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## ON THE IMPORTANCE OF STANDARDIZATION AS A TOOL FOR PRODUCTION MANAGEMENT IN THE CONTEXT OF THE MAIN FUNCTION OF ECONOMIC POLICY-PRODUCT QUALITY ASSURANCE

**Abstract:** In the article, the authors tried to show a way out of the current crisis situation in light industry due to a competent assortment and assortment policy within the framework of the advanced development territory with icing up the efforts of all branches of government, namely municipal, regional and federal, as well as in alliance with manufacturers with the support of the Chamber of Commerce and Industry, they will offer consumers of their regions not only demanded and competitive products, but what is especially important - economically justified and guaranteeing enterprises to obtain sustainable TPEs, providing manufacturers with bankruptcy prevention and guaranteeing them stability within the framework of standardization as a tool for managing the production of quality products, and the population of these regions - employment and satisfaction their social problems.

**Key words:** assortment, assortment policy, competence, preference, standardization, production management, product quality, demand, competitiveness, stable financial position, stable TPP, demand, profit.

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### Introduction

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After the 2008 crisis, society has spent a lot of energy trying to return the economy to the same rapid growth as before. But the assumption that the

problems caused by the crisis are temporary is wrong, and we should accept this and understand that the economy in the new "post-crisis world" will work in a new way. The founder and president of the World Economic Forum in Davos, Klaus Schwab,

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writes about this in his article on Project Syndicate, he identifies six features of this new world, namely:

- economic growth there will be slower, but potentially more sustainable than before the crisis;
- technological changes will become the driving force behind growth, and their impact will be more extensive and profound than, for example, the industrial revolution and its consequences in the 19th and 20th centuries;
- The current industrial revolution will hit economies like a tsunami, almost without warning and with ruthless force, the columnist warns;
- The pace of change will be high thanks to the interconnections at work in the modern world, the change will simultaneously affect economic structures, governments, security mechanisms and the daily life of people;
- every standard must be revised, every industry is in danger of being turned upside down. If you need an illustration, look at Uber, which has changed not only commercial transportation, but retail in general: goods and services are "uberized" by consumers, but they do not own them;
- 3D printing will change the light industry, because supply chains will have to disappear or transform;
- Gone are the days when a big fish ate a small one. The fast fish will dominate in the post-crisis world, while the slow one will die, - says Klaus Schwab;
- economic growth will not be driven by capital and natural resources, but by human imagination and innovation;

According to the economist, despite the difficulties that a new round of technological progress will entail, its overall impact will be positive. At the same time, the advent of robots Klaus Schwab suggested. He dares not be afraid, because the automation of labor will allow more people to get high-paying jobs (for this, however, they will have to acquire new skills in order not to be left behind). In general, in order to compete in the economy of the 21st century, the authorities, business and society will need to constantly adapt to new conditions, predicts Klaus Schwab. Governments will need not so much to manage the consequences as to anticipate change and, by guessing, create the conditions for innovation in the private sector. These changes are inevitable, the columnist concludes, but ultimately they will enable us to improve our strategies, systems, and ourselves.

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor when introducing QMS for the production of orthopedic products for children with pathological disabilities is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be

implemented much more professionally and at lower costs due to three main aspects:

Involvement of employees;

- process approach;
- a systematic approach.

In addition, the personnel of light industry enterprises are more efficiently able to implement the goals and objectives of the QMS also because control activities are more professionally provided for the implementation of the following situations:

- conviction;
- execution of delegated powers;
- creation of conditions for increasing productive work and effective use of the business qualities of employees.

The attention of researchers is justified in solving the problem of combining state and market mechanisms for managing competitiveness, because it becomes a strategic resource of the economy of these regions. Today, and even more so tomorrow, in the world economy the place of price competitiveness will be taken by the competitiveness of quality levels, which has greatly increased its importance in connection with Russia's accession to the WTO and the need to use ISO 9000 series. In this regard, the increase in the quality factor of the results of the domestic light industry in the strategy Competition in global markets is a long-term trend. The task of increasing competitiveness is especially urgent for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and domestic (ineffective management) have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and federal branches of government.

The authors in a collective monograph tried to show enterprises ways to solve this problem based on their use of innovative technological solutions, development of an assortment policy taking into account the characteristics of these regions, reducing the cost of manufacturing products due to effective technological solutions with more frequent changes in the assortment while maintaining minimal costs for rearranging the technological process and the formation of a pricing policy that creates competitive advantages in markets with unstable demand and taking into account the demand for orthopedic products, but to implement these problems it will be necessary to work hard, since today the Russian light industry market with a total volume of 1250 billion rubles is formed from the following sources: 230 billion rubles (18.4%) - Russian legal producers; 240 billion rubles (19.2%) - legal imports; 780 billion rubles (62.4%) - illegally imported and manufactured goods.

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

The decline in the production of children's footwear, as well as footwear of other age and gender groups, is associated, first of all, with the lack of high-quality and affordable leather raw materials. A decrease in subsidies to agriculture, as well as a decrease in the number of cattle in the farms of Kalmykia, Krasnodar and Stavropol Territories and a weak base for processing raw hides, in turn, leads to a decrease in the growth rate of production of these highest quality hard and chrome leathers.

Thus, the restoration of the volume of production of children's footwear is a rather urgent task facing shoe manufacturers and is of great social and economic importance for the population of these regions.

To revive the production of children's shoes in the Southern Federal District and the North Caucasus Federal District, first of all, organizational and financial support is needed for shoe enterprises at the level of the government of the Russian Federation, regional and local governments in the form of VAT reduction, the provision of non-repayable loans at a preferential interest with a delay of three years, support high-quality and affordable shoe materials, the availability of profitable leasing.

### Main part

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

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

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

Most of Russian enterprises, both long-running and newly established, use a directive management

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method. At such enterprises, managerial decisions are made individually, career growth is due to "good connections" with the manager, and not their own merits in work, frequent violations of labor laws are commonplace. The reason for the preference of the directive method is the national mentality of our country that has developed over many centuries, as well as the Soviet ideology still present in many enterprises. As a result, management at such enterprises is centralized, administrative and formal in nature. No more than half of HR managers can achieve and skillfully use the consistency of the goals set with the capabilities of the enterprise and the interests of employees. Another very important factor preventing the adoption of a participatory method of personnel management at Russian enterprises is the influence of the national culture of Russia. The choice of a strategy for managing human resources in the practice of an enterprise depends on this influence. In order to most successfully implement participatory personnel management and prepare employees for a change in the approach to work in a team, first of all, it is necessary to establish measures to encourage individuality in each employee of the enterprise and to eliminate the established inaccessibility of the leader for the lower level.

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

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

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

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

Standardization as typification is considered as the most important factor in improving production, which is quite legitimate. The process of realizing the socio-economic effect that is associated with the formation of the concept of "standard" has gone through two sharp turns of thinking. First of all, it was necessary to remove the "taboo" imposed on uniqueness, that is, uniqueness, from the ideal and allow copying as a normal mass action. After the ideal was "liberated" and from perfection it turned into a "sample" - the "sample" did not become a denial of the uniqueness of perfection, the sample "removed" the uniqueness of the ideal, perhaps even raising it by formalizing the attitude towards it in society, it was necessary to open, ideally, something ordinary, earthly - its production effect as a model of



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the economic efficiency of production activity. The fate of the standard was difficult and instructive. There are still many mysteries in it, but there are more discoveries. Our research is about them in the broadest context.

Liberal, not democratic reforms of the 90s - the first decade of the 21st century caused not only chaos in the domestic economy, social relations and political governance. They provoked a crisis of philosophical understanding of what is happening and the devaluation of scientific thinking. The reformers were well aware that critical thinking would be the main obstacle to the planned reforms, so they did everything to simplify the perception of what was happening in the mass and professional consciousness. "Capitalism" was replaced by "freedom of market relations", "socialism" was presented as a failure of the idea of a "planning factor" in the economy, "education" was identified with "training", "national mentality" was dissolved in the abstractness of liberal values, the economy was isolated from social values and political goals.

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

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

The concept of "standard" belongs to the class of universal scientific categories and has its roots in the philosophical worldview. Based on the systemic position of the concept, we do not have the right to limit ourselves to its purely technical use. Let us once again draw attention to the epistemological danger of simplifying a scientific concept to its original projection in the sphere of representation. "Concept" and "representation" belong to different levels of reflection of reality in thinking, the qualitative difference between them is often stopped in the interests of achieving a practically limited

result, forming "technical concepts". They are quite viable within the practice. However, it is no coincidence that "technical sciences" are separated from related basic sciences. The language of science is scientific concepts. The language of technology is a drawing. Technical sciences synthesize the linguistic specifics of science and technology.

So, we are not encroaching on the established practice of using the concept of "standard". Our task is to show the real place of this concept in the system of scientific and philosophical thinking. A broad-based view of the concept will help to better understand the framework of its utilitarian position in professional practice. Consumer practice is supposed to rely on an understanding of the production of what is consumed.

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

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

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

The previous ideas about the relations of space, time and motion as autonomous identical phenomena to themselves, the impossibility of the unity of opposites, the sufficiency of formal and logical requirements for determining the truth of knowledge were radically revised. But even these very significant changes in the understanding of the world and the process of its cognition turned out to be insufficient for science. Closer to the third millennium, science entered the next round of the

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spiral of its improvement. Perhaps not as clearly diagnosed, but qualitatively different nonetheless.

Classical science divided scientists into directions, non-classical science launched the mechanism of centripetal motion, and the time for "throwing stones" has passed. The time has come to "collect" them. Dialectics with its main ideas of "the unity of the qualitative diversity of the world" and "the unity of opposites" as a source of self-movement in the world of all things gave the development of science a general vector of movement. Post-non-classical science found itself without its own logic, however, even at this stage, the core of the quality of scientific progress was indisputably manifested - the dependence of the scientific trajectory on methodological equipment. The history of science since modern times began with the methodological projects of F. Bacon and R. Descartes. They brilliantly deciphered the codes of scientific knowledge of the world, moving towards each other. One - with the theory of induction, the second - with deduction.

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

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

Fulfilling political recommendations, the overwhelming majority of Russian universities hastened to rename the subject of "political economy" to "economic theory." Neoliberals renounced the political vector of economic activity, returning, as if, to the purity of their origins A. Smith really could not, based on the logic of the economic movement, understand why workers' remuneration does not increase in proportion to the result of labor. He believed the reason for this was the immoral behavior of the owner. But already D. Ricardo revealed the economic connection with political

interests and the conditionality of economic contradictions by political actions, and K. Marx, using Hegel's idea, showed the objectivity of the alienation of labor in the organization of production under capitalism. Separating economic activity from political activity is just as absurd, how to talk about the "digital economy". Everything that is closed on dynamics, the state of the people, is politics. And the essence of all political activity is economic policy. The well-being of the people and the security of the state depend on the quality of economic policy.

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

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

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

The classics of political economy and the founders of economic science A. Smith, D. Ricardo, K. Marx are recognized for their unique ability to look at the root of the economic movement. Their economic research was not like the current one, mathematically and technically equipped, but the knowledge of cognitive technologies and the ideological scale of the approach allowed them to

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discern the essence of the economy. No less significant is the fact that the labor theory of value has set fundamental milestones on the path of transforming knowledge into scientific knowledge. No matter how sophisticated economics and its fellow travelers may be, no matter how generous the Nobel Committee is in distributing prizes for mathematical achievements to economists, the donkey ears of defenders of the liberal interpretation of freedom of economic activity cannot be hidden behind all this. The absolutization of finance capital is the path of degradation of capitalism, in the same way.

Anyone who is really interested in the development of economic science on the basis of continuity must be ready to recognize the requirement of dialectical logic about the ascent of knowledge by immersing thought in the concreteness of manifestation of the essence of the process. To make it clearer, let us explain: the transition from the  $n$ -order essence to the  $n + 1$  order essence should be considered not as a rejection of what was, but as a "removal" of the order  $n$ -order essence by the  $n + 1$  order essence.

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

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

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

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

Unlike Aristotle, who began the characterization of being from the categories "matter" and "form", and Descartes, who was convinced of the primacy of "extension" and "spirit", Hegel built a system of anthological concepts from the categories "quality", "quantity" and "measure" ... Being, Hegel wrote, "contains three stages: quality, quantity, measure." Further, Hegel gives definitions to these concepts. They are so relevant not only for a philosophical anthology, but also for professional engineering reflection that we decided to cite a fragment in full: ("Quality is, first of all, a certainty identical with being, so that something ceases to be what it is when it loses Quantity is, on the contrary, external to being, certainty indifferent to it. So, for example, the house remains what it is, whether it is more or less, and red remains red, be it lighter or darker. ") (It is a little offensive that Hegel did not show interest in the shoe business, if he, like another original German philosopher I. Dietzgen, began as a shoemaker, then the examples would not be construction, but shoe art, and professionals would receive important "information to thinking", and thinking itself took on a more natural form, reducing to an acceptable minimum the cost of imagination on a given topic). The third stage of being, measure, is the unity of the first two, a qualitative quantity. All things have their own measure, that is, quantitative definiteness, and it makes no difference to them whether they are more or less great; but at the same time, this indifference also has its limit ...) as another original German philosopher I. Dietzgen, started out as a shoemaker, then the examples would include not construction, but shoe art, and professionals would receive important "information for thinking", and the thinking itself took on a more natural form, reducing to an acceptable minimum the cost of fantasy for a given topic). The third stage of being, measure, is the unity of the first two, a qualitative quantity. All things have their own measure, that is, quantitative definiteness, and it makes no difference to them whether they are more or less great; but at the same time, this indifference also has its limit ...) as another original German philosopher I. Dietzgen, started out as a shoemaker, then the examples would include not construction, but shoe art, and professionals would receive important "information for thinking", and the thinking itself took on a more natural form, reducing to an acceptable minimum the costs of fantasy for a given topic). The third stage of being, measure, is the unity of the first two, a qualitative quantity. All things have their own measure, that is, quantitative

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

There is no crisis for homo sapiens, he is still the most perfect work of the dialectic of

development. There are objective tendencies in the development of material reality, part of which is the production of vital goods created by man together with nature. And, as always, there are cognitive costs used by ideology in the interests of the subjects of the social movement. Real humanism counts its origin from Socrates and his eastern contemporaries - Confucius, Buddha. The system-forming factor of the classically interpreted humanism was the idea of a "creative person". To live up to his status, homo sapiens must be a creative subject himself.

History unambiguously testifies that the "second nature" or "transformed nature", of which society is a part, owes to human creativity. The creative essence of man is the core of his qualitative determination, it is realized in three hypostases: firstly, man is the beginning of a qualitatively new history of the progressive movement of nature, and secondly, man is a creative force that ensured the development of that in nature that it itself could not afford; thirdly, man appeared to be the goal of history, giving the historical process a meaning, which was not before in the development of nature.

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

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

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



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physicists figured out the situation and realized that mass has two forms: rest and motion. So, in the interaction of the abstract and the concrete,

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

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

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

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

In those areas of scientific knowledge, where the objectively established order of knowledge of the world is followed, significant achievements are obvious. On the contrary, where they go "their own way," they lose continuity. For a quarter of a century, a comparable number of physicists and economists have become Nobel laureates. At the same time, physics has retained its traditional leadership in scientific progress, is successfully developing a standard model for describing the behavior of elementary particles. Economics is clearly not in the interest of social progress.

The 2008 global crisis was not only the result of market forces. The market element is not nearly as

chaotic as some imagine. The economy is driven from within and from the outside. Before doing anything, entrepreneurs think, read, study, consult, discuss upcoming moves with scientists. Three out of five Nobel laureates have turned economic development towards crisis. Naturally, thinking to get the opposite result.

Physicists have convincingly confirmed the idea of optimism in the theory of knowledge. In nature, there are no boundaries to human cognition. Nature determined the practical dependence of man on the order of natural relations, but in response man showed the power of cognition of reason. At the same time, the history of physical achievements once again reminded of the importance of methodological equipment in cognition. Without improving the methodology for obtaining and comprehending knowledge, it is naive to count on the development of a scientific understanding of the subject. Objectivity, consistency, continuity, independence and consistency should be prioritized in the approach to the object of research. Modern economic methodology has largely lost the ability of objective, independent analysis. Formally distancing himself from politics, researchers practically carry out political orders within the vector of the liberal political credo. The quality of economic analysis is always directly proportional to the quality of the methodological apparatus used in the research and inversely proportional to the level of political dependence.

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

The questions must be posed by science, it must indicate the direction in which they can be resolved, and at the same time overcome the contradictions that are incapacitated as factors of development. The political character of economic research is not imparted by science, but by its social function - to serve social progress. The surge of interest in Europe in the economic research of Karl Marx is easy to explain. Those who really manage the economy and solve political problems in economic dynamics realized that their favorite pastime to make politics with the help of controlled chaos does not give the desired product, and controlled chaos turned into uncontrollable in 2008, they are dissatisfied with the efforts of the Nobel laureates, they are more interested in the Marxes capital analysis. K. Marx was not the attending physician of capitalism, he was a diagnostician of the capitalist disease. Its main strength was in the advantages of dialectical methodology. "Capital" by Karl Marx is an example of dialectical thinking in relation to the movement of a real object. Anyone who has studied Capital knows

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that the author came to political conclusions at the end after a comprehensive and systematic analysis of capitalist production. Karl Marx's work contains a lot of statistics and mathematical calculations, but they did not replace the specifics of the methodological study of economic processes. Mathematics only helped Karl Marx to weave the laces of the dialectical understanding of the phenomenon under study. Being a mathematician is difficult, but it is even more difficult to understand the clues of calculus. There are two options here: the first, which is very common among today's economists, is to use the potential of mathematics to formulate a previously prepared concept; second,

In the context of the transformation of science into a direct productive force, the importance of not only and not so much the digitalization of production increases, but the ability to understand how to optimize scientific potential based on the development of modern technological capabilities. With hindsight, officials are allowed to think, scientists, by their professional status, are obliged to look ahead, to direct. The initial condition for "lookouts" has always been the attainment of a deep and comprehensive knowledge of the source material. In our example, this is the correct understanding of "standards" and "standardization".

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

consequence, the question arises about the organization of the relationship of features that make up the content of the concept of "standard". In literary sources, disagreements are outlined in the definition of the "center of gravity" in the system of signs.

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

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

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

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important factor of scientific thinking. Our conclusions are confirmed.

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

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

There is logic in the economic movement that organizes the process. Historical concreteness is a way of realizing the logical definiteness of development. Hence the requirement for scientific analysis - to look for a logical explanation for the description, "to look at the root", as K. Prutkov taught. Concentration of thinking on the description of the phenomenon has become a trend of modern scientists economists. Hence the absolutization of the mathematical apparatus. In essence, the described phenomenon, analysts are in no hurry (or are afraid to fall out of favor with customers) to dive, it is possible that they have forgotten how to think analytically systematically.

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

Some positive results have been received. The concept was given a new level of concreteness by applying it to subject definiteness, closed on the characteristics of the technical equipment of the technological support of production. Having

arbitrarily sequestered its actual functions in cognizing reality and constructing the desired continuation of it. One involuntarily recalls Hegel, who warned that being is initially determined by quality, quantity and measure. Measure, according to Hegel, connects quality with quantity, its purpose is to be "quality quantity". In the qualitative quantity, there are limits and the optimal position of quality within the quantitative boundaries, when the unity of quality and quantity in the characteristic of the phenomenon (and the corresponding concept) turns out to be of the highest quality with the smallest required quantity. Nature does not move according to plan, but saving resources. Human activities should also be economical. Reason serves as an instrument for the economy of our development. At the same time, movement through activities is aimed at development and presupposes the presence of quality models in moving along the path of progress. The quality of scientific knowledge is only ultimately determined by the practical efficiency of the knowledge produced, and the initial practical result is conditionally indicative. Here, to be sure of success, you need to get the stability of the result. Naturally, science is required to minimize the costs of achieving the practical usefulness of knowledge. And all reserves have a similar ability. An indicator of the correct path of cognition to the goal is a sign of its systemic organization. Human activities should also be economical. Reason serves as an instrument for the economy of our development. At the same time, movement through activities is aimed at development and presupposes the presence of quality models in moving along the path of progress. The quality of scientific knowledge is only ultimately determined by the practical efficiency of the knowledge produced, and the initial practical result is conditionally indicative. Here, to be sure of success, you need to get the stability of the result. Naturally, science is required to minimize the costs of achieving the practical usefulness of knowledge. And all reserves have a similar ability. An indicator of the correct path of cognition to the goal is a sign of its systemic organization. Human activities should also be economical. Reason serves as an instrument for the economy of our development. At the same time, movement through activities is aimed at development and presupposes the presence of quality models in moving along the path of progress. The quality of scientific knowledge is only ultimately determined by the practical efficiency of the knowledge produced, and the initial practical result is conditionally indicative. Here, to be sure of success, you need to get the stability of the result. Naturally, science is required to minimize the costs of achieving the practical usefulness of knowledge. And all reserves have a similar ability. An indicator of the correct path of cognition to the goal is a sign of its systemic organization. movement through activity is

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

In its "pure" form, dialectics has a place to be. There is Hegel's dialectical concept, the core of which is recognized as the synthesis of opposites, it is relatively opposed by Marxist dialectics, which asserts that opposites are not synthesized, but are resolved on the basis of the continuity of development. Neither K. Marx, nor F. Engels, nor V.I. Lenin did not hide the importance of Hegel's ideas in the development of materialist dialectics. In a quantitative aspect, the difference between Marxist

dialectics lies in its universality, it characterizes both thinking and nature with society. Hegel recognized only thinking as dialectical. In a qualitative "sense", Hegel's dialectics absolutizes unity in the relationship of opposites, while Marxist dialectics relies on struggle as a way of resolving contradictions.

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

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

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



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

Summarizing the experience of the scientific achievements of N. Wiener, K. Boulding, L. von Bertalanffy, Hanika concludes: "Their attempts to classify physical, biological and social systems depending on complexity have stimulated the emergence of a new field of research - general systems theory, in which is given to the dynamic nature of the control. Organizations, actions subject to coordination and regulation, as well as people participating in them, are considered as systems within a single whole - a firm, which in turn represents one of the elements of the economic, technical and social system of the nation".

In 1969 G. Popov was a devout statesman and, like the rest of the reformers of the 1990s, actively expressed the party attitude, excessively and zealously criticizing the author of the book for the "formal analysis of aspects of management", reliance on mathematics and computers. "Unfair, Gavril Kharitonovich !!! Hanika was not a bourgeois scientist, he strove to develop the advantages of a new step in the methodological support of management, and, unlike you, G.H. Gaidar and a company of like-minded people, came to a clear understanding of the need for a comprehensive solution to management problems with the involvement of the social and humanitarian context.

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

In the history of the concept of "standard" there is a hidden part, it can be called "prehistory", or "history of formation" of the concept. The fact that

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

Statistical control of product quality is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while checking a group or batch of products is carried out before and after the process, and not during the process. The main purpose of using statistical methods is to regulate the process of creating a high quality product at all stages from marketing to maintenance with lower economic costs and high efficiency. Statistical methods provide for the collection, systematization and mathematical processing of the results of production activities, analysis of information for taking corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality. The implementation of the quality system is a complex of works, which affects various aspects of the organization and its subsystem, the strategic management subsystem, the production subsystem, the logistics subsystem, personnel management, internal communications, document flow, etc. In this regard, the implementation of the quality system is a rather difficult, lengthy and time-consuming task. The solution to this problem, as a rule, takes place in several stages. Improving the QMS makes sense only if the enterprise team has a desire to achieve significant results in the struggle for the quality of its products, but all this should provoke the team's desire to reach new heights, move forward and guarantee itself and its enterprise stable results of its activities. To implement the formulated procedures of wishes, the following activities must be performed, namely: production subsystem, logistics subsystem, personnel management, internal communications, document flow, etc. In this regard, the implementation of a quality system is a rather difficult, long-term and laborious task. The solution to this problem, as a rule, takes place in several stages. Improving the QMS makes sense only if the enterprise team has a desire to achieve significant results in the struggle for the quality of its products, but all this should provoke the team's desire to reach new heights, move forward and guarantee itself and

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*step 1:* awareness of the top management of the goal of creating and implementing the QMS at the enterprise;

*step 2:* establishing the needs and expectations of customers and other interested parties;

*step 3:* formation of a management strategy, Policy and Quality Objectives;

*step 4:* organization of training in the field of quality for all employees;

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

*step 6:* implementation of the QMS with the formation of a team consisting of various specialists;

*step 7:* establishing a system of processes, their coordinated relationship and interaction, highlighting the key processes necessary to achieve goals in the field of quality;

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

*step 9:* internal audits;

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

*step 11:* QMS certification;

*step 12:* further development of the QMS.

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

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

The concept of "standard" has two fundamental interpretations: to be a quality standard for something and to be a model for mass production. They realized about standardization and its advantages in the context of the development of mass production. These derivatives of the "standard" were products of industrialization. So, the first conclusion, which retains its methodological and theoretical relevance in the practice of managing production, exchange and sales of goods: to concretize quality in the concept of "standard", or rather, "quality standard", it was not enough to have a developed concept of quality. It remained a privilege of the worldview until social progress reached a sufficiently high level - the production of the material foundations of life, socio-economic and political relations developed. The concept of "standard" owes its appearance to social and practical relevance. Epistemological and

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methodological searches for projections of "quality" on the real life of a person were a prerequisite and factor in the formation of the concept of "standard". From which follows the basic methodological conclusion for scientific knowledge - the development of the concept of "standard" should be within the framework of a systematic approach and have a complex scientific and philosophical character. If "standardization" can still be legitimately simplified to the point of improving the technical component of industrially developed production, then the content of the concept of "standard" includes signs of various aspects of social development. From which follows the basic methodological conclusion for scientific knowledge - the development of the concept of "standard" should be within the framework of a systematic approach and have a complex scientific and philosophical character. If "standardization" can still be legitimately simplified to the point of improving the technical component of industrially developed production, then the content of the concept of "standard" includes signs of various aspects of social development. From which follows the basic methodological conclusion for scientific knowledge - the development of the concept of "standard" should be within the framework of a systematic approach and have a complex scientific and philosophical character. If "standardization" can still be legitimately simplified to the point of improving the technical component of industrially developed production, then the content of the concept of "standard" includes signs of various aspects of social development.

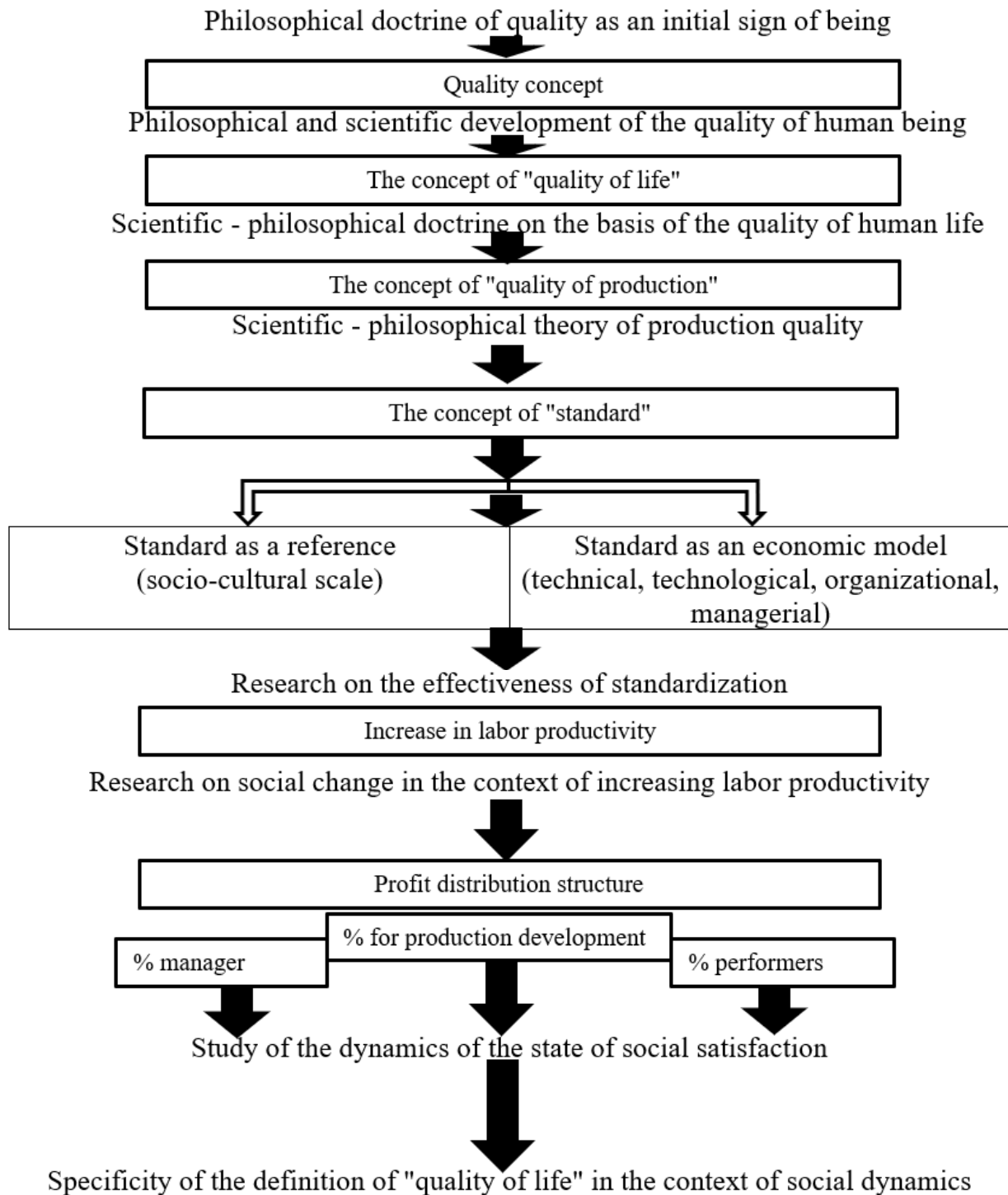
Here, in a filmed form - modified - the whole history: the experience of the world process, attitude to nature, the specifics of the national mentality, spiritual and material traditions, political and cultural activity of the people. Let us recall that the concept of "standard" is used in two directions: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

The second meaning is more utilitarian, restricting the interpretation of the standard mainly in relation to the narrowly professional side of human

life. It emphasizes the importance of universality, highlights the technical aspect and technological rationality, which are also important, but the scale is clearly inferior to the first. The development of the idea of quality in the concept of "standard" is carried out in accordance with the peculiarities of dialectical logic. A concept that concretizes quality is formed on the basis of selective continuity. The new concept does not repeat itself, namely, the features of the previous one are concretized. It is obliged to continue the nature of the relationship of the characteristics of the basic concept. Without going into a long and not always relevant discussion regarding the definition of quality, let us note the essence. The controversy surrounding the interpretation of quality is conducted mainly outside the scope of which forms the core of the content of the concept. A lot of interesting things have been written, said and printed. Only behind the particulars the sought-after often turns out to be hidden. Quality is not a collection of essential features of the phenomenon under study. Quality is a system of these attributes. Therefore, it is important first of all to find the system-forming factor. The factor may be a trait such as the discovery of D.I. Mendeleev of the Periodic Law, or K. Marx of the inconsistency of goods, but a certain combination of signs can also be a factor. Apparently, the concept of "standard" was formed as a system of features. Hanika wisely emphasized the need to take into account the system of a combination of factors. The liberals - reformers of the 1990s rushed to cleanse the economy of all non-economic, taking the US economic model as a model. They were not alarmed by the fact how and in what conditions it was formed. As a result, from the 1990s, there was a shock and a difficult process of parsing debris from standards developed contrary to the rules. Schematically, the process of the epistemological ascent of the concept of "standard" can be represented as follows (Fig. 1).

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

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

A standard, as a dialectically formed concept, in its manifestation has the opposite interpretation: to be something perfect in a certain sense, a standard to strive for, which cannot be done without knowledge of the matter and a creative attitude towards it, and at

the same time, the standard - this is something that has universal meaning, a kind of "cog" in the design, that is, a routine education that excludes any creative attitude towards oneself. The standard in the meaning of a masterpiece of creativity is absolute. It contains



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

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

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

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

resistant to changes in the standards of thinking, can be considered as a selection of "standards - canons". They have a fundamental function, they are the pillar of the human reality of being.

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

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

This practice is justified in specific production conditions, for example, where workers with disabilities are employed. The Japanese experience has convincingly shown that it is impossible to extend such experience from private practice to production as a whole, since this leads to directly opposite results. Meanwhile, ignoring international observations, domestic bureaucrats, having failed in the production of industrial products, extrapolated vicious practices to general education, designed to communicate and consolidate knowledge. The actions of officials are understandable, they are not capable of producing a real product, they report back by circulars. There is no rational explanation for politicians responsible for the real result of economic activity and empowered to give adequate assessments for the attempts of officials to become judges and standard producers in professional affairs, to teach teachers. This, of course, is completely absurd.

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

In modern times, quite remote from the real educational experience, officials who have subordinated the method of unification to

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themselves, who have placed academic freedoms of educational institutions under total control, openly dictate what, how, when and to whom to do it. The standards defined in the non-professional space are a clear example of the transformation of the values of a phenomenon (concept) into the opposite effect.

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

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

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General fashion is a product of a historical process that, like any evolution, selects something most effective and viable. It ideally combines regional, national and transnational; naturalness, due to the geographical environment, with socio-cultural acquisitions, traditions and innovations. This fashion is extremely democratic, responds to the mass feeling of beauty, is utilitarian and accessible to consumer demand. Haute couture, no matter how it may be masked, is a phenomenon of professionally conscious action. It has many advantages, but no less negative. The glossy nature of high fashion initially opposes the mass consciousness, provoking tension in the contradictions of being. It's not even about limited availability. The main thing is to demonstrate social inequality. The standards are designed to improve the "climate" of public relations, our time is to "collect stones" and not to scatter them. "Standards" only seem to be outside of politics. Policy, in a sense, is about defining and maintaining the relevance of standards.

In the current century, the concept of "soft power" is gaining strength in the public consciousness. Without the use of force, which has lost its historical significance and has become a brake on social progress, reality cannot be eliminated. Humanity is tired of destructive forms of violent resolution of conflicts, and is looking for a replacement for them. The process of reorientation to "soft power" is complicated and contradictory, but there is no other alternative to wars and one has to

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accept "soft power" as it is so far, with the hope and belief that over time the situation will change in the desired direction.

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

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

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

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

upon to serve as equivalents of the quality of reality in all its manifestations.

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

Usually the democrats of the liberal wing associate the continuation of the crisis in the 2000s with politics, this is partly true. The politicians acted according to the situation. At the same time, without harming the merits of politicians, it should be noted that arbitrariness in history, the "time of troubles" cannot be dimensionless. Both in nature and in social life, the element calms down, the movement returns to its previous channel. This is what happened here in the 21st century. The market has stabilized, and production has begun to strengthen its positions. The assortment, on the one hand, and the increased reasonable purchasing opportunities, on the other, met in the market in a different way. The quality of goods has become a relevant indicator of their market demand. The consumer, as opposed to the producer, turned his gaze to the state, the guarantor of its civil liberties and rights, with demands for protection from market arbitrariness. The legal and economic functions of the state are laid down in GOSTs. Throughout the analysis we tried to carry out the main idea: "standard" only in its final part is the concept of technical regulation of production, distribution and consumption. The essence of the "standard" is political and in its political quality it is nationally colored. The sign of the standard should be on the background of the flag, so that everyone can always see: it is protected by the state, if you break it, you will deal not only with the market, but also with the state. distribution and consumption. The essence of the "standard" is political and in its political quality it is nationally colored. The sign of the standard should be on the background of the flag, so that everyone can always see: it is protected by the state, if you break it, you will deal not only with the

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market, but also with the state. distribution and consumption. The essence of the "standard" is political and in its political quality it is nationally colored. The sign of the standard should be on the background of the flag, so that everyone can always see: it is protected by the state, if you break it, you will deal not only with the market, but also with the state.

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

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

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

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

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

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

The effectiveness of design and digital production of products depends not only on the equipment and software used, but also on the qualifications and professionalism of the personnel in the design office. It is necessary to introduce information on a way to minimize production defects. First step. Draw up a table describing all cases of marriage at the enterprise. For indicative statistics, it is recommended to analyze the data for at least a year. Second step. Combine similar reasons for manufacturing defects into a common group. By identifying a group of similar causes of marriage, it will be possible to calculate the number of cases for the period, as well as losses from them and ways to eliminate them. Third step. Analysis. Usually, after grouping, it turns out that only a few of the same reasons are regularly repeated, leading to the main share of manufacturing defects. They are the ones that deserve priority attention. Fourth step. Determine the cause of the marriage at the enterprise with the maximum number of cases and the greatest losses. Fifth step. Reduce or eliminate the likelihood



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of recurrence of common causes of manufacturing defects. In lean manufacturing, there is the term "poka-yoke" (Japanese for error protection). This term implies that in order to prevent a production defect in the future, it is necessary to ensure such conditions when it is physically impossible to repeat the defect, so that the employee does not have the possibility of a second mistake, etc. Before solving the problem, our management often blamed subordinates, citing the problem of the human factor. However, the improvement of the production process made it possible to radically reduce the likelihood of error at the enterprise - less operations began to be performed in the mind, responsibility was delegated between different employees, and it was possible to improve favorable working conditions. Lean Manufacturing: System and Examples.

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

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

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

As any concept "standard" has not only the historical past, it reflects the current time by its content and a reserve of perspective changes is formed in it. In this connection, it is always important in the development of the specific content of the concept of "standard" to take under special control the potential for improving the quality of the product. Traditionally, scientific and technological progress is concentrated on the military-industrial area and it is no coincidence. Here, a product across the entire spectrum of production, starting with equipment - clothes for arms, legs, head, torso, face and, ending with painting the unit, must meet extreme operating conditions. Compliance with specially developed standards is an absolute prerequisite for quality. Exemplary adherence to standards is ensured by a special acceptance, carried out in the order of control at all technological stages of the manufacture of the product. It is hardly

advisable to replicate such a rigid quality control practice, but it contains significant "information for thought." The standard is intended to resolve the basic technological contradiction between the readiness of production for mass production of products and the quality of the product at the output. It is necessary to overcome the "scissors" that form between the ratio of quantity and quality. The dependence of quantitative and qualitative changes is objectively incorporated into the movement of nature in the form of a universal law. But one should correctly interpret the mechanism of action of this law of dialectics of development. Quantity directly, that is, it does not go over into quality itself. The new quality arises from the previous one and cannot be otherwise. Quantitative changes create the conditions for such a transition, the conditions are transformed into factors that are involved in qualitative changes. The decrease in the quality of products within the limits allowed by the standard is associated with a number of reasons, both of a technical and technological and human nature. The main one among them is the level of organization of quality control, which, again, is conditioned by the degree of responsibility. In other words, all outside human and human actions that limit the standardization of production ultimately run into the standard of the human factor, or whoever likes it, "human capital", which corresponds to the historical mechanism of social progress in it, the subject of activity is the main acting factor. The decrease in the quality of products within the limits allowed by the standard is associated with a number of reasons, both of a technical and technological and human nature. The main one among them is the level of organization of quality control, which, again, is conditioned by the degree of responsibility. In other words, all outside human and human actions that limit the standardization of production ultimately run into the standard of the human factor, or whoever likes it, "human capital", which corresponds to the historical mechanism of social progress in it, the subject of activity is the main acting factor. The decrease in the quality of products within the limits allowed by the standard is associated with a number of reasons, both of a technical and technological and human nature. The main one among them is the level of organization of quality control, which, again, is conditioned by the degree of responsibility. In other words, all outside human and human actions that limit the standardization of production ultimately run into the standard of the human factor, or whoever likes it, "human capital", which corresponds to the historical mechanism of social progress in it, the subject of activity is the main acting factor which again depends on the degree of responsibility. In other words, all outside human and human actions that limit the standardization of production ultimately run into the standard of the human factor, or whoever

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

The presence of concepts competing with the "standard" in its full and verifiable volume, "industry standards", "technical conditions", "technical regulations" - in principle, a normal market phenomenon. They contain ontologically the qualitative characteristics of the product, but unlike the "standard", they are not presented in optimal condition, or their combination is not optimized. To a certain extent, these concepts reveal the flaws of market freedom. The market does not severely restrict manufacturers across the entire line of product quality compliance. Only the safety parameter of the product is regulated. The rest is regulated by the fatal disease No. 1, according to E. Deming's classification - by demand. The manufacturer directly, or through intermediaries, presents the goods produced, based on its capabilities in the calculation of making a profit according to the formula "the more, the better." The quality of such goods is often the ultimate minimum of what must necessarily be in order for the product to correspond to its subject status and, logically, to its name. In products regulated by OST, TU, etc., the standard is available in a truncated form due to the hypertrophied interest of the manufacturer and the limited production conditions. Hence the right of TU and OST to be on a par with GOST or EU. In the EU, goods that are not labeled with a single standard are in demand due to a significant difference in price, and violations of security requirements are draconian and rightly suppressed. In the Russian market, which remains a large bazaar, the order is like a fence of a bad owner. Here you can run into everything, even if you have a piece of paper with a seal, which, in other respects, is not the basis for skepticism in relation to the above concepts. They reflect the objectively established order in the development of production on a global scale. Many remember how in the 1990s

and in the "zero years" the EU produced goods labeled "only for Russia", and the United States flooded our market with substandard chicken meat - "Bush's legs". We bought it in small wholesale without asking for a certificate of conformity, but there must have been some documents.

### Conclusion

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

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

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

The Pareto diagram allows you to distribute efforts to resolve emerging problems and establish

the main factors with which to start acting in order to overcome emerging problems, using the advantages of participatory management, namely: increasing staff motivation; team building; increasing the loyalty of employees to the enterprise; accelerating the development and implementation of innovations; improving the image of the enterprise; increasing the efficiency of economic activity. And the success of the company staff is guaranteed.

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