own poor-quality solution. Other losses of the transaction are most 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 both practical and spiritual activity in an objectified (objective or functional) expression. This leads to 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 producer and only he, because only he, in full measure, according to the logic of the formation of understanding, should know what is quality. Taking on the production of goods without understanding the

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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.

The problem of quality theoretically remains developed one-sidedly, because there is no normal organization of production and marketing of high-quality commercial products. Current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management is simplified to the concept of control over the conditions of quality production. While there is no systematic understanding of what the quality of a product is, the market is in charge of production. The market is ruled by speculators - intermediaries. The state seeks to minimize its economic function before collecting taxes. There is no real activity aimed at giving the market a civilized form of "purchase and sale" on the principles of real freedom of competition. For signs that are essential for quality, supervision is limited to the level of practical uselessness. The market dictates order to local and regional governments. The store manager ran the defense department. Few people are interested in the culture of the producer and consumer, not up to them. But the external order begins with the internal order, with the awareness of the "political moment" due to the economic situation.

Historically, the understanding of the quality and specificity of its reality, presented in the product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined 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 the manufacturer, 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 the range of goods became more accessible, 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 the limitlessness.

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.

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 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 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 twenty years, not a single branded light industry enterprise has appeared in Novosibirsk, 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. The "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 consumer wages, but create the most favored nation regime for the buyer (without colluding with another predator of the market - banks).

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 socio-economically significant, it indicates the culture of the market and, indirectly, the state of production. The

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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, but the systemic characteristic of the product, reflecting the assortment.

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 autonomy, 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. 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 able to influence the objective properties of a product directly (with the help of its own mechanisms), but it can very well influence the objectification of subjective ideas. So the manipulation of quality was first included in the functions of the market, then became an element of economic policy.

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 influence, 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, we involuntarily try to learn more about the subject of interest, 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 concept, without which the modern theory of quality does not have a systemic holistic view.

"Purchasing qualification" includes, along with certain knowledge that helps to determine the location of the store, the price range for the goods, requires basic information about the manufacturer, quality features of the product, the manufacturer's market reputation, company traditions, 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". Raising the "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.

We know how to make high-quality products and are quite able to regain "our" market. The question 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.

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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.

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.

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 products in the countryside. There is a growing distrust of consumer imports, including due to their mass production in China. Migration flows are stabilizing.

Domestic producers need a "clear" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, which allows cutting off the many-sided arbitrariness of administrative bodies 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. No less important, from our point of view, is 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 the event is postponed, but it itself is extremely important in terms of significance, then speculators, including financial oligarchs, actively rush into the resulting gap, trying to profit from 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 concreteness of the environment should be valued and preferences for its reproduction should be provided. In the founding treaties,

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 the access of manufacturers to it. 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

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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 by banks in every possible way. 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.

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 maximum realization of the potential of relations that create consistency.

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. He is perfect not by the size of his ability to pay, 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. 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 - a "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, one power replaces another, and 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, and the factor is multifaceted and very effective.

The Yeltsin-Gaidar reforms were bound to destroy, first of all, mechanical engineering and light industry. Yeltsin did not differ in theoretical preparation. Gaidar, on the other hand, had to be clearly aware that most of our achievements in these industries - we do not take into account the military-industrial complex and space technology - were "home" successes. Here we clearly lagged behind competitors, with whom the Democrats aimed at the common market.

We didn't have what the Poles or the Chinese had. Polish interests were actively lobbied in Europe, the USA and Canada, and the scale of Polish transformations is not comparable to Russian ones. In China, after the Cultural Revolution, it was possible to minimize the cost of wages for the bulk of the working population. In addition, the Chinese leaders turned out to be clearly smarter, more honest and more patriotic. They were guided by the ideas of Deng Xiaoping about the parallel development of socialist gains and economic reconstruction, in fact they modernized the Leninist plan for the NEP. The experience of the growth of the industrial and financial might of the PRC in subsequent decades proved that it is not socialism that is economically weak, but those who manage socialist construction.

Reforms are rarely fruitful, but they are important nonetheless. Real, that is, scientifically based reforms, cannot be long-term. They are effective precisely because of the time limit. Time judges reforms and reformers. Pseudo-reforms, as a rule, take on a permanent expression, overgrown with references to the world situation, climatic anomalies, and so on. What happened in our country. However, one trouble does not come. The reformers had to explain to the people why they were testing their patience. They chose the same archival method - to shift from a sick head to a healthy one.

In the 2000s, myths about fools, roads, drunkenness, poor education, stagnation in science, engineering and technical creativity, managerial weakness, lack of ideas actively multiplied. The meaning of myth-making was simple: how difficult it is to manage such a people. Peter I, having inherited backward Rus', did not suffer. He acted and divided history into pre-Petrine Rus' and Peter's Russia, forcing the whole world to reckon with its interests.

Domestic myths multiply and spread. They are also gaining positions in light industry, which is politically dangerous, because they threaten to step up measures to integrate the economies, cultures, and strategic interests of Russia and neighboring states. Such tales discredit Russians in the eyes of those who

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are serious about cooperating with us now and in the future.

Let us dwell on some myths, one way or another connected with the present and future of the domestic light industry. It is important to analyze this in the professional and educational process as well.

Let's start with what everyone is talking about, with the thesis that we are sitting on the oil and gas needle, trade in coal, timber and mineral raw materials. Indeed, our income from the sale of raw materials is almost 50 percent. The indicator is frankly undesirable. Nevertheless, it would be possible to build a perfect economy, as Norway, the Emirates, Kuwait did. The essence of the problem is not that Russia has become dependent on its natural wealth, but how the income is used. China is developing production, especially transport, construction, and light industry. In our country, only recently, attention has been paid to those who shoe, clothe, and manufacture textiles for Russians. It turned out that the "unpromising" industry is responsive. The total market for clothing, footwear, accessories in 2019 amounted to 2.8 trillion. rubles, and in the past (2021) it crossed the milestone of 3 trillion. Rubles. Just the first steps have been taken.

Another common myth about the inability to compete with similar production in China. There is no dispute - low wages give the Chinese a head start in the fight for cost. But, the Chinese will be forced to raise wages, their other organizational expenses have already been optimized, the pursuit of quantity is accompanied by a loss in the quality of Chinese goods, hope for European brand orders should decrease due to crisis volatility and a reduction in external investment.

Europe and the US need China, but they need China working for them. The Chinese certainly think differently. Contradictions will grow as China gets stronger. Nobody wants to develop China into a world leader, except for the Chinese. The growth rate of the Chinese economy has slowed down.

There is one more circumstance hindering the development of the production of consumer goods in China - remoteness from the consumer. Now transport services are growing at a faster pace, because energy prices are high and are not going to decline in the foreseeable future. When the Americans artificially devalued oil in order to undermine the economy of the USSR, they hardly thought that their policy would boost production in China so much. The Chinese skillfully took advantage of the struggle of the superpowers. And the 1980s, 1990s, 2000s passed. Together with them, the political and economic situation in the world has changed.

For some time, cheap labor will be found in the countries of Southeast Asia neighboring China - Cambodia, the Philippines, Malaysia, Thailand, Laos, Vietnam, Indonesia, but they do not have Chinese political stability that guarantees the safety of capital

investments. In addition, they are maritime countries, rail and road communication with them is hampered by the underdevelopment of railways, their regional scale. Sea routes are not safe. Pirates of the 21st century around Africa behave in a businesslike way. They understand the futility of trying to escort all the "merchants".

Let's add to the arguments a thesis that does not often come into view: the low qualification of the labor force in the region. The quality of goods of complex production can be maintained by limiting mechanization and automation. The circle is closing, as highly qualified engineers and technicians are needed. They are accustomed to a certain way of life and a decent reward for their much-needed work.

Costs pulled up and began to disappoint investors. First of all, they are upset by the logic of the futility of continuing to move along the knurled road. Turning is always difficult, but it is necessary. Changes in real conditions imply changes in business planning.

Returning from distant countries to their homeland and Russian businessmen focused on the production of consumer goods: textiles, footwear, clothing. There are not as many examples as we would like, but they are significant and contagious. Well-known designers Kira Platinina and Alena Akhmadulina reached out with production closer to their fellow countrymen. Platinina built a clothing production in the Moscow region, Akhmadulina opened a factory in the Northern capital. The owner of 48 clothing factories and the Gloria Jeans brand, V. Melnikov, closed factories in China and settled in Russia and Ukraine. He has been working for five years and is mostly satisfied with his decision.

Experts agree that it is realistic for Russian manufacturers to fit in between European firms and Chinese consumer goods, the demand for which is forced. Statistics confirm that in the second half of 2021, Russians reduced spending on purchases in this market sector. We are able to compete with the Turks and Eastern Europeans, who have noticeably sagged in the United Europe.

V. Yevtukhov, Deputy Head of the Ministry of Industry and Trade of the Russian Federation, stated that our companies compete on an equal footing in the mass market in the sectors of men's suits, home textiles, bed linen, footwear, knitwear, finished leather and non-woven materials. One cannot but agree with the official's opinion about the presence of excellent designers in the country, the achievements of high Russian fashion.

Accession to the WTO has complicated the state's attitude to production. Essentially, it is separated from the production process. The participation of the authorities and the budget is limited by indirect influence through the creation of favorable and stimulating conditions for the development of production, such as government

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orders, customs duties, tax incentives, and improvement of the raw material base. And yet, the problems of the relationship between the authorities responsible for the well-being of the people and the production in which the people are employed and which feeds, shoes, clothes, equips them are not contained in the restrictions imposed by WTO membership. The essence of the new situation lies in the organization of the activities of the authorities themselves.

The conditions for joining the WTO exposed the socio-economic scale of the vices of Russian managers - the corruption component, low values of professional culture. The very ideological attitude to separate the managerial profession from the specifics of the object of management is also flawed. The "pure" manager brings us back to the attitude of the medieval scholastic realists.

There is a scientific theory of management, which has concentrated in itself the products of reflection on managerial experience. Like any theory, it is not a working tool for a manager. In it, the manager is looking for directions and possible methods of activity. Similarly, in a haute couture show, a businessman who understands fashion, economics and public sentiment is trying to capture significant ideas - a barometer of the market. The theory works only as an adapted application to the specificity of the control object. Those who do not know such specificity will be saved exclusively by the command method of management, which subordinates the management theory of production reality.

A "pure" manager is a hostage of finances. For him, production is a combination of cash flows, and not the organization of human reproduction within the framework of national development. He is detached from the case and a stranger, as a rule, in the team - the appointed commander from the "parallel" case.

The history of the 21st century with top managers clearly shows how significant they are. All top companies are the first to show signs of crises and the last to emerge from the crisis, despite state support. It's just that these companies are "national-forming", the face of the state. The state is interested in the fact that the face does not wrinkle prematurely. Most of the "VIP-persons" of the managers speculate on this. Yudashkin, who carried out the state order for the development and tailoring of uniforms for the aircraft, was rightly indignant at the fact that a company of "pure" managers headed by Serdyukov created with his models and instructions, which placed the manufacture of things in China and changed the technical conditions.

A "pure" manager everywhere is drawn not to production, but to finance. He needs a quick return. The market rules the quick returns. Real production cannot jump, it moves smoothly.

The normal development of production requires, along with smart solutions, strict control over the strict execution of instructions. Everyone knows at what point and how political initiatives are hindered. It is also clear that the management of the management mechanism - officials at all levels - is the prerogative of the government. Precisely in the way it manages managers, apparently, it is necessary to look for a criterion of the quality of government activity. And this mission is called very simply - political will. There will be no order without a proper - justified - measure of will.

Peacekeepers like to hide behind numbers, presenting them in a way that suits them. Figures, especially large volumes, impress the unenlightened. It is convenient and profitable to hide the alignment of affairs behind them - you can appear as a winner in the eyes of the public.

The government has developed and adopted the "Strategy for the development of light industry in Russia for the period up to 2025". Through the "seven years" the total share of domestic light industry goods in the domestic market should be equal to total imports. It is planned to achieve a strategic turning point in the interests of the domestic manufacturer.

The market has its own war, different from the usual, similar to the "cold". Here it is impossible to bring the matter to the complete destruction of the enemy. Pike in the lake does not allow the rest of the inhabitants to stagnate, makes them move in real time - space. In the early 1990s, tens of millions of Russians looked longingly at the richness of the assortment of foreign production. Twenty years later, frustrated Russians are looking for something of their own making, realizing that genuine quality cannot be infinitely colorful.

The pursuit of rich assortment has little in common with the normal interests of the mass consumer. There is never too much good, because there cannot be. Beyond the measure of the present, objectively given quality gives way to advertising. "Similar" is a mathematical concept that formalizes the quality of objects. "Similar" in reality, as a rule, replaces the true quality. Why? Because it reduces the quality of the product.

Quality is identical to originality, to itself. Wine from the same manufacturer, made according to a centuries-old recipe, differs in price depending on the year the grapes were harvested. The assortment is justified when it implements a variety of original quality and quality conditions.

When pushing imports out of the market, one must be prepared to expand the dispersion of the qualities of one's own products. But here our socialist experience is not great and it must be built up by all available measures. In particular, it is proposed to increase the share of innovative products in the total volume up to 46 percent.

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Progress makes you move forward, but it hardly makes sense to rush. There are laws in the mass consciousness. It is conservative. Managers do not make a smart economy, it will become smart when it meets the sustainable interests of public demand. It is necessary not to chase innovations, but to study common sense in the minds of the people.

The Chinese do not like political change. The Russians are afraid of changes in the assortment. Comparing the advertised benefits of the latest products with real materials and the properties of rather forgotten things, they understand the trajectory of quality: it will be worse and more expensive. The 1990s taught us something, at least the euphoria of the assortment has passed. The consumer is inherent in the desire for something new, but an experienced consumer is selective in his attitude to renewal, matching the variety of display cases with the taste developed by the experience of consumption.

A 3-fold increase in exports over the planned time and bringing it up to 3-5 billion dollars is a very optimistic commitment. Therefore, such an unusual spread of values for statistics. As for the task of reducing shadow production and illegal import by 10 percent, everything here looks real, reflects the demands of lobbyists. The logic is interesting: for us, the external market is a problem that can be solved, but what we have inside is beyond our power to change significantly.

Officials reluctantly fight illegal immigrants. A lot of money is spinning in the shadow business, you can't earn that much on exports. By the way, our "horse" in light industry, for the mid-2020s, is not the development of foreign space, but the construction of our own market, otherwise the transition period of the economy from socialism to capitalism will drag on for a long time, and our capitalism will be a model of the European beginning of the 19th century.

Among specialists in the world economy, there is an opinion about the beginning of a mass exodus of capital from China. More restraint should be exercised in the evaluation of statistics. World financial flows are like "capricious" rivers overflowing unpredictably, investments are overflowing in different directions and in waves. Even a significant observation time is not a sufficient basis for an unambiguous conclusion. In any case, China will continue to increase its production. The outflow of finance and curtailment of production will not scare them. China in the recent past has hardened, developing according to Mao's formula - "rely on one's own strength." We can position ourselves in the Chinese market by creating joint ventures. The Chinese will support such an initiative. It is easier to promote exports to neighboring countries by offering cheaper quality goods at lower prices.

Three hundred years ago, Peter I paved the trade route to Europe, providing domestic merchants with the movement to the West. Until the Soviet period,

Russia remained a supplier of agricultural and natural raw materials to European partners. The European light industry worked on our raw materials, of course, not only on it, but the domestic product was known in the West for its quality and was in steady demand. In the memory of Europeans, the history of economic relations with Russia has been preserved at the genetic level. You need to activate the memory. V.V. Putin is right in ordering to comprehensively improve the image of the country among foreigners.

Often, China's success in science, technology, and attracting investors is associated with a gigantic diaspora in all parts of the world. There are naturally fewer former Russians. Nevertheless, there are many of them and they are also scattered by fate throughout the World. Most of the emigrants value their historical homeland and, for sure, do not mind helping, to the best of their ability, to create trust and interest in Russian manufacturers.

Humanity, fortunately, has not ceased to be surprised. Curiosity draws to the new, unusual, you want something good, necessary, beautiful and inexpensive. The simple availability of goods has remained a criterion for purchasing in already very poor corners of the Earth, from the population below the poverty line. All the rest are taught by the "variety" of cheap, no one knows where and how manufactured goods.

Advertising garish appearance and annoying advertising, assuring how beautiful they are, take the buyer into the recent past, which turned into a complete disappointment and loss of money paid. Back in the 1980s, the Chinese authorities punished up to execution for counterfeit goods, rightly believing that speculation on national authority undermines the status of a power. It is not our business to look for the true motives for the liberalization of the state attitude towards the production of consumer goods, but it is absolutely clear that by the beginning of the third millennium, China's reputation as a country that once produced high-quality consumer goods had reached critical values.

History is the best of teachers. By learning from historical experience and adjusting activities in real time, much can be achieved. In no case should you lose control over the quality of goods, nothing can justify such a policy. Mass and variety can be combined with quality. We need a novelty of impression - from the type, material, capabilities of the product.

One should not be deceived by the favorable prerequisites for the prospect of developing new markets and strengthening positions in existing ones. Preconditions are just real possibilities. Opportunities "wait" for the activity that transforms them into actual reality. Unfortunately, activity does not only transform one level of reality into another. She intersects with different interests. It is the multidirectionality of interests that is the regulating factor of movement towards the economic goal.

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Competition for the external market is not limited to external confrontation between subjects and economic interests. There are "fifth columns" in economic policy, representing and vigorously defending the goals of opponents. They process the finances spent on their actions. This is the world practice, therefore it is so important to combine good intentions with will and practical energy. The strongest survives. The strongest in the struggle for the market is the one who skillfully uses the current situation and does not save on the promotion of goods, remembering how much the miser pays.

Much, as foreign practice shows, is determined by political will. The state acts within the framework of international relations, but it always has legal levers for managing economic processes. The state defense order made it possible to increase the share of products of domestic light industry enterprises to 70%, leaving in the dark those who logically ask: why not 100? The question is not rhetorical.

Mass order promotes technological progress, reduces unemployment in difficult regions, and includes reserves of vocational education. If there was not enough production capacity, it was possible not to hurry with the transition. Prepare production first. It's not military time. And so a third of the production was placed with competitors, complicating the conditions for the development of the industry. The jump from the old 30% to the new 70% is undoubtedly a step in the right direction, but there is no consistency in the movement, because it is not logical to "feed" a competitor and hope for an accelerated conquest of the foreign market.

The market is a complex and heterogeneous system. The system-forming factor of the market is the opposite of the interests of the seller and the buyer. One seeks to sell goods and make a profit, the other - to buy and save. The resolution of the conflict of interests is based on the conformity of the price to the quality.

On the way of the buyer, as in a fairy tale, obstacles are placed. It is necessary to throw off the spell of advertising PR, to understand the signs of quality, since the market allows for almost unlimited technology of deception, for example, imitation of quality, to be aware of real prices (taking into account the fact that goods on the market are cheaper than in boutiques and supermarkets - lower costs, illegal delivery, etc.). The buyer is saved by the art of choosing and thinking within the boundaries of "common sense". Common sense is a reliable "pilot" in moving through market rapids and shallows, but it also has a temptation when something unusual is offered that evokes meaningful associations.

Flax is a traditional Russian export product. Products made from linen or with the addition of linen are popular. They are hygienic, eco-friendly, pleasant in sensual perception, linen fabric is technological,

aesthetic, does not require a delicate attitude, all-weather.

The production of flax and linen fabric fell sharply due to the depression of agriculture during the years of "fateful" reforms. We need to encourage the peasants. Flax is laborious to grow and manufacture. You can't do without special equipment. With the creation of technical conditions and economic incentives for the manufacturer, business can be established quickly. Russian craftsmen guessed to use flax in combination with nettle. Nettle does not need advertising. By its properties, it is quite competitive with flax. In addition, it has the authority of a strong and persistent antibacterial agent, a circulatory stimulator, and a neurostimulator. Mixed fabric products at Siberian fairs went with a bang! They brought a novelty from the non-black earth Russian west. There is no doubt that the Western consumer will be interested in new products. And in the East they will be in demand.

Our state plans to organize textile clusters in several regions. Probably, it will also take into account the agricultural characteristics of the places where the promised clusters will grow. Material-intensive production, organized on a large scale, should be as close as possible to the raw material base. Especially in the conditions of growth of the rates for transportation at a faster pace. The separation of the producer of the final product and the production of the necessary raw materials places a double burden on the producer and on the seller. As a result, the retail consumer suffers, which, with the instability of the economy, will return to production like a boomerang. Why is it easier for the West to get out of crisis and depression than ours? Look for the answer in the market. Normally organized market for three centuries of existence of capitalism automatically responds to the decline in purchasing power. In difficult times for the economy, businessmen try to get the buyer's money by reducing the price burden on his "purse". The practice of destroying excess mass of goods to maintain prices is a thing of the past. The market stimulates the mass access of buyers to products by various promotions. Manufacturers figure out how to make old cheap new. The view of quality at such a time is simplified and loses its relevance until the next economic recovery.

We don't have anything like it on the market. The question involuntarily arises: do we also need to tune in to a three-hundred-year wait, or is there another way? For those who join the movement in the course of the latter, history gives a chance to noticeably accelerate. We must mobilize for the target installation. Again, political will is required. The self-propulsion of the economy becomes the main mechanism at the stage of a developed economy and a properly tuned national consciousness.

The public consciousness needs a clear, sympathetic goal and confidence that this goal is common and the fruits will be fairly divided. We have

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already built one social structure, the demo-reforms have ruined us. Question: who is to blame? stopped asking. The question remains: what to do? This question is eternal and a normal person is always looking for an answer to it, turning to social institutions and politicians that control social development.

Without an energetic agricultural policy, the Russian light industry will not be able to solve the set strategic tasks. In turn, it is unthinkable to raise agricultural production without scientific support in the 21st century. The process complicates the reform of Russian science. Therefore, it remains to hope that the costs will not be exorbitant and the time will not be endless. And it is also important not to lose positive experience in the inevitable bustle and financial shortage.

The collapse of the USSR deprived Russia of its cotton base and made it dependent on capricious suppliers with national ambitions. But it turned out that the country did not lose the ability to "produce its own newtons." Scientists-breeders opposed their cutting-edge developments to politicians. An early maturing cotton variety was created, which differs from world standards in greater resistance to drought - "AS-1". In 2012, the first cotton crop was harvested in the Astrakhan region, it was processed and high-quality cotton linen was made.

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 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.

To achieve certain results in his research activities, the researcher must master the "secret" of the method and possess the heuristic technology of scientific thinking. In this he should be helped by the results of research, the main task of which is to provide a heuristic form of cognition with a system of strictly verified and tested principles, methods, rules and norms. This system is formed on the basis of objective laws and patterns of reality.

Paradoxically, the methodology of technical sciences is poorly reflected in the specialized literature. Numerous philosophical works focused on expanding the worldview horizons touch upon its issues only in passing, limiting themselves to a historical analysis of the role of natural science in the change of epochs in the creative activity of mankind.

These studies are devoted to the history and methodology of transport science, research technologies in the interests of transport. The key stages in the formation of the Russian transport branch of transport science are given on the basis of the most important achievements of domestic transport scientists, the influence of the most successful developments on the formation of Russian transport is illustrated.

The work reflects the current state of development of transport in Russia. The goals, content, methodology and technologies of research in technical sciences are outlined, the specifics of objects and methods of transport research are shown.

Transport in a new format is considered as a phenomenon that is part of the basis of the systemic organization of reality. An analysis of the existing understanding of transport shows that the restriction of the content of the concept of "transport" by the industry engaged in the transport of goods within the exclusively social reality is in conflict with the initial premise of the definition of transport as a means of movement and the history of human transport, which began before the birth of differentiated production. The traditional understanding of transport as a means of movement within the social life of a person has developed under the influence of the significance of this component of the world for him. Such a limitation of the scope of reality reflected in the content of the concept of "transport" violates the logic of the formation of a scientific concept. The volume of phenomena, fixed by the content of the concept, must be equivalent to the content. If it is argued that "transport" is the subject of the definition, and "movement of goods" is its specific feature, then we must qualify "movement of goods" as a universal action.

The problem is that the logical analysis of the inconsistency of the existing understanding of transport shows the formal side of the imperfection of the definition, while scientific, like philosophical knowledge, requires subject certainty. It is necessary not only to bring the scope of the concept into line with its content, but also to find that in the world of actual existence that is the subject reflected in the construction of the concept, that is, to load the concept with real content so that it works normally in scientific knowledge, thanks to its concreteness.

As a peculiar form of cognition, science arose in modern times (XVI-XVII centuries) in the era of the formation of capitalist production. Since that time, science begins to develop independently. But it is constantly connected with practice, receives from it tasks and impulses for development, and, influencing the course of activity, is objectified, materialized in it.

Science is a form of people's spiritual activity aimed at producing knowledge about nature, society and knowledge itself, with the immediate goal of

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comprehending the truth and discovering objective laws based on a generalization of real facts and their relationship. Science did not exist at all times and not among all peoples.

Unlike experiential knowledge (empiricism), science is not content only with the question "what", but also asks "why". Using analysis, science moves from the "whole" to the "particular", and vice versa when applying synthesis.

Science uses induction to move from experience and observation to concepts, judgments, and conclusions, and deduction to move from the general to the particular, always testing one with the other.

At the end of the Middle Ages, the concept of "science" began to be replaced by the concept of "natural science". Since then, the possibilities of science have increased dramatically due to the fact that mathematics has become the second of the two main tools, and experiment, discovering and investigating patterns, its first tool. Even Kant judged particular sciences according to the extent to which they used mathematics.

Under the influence of experimental mathematical science, the European outlook changed and its influence on the spiritual life of other countries increased. This strengthening was especially due to the laying of a strict foundation for the technique that arose from medicine.

Further development caused a deeper division of science into specialties. The rationalism of science is based on the principle of the supremacy of reason, faith in the unlimited power of human knowledge. Having conquered science, the scientist went further and has now become the main form of education and upbringing. This turned a scientist into a specialist, and a higher educational institution into a place for training a specialist.

Scientific research is characterized by objectivity, reproducibility, evidence and accuracy. Three of its interrelated levels are distinguished: empirical, theoretical and philosophical. At the first stage, new facts of science are established and empirical regularities are formulated on the basis of their generalization. At the second level, patterns common to a given subject area are put forward and formulated, which allow explaining previously discovered facts and empirical patterns, as well as predicting and foreseeing future events and facts.

Therefore, the main components of scientific research are:

- 1) formulation of the problem;
- 2) preliminary analysis of the available information, conditions and methods for solving problems of this class;
- 3) formulation of initial hypotheses;
- 4) theoretical analysis of hypotheses;
- 5) planning and organization of the experiment;
- 6) conducting an experiment;

7) analysis and generalization of the obtained results;

8) verification of initial hypotheses based on the facts obtained;

9) the final formulation of new facts and laws, obtaining explanations or scientific predictions.

10) implementation of the obtained results in production.

For applied scientific research, an additional stage is allocated - the implementation of the results obtained in production. The structure of scientific research is determined by various combinations of the listed stages, which can be carried out in a different order with certain repetitions and changes. In some cases, certain steps may be missing.

Classification of scientific research can be done on various grounds. The most common is the division into fundamental and applied, quantitative and qualitative, unique and complex, etc. The mutual imposition of these classifications and their more careful division give a multi-stage classification hierarchy of scientific research.

An analysis of the activities of the institute of science in modern society gives grounds to assert that its main function is the production and multiplication of reliable knowledge, which makes it possible to reveal and explain the patterns of the world around.

Mathematization of science is the basis for improving machines, tools, processes in any production, establishing patterns of interaction between elements of machines, systems, optimizing technological processes and parameters of complex objects. That is why teaching mathematics and physics should be the basis for training engineers in any industry.

Speaking about the role of transport science in the national economy, in the development of production, we emphasize its avant-garde role not only in improving the technology already created, but also in raising new issues that need to be addressed in order to move to a higher level of transport development.

Thus, the improvement of production and even mass production of well-known products is impossible without the use of knowledge contained in the theories of mechanics, chemistry, physics and other sciences. The knowledge in question is reliable information about the creation, operation and efficiency of the entire transport system.

Scientific knowledge in relation to transport science is a special type of knowledge accumulated by the activities of special representatives of the human society of scientists and characterized, first of all, by the possibility of comparison with some reality of the development of society.

So, the system of transport science includes knowledge about the objective reality studied by technical science, but the system itself can and

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should be the subject of study. The science that studies it is called the methodology of science. First of all, each science has a "hard core" - reliable knowledge that has been formed over the years. Further, science consists of the "science of the cutting edge", which includes both true, not yet consolidated, and not true, not yet dead, knowledge. The third part of science that penetrates both the "hard core" and "the science of the cutting edge" is the history of science, which is unimportant from the point of view of particular issues, but significant when it comes to generalizations.

The "hard core" of science consists of:

- factual material drawn from empirical experience;
- the results of its initial conceptual generalization in concepts and other abstractions;
- concepts and other abstractions based on given problems and scientific assumptions (hypotheses);
- laws, principles and theories "growing" out of them;
- philosophical attitudes;
- sociocultural grounds;
- methods, ideals and norms of scientific knowledge;
- thinking style.

Often the structure of knowledge is considered in dynamics: "problem - hypothesis - theory".

A problem is a form of knowledge, the content of which is that which is not yet known by man, but which needs to be known. This is knowledge about ignorance, this is a process between setting and decision.

A hypothesis is a form of knowledge containing an assumption formulated on a number of facts, the true meaning of which is not defined and needs to be proven. Knowledge is probabilistic in nature and requires verification of the grounds. The advancement of a new hypothesis is based on the results of checking the old one, even if they were negative (for example, in physics, the concepts of "phlogiston", "caloric", "ether").

Theory is the most developed part of scientific knowledge, which gives a holistic display of the regular and essential connections of a certain area of reality. Any theory must meet two requirements:

- 1) consistency (internal and external);
- 2) falsifiability (providing for the possibility of refutation or experimental verification).

In addition, each theory must have the main elements:

1. Initial foundations - fundamental concepts, principles, laws, equations, axioms, etc.;
2. An idealized object is an abstract model of the essential properties and relationships of the studied subjects);
3. The logic of the theory, aimed at clarifying the structure and changing knowledge;

4. A set of laws and statements derived from the main provisions of a given theory in accordance with certain principles.

The main functions of the theory:

1. Synthetic function - combining individual knowledge into a single, integral system;
2. Explanatory function - identification of causal or other dependencies, connections of a given phenomenon;
3. Methodological function - formulation on the basis of the theory of diverse specific methods, methods and techniques for solving problems;
4. Predictive function - a function that allows you to evaluate the strength of the theory;
5. The practical function is the translation of the results of the theory into practice, both in terms of technology (direct production of new products) and intellectual (effective use of theory to create other theories); theory should be a guide to action.

The best theory should:

1. Communicate as much information as possible, i.e. have deeper content;
2. Possess greater explanatory and predictive power;
3. Be logically more rigorous;
4. Be more rigorously tested by comparing predicted facts with observations.

What are the criteria of scientific knowledge, its characteristic features? One of the important distinctive qualities of scientific knowledge is its systematization. It is one of the criteria of scientific character. Scientific systematization is specific. It is characterized by the desire for completeness, consistency, clear grounds for systematization. Scientific knowledge as a system has a certain structure, the elements of which are facts, laws, theories. Separate scientific disciplines are interconnected and interdependent.

The desire for validity, evidence of knowledge is an important criterion of scientific character. Justification of knowledge, bringing it into a single system has always been characteristic of science. There are different ways to justify scientific knowledge. To substantiate empirical knowledge in transport science, multiple checks, access to statistical data, etc. are used. When substantiating theoretical concepts, their consistency, compliance with empirical data, and the ability to describe and predict phenomena are checked.

The main methods of obtaining empirical knowledge in science are observation and experiment.

Observation is such a method of obtaining empirical knowledge, in which the main thing is not to make any changes in the studied reality during the study by the process of observation itself. In contrast to observation, within the framework of an experiment, the phenomenon under study is placed in special conditions. It is important to emphasize

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that empirical research cannot begin without a certain theoretical attitude. In the course of constructing a theory, scientists use various methods of theoretical thinking. In the course of a thought experiment, the theorist, as it were, plays out the possible behaviors of the idealized objects developed by him.

A mathematical experiment is a modern version of a thought experiment in which the possible consequences of varying conditions in a mathematical model are calculated on computers.

The methods and means used in different sciences are not the same. Differences in the methods and means used in different sciences are determined both by the specifics of subject areas and the level of development of science. However, in general, there is a constant interpenetration of methods and means of various sciences. The apparatus of mathematics is being used more and more widely.

Methods developed in one scientific area can be effectively applied in a completely different area. One of the sources of innovation in science is the transfer of methods and approaches from one scientific field to another. The question of the structure of scientific knowledge. It is necessary to distinguish three levels in it: empirical, theoretical, philosophical grounds.

At the empirical level of scientific knowledge, as a result of direct contact with reality, scientists gain knowledge about certain events, identify the properties of objects or processes of interest to them, fix relationships, and establish empirical patterns.

To clarify the specifics of theoretical knowledge, it is important to emphasize that the theory is built with a clear focus on explaining the objective reality of transport operation, describes directly real objects and is characterized by a very specific number of properties.

The theoretical level of scientific knowledge deals with the most abstract ideal objects and theories that describe a specific area of reality on the basis of fundamental theories.

The strength of a theory lies in the fact that it can develop, as it were, on its own, without direct contact with reality. Since in theory we are dealing with an intellectually controlled object, the theoretical object can, in principle, be described in any detail and obtain arbitrarily distant consequences from the initial ideas. If the original abstractions are true, then the consequences of them will be true.

The empirical and theoretical levels of scientific knowledge are organically linked. The theoretical level does not exist on its own, but is based on data from the empirical level. But it is essential that empirical knowledge is inseparable from theoretical ideas; it is necessarily immersed in a certain theoretical context.

In the history of science, there is a tendency to reduce all natural science knowledge to a single theory, to reduce it to a small number of initial fundamental principles. In the modern methodology of science, the fundamental unrealizability of such information is realized. It is connected with the fact that any scientific theory is fundamentally limited in its intensive and extensive development. A scientific theory is a system of certain abstractions, with the help of which the subordination of essential and non-essential properties of reality in a certain respect is revealed. Science must necessarily contain various systems of abstractions, which are not only not reducible to each other, but cut reality in different planes. This also applies to transport science.

Science is a system of human knowledge about the objective laws of the development of nature and society, and at the same time it is the activity of people.

In the course of the development of transport science, four trends are distinguished: in accumulation, in systematization, and in the use of acquired knowledge.

I. Integration of science with the progress of transport technology and transport production.

There are three stages in this process:

1. In the XVII-XVIII centuries. the main functions of science are generally considered: empirical (collection, description, establishment and systematization of facts) and theoretical (explanation, generalization and forecasting of trends and patterns), and therefore, science explained only the nature of phenomena that have already found their application in transport, and according to this, transport science (if we can talk about transport science in this period) lagged behind the needs of transport (water and horse-drawn).

2. The emergence of specialized transport science, which begins to "catch up" with transport production, solving problems related to the implementation of existing needs in practice. There is a separation of transport science from the production work of transport workers. Invention in transport becomes a special (specialized) type of activity.

3. At the present stage, it is no longer transport science that relies on transport production, but transport production - on transport science. And although transport production still provides transport science with both the tasks to be solved and the means of scientific work, science is ahead of production, predicts and determines its transformations. Along with the empirical and theoretical functions, the functions of searching and substantiating the ways of practical use of scientific achievements in transport are being developed.

4. This trend is manifested in such factors as the growth of the capital-labor ratio of research workers, the automation of information, computing

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and design work, the increase in the share of materialized labor in the costs of transport science.

At the end of the 19th century, applied (industry) transport science, and then experimental design and design development, specialized, separated from institutions of a general scientific profile. This division of labor led to an increase in its productivity, a reduction in the period separating the promotion of a scientific idea from its implementation to the period of the creative life of one generation (15–30 years).

In the 1970s, implementation was singled out as an independent sphere of application of scientific work in transport, i.e. information services for transport production, technical assistance in the installation, adjustment, operation and improvement of transport systems, consultation and retraining of personnel, transfer of experience. The costs of introducing scientific and technological achievements in transport are usually 8–10 times higher than the costs of transport science itself. In addition, the research itself becomes more complicated and becomes more expensive. At the same time, the period of their possible use on all modes of transport is sharply reduced, because the obsolescence of new technology and the revision of scientific concepts are reduced. Science ceases to be a free resource and turns into an unlimited but expensive resource.

This requires a transition in the transport industry from an extensive one (due to the creation of new scientific institutions, an increase in the number of personnel, and the involvement of resources from other industries) to the intensive development of science.

The convergence of the sciences of nature (natural science) and society through their connecting link - the science of technology, including its organization (technology) in a broad sense.

It is at the junction of these two sciences that the most important discoveries occur, the application of which in transport can radically change the prevailing stereotypes.

In the economic practice of domestic transport, the experience of countries that pursued a targeted innovation policy during the 20th century, which was under continuous state protectionism, was very little used. The spread of innovations was very insignificant and, as a result, led to the formation of prerequisites for reducing the incentives for scientific research and for an innovation crisis in domestic transport.

Transport science is among the young in the spectrum of technical sciences, and transport has become its object only since the beginning of the 1930s.

Therefore, the theoretical foundations of technical sciences can be fully considered as the foundation of transport science.

Considering the development of the science of transport in relation to research for transport, it is necessary, first of all, to analyze their specificity, associated with their pronounced operational orientation. When studying transport science in relation to other technical sciences, the following are distinguished:

- the purely operational goals of the research being undertaken;
- operational issues (i.e. operational coloring of the subject of study under study);
- implementation of research and innovative proposals put forward based on their results in the field of transport.

Accordingly, the studies of the transport branch of transport science determine the operational objectives, operational subjects and operational implementation of transport research. When all three characteristic elements of the methodology of the completed study are of a pronounced operational color, they speak of the operational nature of the study, whether it is a commissioned research work or an exploratory study.

The narrow-branch differences in the transport branch of transport science are entirely limited by the specifics of the transport itself, which is studied by modern transport science. Therefore, we can only talk about the features of scientific research carried out for transport by the methods of transport science, which in turn are due to a combination of the expressed operational problems of the formed socio-economic "order" for specific operational research and the unique nature of the objects of research in transport. This combination underlies the selection of research methods most suitable for transport science, and highlights the considered transport branch of transport science.

In operational research, a number of priority areas can be identified:

1. The study of transport objects and their aspects that directly determine the results of transportation.
2. The study of changes in the operational properties and characteristics of transport objects in the process and under the influence of operation.
3. Research of management processes and functioning of technical and organizational objects, the results of which are potentially realizable in the field of road transport and only as an exception - in industries directly serving transport.

In the most general form, the specifics of the methodology of research on transport can be determined by the following provisions:

1. The need to justify the relevance of the study of the operational aspects of the facility in the

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interests of the operating industry, taking into account its capabilities to implement the expected results.

2. The focus of research is on the study of a small sample of many operated similar objects of different families, manufacturers, duration of operation.

3. The need to confirm the applicability of the results of the study to a set of the same type of operated objects that differ in the spread of properties.

4. Obligation to prepare, based on the results of the study, an innovative project proposal applicable to the entire set of the same type of operated facilities or part of it.

5. The need for an economic justification for the applicability of the project innovation proposal.

The uniqueness of the operational nature of the research object in transport was predetermined by the combination of the production of these objects outside the operating industry under study, the mass operation of hundreds of thousands of objects of the same type, their multidimensionality and a significant spread of characteristics. For the same type of vehicles, spare parts, fuel and lubricants, production and technical base, the indicated spread is significantly higher than for the same type of railway, river or air transport facilities.

Transport is an exploiting sub-industry. Without producing the necessary resources for itself, it consumes the products of other branches of industry and uses the personnel trained for it. Moreover, these industries produce and modernize these products independently, relying mainly on consumer demand, only in isolated cases and only in some respects adjusting their activities based on the results of research by operators.

The activities of transport are focused on meeting the needs for transportation and rational use of the resources consumed in this case. Accordingly, research for transport is much narrower in its goals than in other branches of technical sciences, and even research in the interests of rail or air transport.

In terms of their objectives, research for transport is limited to purely operational issues and industry-specific opportunities for this operating industry to apply the results of scientific activities. As a result, objects for research in the interests of transport are also selected based on the use of its resources for subsequent innovative transformation and taking into account the specifics of the multiplicity and multidimensional nature of these objects. Research, the results of which the transport industry is unable to implement on its own, as a rule, does not receive its long-term direct support and is curtailed regardless of the results.

In the traditional sense, the methodology of science is the doctrine of the methods and procedures of scientific activity, as well as a section of the

general theory of knowledge, in particular the theory of scientific knowledge (epistemology) and the philosophy of science. Moreover, the scientific method is understood as an ordered method of cognition, research, bringing the researcher closer to the truth. The system of operations, procedures, techniques, or their description for working with technical means or data, or for establishing facts, is called a technique.

In the applied sense, the methodology of science is a system (a complex of interdependent and interrelated set) of principles and approaches of research activity, on which the researcher (scientist) relies in the course of obtaining and developing knowledge within a particular natural science or technical discipline.

In this paper, the methodology of sciences is considered precisely in the applied relation, using the example of one of its branches - the methodology of transport science.

The evolutionary development of the methodology and methods of science is based on tradition, which in turn serves as the foundation. However, it is not so much the methodology of science in its applied meaning that is undergoing development, but the understanding of its applications in the ever-emerging branches of technical sciences. The replenishment of ideas about the methodology of science and technical sciences, in particular, is an extremely slow process, in contrast to the replenishment of the amount of knowledge with the flow of new information that science provides.

Today, the methodology of science is primarily aimed at solving such problems as:

- analysis of the structure of scientific theories and their functions;
- the concept of scientific law;
- procedures for testing, confirming and refuting scientific theories, laws and hypotheses;
- methods of scientific research;
- reconstruction of the development of scientific knowledge.

Despite the fact that methodological research is carried out on the basis of a wide variety of philosophical schools and trends, their results often do not depend on the philosophical orientation of the researcher and are of universal value.

As you know, the same term "science" refers to the totality of knowledge, and the type of activity, and the very field of scientific activity. As a field of activity, science is usually divided into fundamental and applied. Technical sciences as a whole are referred to the field of applied science.

The volume of funding for civilian scientific research in Russia as a share of GDP, and even more so in absolute terms, is less than 1% of the US figures.

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The object of study of technical sciences are the created human technical objects, technologies and their properties.

Technical objects are studied by technical sciences primarily in relation to their common fundamental aspects:

1. Purpose and effectiveness of the application.
2. structures or organizations.
3. functioning.
4. Management.
5. operational properties.
6. Dynamics of health, wear, performance properties as the resource develops and aging in operation.
7. Interactions with personnel and the environment.

Until the end of the 19th century, engineering and technical sciences were one and the same. The mass application of technology and industrialization led to the separation of technical sciences and the formation of engineering as a system of independent areas of activity in each of the areas of production and transport. Engineering in each of the industries has become massive. It is engineering that directs practical activity in transport. The authorities and the system of financing only regulate its balance by means of transport and territories.

Engineering (engineering) is looking for the most rational solutions within the framework of already tested, sufficiently confirmed knowledge within the limits allowed by regulatory documents. It is the normative documents (standards, norms, instructions, SNiP, regulations, technical regulations, guidelines, administrative regulations, registers, rules, registers, charters, etc.) that accumulate knowledge about technical objects.

This knowledge is obtained by the forces of technical sciences as a result of research.

Regulatory document - an official document of the established form, designated in a certain way, approved by the authorized state body within its competence in compliance with the procedure established by law, containing generally binding (or intended for use in a certain area or conditions) norms, designed for an indefinite circle of persons and repeated application. Unlike technical literature, normative documents are a carrier of data that have passed an examination according to state-established procedures and are allowed by state authorities to be used by engineering in practical activities. The role of the state in this case is to ensure the safety of practical activity and its consequences through the adequacy of regulatory documentation.

Differences in research and design methodologies also predetermine differences in their content. In the technical sciences, it is obligatory to work out the goals of the study, while the design goals are set from the outside even before it begins. Research may not be innovative in the broad sense

of the term. Research can do without experimental research, and instead of theoretical constructions, include only calculations using known methods.

The applicability and effectiveness of research is almost always limited by the number of developed options for the object, the optimality of the designed object is sought and confirmed only for certain very specific implementation conditions and only for a limited number of possible implementations and executions of the object. The applicability of research results in technical sciences is much wider and is limited only by the limits of the investigated sets of object characteristics in the studied conditions.

A theory is a set of inferences that reflects objectively existing relationships and connections in an object and between the object and the environment.

A strict formal statement of the accepted research hypothesis in technical sciences is the basis of the theoretical part of the research, in which then mathematical models, quantitative descriptions of the studied aspect of the research object are created and studied.

From the point of view of mathematicians, the formal presentation of the accepted hypothesis is just a "mathematization" of the hypothesis, but in technical sciences this "a priori" stage often requires the greatest effort and deepening in understanding the object under study.

The main goal of the absolute majority of theoretical studies is to solve the following problems:

- studying the patterns of the objects under study;
- study of relationships in the functioning, structure, characteristics and properties of the objects under study;
- modeling of research objects, their characteristics or functioning;
- comparison of the equivalence of possible models of the object under study;
- solving problems of analysis, synthesis and optimization of the parameters of the objects under study, including new ones, synthesized or transformed. When conducting theoretical research, general logical and special methods of cognition are used, and most often in combinations. In one study, the combination of theoretical research methods is individual for each specific scientific problem and researcher.

Of the general logical methods, the following methods are most often used:

- comparison - comparison of homogeneous objects according to the features that are essential for this consideration; analysis - the mental or physical division of an integral object into its constituent elements (features, properties, relationships) and the study of these parts, regardless of the whole;

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synthesis

- mental or physical connection of the constituent elements (features, properties, relations) of an object into a single whole, taking into account knowledge about the constituent elements;
- abstraction - mental abstraction from a number of features (properties) of an object while highlighting other features (properties) that are of interest for solving a specific problem; analogy - the assumption of the similarity of certain properties of different objects based on the similarity of their other properties;
- generalization - the establishment of common features and properties of a group of objects;
- induction - the development of a general conclusion based on private premises;
- deduction - derivation of conclusions of a particular nature on the basis of general premises;
- modeling is the creation and study of a model that replaces the object under study, with the subsequent transfer of the information obtained to the original. The traditional approach to the theoretical study of a technical object, which has already become a classic, borrowed from natural science research, consists in a deterministic analytical description of the considered aspect of this object. The description is built on the basis of known fundamental regularities using the arsenal of the indicated general logical methods (abstraction, idealization, generalization, deduction, etc.) and previously accumulated knowledge about the quantitative and qualitative characteristics of the object. This approach is productive only for sufficiently studied (well-structured) objects, for example, not the most complex objects of theoretical mechanics. But for real, not yet fully studied objects.

By definition, an experiment is a method of cognition or a single set experience, the study of an object under controlled and controlled conditions by influencing it with other material objects with the possibility of repeating it multiple times while repeating the conditions of the experience. There are no purely experimental studies; in all cases, analysis, determining the goals of an experimental study, formulating a hypothesis, building a quantitative model or justifying a hypothetical expected result of an experiment are performed theoretically and precede each of the experiments. Experiment planning, comprehension and explanation of its results, development of proposals for their practical use also belong to the field of theoretical research. They are inevitably present in one form or another in different proportions in every work, both "purely" experimental and theoretical, in every R&D in technical sciences. After all, theoretical work is inevitably based on the results of previous experiments.

In the technical sciences, experiment is of paramount importance.

Measurement- a set of operations performed to determine the quantitative value of the quantity.

The measurement transformation under the conditions of the uniqueness of the measurement equation and the possibility of the existence of its solution can be formally described in relation to the measurement of physical quantities at the macrolevel by the main measurement equation $Q = Nq$, where Q is the measured value; q is the unit of the measured value; N is a numerical value that defines the relationship between Q and q .

Measurement result error (measurement error) is the deviation of the measurement result from the true (actual) value of the measured quantity. The measurement error can be represented as the difference between the measurement result (the value of the physical quantity obtained during the measurement) and the true value of the physical quantity $N = x - Q$, where x is the measurement result (the value of the physical quantity obtained during the measurement); Q is the true value of the physical quantity.

Observations- this is the perception of information by instruments or human senses, ensuring its objectivity and controllability (including due to its repetition).

Survey- direct predominantly quantitative determination of the characteristics of the object under study with the participation or by the method of the researcher.

Tests- a technical procedure for determining one or more characteristics of technical objects in real or simulated conditions in accordance with established requirements, including through the actual application of a technical object for its intended purpose.

Statistical Research- collection and processing of statistical data on homogeneous objects, identification of statistical relationships in their structure, functioning and information exchange.

Expert research. One of the most responsible is the state forensic activity, which includes technical and other engineering and transport expertise as classes.

Forensic examination- this is a study carried out on the basis of a court decision by a specialist (expert) of issues, the solution of which requires special knowledge in the field of science, technology, art, craft, carried out in the manner and within the time limits established by the current procedural regulatory legal acts.

Just as the objects of research in transport are not homogeneous, the arsenal of methods for their study is also diverse. The objects of transport science are almost always of a multidimensional nature, borderline for different sciences and involved research methods. Therefore, unlike most other

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technical sciences, almost every study on transport uses the widest range of methods, both theoretical and experimental studies. This fully applies to the application of theoretical research methods in transport. The arsenal of methods for theoretical research of transport science in transport has no other significant differences.

For objects of research into the operation of transport, a systematic approach is most often used, which is a general scientific methodology for setting problems in the study of complex objects. In transport science, the role of the systems approach is twofold: it is not only a tool for the most general formulation of the research problem, but at the same time a means of finding the goals of the most rational and productive innovative transformation of the object under study as an improved part of transport.

Classification of methods of theoretical research in transport:

1. Systems approach.
2. Statistical and probabilistic method.
3. Modeling with the obligatory use of idealization and formalization methods.
4. design method.
5. Abstract-logical methods of evidence, analysis, synthesis, abstraction, deduction, idealization, ascent from the abstract to the concrete.
6. empirical method.

As a rule, a combination of these methods is used in one study. The combinations in which these methods are used in each specific study depend on its goals, object, scope, content, and on the preferences of the researcher. But the system approach, the statistical-probabilistic method and modeling, if necessary, used in combination with other specified methods, have received the predominant application in modern transport science. Experimental studies are of particular importance for transport science.

Due to the specifics of the goals of research in transport, the multidimensionality and variability of the properties of its objects, their study without experiment, as a rule, is not carried out. It cannot be argued that theoretical studies are less significant for transport objects than experimental ones, but in comparison with other branches of technical sciences, their ratio in transport science in terms of novelty and volume of new results is more shifted in favor of experiment. And it is the differences in experimental studies that determine the specifics of the methodology of transport science. The most specific for the applications of transport science in transport are operational observations, statistical studies and measurements. They are used more often than others both separately and in combination with each other and with other methods of experimental research. The same three methods are used more often than others, in particular, on the subject of transport. Research for transport, carried out at the

intersection of technical sciences, is often carried out using highly specialized research methods unusual for transport science, borrowed from related branches of science, from metallography and gas spectroscopy to psychological tests of personnel. In transport, experimental studies, as a rule, are combined in each scientific work. For example, operational observations and automatic recording of processes are almost always combined with statistical studies and statistical processing of results, and tests with measurements

Operational Observations- a form of data collection on indicators of operation or operational functioning of transport facilities, for example, on production units of existing transport enterprises. Operational observations provide information about the performance, performance consequences, and performance properties of the item under study, including the evolution of these properties as the resource wears out. Operational observations are carried out directly on real production facilities in the process of their commercial use.

Measurements in transport research, as in other branches of technical sciences, they are most typical for the study of technical and technological objects. In the arsenal of methods of transport science, direct and indirect measurements, technical diagnostics and "diagnostic" methods of indirect assessment of the calculated parameters of the properties and states of technical objects and processes that are not available for any measurement are the most widely used. To perform measurements, both mass-produced, metrologically certified and verified universal-purpose measuring instruments, and on-board technical diagnostic tools, and new measuring installations, stands and instruments specially created for a specific study are used.

Significantly less often in the arsenal of experimental methods of transport science, surveys are used. This is an element, first of all, of expert studies of the state of complex technical, man-machine and industrial technological and organizational objects of transport. As a rule, technical objects are examined in a static state, in a non-operating state, and man-machine and industrial technological and organizational objects - in operating modes or in both states.

Tests of new technology are within the competence of the industry. Transport on its own conducts only operational tests (including comparative operational tests) of new equipment proposed by manufacturers for their operation, including maintenance, repair and diagnostics. Their purpose is limited to obtaining estimates of the degree of applicability and efficiency of the operation of vehicles and equipment in specific operating conditions. Operational tests usually cover a significant portion of the life of the tested objects before decommissioning (or major repairs, if any),

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but can also be carried out in several stages for each test object, at relatively long intervals of operation. Usually, for performance tests, requirements are preliminarily developed for compliance with which they are planned to be carried out.

Automatic registration It is used in all experimental studies of relatively fast processes, processes that repeat many times, and phenomena and processes hidden from observation. For example, experimental studies of the working processes of engines, braking systems, suspensions, electrical equipment and electronic control systems are only feasible with automatic data recording. This fully applies to experimental studies of the working processes of electric and hydraulic equipment drives, their electronic components, and the functioning of modern computerized technical diagnostic tools.

Conclusion

For a particular enterprise (preferably an association, a group of enterprises), the prospects for promoting marketable products on the market are associated with the development of resources for understanding quality in the coordinates of production - to seek a qualitative compromise, and educating your 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, monopoly claims are not over, but the fight is real, not decorative, sham, which greatly facilitates the accessibility of the market,

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 has appeared that avant-garde marketers representing large companies producing consumer goods are proposing to significantly expand the format of complicity with consumers of products, up to discussing the recommended price for an economy-

class product. The idea is quite reasonable and practically feasible without much cost. Buyer conferences are not effective here, but the extended practice of holding promotions, advertising actions with a device for displaying goods, reporting a calculated price and asking for a consumer assessment of 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 by 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 to 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

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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 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 with you, dear readers, their thoughts, 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 enterprise leaders in the manufacture of demanded and competitive products

The authors present the concept of prioritization of light industry products through the competitiveness of enterprises and through the competitiveness of products, providing them with demand, priority 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 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 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 government, 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,

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 competitiveness, 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. 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 IMPORTANCE OF THE PERSONALIZED RESPONSIBILITY OF THE ENTERPRISE TEAM FOR THE MANUFACTURE OF PRIORITY AND DEMANDED PRODUCTS BY THEM TO CONSUMERS. MESSAGE 2

Abstract: *in the article, the authors focused on the need for a motivated high professional responsibility for the results of an enterprise headed by the management. The personification of responsibility does not mean only the search for someone who is responsible for everything. It is important to understand that the personification of responsibility implies its delegation for obtaining the desired result. And here it is important not to make a serious methodological mistake - to reduce economic policy only to an analysis of the causes, but also to maintain the spirit of solidarity in the team - one for all and all for one, in order to guarantee its mandatory success.*

At the same time, manufacturers, due to their motivation, manage quality, necessarily ensure the manufacture of priority products for the consumer, revising their concept of forming a market with demanded and competitive goods, taking into account their preferences among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. 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, and manufacturers to ensure the sale of their products in full and guaranteeing themselves sustainable TEP from the results of their activities and financial stability.

Key words: *quality, success, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, assortment policy, priority, implementation, paradigm, economic policy, preference.*

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Introduction

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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. 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. The dynamics of the market development in the last decades of the last century and at the beginning of the third millennium invariably shows the growing interest of consumer demand in the quality of goods. With all the economic, social and political costs, humanity is getting richer, but 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 is "survival of the fittest, fittest" 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 the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at the root concepts. The philosophy of quality will also change. One must be prepared for the upcoming events in order to answer the main question: what dominates in quality - advertising or the manufacturer, and will the revolution in quality unite them, or will it be impossible to do so? But life will judge both. It is necessary to revive the role and importance of a quality-oriented strategy, since only in this case, the heads of enterprises will subjectively and objectively be forced to improve their production, using nanotechnologies and innovative processes, so that competitive and popular 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 a 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 significance of quality activity, that is, to what extent leaders 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, 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, 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 makes you tune in to its changing being. The modern economy is built on a

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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 a temporary phenomenon. The current principle is "survival of the fittest, fittest", 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. 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. 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

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", however, 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.

When developing normativity, they always experience the pressure of the need 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,

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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.

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 tell. 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 it. 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 he said at the grave of his comrade and idol 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 mismatch of the product with market demand. What has been said should not be absolutized, 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 beginning of the product of human activity represents only objective grounds that made it possible to build on them another part of the product that materialized the quality of the individual's labor. A person, as it were, shares a part of himself: he transfers the 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.

When characterizing the quality of a product of activity, it is advisable to rely not so much on its

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natural nature, but on the specificity 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.

In the new expression, the concept of "good money" will be in relation to the concept of "price". Everything will eventually 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.

To find the optimal proportion of the ratio of quality to quantity - to measure quality, two requirements must be taken into account: first, 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 having studied the state of purchasing power, the mood of your buyer, macroeconomic trends, it is advisable to move on to pricing policy.

A 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 today's thinking has 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. Mill, K. Marx developed an economic theory based on the dominance of labor. 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.

Market 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 cyclic 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 the economy is presented as follows: the flourishing of the market should pull the rise of 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

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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 customer needs with a minimum investment of time and resources.

We 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 price range 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 accelerating Russia's accession to the World Trade Organization (WTO), which automatically opens the borders to 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, - 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. Confusion in the ranks of analysts is introduced by the definition of quality by Britannica, reprinted in the Great Universal Encyclopedia: "Quality in philosophy is a property that characterizes things taken separately, in contrast to the relation 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, and 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 see 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, relationships, 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, regulatory - are manifested in the format of reflection of objects, and the reflection is fundamentally different than all

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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.

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).

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 %	
	2020	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 a superstructural, introduced one. 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

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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. 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 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.

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 shop 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 the subjective. 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-metaphysicists, who divorced 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. Whatever fantasies the master constructing the castle is guided by, he knows that there will be someone who is able to make a key to it and gain access, because all creativity begins with chaos and ends with the acquisition of order.

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

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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, giving priorities, etc.

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

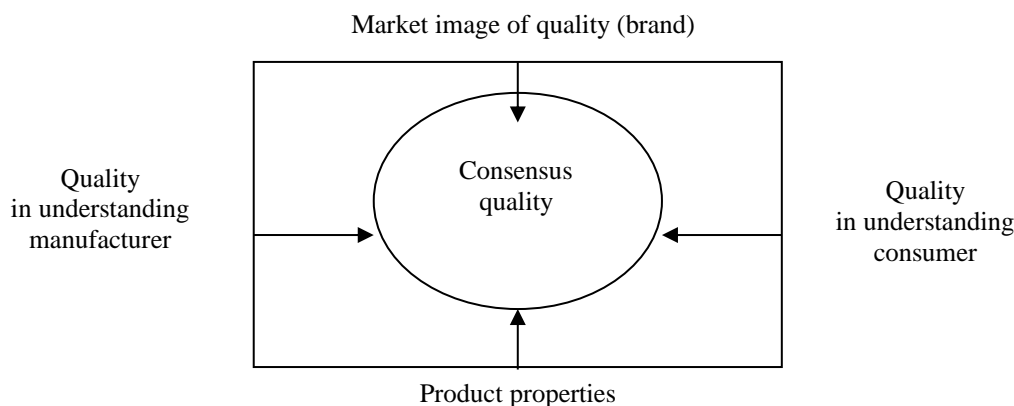


Figure 1. Quality square

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 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. Chance 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 the factors that ultimately determine the consensus quality, let us dwell on one more aspect of the quality problem that remains aside from 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 the singular, therefore at the end of the process there is always a single, specific buyer, Pyotr Stepanovich Sidorov, and boots that 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 product is important. The last word belongs to the buyer, his perception of the quality of the product. Everything else just plays along with it. Signs of the content of the concept of "product quality" are built in the form of a pyramid of properties (Figure 2).

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 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

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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 old, pre-reform priorities, which are actively exploited by unscrupulous manufacturers and 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.

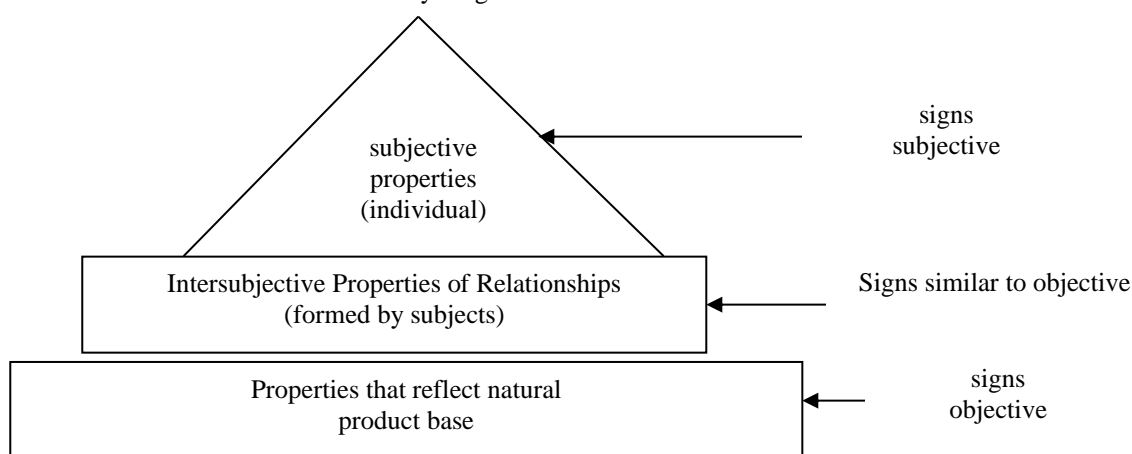


Figure 2. Heterogeneity of the content of the concept of "quality"

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 are, as before, inaccessible to a Russian with average capabilities. 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

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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 is 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 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 the 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, and 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. The doubters have overcome the critical attitude, re-educated. Especially after they calculated with a calculator how much it would cost to shut down the 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 ends up in the

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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: 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.

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.

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 2017-2025. 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 power structures.

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, which 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 2017–2025, but how all this happens in our country is known: sheep breeding remains 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, it was bypassed in state circulars.

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

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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 cannot 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 on the market with the help of the competent authorities or by cooperating and opening their own sales market, domestic manufacturers have the opportunity to separate part of the buyer from the masses of the market 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 competitions, 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, primarily intellectual ones. 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.

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 3), 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

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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 connected four creative acts of thinking with a logical knot: observation, development of actions, implementation and analysis.

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.

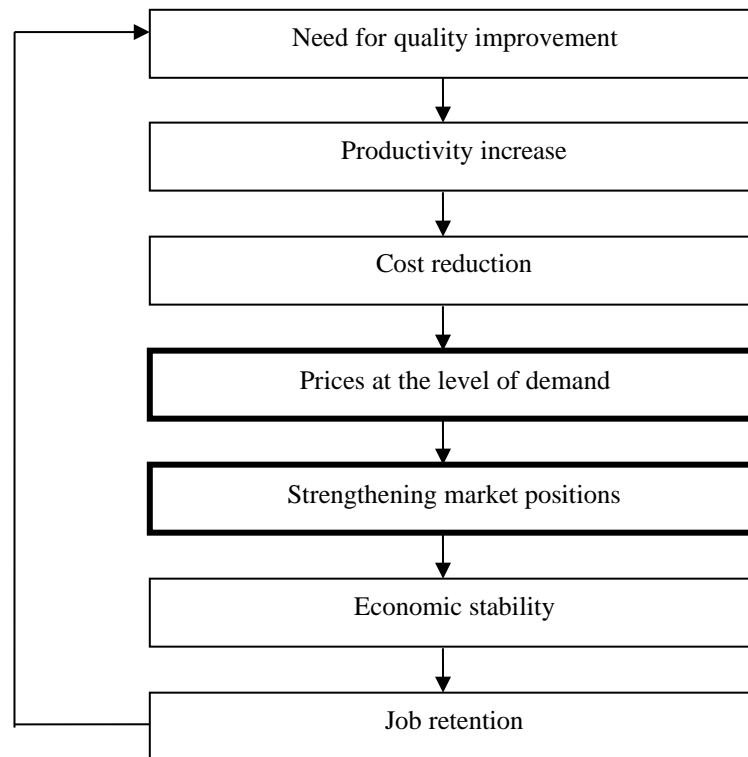


Figure 3. "Chain Reaction" by E. Deming

The basis of the content of this concept is formed by four consecutive actions: professionally built observation of situations, 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 improvement measures - 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."

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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 the beaten path. This path eventually leads to a dead end. You don't need to learn to do like everyone else. Learning means developing 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. consumer, the process of exploitation was located 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, which is opposed to the producer of a product or service? That, the other, the subject is the customer of services, products, so the quality of production is of no less interest to him 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 otherwise, we were afraid to look unworthy, so we decided to rent costumes from fashion designers for a day. 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 work 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 he must not be left to the mercy of fate.

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:

- 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 a quantity that can be reduced at once, and sometimes even increased. Quality loses and finds itself in the process. It takes time and, of course, equivalent tasks for training specialists;

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- the opinion that mechanization, automation and computerization will help to make a breakthrough in 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! We repeat: the quality of a 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 did the former Prime Minister of the Russian Federation express the historical thought "We wanted the best, it turned out as always"? Because they managed as best they could, and not as they should, unprofessionally. Since then, the situation has changed little, if the Prime Minister has to go to all major incidents, and the President strictly warns the Government and officials. In dialectical logic, there are some wise and simple rules that reflect the actual order of things:

firstly, 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 intention, 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 turn into out of condition. 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. Spontaneously, they understood that the essential is not born on its own, it is born in the non-essential, 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 clarify: the economic effect does not manifest itself 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,

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including the development of technical standards, 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, and some Arab states closer to the "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, with 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 them 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, having opposed 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 in the form of self-control or 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 liability, 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.

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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. By replacing the "consumer" with the "buyer", businesses 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.

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 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 opponents, 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.

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 wealth of the world community 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 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.

The dynamics of the market development in the last decades of the last century and at the beginning of the third millennium invariably shows the growing

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interest of consumer demand in the quality of goods. With all the economic, social and political costs, humanity is getting richer, but 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. 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, so that, upon returning, to 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 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, 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 a theory, a 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 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. G. Hegel's predecessor, Aristotle, built the logic of thinking on the principle of 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 the movement itself, 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

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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 in order for knowledge to integrate 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 regularity in 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 Ancient civilization began to unwind, but it is hardly necessary to see in his assessment the actual historical scale of the changes that took 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. Another thing is G. Hegel, 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 many 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 "upside down", 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 principle equivalent to an economic one. 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 ourselves 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 Tatarstan, 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 economicism is an attempt to derive global macroeconomic patterns from microeconomics.

Now let's imagine a picture - experts 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

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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 economists have changed owners. F. Taylor, A. Fayola, G. Ford, A. Sloan were replaced by market speculators like Soros, 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. The "casting" of exemplary socio-economic models continues and will continue as long as 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.

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 the 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 endangered species of mammals with personal protective equipment.

Features of the dominant mode 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 out what was left to the heirs of A. Smith, D. Hume, R. Owen, J. Sisoni, K. Marx, J. Mill, G. Spencer, T. Malthus - socio-political philosophy or economic knowledge. In their works, 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 matured objectively yet. The desire to divide the history of communism politically 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 ordinary political deception by excessively gullible leaders to convince communists of the economic failure of socialism. The truth 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. Maybe, temporarily such links coexist. A similar experience was calculated by V.I. Lenin, the NEP, which he defended 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 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.

K. Marx developed the dialectics 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

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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.

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, 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 some extent, the market is also a production, it produces the organization of intermediary services. Such production, however, is more like ersatz production, because it does not perform the function of creating added value for 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 production of "cost" and "value" 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, well-thought-out 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 that they are solving their 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.

We do not want to deprive the market of the status of a subject of developed cultural production. The market undoubtedly is, 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

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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, 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 expanding 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 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 reputation 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. that did not receive a well-deserved rating, perhaps they did not want to lower the reputation 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. that did not receive a well-deserved rating, perhaps they did not want to lower the reputation 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 fit well by the time of Cinderella in the fairy tale, and then because it was her second shoe, nevertheless, marketing research is indeed essential for 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 from "collisions" both from below - manufacturers, and from above - rulers,

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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 goods by public opinion. Today, no one writes or talks about the ideal criteria for advertising practice. Advertising was not only 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", opposing it to the 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 an object, service; 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 highest demonstration of which is the "work" with the quality of advertising cases of masters.

Production makes sense only as a way to satisfy the needs of the user, therefore, the quality characteristic of the goods reaches its peak in the awareness of the consumer, although the objectivity of 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 quality of the goods is easier to represent in the form of a triangle (Figure 4):

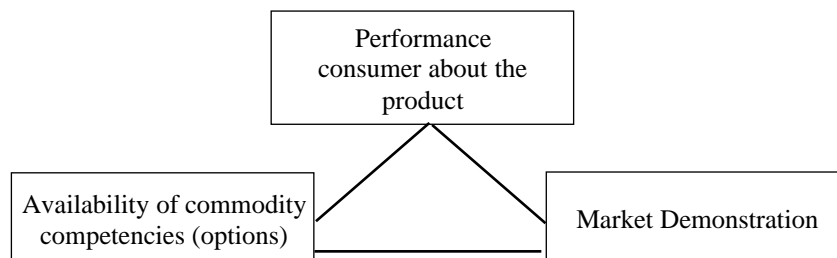


Figure 4. Architecture of product quality features

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 sought

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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, based 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 seems to be 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 took risks 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" the notes of Western ambassadors who visited Rus' in the 15th-17th centuries. The vast majority of Europeans who visited Muscovy on official visits as part of their embassies were surprised by everyday culture, construction, order and ... prices in the markets. Many made their fortunes upon returning home, on the difference in prices of goods bought in Rus' and sold in their homeland. 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 journey, 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 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.

In the 1950s - 1970s, agricultural enterprises and industrial enterprises focused on the production of mass-produced goods participated in direct trade without intermediaries. 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 the shops of the coop trade, there really were no queues, the exception was the sale of products of industrial enterprises that earned the trust of buyers - furniture, household appliances, clothes, 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,

"Priority" from an advertising category is transformed into an economic one, more precisely, a 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. The relevance, meanwhile,

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lies not in the activity itself, but in the way the idea is realized, the way the activity is carried out is regulated by spatio-temporal coordinates, revealing and limiting 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, social development, therefore, 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. when included in the historical chain of events

"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 been significantly strengthened by branching, increasing the number of its employees from two to three times, increasing the financial increase in ensuring their well-being and merging with the legal marketing business. It would seem that, chances of "attractiveness" to turn in the interests of production and consumption are few. 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.

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, a set of elements that are 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 structure 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 existence 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

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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 ... 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, depicted in the following Figure 5.

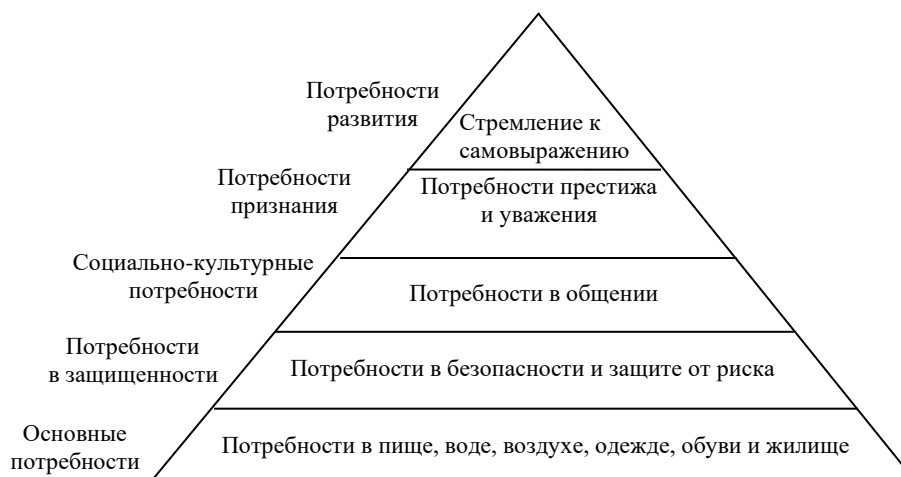


Fig. 5. Pyramid of needs (according to A. Maslow)

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 working for a business perspective.

A modern buyer from the outside looks "advanced", but his awareness is clearly of an amateurish type, especially among young people who try to show themselves to be knowledgeable, not realizing that, with rare exceptions, the same advertisement that induces knowledge in a direction beneficial to the seller acts as a leader of his awareness. 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.

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

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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 bears in its silence. The market is also inscribed in the overall picture of the contradictions of world production, aimed at winning the manufacturer and intermediary. They are ready to share with the consumer, but not as an equal partner. The "third" is 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 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?

The concept of "priority", used to characterize the goods, is correct to consider 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.

The quality of the product is a basic objective parameter of priority. 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. 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, 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 priority. 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 product being created and ultimately ensure the maximum value of the product for the consumer. Japanese economists have calculated that by prioritizing goods, manufacturers activate their reserves and move production forward, i.e. "priority", in its true sense, is mutually beneficial and is not necessary either in production,

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 a priority product will inevitably lead to an increase in prices 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. 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 better 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.

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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 a system that fulfills the main goal - to increase the value of the product for the consumer and reduce its cost.

Initially, it acted as a tandem of the concepts of "value" and "decrease in value". Now we can confidently name the time when in Rus' 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, they are stronger than the walls of the Brest Fortress 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 is difficult to get rid of the idea 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 a product, clearly defining who did what and how. Our 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. In the literature there is a step-by-step route for comprehending the idea of a real humanization and 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 their satisfaction 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,

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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 the collective unconscious (K. Jung).

The economic science considers an external consumer as a combination of three groups: a specific end user - an individual; intermediary consumer (reseller, 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 the manufactured 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 converted into a technical and economic task - to give an attractive appearance to your products. Such a product does not need advertising production costs, on the contrary, it 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 underestimate the importance of the product priority factor for the consumer, who think only about how to reduce production costs: rewarding and simultaneously satisfying the consumer's expectations regarding the value of the product, its cost and delivery time.

A well-known management specialist and his colleagues needlessly spared the feelings of manufacturers by presenting the matter in a positive light. Our manufacturer and salesperson often needs 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 buyer's demand, 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 method of quality management Kairio (Kairio), aimed at technical and technological leaps - microevolutions,

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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, but 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, under the influence of the mental 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 attractiveness 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 the Americans to do everything right after they have tried all the other options." 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 Levis, famous for sewing jeans, regained its leadership position as a manufacturer of women's jeans.

Based on information technology, Lewis offered customers 2,400 sizes in different colors and styles. Directly in the company store or department, individual sizes were determined on the basis of jeans with built-in magnetic measurements, the computer clerk transmitted the order for production 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 quality parameters expected by the consumer 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, 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 attractiveness of the product are heterogeneous. Usually they include:

- 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 the product stands above 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, remaining part of the priority. 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

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revealing. Moreover, at the junction of these 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 Attractiveness 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 the attractiveness of the product	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 purchase a priority, 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

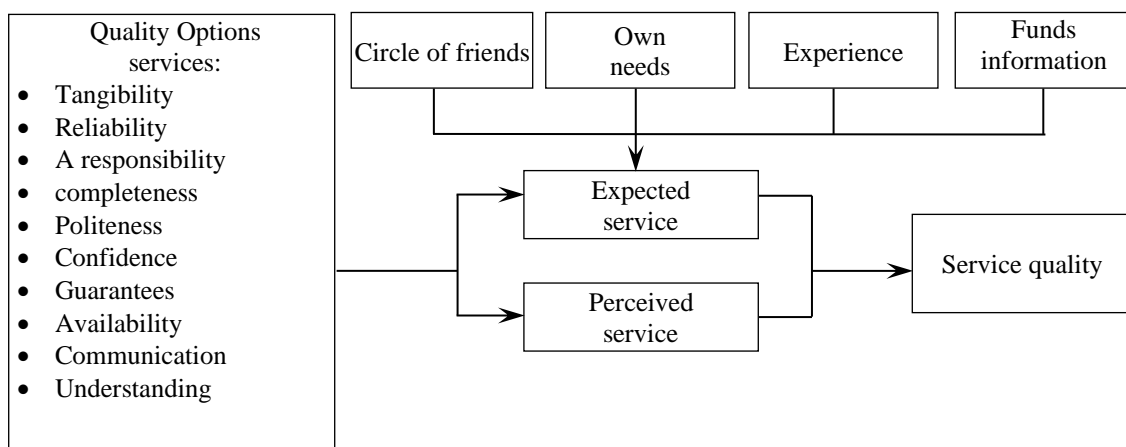


Figure 7. Consumer expectations architecture

Summing up the results of the analysis of the concept of “attractiveness of a product”, its relationship with the closest economic concepts, it is methodologically expedient to arrange the relationship of these concepts systematically. As a

problem for discussion and improvement, the scheme shown in Figure 8 is proposed.

An analysis of the results of a survey of respondents on the impact of the criterion "Attractiveness of goods" (on their demand)

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confirmed the importance of rehabilitating this criterion in marketing activities to form a sustainable

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

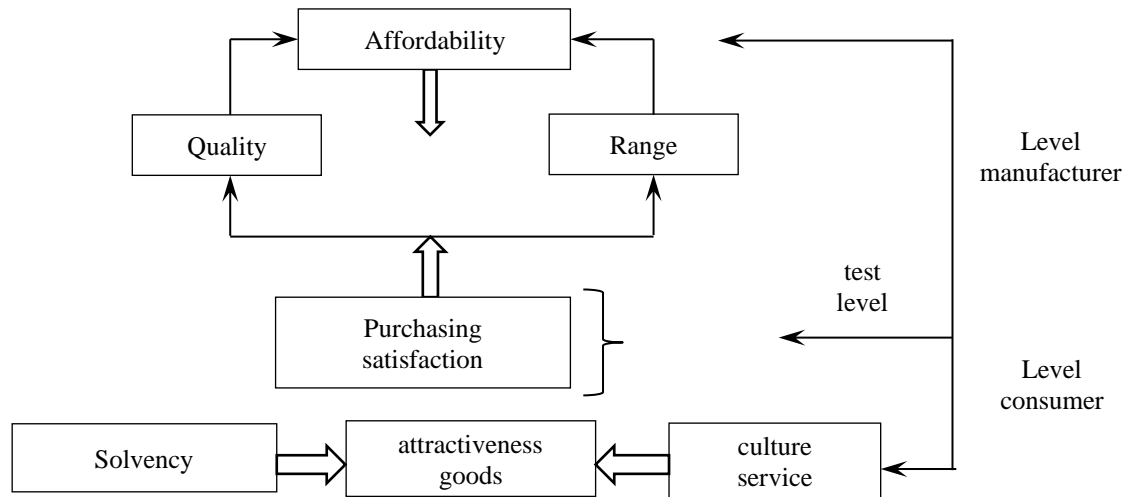


Figure 8. Customer Satisfaction Architecture

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 attractiveness 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, quality, and due to 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. fit the fashion products must have a sufficiently long warranty period, and what is interesting is that all respondents are unanimous in that manufacturers fight for the respectful attitude of buyers towards the manufacturer, win their trust and desire to buy exactly 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 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 using the 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 an enterprise would be more stable over time if the enterprise's share in the demand market was 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 demanded 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 unfortunately did not cause concern among experts due to the liquidation 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 "attractiveness of a product", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relationship 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, payment methods for the purchase, the possibility of exchanging the purchase made if necessary: the level of service and other factors, and only because our consumer is not spoiled by all this list of services service and the manufacturer and the trade still has a lot of room for improvement in interaction with consumers in order to guarantee 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:

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: the involvement of employees, the process approach and the systematic approach. In addition, the personnel of mechanical engineering enterprises are more effectively able to realize the goals and 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 one's position in existing markets, as well as significantly expand spheres of influence by entering new domestic and foreign markets;

thirdly, it is a significant increase in labor productivity of any industrial enterprise, which is supposed to introduce a QMS, using professional 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

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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 taken into account

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 should be rewarded.

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.

However, the participatory approach, in addition to its advantages, also has its drawbacks. 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 demotivating him. 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 the fact that the participatory method of personnel management of an organization is gaining more and more approval 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 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 achieve and skillfully use the consistency of goals with the capabilities of the enterprise and the interests of 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 the employee's personal qualities are given priority over his success in the work performed, there is a mixing of personal and business relationships. Also, our Russian reality has noticed the propensity of entrepreneurs and their employees to bribery, concealment of income from the tax service, forgery of documents, disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee, in another way it can be said that the head of the company is inaccessible to lower-level employees.

As a result of the foregoing, the conclusion is that in Russia the organization and management of

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personnel management is formed inefficiently and there are practically no working collective ties. Companies devote all their attention to meeting the conditions that the state bureaucracy has set for them, 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 of 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, which 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.

Measurement and monitoring activities for ensuring and verifying 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.

Manifested in the field of piston sales or in the process of using materials for products, they constitute a marriage, which indicates not only poor product

quality defects, but also the unsatisfactory work of the enterprise.

Conclusion

For a particular enterprise (preferably an association, a group of enterprises), the prospects for promoting marketable products on the market are associated with the development of resources for understanding quality in the coordinates of production - to seek a qualitative compromise, and educating your 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, monopoly claims have not been done away with, but the fight 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 has appeared that avant-garde marketers representing large companies producing consumer goods are proposing to significantly expand the format of complicity with consumers of products, up to discussing the recommended price for an economy-class product. The idea is quite reasonable and practically feasible without much cost. Buyer conferences are not effective here, but the extended practice of holding promotions, advertising actions with a device for displaying goods, reporting a calculated price and asking for a consumer assessment of 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

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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 consciousness, is determined through its ability to satisfy the needs and expectations of a particular consumer. The quality of the product consists of many useful properties. The concept of “product value”, new to 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 “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 with you, dear readers, their thoughts, 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 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.

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 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 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

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promises and responsible ones deprived them of being binding on these very branches of government, 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.

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 competitiveness, 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. 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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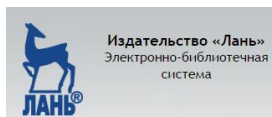
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