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SECTION 33. Advertising technologies.
Creative. Innovations.

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ON THE FEASIBILITY OF THE FORMATION OF CULTURE COLLECTIVES OF ENTERPRISES FOR EFFECTIVE RESULTS MAKING DIGITAL PRODUCTION OF IMPORT-SUBSTITUTING PRODUCTS FOR CONSUMERS IN THE REGIONS OF SFD AND NCFD (message 2)

Abstract: Production management, including standardization, should be carefully prepared with maximum reliance on the reserves of professional culture of specialists, but the dynamics of running production management is desirable to entrust the technical programs and tools. So everything will be more reliable. But technical management has its weaknesses. Among them: a high level of energy dependence, computer security is not absolute, the requirements for personal abilities of specialists in terms of personal and team responsibility increased, sometimes up to exclusive. Problems in production, as a rule, create people, but it is in the absence of qualified specialists there are the most serious problems. Technical standardized management is not a panacea. The authors formulated the rules of standardization.

Key words: production management, technical management, standardization, digital production, identified and production management, consumer, commodity, assortment, quality, economic development.

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Introduction

The system-forming factor of the concept of attractiveness of the goods, in our opinion, should be the ability of the goods to cause the relevance of the need for it. The buyer is not interested enough, the interest must be given the form of an actual need for the proposed product. Need – the most important indicator of psycho-physiological mood of the individual. "Needs – the need for a living organism in something that is necessary for its life and development... needs create motives of behavior." In the scientific literature there are several attempts to classify human needs. Unfortunately, none of those that we know does not seem to be systematic. Most often referred to "Pyramid needs" Maslow, shown in the following figure 1. [1]

A. Maslow believed that based on the analysis of the degree of satisfaction of the above needs, it is possible to build an effective management of the company. Some authors, in particular, Boris Alyoshin, and L. N. Aleksandrovskaja, V. I. Kruglov, A. M. Sholom confirms that "over time, its use was made a number of refinements," and in General, it "has become an essential tool of management".

In our understanding "Maslow's Pyramid" is interesting as the General approach to a complete set of requirements. It lacks cultural – moral and aesthetic needs, knowledge and skills, physical development, and health. Physiological needs are traditionally laid in the basis of the design, which clearly limits their functionality. The system of human needs should be built on the principle of duality of human nature. The dualism of human nature manifests itself in one way or another not only in relation to the basis and superstructure, but also functions at all levels of the individual's personal and social life. In addition, it is necessary to emphasize the socio-temporal and socio-spatial specificity of needs, the importance of their relevance [2].

Base part

In terms of analyzing the problem of the "attractiveness" of the goods, the Genesis of the buyer's needs is of particular importance. From the point of view of the Genesis of human needs are investigated mainly in the two most common perspectives, due to specific species – biological and social. There are innate needs and acquired in socio-cultural history. It seems to us that this is not enough, since the development of needs does not reflect the time factor and social specificity. It is important to distinguish between potential and actual needs. Actual

needs are initiated by external factors of life, they are in a market economy and its mass stage is very important in the light of the work on the business perspective.

The modern buyer appears to be "advanced", but his awareness is clearly amateurish, especially with the young, trying to show themselves to be knowledgeable, not realizing that guide his awareness stands, with rare exceptions, the same is inducing knowledge in a direction favorable to the seller. The consumer is on the leash of market interests. The consumer needs to be educated and the market is happy to do it, 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 bilateral interests. Interests, perhaps, and mutual, only to parity here far.

We do not evaluate the market in General. The market is diverse, it employs morally responsible sellers, unfortunately they do not determine the state and dynamics of market policy. The famous painting by I. Shishkin "Morning in a pine forest" depicts three bears in the very center of the canvas. It is on them that the visitor of the Tretyakov gallery falls, but the artist in the title of the work points to the morning forest, inscribing in its silence the awakening of bears. The market is also included in the overall picture of the contradictions of world production aimed at winning the producer and the intermediary. They are ready to share with the consumer, but not as an equal partner. "Third" is doomed to pay for the interests of the first two.

Formally, this ratio is objectively necessary. The production requires the development, need profit. Profits are mainly provided by the market. The seller is also a kind of employee and rightfully has its share. Not an employee in the market is only a buyer, even the police and that in the service. To the consumer and to promote the purse production progress – production after all market. The market is like controlled chaos. This is the essence of liberal economic policy. In countries where governance has been practiced for centuries, chaos is less visible. We still have the principle formulated by V. S. Chernomyrdins. There are only doubts about the first part of it – the desire to do the best is almost gone. In connection with the above reflections, the question arises: is it possible to change the situation in the interests of the consumer? It is possible by changing the policy regarding production, but first of the private.

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Figure 1. The pyramid of needs (by A. Maslow)

The concept of "attractiveness", used to characterize the product, is correctly considered in two editions – objective and subjective-objective. Attractive product objectively must be such – quality to eliminate cheating. As for the quality of the price, it is well known how this is speculated. At the same time, it is clear that a quality product is not a cheap pleasure. The quality of the product does not automatically mean the limited ability to buy it. Quality has several levels – quality States. It is necessary to strive to provide a range of quality to expand purchasing power through the price range (figure 2).

The quality of goods is the basic objective parameter of attractiveness. Over quality is built that we define "subjective-objective characteristic of the attractiveness of the goods." The name emphasizes the duality of the nature of the properties of attractiveness forming the superstructure. They are advisable for clarity to depict schematically (Fig. 2).

The concept of "attractiveness of goods" is not specifically studied. It existed in the form of ideas, not primarily in the interests of the consumer, as well as the challenge of advertising work. So the attraction

was more phantom than real. Advertising sought to absolutize objective data, falsifying the actual capabilities of the product, presenting it as an exclusive product, by which it is impossible to pass.

It is time to thoroughly and comprehensively delve into this problem, to analyze the signs of attractiveness. Pioneering research in the interests of the consumer were carried out in Japan, it is with them (but not only) associate the success of Japanese industry in the 1980-90-ies. "The Japanese," writes B. S. Aleshin, 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 its expectations to identify the extent of their impact on the technical characteristics of the product and to ensure ultimately the maximum value of the product to the consumer. Japanese economists have calculated that by creating the attractiveness of the goods, producers activate their reserves and promote production forward, i.e. "attractiveness", in its true sense, is mutually beneficial and it is not necessary either in production or in the market to disorient the consumer [3].

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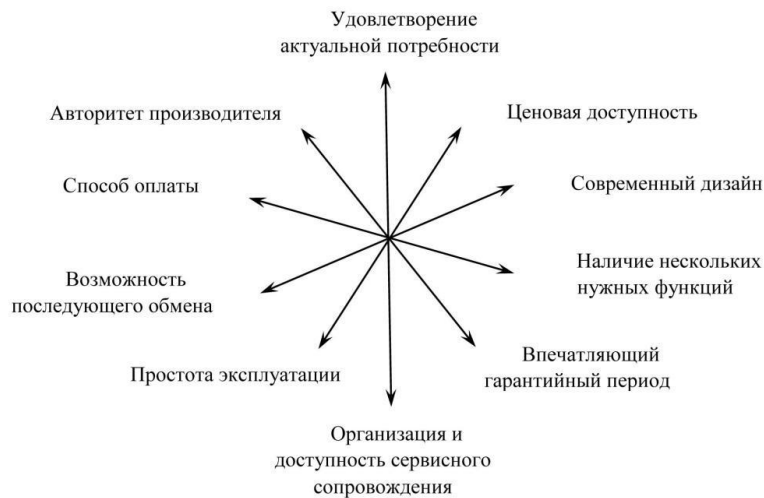


Figure.2. The architecture of the attractiveness factors of the product

It is time to thoroughly and comprehensively delve into this problem, to analyze the signs of attractiveness. Pioneering research in the interests of the consumer were carried out in Japan, it is with them (but not only) associate the success of Japanese industry in the 1980-90-ies. "The Japanese," writes B. S. Aleshin, 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 its expectations to identify the extent of their impact on the technical characteristics of the product and to ensure ultimately the maximum value of the product to the consumer. Japanese economists have calculated that by creating the attractiveness of the goods, producers activate their reserves and promote production forward, i.e. "attractiveness", in its true sense, is mutually beneficial and it is not necessary either in production or in the market to disorient the consumer [4].

In Japan, not in America and Europe, for the first time the ball was given an assessment of the quality of the attractiveness of the goods. It was Japanese experts who revised the thesis that work on the quality of an attractive product will inevitably lead to an increase in the price and will cause an irreparable blow to the original goal. One of the leading analysts I. Ishikawa, refuting the opinion of skeptics, everywhere argued about the immorality of raising prices while improving the quality of products. He explained that getting better quality products is primarily due to the reduction of production costs – reducing defects, improving the organization of production, technological discipline. All of these operations do not require a significant increase in costs and are associated with a reduction in the final cost, and therefore the price of the goods. An exception is the case when a higher quality product is produced as a product of a "fundamentally new technical level".

Effective economic management in a developed and responsible production is based on the "three

Golden truths" derived from years of successful management practice:

economic longevity and credibility 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 is always costly for production;

people as consumers and producers – the gold Fund for the development of production.

You want to earn professional authority, be engaged in the organization of production of the necessary, qualitative and available to the consumer with limited purchasing opportunities of a product. Then it will be possible to think of sale, without being nervous, and not to pay to advertisers, risking to appear at "the broken trough". Popular in the middle of the last century, Canadian writer S. B. Likok explained: "About advertising we can say that it is a science to obscure the mind of a person until you get money from him. "Advertisers" is difficult to judge. Not they themselves have come up with, their produced on light those, whom simple, but objective information, not saved. Not being able to achieve the appreciation of the consumer, not in demand "white" manufacturers, looking for a way out to the buyer through an intermediary, ready to work "black", and most importantly, put aside high moral principles.

The market has great opportunities to manipulate goods and prices in the absence of a clear 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". By arbitrarily invading the sphere of philosophy's responsibility, liberals pretend to solve their problems by misleading professional thinking and public consciousness. Not all economists-theorists and practitioners are experienced in philosophical reflection. Taking advantage of this situation, liberals

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grow their market "concept" freedom, try to free the market from the subordination of the need for any of its expression. In fact, economic liberalism, proclaimed by A. Smith in a specific format, transformed into a banal market anarchism. In countries where democratic traditions are strong, loaded with humanistic values and social responsibility, liberalism loses its political position, but it has a serious roof in the face of prosperous financial capital, fattening at the expense of the market. [1]

We do not want to deprive the market of the status of a subject of developed cultural production. The market is without any doubt, but to put the market in the General number of subjects of production, therefore, to ignore the evidence of a different attitude to the most important indicator of the development of production – the ability to increase the value of labor.

The freedom of the market is comparable to the freedom of judges on the football field. Judges do not play, they provide the game according to the rules. They can slow down the pace, bring down the pressure, play along with their actions, but all this happens in plain sight, under public and professional control and is persecuted in the prescribed manner.

The exchange function of the market objectifies it, but it is important to remember the ways of objectivity. The material form of objectivity – the technical and technological objectivity of production, the physical reality of goods – is really primary and subordinated 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 - is a natural and historical objectivity. There is still, apparently, a third, transitional level of objectivity, indirectly controlled by the objective nature of production. The market belongs to this third level. Hence, such a different reality of the market, the ability of the organizers to manipulate arbitrarily enough within the market and in the interests of the market. Engels explained to E. During: "In a society where commodity production is the dominant mode of production, "the market has always been ... the border is very famous among the "business people." Due to its specific reality of the "transition type" from the strictly regulated existence of production to the relativity of the dependence of the exchange conditions on the natural-historical specificity, the market combines the adequate reality of the action with the actions of a specific property, organizing its infrastructure from the latter. Hide behind the "market" "iron argument" market "barometer" of production. In such a situation, all those actions that, according to the classification of Hegel, are not valid, are allowed as necessary-conditional. Quite logically Petzold, the machism rescued from solipsism by introducing the formula of being "potential member "relationship." Petzold did

not personify the "potential member", but it was not difficult to understand that they should be something universal, standing over the subjective form of consciousness. Marketers, absolutizing the position of the market, or rather, 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 – market speculation. The prices of real goods on the market do not correspond to the cost of their real production of delivery and sale costs. The problem for liberals is one thing – the education of the masses. Still on the street XXI century. Therefore, the world policy in the field of modernization of education is aimed at its "market" division. The vast majority of graduates are doomed to be clerks, a clear minority, mostly of their own, plus those who are particularly talented, is a reserve of top managers. It's not the name of the University, but the interest in you, very rarely dependent on you.[1]

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 the scale of the entire production, so that reproduction was dynamic. Above all dominated by the need for production of working capital, as the advantage of mass production is the ability to reduce costs, thereby reducing the cost and increasing the competitiveness of the goods. The key factor was the time of sale of the goods. Time is money. Mass production gave rise to the trading principle: the consumer can not find what he is looking for! Universal mega stores offered almost the entire range of goods in all its possible diversity, 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 limited shelf life. The market did not cope with its function as planned. There was an important event that did not receive a well-deserved assessment, perhaps they did not want to reduce the reputation rating of the market. Production workers "went to the people" – to study demand taking into account social stratification. This is a troublesome matter, the certainty achieved is not as accurate as desired, but even at a conditional level it serves as the basis for orientation for production planning.

Information of the General – purpose market. It is included in the essence of the functioning of the market and has changed throughout the history of the market. No less obvious is the fact that market information has sometimes developed faster than the basic part of the market, formed in a separate segment of market reality, which has its main reason for the

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increased competition between producers – the goods became more and more on the market, and the number of producers grew. The market itself eventually became a subject of competition, actively involving advertising and means of its distribution. [2]

A quality product that meets the urgent needs of the consumer does not need advertising. Advertising on the market was the name of the manufacturer, in Russia and in Europe, recognized manufacturers added to the emblem of their trade mark "supplier of the court" of the ruler. Trade was part of the production and was carried out under the control of the owner. Take, for example, Ivanovo manufactory, bakeries Filippov in Moscow, jewelry Faberge. Advertising was the evaluation of the consumer, by the way, the ideal of advertising as an objective information activity and should be the evaluation of the goods by public opinion. Today, the ideal criteria of advertising practice is not written or spoken about. Advertising is not just separated from the information flow, built on objective data, made a purely commercial event, defining its quality narrowly pragmatic 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 depicted I. Aivazovsky people in the painting "the Ninth wave", tied to the wreckage of the mast and hoping for God's help. The best motto of advertising – "do Not cheat – do not sell!" Based on the "qualitative analysis" of advertising, we have introduced the concept of "advertising quality", contrasting it with the real quality.

"Real quality" , in turn, is also a challenge. In international documents, in order to achieve consensus, the concept of "quality" is deliberately simplified, defining either as a set of specific properties of the object, service; or as a high level of ability to meet the needs of the user. Hence the desire to formalize the quality, to bring it to quantitative characteristics, so that at the end of the process to obtain a technical task. The plurality of quality representation is a condition of quality manipulation, the highest demonstration of which is the "work" with the quality of advertising masters.

Advertising felt freedom from the objectivity of quality and responsibility for the implementation of the advertised product, when market information lost its direct connection with its subject base, ceased to be essential, moving to the phenomenalist level – the art of "submit" the product won. It is interesting to trace the nature of the evolution of fine art and the art of advertising. Realism in painting at the junction of XIX and XX centuries gave way to the popularity of impressionism. If the realist artist sought to recreate the objective reality in the context of human aesthetic feelings – the landscape was designed to show the beauty and power of nature, the portrait – to reveal the spirit of the person, based on the originality of the depicted object, the Impressionists made their subject

play of light, creating new technologies in painting. They have preserved the reality of the depicted object, it is easy to see it, but the viewer sees the object through interaction with light, the action of which is transmitted by innovative display technique. With impressionism, a new concept in painting – "plein air".

Information beginning of the organization of market relations clearly showed Z. Scissors – historian of culture, collecting in his monograph "Mysterious Muscovy" notes of Western ambassadors who visited Russia in the XV-XVII centuries. The vast majority of Europeans who visited Muscovy with official visits to the embassies, were surprised by the culture, construction, order and ... prices in the markets. Many made their fortune, returning home, on the differences in prices of goods purchased in Russia and sold at home. Then the information about the quality of Russian goods and their real price was strictly objective, as it should be information, because they received it, as they say, from the "first hand" – from merchants or manufacturers. Those and others acted within the authority of regulations under the supervision of the king's orders. Relying on documentary sources (P. Petree, P. Allactaga, I. F. Kilbarger, etc.), Z. Nonikov concludes: "the most Interesting to many foreigners seemed markets. In the markets there was something to see (i.e. the product itself advertised better than any custom advertising – Yu. M.)...

Walking in the market, it was possible to combine successfully an important case study of the state of trade in Muscovy ... ask the price for future purchases as gifts to family and friends should be bought before your journey back, and – perhaps most importantly – to marvel at the miracles after miracles, as he called Moscow market Airman (assistant to the Swedish Ambassador – YM). Markets in Moscow and Arkhangelsk worked as an advertisement for the development of Muscovy itself, were its hallmark for Europeans who knew little about Russia. It is highly unlikely that the current Europeans from the Russian markets experienced the same feelings with which their ancestors left the market. In Central Asia, there is a saying: "no matter How much you say halva, halva, halva, your mouth will not be sweet." It perfectly characterizes our liberal politicians who claim about market achievements of the Russian Federation. It remains to add that the market, being an economic phenomenon, reflects political reality at the same time. The market can be allowed to float freely, or to enter behind it political control in a social spectrum of interests, it as our national toy "tumbler", will remain an indicator of quality of political management of economy. And advertising here performs the same function as the concertmaster in the Symphony orchestra – adjusts the sound. A normal market, that is really free and equally organized trade, regardless of the size and position of the seller,

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requires information support. Everything else is built on the objectivity of information and is designed to objectively Refine, cultivate the original objective information product.

In the 1950s-1970s, agricultural enterprises and industrial enterprises focused on the production of mass production goods directly participated in trade without intermediaries. Everywhere their shops – stalls, shops, mobile shops, etc. the Only intermediary was the kooptorg interested in percentage not less than the percentage of profits, and buying a quality product. All advertising was in a beautifully designed sign that tells the address of the manufacturer, so that the buyer could navigate and make a choice for the future. The absence of intermediaries (and among them "advertisers") significantly reduced the costs of production and trade, made it possible to reduce prices, to make goods massively available. In the "collective farm" markets, in the shops of co-trading queues really was not formed, the exception was the implementation of credible buyers of industrial products – furniture, household appliances, clothing, shoes. However, unlike modern supermarkets, there were significantly more customers. The low inflation rate for 2016 shows the price limit. Prices are comparable to the famous "eight thousand" Himalayas. It is not the mass buyer with his limited purchasing power who is able to ascend, but individual groups, the number of which is also decreasing. Advertising potential is depleted, and together with the value of advertising falls and the proportion of "hidden" for the external entourage of objectivity of information. There comes a turning point when the true quality of the advertised product is replaced by the desire in any way to make it attractive. In the foreground, instead of the objectivity of information, stands the image, the quality of which becomes attractive.

"Attractiveness" from an ad category transforming in the economic, more precisely, the market brand. Theoretically and even methodologically, "attractiveness" refers to the "cross-cutting" concepts that characterize the 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 specific historical manifestation. Activity is a way of realization of the idea, outside of practical activity the idea will not go beyond the element of consciousness, remains knowledge and most likely will lose value after some time. The relevance, meanwhile, lies not in the activity itself, but in the way of implementation of the plan, the way of implementation of the activity is regulated by the space-time coordinates, revealing and limiting the relevance of the method of action. History consists 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 is therefore 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, the development would have forced us to think about the Divine creation of social history.

"Attractiveness" 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 contradictions in the market. It is actively exploited in their 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, those who have retained the honor of a professional manufacturer.

To set the right goals means to be able to "formulate the result correctly."

Basic principles of formation and choice of the purposes:

1. Choose goals that deserve to be achieved.
2. Choose a goal that you can achieve on their own.
3. Formulate your goal in affirmative terms.
4. Express your goal accurately, in sensory categories.
5. Relate your goal to the context (situation).
6. Soberly assess the consequences of achieving your goal.

The subconscious mind plays an important role in everything we do. Business and organizational methods for achieving the objectives (formalized) are usually omitted this factor. The same applies to individual goals, chosen in a logical, systematic way, the "left hemisphere".

To think in the affirmative is the principle of the correct formulation of the result.

Many people tend to focus on trying to avoid the unwanted instead of thinking about what they want and getting what they want. They have formed an "aggressive-defensive", "denying" character instead of "asserting". In the end, the "denying person" experiences the scenario that he would like to avoid, because it is he who is fixed strategically and implemented. We can call such a system of "avoidance" prudence, realism, prudence and so on. It is most effective in achieving internal goals, but when it comes to conscious goals "...?.."it often leads to incomprehensible at first glance blunders. Therefore, the first principle of a correctly formulated result States: "I Express my goal in affirmative terms." [2]

The content of any event depends on the framework in which we perceive it.

Principles of balanced self-renewal

Perhaps we have begun to understand that if we want to change something, we have to start with

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ourselves. And in order to change ourselves effectively, we must first change our perception.

NLP principles assume that all four dimensions are taken into account. This means that we must regularly and consistently develop them in the most reasonable and balanced way. Spending time on self-renewal requires us to take initiative.

Effective skills are well-understood principles and behaviors. To turn something in your life into a skill, you need three components: Knowledge, Skill, Desire.

Knowledge is a theoretical paradigm that determines what to do and why. Skill determines how to do. And desire is motivation – I want to do.

If one day we believe that from now on our behavior depends on our decisions, and not on the surrounding conditions, the very first skill required for the beginning of self-development of the individual is proactivity. By proactivity we must understand it as a fact that by initiating what is happening, subordinating feelings to our values, we are responsible for our actions (and, above all, to ourselves). The behavior of a proactive person is a product of his own choice, he does not look for "guilty" for his actions and for their results. In this case he asks himself, and in himself looks for the answer. Stephen R. Covey believes (figure 3) that in order to achieve personal victory

(victory over oneself), a person needs at least two more skills (figure 1) (except - "Be proactive" (1): this is "Start, presenting the final goal" (2), and "First do what you need to do first" (3). If the meaning of the goal in our activities, we have already clearly defined, the third skill is still to be understood. In this case, we mean the need to manage your time, clearly representing the degree of importance and urgency of those cases that are scheduled for execution. [3]

It is quite obvious that in order to master the skill "First do what you need to do first", not urgent, but very important things to maintain your resource will try to do in the first place, and it is in this case that we will develop the first and second skill.

As we master the first three skills, we will become more independent of external factors and more and more open the opportunity to consolidate personal victory, trying a new way to interact with the world around us like ourselves, aware of the objective interdependence. To do this, we will need three more skills: "Think in the spirit of won/won" (4), "First strive to understand, and then be understood"(5), "Achieve synergy"(6). Cooperation and trust are both a result and a condition for consolidating these important communication and collective skills. Seventh skill (7) Stephen R. Covey called "Sharpen the saw».

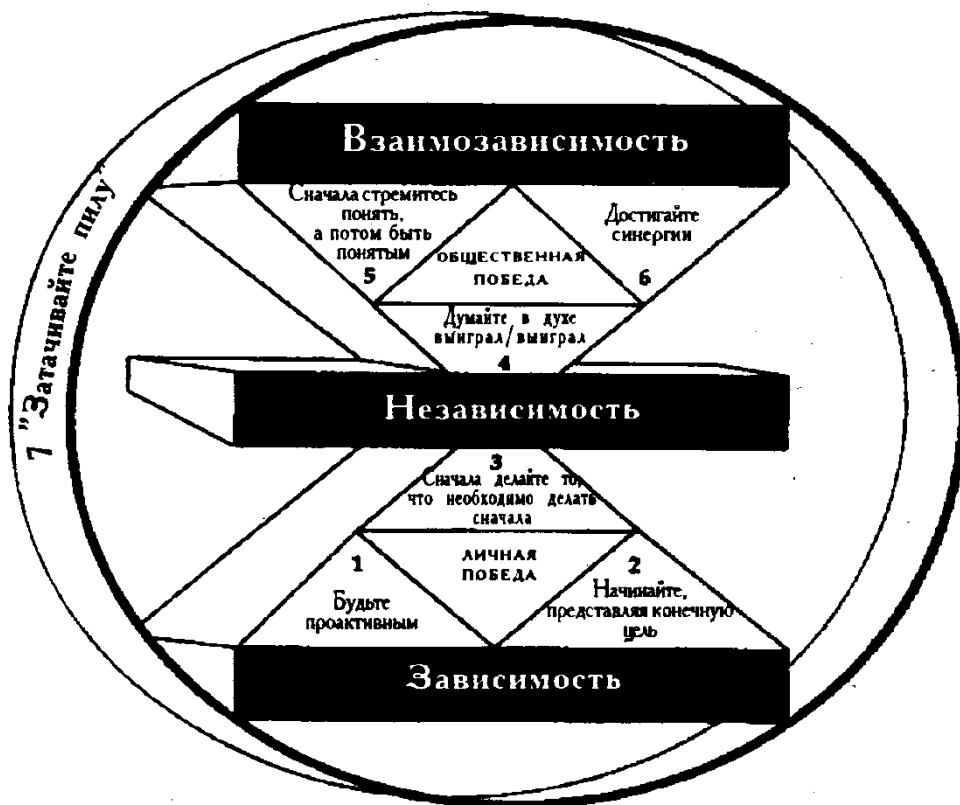


Figure 3 - time management Matrix:

1 – Be proactive, 2 – Start by presenting the ultimate goal 3 – First do what needs to be done first 4 - Think in the spirit of won/won 5 – First strive to understand and then be understood 6 - Achieve synergy 7 – "Sharpen the saw»

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He did not think ambiguously that we could count on success, on efficiency, only when we make constant efforts to form all these skills, working on comprehensive self-development.

In conclusion, it must be admitted that working on your upgrade alone, it is doubtful to succeed, even with all three components for the formation of the necessary skills. Man is a social being. Really education is carried out only through an act. Participate in the education of three - in addition to educate, yet must be – the caregiver (as I do) and lover (that what is taught and how it turns out). When self-education - where to get two more missing? The only way out is to find an image that would be a teacher, to find an image that would be a connoisseur. We did not make a mistake, and you are not mistaken – it is an IMAGE or IMAGES. Literary heroes, friends, girlfriends, fathers, mothers, grandmothers, grandfathers ... at your rich imagination can approach for this purpose.

Again I would like to recall another Russian proverb: "while thunder breaks peasant will not cross." Do you have to step on a rake, to a severe blow on the forehead and scream, "EW, I remembered the name of this tool is that it is a mistake." It is funny and sad, and yet we believe in common sense that the truth is more expensive and the truth will prevail – we will be able to revive this light industry, as confirmed by the experts – respondents, showing unanimity, on the main criteria for assessing the competitiveness of light industry enterprises, the list of which, approved at the end of the meeting, are given below. [3]

1. Russian Federation government:

a) when forming the draft Federal budget for 2018 and for the planning period of 2019 and 2020, provide for the provision of state support to light industry enterprises annually in amounts not lower than the level of 2017.

Report up to 15 October 2018 to 15 January 2019.;

b) provide within the State program of development of agriculture and regulation of the markets of agricultural production, raw materials and the food for 2013 – 2020 formation of the subprogramme directed on providing the light industry with qualitative agricultural raw materials, and also implementation of antiepidemiological actions for the purpose of elimination of hypodermatitis of cattle.

Deadline – February 1, 2019;

c) consider the question of establishment at the Federal level of privileges on the property tax of the organizations concerning movable property for the purpose of stimulation of modernization of production and to provide introduction of the corresponding changes in the legislation of the Russian Federation;

d) take measures to mitigate, within the framework of bilateral international agreements with

the Central veterinary authorities of foreign countries, the veterinary requirements for raw hides imported into the territory of the Russian Federation;

e) define implementation of thin and semi-thin wool, long linen fiber to the processing enterprises located in the territory of the Russian Federation as obligatory condition of providing the state support to the agricultural producers performing production of this production and to provide modification of the corresponding regulatory legal acts;

e) provide introduction in the legislation of the Russian Federation of the changes directed on development of system of ensuring traceability of turnover of goods of the light industry.;

g) consider the feasibility of introducing a recycling fee for footwear;

h) together with the joint stock company "Russian export center" to submit proposals to promote the development of exports of Russian light industry products, including by compensating the costs associated with the release of these products to foreign markets.

I am glad that it is expected their implementation in full and a timely manner, understanding the responsibility of the named persons and their motivation for action.

Despite the fundamental differences of these concepts discussed above, they nevertheless have something in common in their basis, which reflects a certain commonality in the motivation of a person to act.

These concepts allow us to conclude that there is no canonized doctrine explaining what is the basis of human motivation and what determines motivation. Each of these theories has a certain fundamental difference. For example, in the Maslow concept needs are arranged hierarchically, and the ascent goes up from the bottom. There is also a certain hierarchy in Alderfer's theory. However, this theory as one of the most important provisions has the statement that the movement in the hierarchy can be carried out both from the bottom up and back from the top down if the need of the upper level is not satisfied. McClelland introduced, in relation to the needs he considered, the idea of acquiring them: and developing under the influence of learning and life experience. At the same time, it takes into account the relationship of individual groups of needs, moving away from the consideration of the isolated influence of individual groups of needs on human behavior. In Herzberg's theory, needs are divided into two large groups: motivating and "health". Thus, it is indicated that not all needs constantly have a motivating effect on the person, but only those that lead to the development of a state of satisfaction.

As you can see, each of the theories has something special, distinctive, which gave it the opportunity to gain wide recognition of theorists and

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practitioners and make a significant contribution to the development of knowledge about motivation. However, despite the fundamental differences, all four of the above theories have something in common that allows us to establish certain Parallels between them. A characteristic feature of all four theories is that they study the needs and give a classification of needs, allowing to draw some conclusions about the

mechanism of human motivation. Comparing the classifications of all four theories, it can be noted that the groups of needs identified in different theories quite clearly correspond to each other.[3]

In table 1 of this kind of conditional compliance requirement groups, motivating people to act, to be allocated in these four concepts.

Table 1 – Characteristics of human motivation and actions, formulated in their concepts Maslow, Alderfer, McClelland and Herzberg.

ТЕОРИИ	ГРУППЫ ПОТРЕБНОСТЕЙ				
Теория Маслоу	Потребность само-выражения	Потребность признания и самоутверждения	Потребность принадлежности и причастности	Потребность безопасности	Физиологические потребности
Теория Альдерфера	Потребность роста		Потребность связи	Потребность существования	
Теория МакКлелланда	Потребность достижения		Потребность властвования	Потребность соучастия	
Теория Герцберга	Мотивирующие факторы			Факторы здоровья	

The interaction between a person and a group is always bilateral; a person by his work, his actions contribute to the solution of group problems, but the group has a great influence on the person, helping him to meet his needs for security, love, respect, self-expression, personality formation, elimination of anxiety, etc. it is Noted that in groups with good relationships, with an active intra-group life, people have better health and. better morals, they are better protected from external influences and work more effectively than people who are in an isolated state or in "sick" groups affected by intractable conflicts and instability. The group protects the individual, supports him and teaches both the ability to perform tasks and the norms and rules of behavior in the group.

But the group not only helps a person to survive and improve their professional skills. It changes his behavior, making a person often significantly different from what he was when he was out of the group. These group effects on humans have many manifestations. We point out some significant changes in human behavior that occur under the influence of the group.

First, under public influence of changes of such characteristics of the person, like perception, motivation, focus of attention, the grading system etc. Man extends the sphere of its attention due to the focus on the interests of other members of the group. His life is dependent on the actions of his colleagues, and this significantly changes his view of himself, his place in the environment and others.

Secondly, in a group a person gets a certain relative "weight". The group not only distributes tasks and roles, but also determines the relative position of each. Group members can do exactly the same work, but have different "weights" in the group. And this

will be an additional essential characteristic for the individual, which he did not possess and could not possess, being outside the group. For many members of the group, this characteristic may be as important as their formal position.

Third, the group helps the individual to find a new vision of his "I". A person begins to identify with the group, and this leads to significant changes in his perception of the world, in the understanding of his place in the world and his purpose.

Fourthly, when a person is in a group, participating in discussions and developing solutions, he can also give out proposals and ideas that he would never give out if he thought about the problem alone. The effect of " brainstorming "on a person significantly increases the creative potential of a person.

Fifth, it is noted that in a group a person is much more inclined to take the risk than in a situation where he acts alone. In some cases, this feature of human behavior change is a source of more effective and active behavior of people in a group environment than if they acted alone.

It is wrong to think that a group changes a person the way it wants. Often many impacts from the group man resists for a long time, many of the effects he perceives only partially, some he denies completely. The processes of adaptation of a person to a group and adjustment of a group to a person are ambiguous, complex and often quite long. Entering into a group, entering into interaction with the group environment, a person not only changes himself, but has an impact on the group, on its other members.

Being in interaction with the group, a person tries to influence it in various ways, to make changes in its functioning so that it is acceptable to him,

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convenient to him and allows him to cope with his duties. Naturally, the form of influence, and the degree of influence of a person on the group significantly depend on both his personal characteristics, his ability to influence, and on the characteristics of the group. A person usually expresses his attitude to the group from the standpoint of what he thinks. At the same time, his reasoning always depends on the position he takes in the group, on the role he performs, on the task assigned to him and, accordingly, on what goals and interests he personally pursues.

Human interaction with a group can be either cooperative or confluent or conflict. For each form of interaction, a different degree of manifestation can be observed. That is, for example, we can talk about a hidden conflict, a weak conflict or an unsolvable conflict.

In the case of cooperation between a member of the group and the group, a trusting and benevolent relationship is established. A person considers the goals of the group as not contradicting his goals, he is ready to find ways to improve interaction, positively, although with rethinking of his own positions, perceives the decisions of the group and is ready to find ways to maintain relations with the group on a mutually beneficial basis.

When a person merges with a group, there is the establishment of such a relationship between the person and the rest of the group, when each of the parties considers the other as an organically integral part of the whole, which is a group. A person builds his goals based on the goals of the group, largely subordinates his interests to the interests of the group and identifies himself with the group. The group, in turn, also tries to look at the individual not as a performer of a certain role, but as a completely devoted person to the group. In this case, the group takes care of the person, considering his problems and difficulties as his own, tries to assist him in solving not only production problems, but also in solving his personal problems.

Naturally, it is in the interest of the organization that its members behave in a certain way.

A possible approach to solving this problem is the selection of people with certain qualities that can guarantee the desired behavior for the organization of its members. However, it should be recognized that this approach has limited application, since, firstly, it is not always possible to find people with the necessary characteristics, secondly, there is no absolute guarantee that they will behave necessarily in the way that the organization expects, and, thirdly, the requirements for the behavior of members of the organization from the organizational environment may change over time, contradicting the criteria by which people were selected in the organization.

The second approach, which in principle does not exclude the first, is that the organization influences the person, forcing him to modify his behavior in the

right direction for it. This approach is possible and is based on the fact that a person has the ability to learn behavior, change their behavior based on awareness of their previous behavioral experience and the requirements for their behavior from the environment.

Learning behavior can be defined as a sufficiently stable over time process of changing human behavior based on experience, reflecting human actions and the reaction of the environment to these actions.

For learning behavior is characterized by the presence of several points.

First, learning can come from one's own experience as well as from the experience of others.

Secondly, learning behavior does not necessarily concern only actual behavior. It may concern potential behaviour, i.e. behaviour that can be carried out by a person but which is not carried out by him in his behaviour practice.

Third, learning behavior is always expressed in changing people. Even in the case where the immediate behavior has not changed, the person already becomes different, as his behavioral potential changes.

There are three types of learning behavior.

The first type is associated with the reflex behavior of man, with what is called in the teachings of Pavlov conditional and unconditional reflex. If, for example, the chief comes to subordinates when he is dissatisfied with something, irritated and intends to reprimand them, then any appearance of the chief can cause fear in subordinates, the desire to avoid this meeting regardless of why he came to them. That is, the appearance of the chief produces reflex desire to escape from his eyes.

The second type of learning behavior is based on the fact that a person draws conclusions from the consequences of his previous experience, consciously corrects and changes his behavior. The theoretical description of this type of learning is primarily based on the research of B. Skinner, who created the foundations of the theory of engagement of the implemented behavior depending on its consequences. The essence of this theory is that if a person sees that his behavior leads to favorable consequences, he tends to repeat this behavior, if the consequences are negative, then the desire to behave in a similar way will be significantly reduced. That is, human behavior is given a conscious understanding of the results of previous behavior.

The third type of behavior learning is behavior-based learning. It's usually observing someone else's behavior. People regularly observing the behavior of the surrounding people automatically begin to adjust their behavior to their own behavior. He adopts their style and manners, skills of operations, etc. Often a purposeful observation of someone else's behavior is carried out in order to adopt something useful. With the development of video recording facilities of the

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object, the possibilities of observation are expanded and, in particular, the object of observation is expanded. Now a person can view records of their own behavior, which can also significantly affect the adjustment of behavior. It is obvious that all three types of learning behavior should be taken into account by the management of the organization in its attempts to correct and shape the behavior of the members of the organization. Without belittling the importance of each of these types of learning, however, it should be noted that the second type of learning plays a crucial role in the process of purposeful formation of human behavior in the organization.

What does a person learn in the organization, what aspects of his behavior are corrected or changed in the process of learning?

First, having come to the organization and further carrying out its activities in it, a person studies its functional role: what he should do to better perform the work, how to carry out more effective work, how and with whom to communicate in the process. In doing so, he is learning to focus his work in terms of what is considered more important in the organization and what is less important in its activities, for which there is a reward, which is included in the assessment of the quality of his work.

Secondly, in the organization a person learns to perform formal procedural actions, such as filling out various questionnaires and forms, registration of applications, appointment and holding of meetings, transfer, receipt and implementation of a response to the information received, temporary abandonment of the workplace, arrival and departure from work, Parking, wearing clothes of a certain type, etc.

Third, a person learns to understand and take his place in the organization. He learns the norms, values and informal groups and relationships that exist in the organization, learns to behave correctly with colleagues and management, determines for himself with whom to have a close relationship and from whom to stay away, who to trust, who to rely on and who to fear.

Fourthly, a person learns how to solve their own problems in the organization, how to achieve their goals. For example, he learns how to make a career in the organization. Or how to achieve certain rewards and rewards. A person can also learn how to use the capabilities of the organization or the capabilities of its individual members in order to solve their personal problems that are not related to the activities of the organization. An employee can learn how to avoid difficult and risky tasks, and even how to create the appearance that he is working hard without doing anything.

Obviously, the consequences of actions depend on how the person behaved, what he did. However, they directly depend on those who, assessing the action of a person, compensates for his actions and

efforts. In this case, compensation is understood in the broadest sense as an external reaction to human behavior, expressed in the fact that a person either acquires something or loses something, achieves something or does not achieve something as a result of actions carried out by him in the form of a certain behavior. Compensation can be made in various forms — from material remuneration or punishment to verbal approval or condemnation. Compensation plays an extremely important role in teaching behavior, as it has a fundamental impact on whether there is a consolidation of the implemented behavior or there is a rejection of it. If there is no compensation that causes a person to understand the consequences of his actions, then in fact there is no noticeable modification of behavior, since there is no learning behavior. Therefore, compensation in the management of people plays not only the role of remuneration for work or the role of a means of meeting the needs of workers, but also the role of a means of modifying human behavior.

The process of motivation is characterized by four theories that create the basis for motivation.

The theory of expectations: the expectation in the chain "effort of execution"; the expectation in the chain of "execution result"; the valence of the outcome.

Goal setting theory. Four characteristics of the goal: complexity, specificity, acceptability, commitment.

The theory of equality: a comparison of their results of action with the results of others.

The concept of participatory management.

The most General concept of the motivation process is as follows. A person, realizing the tasks and the possible reward for their solution, correlates this information with their needs, motivational structure and capabilities, adjusts itself to a certain behavior, develops a certain location and performs actions that lead to a specific result, characterized by certain qualitative and quantitative characteristics.

This scheme does not yet reveal the mechanism of remuneration, nor the content of remuneration, the essence and content of evaluation, nor the transformation of evaluation into a decision. In modern management thought and practice, there are a number of theories that describe the process of motivation in sufficient detail and at the operational level. The most famous of them are the theory of expectation, the theory of goal setting, the theory of equality and the theory of participative control. They are trying to explain why people are willing to carry out certain actions, spending more or less effort. And in explaining this, they give managers the key to building an effective system of motivating people, that is, how to influence people to encourage them to work effectively.

Human behavior is constantly associated with the choice of two or more alternatives. What a person

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prefers depends on what he does and how he does, how he behaves and what results he achieves. The theory of expectation is designed to answer the question of why a person makes a particular choice, faced with several alternatives, and how motivated he is to achieve results in accordance with the choice made. In the most generalized form, the theory of expectation can be formulated as a doctrine describing the dependence of motivation on two points: how much a person would like to get and how much it is possible for him to get what he would like to get, in particular, how much effort he is willing to spend for this. For example, an aspiring businessman from the province comes to negotiate the start of a joint business with representatives of large firms located in the city, which is a recognized center of business activity. To maintain its reputation, it will not stay in a hotel that has a reputation as second-rate, although it is cheap. At the same time, he does not have the means to stay in a luxury hotel. Therefore, apparently, he will stay in such a hotel, which is quite prestigious and for accommodation in which he has enough money.

The process of motivation according to the theory of expectation is formed as if from the interaction of three blocks: 1) efforts; 2) execution; 3) result. Expectation theory studies and describes the interaction of these three blocks. In this case, efforts are considered as a consequence, and even the result of motivation. Execution is considered - as a consequence of the interaction of efforts, personal capabilities and the state of the environment, and the result, as a function, depending on the performance and the degree of desire to obtain results of a certain type.

The expectation theory explains how the process of motivating a person to work is built on the basis of linking the person's ideas about the efforts necessary to perform the work, its practical performance and the results expected in response to the work performed. In this case, the key points of concentration of the theory are: 1) expectations along the chain of "effort — execution"; 2) expectations along the chain of "execution — the results of the second level and 3) the valence of the results.

According to the theory of expectation, the motivation of a person to do a job depends on how much he is interested or not interested in doing it, how attractive the job is for him. When deciding what to do and how much effort to spend, a person usually answers a question about how much he needs to do it. That is, when choosing an alternative, a person thinks about if he will behave accordingly, will perform the work accordingly, whether it will lead to a certain result of the first level. In this case, it is formed waiting for the result of the first level. In addition, the person answers the question of what he will receive as a result of successful performance of work .

This is already the development of expectations for the results of the second level. And finally, he decides for himself how valuable this result will be for him, that is, he evaluates the valence of the result of the second level. Depending on what the final assessment of man comes, will depend on the motivation for the execution of the work.[4]

The main provisions of the theory of expectation are as follows.

First, since this theory is subordinated to the idea of finding an answer to the question of how motivation affects the performance of work, the initial postulate is that the performance is determined by the product of the values of two factors: the possibility of a person and his motivation.

Secondly, it is argued that the motivation is given by the product of the value of the expectation of the results of the first level by the value of the valence of the results of the first level. And finally,

third, the valence of the results of the first level given by the product of the magnitude of the valence of the results of the second level to the expectations of the individual results of the second level. A person chooses the alternative where the motivation will be higher.

Using various techniques, the Manager for the successful management of subordinates must build the management of the organization so that the employee was sure that, working to achieve organizational goals, it thus creates the conditions for the best achievement of the second level of results.

In the theory of expectation, it is believed that in order to be able to carry out the process of motivation, a number of preconditions must be fulfilled. Such conditions are:

- the presence of employees quite high degree of expectation of the results of the first level;
- the presence of a sufficiently high degree of expectation of the results of the second level and
- the total non-negative valence of the second level results.

In practice, this means that the employee must have a stable understanding that the results of his work depend on his efforts, that the results of his work have certain consequences for him, and that the results obtained by him ultimately have value for him. In the absence of one of these conditions, the process of motivation becomes extremely difficult or even impossible.

Making a General conclusion about the theory of expectation, it should be noted that it comes from the fact that people carry out their actions in accordance with what possible consequences for them these actions can lead. People, on the basis of the information available to them, choose one of the alternatives of action, based on what they will get as a result and what efforts they will have to spend to achieve this result. That is, according to the theory of expectation, a person behaves in accordance with

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what, in his opinion, will happen in the future, if he will make some effort.

The theory of goal setting is based on the fact that human behavior is determined by the goals that he sets for himself, since it is for the sake of achieving the goals he carries out certain actions. It is assumed that setting goals is a conscious process, and conscious goals and intentions are what underlies the definition of human behavior.

In General, the basic model describing the process of setting goals is as follows. A person, taking into account the emotional reaction, realizes and evaluates the events taking place in the environment. On the basis of this, he defines for himself the goals to achieve which he intends to strive, and, based on the goals set, carries out certain actions - performs certain work. That is, it behaves in a certain way, achieves a certain result and gets satisfaction from it.

Goal setting theory States that the level of performance of work directly or indirectly largely depends on the four characteristics of the goals:

- complexity;
- specificity;
- admissibility;
- commitment.

These four characteristics of the goal affect both the goal itself and the efforts that a person is willing to expend to achieve his goal.

The complexity of the goal reflects the degree of professionalism and the level of performance required to achieve it. There is a direct link between the complexity of the goal and the performance of the work. The more difficult the goal is set by a person, the better results he achieves. The exception is when the goals are set unrealistically high, which in principle can not be achieved. In this case, according to the theory of goal setting, the result of actions does not exceed the result achieved by those who set moderate but achievable goals. Therefore, an increase in the goals, although justified, can only lead to an increase in the results of work if there is still a chance of achieving the goals.

The specificity of the goal reflects the quantitative clarity of the goal, its accuracy and certainty. Experimental studies have found that more specific and defined goals lead to better results, to better performance than goals with broad meaning, with unclear content and boundaries. A person with goals that are too broad in meaning and content demonstrates the same performance of work as someone who has absolutely no goals. At the same time, too much narrowing of the goals can lead to the fact that beyond the consideration of the person may remain important aspects of its activities. It will also have a negative impact on the performance of his work.

The acceptability of the goal reflects the extent to which a person perceives the goal as his own. The acceptability of the goal has a significant impact on

how the complexity and specificity of the goal affect the performance of the work. If a person does not accept the goal, then the complexity and specificity of the goal will have a very weak impact on the performance of the work. The acceptability of a goal by a person directly depends on whether it is perceived by him as achievable, and on what benefits he can get when achieving the goal. If the benefits are not obvious, the goal may not be accepted. Therefore, in the management of the organization there should be a clear awareness of the importance, the importance of actions that would make the goal achievable, profitable, fair and safe in the representation of the employee.

Commitment to the goal reflects a willingness to expend a certain level of effort to achieve the goal. This is very important for the level; and the quality of performance characteristic of the goal, as it can play a decisive role at the stage of execution, if the reality, the difficulties of the work will be significantly different from what they seemed at the stage of goal setting. Commitment to the goal may increase as the work is done, and may decrease. Therefore, management must constantly monitor the level of commitment on the part of employees and take the necessary measures to maintain it at the proper level.

In the theory of goal setting, when considering the dependence of performance on goals, it is emphasized that the quality of performance depends not only on the efforts of the employee determined by the goal, but also on two groups of factors: 1) organizational factors and 2) the ability of the employee. At the same time, these groups of factors can affect not only the quality and content of the performance, but also the goals, thereby having an indirect impact on motivation and, consequently, an additional impact on performance. For example, if there is little feedback from the results of work, it can reduce the impact of the goal on the employee's efforts to perform the work.

The last step in the motivation process in goal setting theory is employee satisfaction with the result. The particular importance of this step is that it not only completes the chain of the motivation process, but also is the starting point for the next cycle of motivation.

Man carries out certain actions in accordance with the pressure on him the totality of internal and external forces in relation to him. The combination of these forces, called motivation, causes people not the same reaction. Therefore, it is impossible to clearly describe the process of motivation. At the same time, on the basis of empirical research, several concepts have been developed that describe the factors influencing the motivation and the content of the motivation process.

So-called theories of the content of motivation focus on how different groups of needs affect human behavior. The widely accepted concepts of this group are Maslow's hierarchy of needs theory, Alderfer's

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ERG theory, Herzberg's two factor theory, and McClelland's acquired needs theory. Despite the fundamental differences between these concepts, they nevertheless have something in common in their basis, which reflects a certain commonality in the motivation of a person to act.

The process of motivation is revealed in theories that try to explain why people are willing to carry out certain actions, spending more or less effort. The theory of expectation, the theory of goal setting, the theory of equality and the theory of participatory management, explaining how to influence people to encourage them to work effectively, give managers the key to building an effective system of motivating people for the successful implementation of their tasks.

The market has a specific cultural picture that is difficult to understand. The state is not seriously interested in the culture of the buyer. The previous experience of cultural education and upbringing has been expelled. "The Holy place is never empty" and instead of the state came organizations from the structure of civil society, which have neither official powers nor effective mechanisms, nor the required financial resources. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly part of production, reducing costs, increasing profitability. In doing so, entrepreneurs drive themselves into the trap of spontaneity and the vagaries of the market element, abandoning the levers of demand management.

"Prudent housekeeper", replacing the current irrationally arranged mass production, focused on the absolutization of the freedom of choice of goods by the consumer, when the range is obliged to satisfy the request here and now, otherwise the seller will lose customers and will question the continuation of its business, "tied" to the knowledge of the needs of a particular buyer. Of course, this knowledge is specific, it is indicative, relative, conditional, more like a knowledge assumption, but still knowledge, unlike the abstract type of installation: the buyer came for the goods and he must buy it, we are obliged to help him. How exactly? We do not know, so we initiate his desire with an assortment. Certain logic and ethics are present in such reflections. The price of this logic – a high level of costs and load on the natural environment-deters from support. They will not be written off, distributed to consumers, increasing the purchase price.

"The attractiveness of the goods" can become a magnet that initiates the interest of the buyer. No wonder Vladimir Dal has interpreted "attraction" as "attraction," "magnetism." The economic system is formed by production relations, radical transformations of the existing system of the economy therefore will not happen, there will be a restructuring, a reboot that changes not the system, but the order of functioning of the system, the vector evolution of

economic policy. The economic system will be optimized by rationalizing costs, minimizing the cost of the range.

Does the consumer benefit? Apparently, Yes, provided that manufacturers and sellers do not skimp on the research work of consumer demand. Here, the simplest research can not do, it will require a deep analysis and integration of different approaches – economic (marketing), sociological, cultural, ergonomic, sanguine, focusing research on regional and national characteristics. The prospect of real participation in the process of students of different levels will open, accelerating their qualification formation.

As for the cultural organization of the market, its core rationally to do work with the buyer and the manufacturer, the real object (object) of the relationship, which is the product, as a set of properties that can satisfy all market participants. The goods will pass from the property of one to the property of another only if there is consensus. The consensus is to provide the market. Consensus is a measure of market culture.

When the market moves from the idea of consensus to the understanding of consensus, the market will acquire the status of a "cultural organization". Can we speed up this process? Certainly. We need to organize work on both fronts. Both the buyer and the seller should be prepared culturally for the meeting in the market. The real mission of the market is determined by the quality of its information and scientific equipment.

The social function of the market is to meet the sociocultural and naturally necessary needs of the mass buyer, thus contributing to national development and political progress. The economic task of the commodity market – to involve in the production of financial reserves of the population, and they are considerable, really comparable to the annual budget of Russia.

The final stage of market relations is the sale of goods, therefore the market should be managed through the conditions of sale of goods, creating favorable conditions for the demand for goods. Such management is effective both in relation to the consumer and the manufacturer. The construction of the market on the principle: "here and now the buyer must satisfy his request", saves time and possibly insignificant financial resources of the consumer, but unnaturally, because it is wasteful for society and nature. This is "dude" because of political myopia.

The state is able to influence this process through the control of production and consumption, of course, in accordance with the laws of the economy.

With that said, we can try to formulate a definition of what location is. At the same time, it should be borne in mind that there are several different views on what location is, and it is impossible to give

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an unambiguous and absolutely clear definition of this property of personality.

In General, the location can be defined as a priori attitude to a person, a group of people, phenomena, organizations, processes and things, determining a positive or negative reaction to them.

The layout has three components. First, it is the part that reflects a person's feelings towards the object: whether he likes it or not. This part is called the acting part of the arrangement. Secondly, it is the knowledge about the object that a person has. Third, it is the intention about how to behave in relation to the object. Together, these three parts form the location of the person to the object, in which they find a dynamic link between the person's knowledge of the object, his feelings towards this object and his intentions towards this object.

Three are important for effective management and good relations in the organization. location type:

- job satisfaction;
- passion for work;
- commitment to the organization.

The extent to which employees have developed these locations, significantly determines the results of their work, the number of absenteeism, staff turnover, etc. job Satisfaction has a very strong impact on human feelings in relation to the work, so it can be attributed more to the influencing component of the location. The degree of job satisfaction depends on many factors, both internal and external to the person.[5]

However, with a wide variety of factors and different directions of their influence on a person, eight characteristics of work are distinguished, on which the degree of job satisfaction depends quite steadily:

- the nature and content of the work; - the amount of work performed;
- the state of the workplace and its environment (noise, light, comfort, air temperature, etc.) - colleagues;
- management (superiors, management style, participation in management);
- payment of work (all forms of compensation);
- opportunities for promotion at work; - schedule, rules of conduct.

These characteristics are quite General. With regard to each real work, they can be specified or supplemented depending on the nature of the organization's activities, its characteristics, etc. Practice also shows that the priority of these characteristics can also vary significantly both among individual members within the organization and among different organizations. Finally, due to the stable satisfaction of individual job characteristics, new or previously insignificant job characteristics may start to have an impact on job satisfaction over time. Therefore, for the successful management and creation of a positive location in relation to the organization, it is necessary to conduct regular studies

to determine the degree of satisfaction of employees of the organization with their work.

The nature and content of the work has a consistently large impact on increasing job satisfaction. Therefore, we consider in more detail the impact of individual components of this factor.

For a long time standardization and specialization of work were considered and in practice acted as strong sources of productivity increase in work. The higher the standardization and specialization, the higher the productivity. However, the relationship between satisfaction and standardization and specialization is different. If the work is absolutely not standardized, then job satisfaction is low. As specialization and standardization increase, it begins to grow, but until a certain point, after which it begins to decline rapidly. With full standardization, satisfaction falls to the same low level as if the work were absolutely not standardized. Therefore, management should think about how to reduce the negative impact on job satisfaction caused by over-specialization and standardization. The two most common ways of doing this are rotation (moving an employee from one workplace to another) and the expansion of work responsibilities by setting additional tasks for the employee.

The organization's commitment is an arrangement that is significantly broader than passion or job satisfaction. In modern conditions, when more and more organizations are trying to look at the person not as an employee performing a specific job, but as a member of the organization, seeking together with the rest of its members to lead the organization to achieve the goals, the importance of this location becomes extremely high. The commitment of the organization consists of the following components. First, the member of the organization of parts and makes his own the objectives of the organization and its values. Secondly, a member seeks to remain in the organization and retains that desire even when it may be at a disadvantage. Thirdly, a member of the organization is willing not only to try for the organization, but also, if necessary, to sacrifice his or her personal interests to the organizational interests.

Commitment to the organization is a personal characteristic of each individual. However, this does not mean that management cannot develop or enhance this location. There are a number of techniques that contribute to this. And the most successful modern management systems are very much based on the fact that they develop employees' strong commitment to the organization and thereby achieve very great success.

Values as well as location have a strong influence on a person's preferences, decisions and behavior in the team. However, there is a huge difference between values and locations. If the latter determine the attitude of a person to an object on the

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principle of "like - dislike", "love — dislike" and always refer to some specific object, the values set the preference of a person on the principle of "permissible — unacceptable", "good — bad", "useful — harmful", etc. At the same time, values are rather abstract and generalizing, live an "independent" life, regardless of a particular person, are formulated in the form of commandments, statements, wisdom, General norms and can be shared by large groups of people. Therefore, if the location is always purely personal, the bearers of values are groups of people (for example, the values of the middle class), and each individual accepts a set of values, which he can change, but which he should at any given time.

Values can be defined as a set of standards and criteria that a person follows in his or her life. This is manifested in the fact that by an appropriate assessment of the phenomena occurring around him, processes and people, a person makes decisions and carries out his actions.

Values are the core of a person's personality. They are quite stable in time and not so much. Usually values are considered as the normative base of morality and the Foundation of human behavior. Values are of two types:

- values relating to the purpose of life, the desired results, the outcome of the action, etc.;
- values related to the means used by a person to achieve goals.

The first type of value includes, for example, values relating to the convenience of life, beauty, peace, equality, freedom, justice, pleasure, self-respect, public recognition, friendship, etc.

The second type of values are those relating to ambition, openness, honesty, goodwill, intelligence, commitment, responsibility, self-control, etc.

Beliefs can be divided into two large groups.

The first group consists of describing the absolute and relative characteristics of the object of belief that have no evaluative character. For example, a car of the Zhiguli brand is a comfortable car or a car of the Zhiguli brand consumes less gasoline than a car of the Volga brand. The second group includes those beliefs that are evaluative.

Principles in the lives of many people play a very important role, as they systematically regulate their behavior. The principles are embodied in stable norms of behavior, restrictions, taboos, stable forms of reaction to phenomena, processes and people. Principles are formed on the basis of a system of values, are a stable form of manifestation of a system of values and the embodiment of beliefs in the form of certain standards of behavior, People do not necessarily realize what values and beliefs are embodied in individual principles. Often principles are accepted by people as beliefs, and they follow them in their activities, without wondering about the justification for following these principles and why they follow them. Principles can be developed by

people on their own. However, most often they are taken from the environment along with education and other forms of knowledge of the surrounding reality. Shaping human behavior for the mandatory implementation of the task set before him to ensure the success of the entire staff of the enterprise.

All people are somewhat similar to each other. And it allows to speak about the person in General, to argue about his features, features of behavior, etc

However, no particular person is an impersonal "person at all". Everyone carries something that makes him unique, exceptional, i.e. a person with personality. Such a person is a member of the organization, such a person performs a certain job and plays a role in the organization, such a person should be managed, helping him to reveal and use his potential in solving the problems of the organization, creating the necessary conditions for his successful work, interaction with the organizational environment and solving his own life problems.

The individuality of a person consists of three principles. First, each person is somewhat similar to all the others. Secondly, each person is somewhat the same with some other individuals. And, finally, in the third place, each person in something is not like anyone. Depending on how these "beginnings" are combined, the individuality of each individual is reinforced. At the same time, no matter how this combination is built, you should always remember that a person always has something in common with the others and is not like the others.

Each person has a stable set of features and characteristics that determine his actions and behavior. These features manifest themselves in a fairly long period of time, so you can fix and feel the individuality of a person.

A particular person is fixed by the environment according to his individuality, since the individuality of a person has a certain stability, people recognize each other and retain a certain attitude to each other. At the same time, it should be noted that under the influence of experience, communication with other people, education and training, there is a change in the individual, sometimes very significant.

Human individuality is formed under the influence of three groups of factors. The first group consists of heredity and physiological characteristics of man. Heredity preserves and transmits the external features of a person. But not only. Studies conducted with twins show that heredity can carry and transfer some behavioral traits. Human physiology suggests that people have a lot in common defining their behavior. In particular, the same for all is the General adaptation syndrome, reflecting the physiological response to irritation.

The second group of factors that form the personality of a person, are factors arising from the human environment. In General, the influence of these factors can be considered as the influence of the

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environment on the formation of individuality. First, a strong influence on the individuality of a person has a culture in which it is formed. Man receives from society norms of behavior, acquires under the influence of certain cultural values and beliefs. Secondly, the individuality of a person is strongly determined by the family in which he was brought up. In the family, children learn certain behavioral stereotypes, develop their life attitudes, attitude to work, people, their duties, etc. Thirdly, the individual is strongly influenced by belonging to certain groups of organizations, A person develops a certain identification, which sets for him a certain type of individual with whom he personifies himself, as well as stable forms of behavior and, in particular, reactions to the impact of the environment. Fourth, the formation of individuality occurs under the influence of life experience, individual circumstances, random events, etc. Sometimes it is this group of factors that can lead to a significant change in a person's individuality.

The third group of factors that affect the formation of human individuality, are features and characteristics of human character, his personality. That is, in this case, the situation with the formation of individuality is as follows: individuality affects its own formation and development. This is due to the fact that man plays an active role in his own development and is not only a product of heredity and environment.

With all the depth of human individuality and its diversity can be identified some areas of its characteristics, which can be described individually.

Stability in human behavior plays an important role in establishing its relationship with the environment.

Self-esteem, i.e. the way people look at their behavior, capabilities, abilities, appearance, etc., has a strong influence on human behavior.

Risk perception is an important behavioral characteristic that clearly reflects a person's personality.

Dogmatism is usually a character trait of individuals with a limited view.

The complexity of the awareness of phenomena as a characteristic of human individuality reflects his ability to decompose the cognizable phenomenon into parts and integrate, synthesize General ideas or conclusions about the conscious phenomenon.

The scope of control reflects how the individual looks at the source of the factors determining his actions.

As mentioned above, the organization expects the individual to perform in a certain way the role for which it accepts him. A person also looks at the organization as a place where he gets a certain job, performs it and receives a corresponding reward from the organization. However, human-organizational interaction is not limited to role-based interaction. It's

wider. The person performs work in an environment of people, in interaction with them. He is not only an actor in the organization, but also a member of the group within which he acts. In this group has a huge impact on human behavior. A human behavior, his actions make a certain contribution to the life of the group.

Characteristic features of the group are the following [7].

First, the members of the group identify themselves and their actions with the group as a whole and thus in external interactions act as if on behalf of the group.

Secondly, the interaction between the members of the group is in the nature of direct contacts, personal conversation, observation of each other's behavior, etc.

Third, in a group, along with the formal distribution of roles, if any, there must be an informal distribution of roles, usually recognized by the group.

There are two types of groups: formal and informal. Both of these types of groups are important to the organization and have a great impact on the members of the organization.

Formal groups are typically identified as structural units within an organization. functions and tasks.

Informal groups are not created by management orders and formal resolutions, but by members of the organization in accordance with mutual sympathies, common interests, the same Hobbies, habits, etc.

The life of the group, its functioning is influenced by three factors:

- characteristics of group members;
- structural characteristics of the group;
- situational characteristics.

The characteristics of the members of the group that influence its functioning include personal characteristics of the person, as well as abilities, education and life experience.

The structural characteristics of the group include:

- communication in the group and norms of behavior;
- status and roles;
- personal likes and dislikes between group members;
- strength and conformism.

The first two structural characteristics of the group relate more to the organizational side of the analysis of its functioning, so they will not be discussed here.

Likes and dislikes between people are mostly individual color and background.

First, an exceptionally large influence of personal characteristics interacts.

Secondly, the development and establishment of friendly relations between people, the development of

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mutual sympathy is greatly influenced by the presence of territorial proximity in the location of these people.

Thirdly, the establishment of friendly relations is directly dependent on the frequency of meetings, as well as on the expectation that these meetings will occur quite often in the future.

Fourthly, the relationship between the members of the group, their mutual likes and dislikes, the atmosphere of friendship in the group depends on how successful the functioning of the group.

Fifth, the development of friendly relations between the members of the group is facilitated by the presence of one goal, to which the actions of all members of the group are subordinated.

Sixthly, a positive orientation towards each other occurs when the group has a broad participation of all members of the group in decision-making.

Mutual support on the basis of sympathy and friendly relations, contributing to the cohesion of the group, can generate a synergistic effect, significantly increasing the effectiveness of the group. Modern management practices are increasingly confirming the obvious advantages of group forms of work organization to the

The spatial location of the group members has a significant impact on their behavior. It is one thing when a person has a permanent location, another — when he is looking for a place every time. People during work can look at each other, and can be located its back to each other. And it will also have an impact on their work and their behavior in the group.

There are three important characteristics of the spatial location of the individual, which depend on the relationship between the person and the group.

First, it is the presence of a permanent or specific place or territory. The man knows this is my Desk, it's my machine, this is my workplace. The lack of clarity in this matter creates a lot of problems and conflicts in interpersonal relationships, as well as significantly reduces job satisfaction.

Secondly, it is a personal space, i.e. the space in which the body of a given person is located. Spatial proximity in the placement of people can cause a lot of problems, because people do not perceive the proximity of other people to them without taking into account age, gender, etc.

Thirdly, it is a mutual arrangement of places. It is noted that if the jobs are fenced off from each other, it contributes to the development of formal relations. The presence of the team leader's workplace in the common space contributes to the activation and consolidation of the group. If a person takes the workplace at the head of the table, it is in the eyes of other members of the group automatically puts him in the position of leader. Management, knowing these and other issues of location of group members, can achieve significant effect and improve the performance of the group only through proper placement of jobs.

The impact of the tasks performed by the group on the functioning of the group and on the behavior and interaction of the group members is obvious. However, it is very difficult to establish the relationship between the types of tasks and their impact on the life of the group. It is known that the tasks and functions performed by the group affect the style of leadership, as well as the style of communication between people. In the case of poorly structured or unstructured tasks, there is greater group pressure on the individual and greater interdependence of actions than in the case of well-structured tasks. You can specify several characteristics of a task that are important to pay attention to in order to try to determine how the solution of this problem will affect the group as a whole and the behavior of its members.

First, it is necessary to determine how many interactions will occur between the members of the group in the process of solving the problem and how often they will communicate with each other.

Secondly, it is necessary to find out to what extent the actions performed by individuals are interdependent and have a mutual influence.

Third, it is important to establish how well the task is structured.

There are four possible combinations of these factors:

- low interdependence — low differentiation in pay;
- low interdependence — high differentiation in pay;
- high interdependence—low differentiation in pay;
- high interdependence — high differentiation in payment.

The first and fourth cases give rise to many problems in the relationship between the members of the group. On the contrary, the second and third cases can contribute to the successful functioning of the group and the development of favorable relations between the members of the group, ensuring the staff of the enterprise sustainable technical and economic indicators of the results of their activities

The need to improve the quality management system in light industry is due to the following important reasons. First, it is increasing the confidence of potential consumers in the products that the company produces. Secondly, it is an opportunity to significantly strengthen its position in existing markets, as well as to significantly expand its sphere of influence by entering new domestic and foreign markets. And third — a significant increase in productivity of any industrial enterprise which is expected to introduce QMS using participatory management. [1]

There are two periods in the history of quality problems. During the first serious interest in what is quality was limited mainly by professional theory.

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The philosophers tried to define quality and its system position, however, in numerous philosophical disputes the concept of "quality" did not belong to the number of the main problems.

Actualization of the theory of quality was depending on the degree of development of the system-forming philosophical concept of "being" in the context of basic derived concepts, i.e. those concepts that help to carry out the ascent from the extremely abstract statement of existence with the only distinguishing property to be, to exist, to a specific understanding with established content, thanks to the answers to derivative questions, such as "what is everything?", "Due to what everything exists?", "Is there nothingness?", "In what systemic forms of being acquires its certainty?".

Apparently, it was the last of these questions that brought philosophy to the "path" of the 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 substance of being, as the first step to the theory of quality, hardly anyone cared outside the limited community of philosophers. All evidence suggests that it was interesting to those whose eyes were turned into Space, in the depths of its design, and the vast majority of fellow philosophers were at the mercy of earthly problems.

For the masses, diversity and the choice of benefits were essentially not available. Plebeians demanded: "Bread and circuses!". The celebration of life in all its diversity enjoyed a few aristocracies. The problem of quality of life was solved in accordance with the socio-cultural architecture of society. This problem undoubtedly occurred, but to ripen in important companies could not. The reason is simple – the lack of a sufficient level of mass demand for a quality product.

The problem of quality has gained the scale of social relevance in the transition to the economy of mass production, the democratization of social relations, the development of education, access to education and other cultural values. To make the question of quality one of the most important for society, it was necessary that it became relevant for the majority of those who form this society. Without the right to freedom and the purchasing power to make choices, "quality" cannot be among the priorities of mass consciousness. Elite requests for quality are developed in exclusive, non-traditional theories, the main purpose of which is not to achieve the truth, but to satisfy the needs of customers.

Of course, the qualitative and quantitative characteristics of natural and artificial phenomena were known long before these features were actualized in public life and reflecting its development of consciousness, but, in the light of our study, the existence of de facto quality knowledge is not so important. The subject of the research is not the

awareness of quality, but the development of understanding of quality on different horizons of social history.

Development is the universal state of everything from the simplest material substrates to the highest forms of thinking. Both quality and its quantitative expression were improved, the dependence of qualitative and quantitative changes was clarified. The focus shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not a number, but the ability." The struggle for survival has been replaced by the pursuit of a quality of life in a wide range of interpretations. The struggle for a decent quality of life.

As history shows, having gone from savagery and barbarism, laying the foundations of civilization, people have changed markedly in the external forms of its manifestation, but in the depths of human nature civilization penetrates slowly and hard. Biological history has laid in the nature of man an active beginning, combined with the developed ability of thinking, significantly superior to all other types of reflection. But the whole superstructure formed over hard enough the animal frame, the subordinate system aims to survive the fight. The conditions of struggle transformed, making adjustments in methods and forms, however, the natural base has been very slow.

The transition from the natural egoism of the biological level to the rational-active egoism, despite the known civilizational means of cultivation, did not meet the forecasts of either romantics or realists-optimists. Civilization has been civilized forms of relationships in the movement toward quality of life, even more than stimulated the interest of quality. To be in line with the most important problems, the quality had to appear in several functions: as a goal, as a means, as a condition for the development of all social actors at all levels of life.

History for historians – events and participants, built in a time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and the expert-not the historian see in history the interests. 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 find in the past trends in the way to solve their problems, sometimes not private. Intuitively, at the dawn of civilization, the term history (history) was interpreted in the sense of the study of the desired process in contrast to the chronological description. The Ionians narrative story about the past was called the logos (logos). Only some time later in the writings of the founders of the philosophy of logos acquired its modern meaning – a thought, an idea. Both Herodotus and Thucydides understood history as an understanding of the course, the events of the past, necessary for "instructions in the way of life" to those who live in the present. Having passed the test of time, historicism strengthened its position, became the

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ideological base of cultural memory. N. Berdyaev asserted: "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 into oneself." The past dissolves in 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, it is only necessary to think it over again. [8]

History is a treasure trove of ideas, a gold mine for the thinking man, whatever he does. The different attitude to history is the cumulative result of the action of two causes: the first is the interpretation of time, the second is itself in time. In the pre-Christian period of history time was interpreted cyclically, presenting it as the sum of repetitive closed cycles. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, divided into finite earthly and infinite extraterrestrial. The opposite of cyclic and non-cyclic consideration of time is characteristic of the 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 is not true representation of anything, and immersion in a specific subject or the specific historical condition that is the object of the study. In the case of time, it is important to analyze not so much its universal properties, to determine where and how it moves. What is important is that everything that exists in time can take place only in accordance with these objective characteristics of time. To exist in time is to possess the properties of time. This provision is universal both for the infinite variety of individual phenomena and for the inherent signs of being to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes to qualitative simplifies the view of their connection. Both Hegel and Engels were far from the meaning that was spread under the cover of dialectical theory of development. The amount of money is not transferred directly. New quality, the quality of the state arises how the transition from previous quality. In the changed quantitative conditions, the measure exhausts the reserve of stability of functioning.

Measure – "quality quantity", it indicates the limits of change in quantity without significant consequences for the quality of the phenomenon. The output of quantitative indicators necessary for the achieved quality beyond the boundaries of the measure inevitably entails qualitative changes. Simultaneously with the loss of the former quality there is a process of birth from it, on its basis a new quality commensurate with the changed quantity. The key position in the relationship between quality and quantity is the measure. On the measure of the same quality specialists prefer not to talk seriously,

reducing the measure to quantitative standards. As if the measure is some passing state of the "quality-quantity" system. It is necessary to clearly understand the objective and functional role of measures in the management of both quality and quantity.

"Measure" is neither quality nor quantity. It expresses a systematic way of quality and quantity relations, connects them. So, first, quantity and quality interact through measure, measure mediates their relationship. What "benefit" will the practitioner derive from this conclusion? Mass production, including "zealous" its variety, requires dimensional characteristics, otherwise the fabulous story of a pot of porridge or "flower – seven flower" has a chance of real continuation. Chinese consumer goods - a classic example of the destruction of dialectical unity in the system of "quantity-quality".

The market, in its essence, is not able to be the controller of the measure regulating relations in the "quantity - quality" system. With the acquisition of wholesale forms of development, the dominant position of financial capital and its natural generation – large-scale speculation and mediation, the modern market opposed itself to production and lost interest in the state of production. The market, using the specifics of mass production, sated to the extent of its perversion and can afford to set the quality characteristics of the goods.

The state behaves in the market like a kindergarten teacher. It puts the interests of the market above the interests of producers and the mass consumer. Under the "roof" of the General idea – the market pulls production, there is a coalescence of the market and the state. Quality -quantitative estimates are pressed 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. For lack of anything better, they are used, extrapolating local experience to other conditions, get the effect of the added adaptation measures, unfortunately, again temporary and partial.

In a kaleidoscope of history of change of ways of quality management, it is possible to distinguish a certain logic. Life does not require "certain" logic, but logical certainty in the form of a holistic, system-based quality theory as a methodological support for the construction of universal principles of quality management theory. The starting point here should be the idea of a systemic quality-quantity relationship within the framework of a measure of their coexistence.

To reveal the full quality helps quantity. A qualitative thing can be created in one copy, but to reveal the qualitative potential of the manufacturer, a single copy (or work) is clearly not enough. Faberge company has secured fame as the first branded

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product, but the brand has become due to subsequent success in the creation of the collection.

An example of a systematic understanding of the quality of the measure – dimensional certainty are small series, the release of collectible coins, medals. The quality is fixed within the boundaries of the quantitative value, which serves as a measure of its expression. The point here is not only to provide conditions of preference for vip-consumer products. The dependence of objective quality features on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. Measure – border service quality, transition for dimensional number of there is crime against quality.

Mass domestic manufacturer is hardly interested in the theory of quality. It's not relevant to him. If, however, by chance someone stumbles upon our reasoning, it is likely to smile at their naivety. Trying to use the theory to rebuild the Russian market, to give it a civilized look – a classic Quixote. First, it is necessary to organize the market space through political will, legislative initiatives and effective, not sham, control over the legal order, to return to the market the producer of goods, removing an enormous number of intermediaries – speculators.

This manufacturer is not interested in speculative operations. It needs its own consumer for sustainable development, which, by the way, in turn, is not against having its own specific and affordable producer within the framework of moral and legal relations.

The sense of national dignity is nurtured by history and reality. In school you can learn from the best history textbook, but in addition to school history lessons there is a current life, more impressive than historical excursions. In the East they say: "how many times do not repeat halva, in the mouth will not be sweet." 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 the quality and, of course, from the theory of quality. Then there is a substitution of quality pseudo quality and rising costs of advertising props. [9]

The quality of human activity reflects a complex of its characteristics, which to the maximum extent corresponds to the ideal idea of success. The object of management is human activity in the totality of its factors, characteristics and features. But any human activity is a set of actions aimed at solving any problem that allows to achieve this goal. Therefore, it is possible to speak about quality management as management of those characteristics of activity of the person which do this activity such what is necessary for reliable and real achievement of the purpose. Management of any processes eventually translates into an impact on certain characteristics: productivity, reliability, timeliness, design, efficiency, etc. the Complex of such characteristics reflects the quality of

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In management there is a purpose and means of its achievement. And between these two factors well-defined set of relations. These are the relations of concreteness, interdependence, direct interaction, adjustment, flexibility, adjustment.

In most cases, our domestic quality management is seen as nothing more than a means to an end. If we consider that the goals are usually not sufficiently defined, then the means to achieve them have the same property. Quality in management is present as the General characteristic of products achieved by means of standards, standards, technical control.

World management experience shows a change in the status of quality in the management system and processes. In the strategic plans of many enterprises, quality is considered as the main goal of management, which determines both profit and image, and stability, and confidence in competition, and prospects for development. This is evidenced at least by the experience of Japan.

Modern management requires that the problem of quality management objectives, and the achievement of this goal requires well-defined tools. In quality management, it is important to understand that quality can not be achieved without taking into

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account all its components, without the organization of interaction in the management system according to quality criteria. In many previously created quality management systems, the main role was played by the characteristics of the product, the properties of the produced object, and not a set of certain characteristics that reflect the socio-economic process of functioning and development of production, the quality of the socio-economic system in General.[2]

Quality of production is a consequence of action of many factors – quality of personnel, quality of the organization of production, quality of equipment and technology, quality of management, constructive developments. All this seems obvious, however, in the real practice of quality management has not yet become a special type of management.

The problem of quality in management should have the status of the goal and the subject of management. It is difficult, but necessary, because it is necessary to approach differently to definition of the content of the problems solved in management, to estimate them on very difficult factors. The quality of the products you can see, to appreciate, to understand. But the quality of the company, which gives good quality products, is difficult to determine and evaluate, especially to assess the potential quality. Not all can be measured by the end result, not all explicitly includes the end result. Much as it falls in the process of its production, production, is transformed into other properties. That is why the quality of products and the quality of activities is not the same, but the latter is much more important for the analysis of management, its organization, for setting goals and guidelines for management, choice of means and methods of management.

This is where the real need for a systemic approach, not just a Declaration, arises and intensifies. In practice, in the very formulation of the problem, in the disclosure of its content, we often exclude the possibility of a systematic approach to solving problems.

We should not think that quality is determined only by technological components, there are factors that go beyond technology. These are factors of labor culture, aesthetics of production, market conditions, public consciousness, production infrastructure.

The system approach in the methodological relation assumes to consider not only that exists available, in this production, in a ready look, but also that existed in the course of its production or formation. In many cases, these were complex and lengthy processes in which something disappears, turns into something else, something changes status. But nothing goes unnoticed, and everything remains in one way or another as. The very concept of quality is valuable because it focuses on a systematic approach, if it is considered as the goal of management, that it requires taking into account factors of process and structure, existence and

development, factors of compliance with a certain external environment, human interests, values of social life. Today, quality management requires not only standards and state requirements for quality. They can reflect only the minimum level of quality that the state must protect. Generally, the state requirement to quality is the system of administrative management quality. No standards and state requirements will be able to keep up with the changing interests of the person, the market processes of competition, the change in the system of values and lifestyle. But they determine the understanding of quality and the need for flexible, socio-economic quality management.

Quality requires criteria that reflect the dynamics of socio-economic processes. Quality should be determined by market situations that characterize the processes of supply and demand dynamics, needs and values. After all, only the market through the mechanisms of supply and demand, competition, pricing and other processes can show the true quality of the product, show what should be taken into account in its characteristics. State requirements, if they should be, can only guarantee a minimum of quality by which to build a system of consumer protection against completely substandard products. The real dynamics of quality can be understood only by economic indicators of demand and consumption, competition, price, functional purpose of the product, its impact on lifestyle and role in changing the lifestyle.

Quality is not only a set of product properties, it is also the initiative and activity of manufacturers in achieving these properties, in finding and achieving a certain combination of them.

Quality is a concept of socio-economic type, it is not a static system of properties, it is the attitude of a person to his work, to society, to management.

Quality is a type of development, it is new approaches to regulation of life cycles of production, creation of new types of production, an assessment of moral aging and physical wear, the principle of universality is considered.

Quality management also requires an information management system that meets this objective. Relying only on scarce data of the domestic reporting, it is impossible to make sometimes a true picture of a condition of quality, especially to find the reasons of its change or to estimate processes of formation. But the main thing in management is the origins of quality and trends of its change.

In the traditional view, the problem of quality management is reduced mainly to the problem of quality control. This is a sign and factor of the administrative approach to quality management. But experience, both domestic and foreign, shows that the main factor of quality management is a comprehensive motivation of quality, in which the leading role is played not by control, it can be

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minimized, but the way of activity of the production worker, in which the functions, goals, and means of self-assertion, and interests, and attitude to the company, and sociability, and socio-economic atmosphere of activity.

Management should be focused on the way of activity corresponding to a certain type of quality of activity.

This eventually gives the quality of products without strict control of the administrative type, and control as a system of analytical evaluation.

In the market economy, the "quality mark" is the price of the product, its popularity, demand, the image of the enterprise, which can not produce poor-quality products at all. Achieving certain quality and costs. The value of quality costs is the most important characteristic reflecting quality management. But the cost of quality does not yet characterize the potential to achieve quality. Costs can be very high, but quality

is low, because costs do not always have a direct and direct impact. They sometimes serve only the consistent formation of the quality potential, for example, the cost of qualification of workers, production infrastructure.

Therefore, in the quality management of great importance is the formation of quality potential, which includes the culture of activity, socio-psychological atmosphere, skills and education of employees, technology, technical equipment, type of organization.

Quality does involve serious costs, but it guarantees a stable market position. Working for quality, the manufacturer creates confidence in its and national future. A well-built understanding of quality guarantees perspective even in the conditions of the domestic semi-market. (figures 4 and 5) [3]

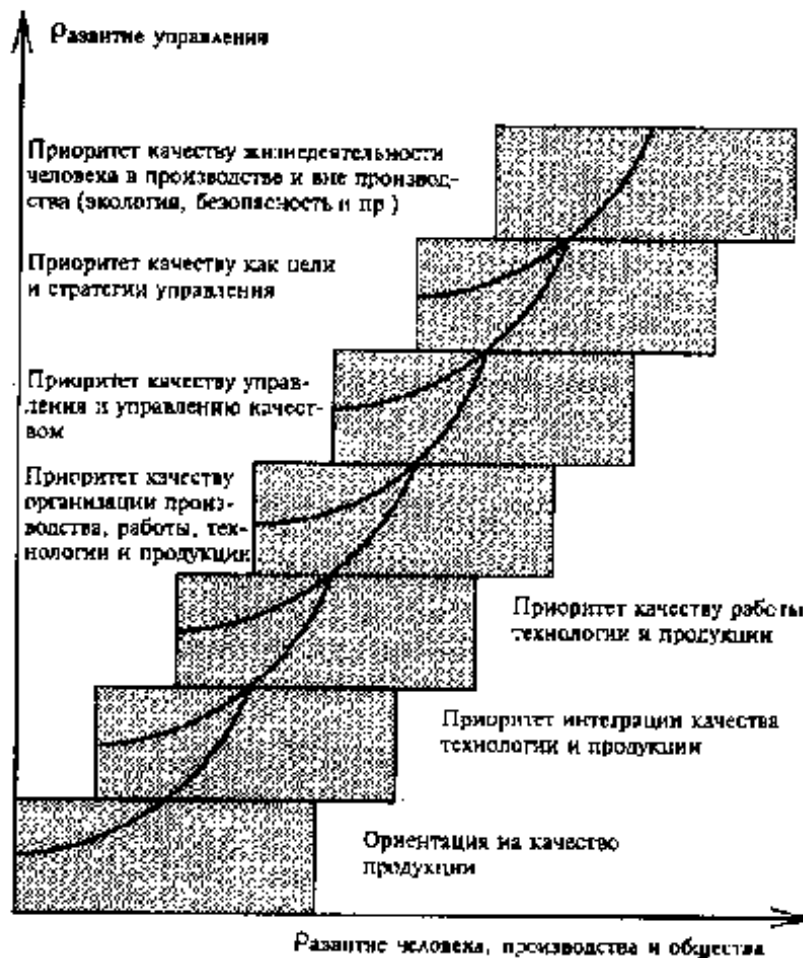
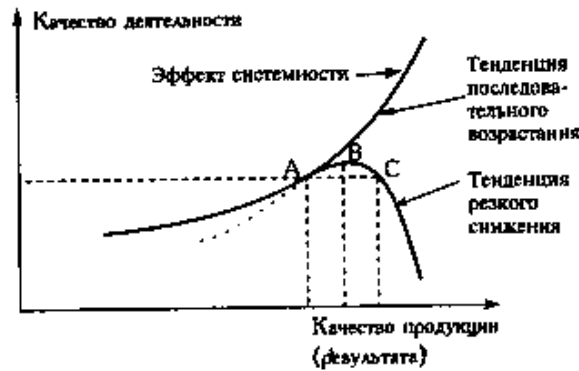


Figure 4 - Changing the priorities and role of management in achieving quality, seven steps into the future

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- A** — точка необходимого переключения приоритет
B — точка упущенных возможностей в росте качества продукции
C — точка тенденции на снижение качества

figure 5 - Quality of activity and quality products: trends in interdependence

Conclusion

Let's define new approaches to quality management.[4]

1. Quality should be included in the management process as a goal that determines all the necessary means to achieve it. The difference is that the goal directs the development, and the means ensure the purposefulness of the processes, the possibility of achieving the goal. Quality is something to strive for, not something that would be an instrument or a method of any achievement of a different nature.

2. From a focus on product quality we must move on to focus on quality activities. This requires expanding the range of factors to be included in the methodology of problem analysis, formulation and identification. This means understanding that the quality of products is determined by the quality of life, it shows what quality is necessary, achievable; it means that the quality of products should be considered in terms of quality of life. It would testify to the genuinely human factor management. [10]

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

4. The methodology of quality management involves a systematic approach. This means that in quality management, the main thing is to identify all hidden and explicit, direct and indirect related factors that affect quality and form quality. Let's call practical recommendations on quality management:

1. In the work with the staff it is necessary to pay attention not only to its qualification, but also to the quality of education.

2. Do not seek to make demands on the quality of products or even the quality of work, but to strive to increase activity in relation to quality, to seek ways to improve the quality of each workplace, the formation of quality, both in detail and in General.

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

4. It is not the standards and requirements that solve the quality problem, but the people who are interested in improving the quality.

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

Quality of activity, on the one hand, an indicator of the quality of human life (it should be!), on the other – quality activities are embedded in the quality of what it 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 his interests) nature is synthetic. Thus, the quality can be represented in the form of a double helix formed by the natural features of the natural material (perhaps – in human 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, unlike the product itself, embodies the quality of personality.

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