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Article



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ON THE PECULIARITIES OF FILLING THE MARKETS OF THE REGIONS OF THE RUSSIAN FEDERATION WITH COMFORTABLE EQUIPMENT FOR THE ENTIRE POPULATION (MESSAGE 1)

Abstract: *in message 1, the authors analyze the Strategy for the socio-economic development of the regions of the Russian Federation, the purpose of which is to propose a set of strategic directions, measures and steps aimed at reversing the negative trends in the economy and social sphere of the regions of the Russian Federation and its entry into a sustainable trajectory of socio-economic development, which is based on the model of accelerated economic growth and strengthening of the economic base of the Russian Federation for the subsequent improvement of the quality of life and well-being of the inhabitants of these regions. The mission of the socio-economic development of the Russian Federation is the growth of the true well-being of the inhabitants of the regions of the Russian Federation, the creation of opportunities for their self-realization through the outstripping pace of creating new high-tech and knowledge-intensive jobs, increasing the level and quality of life, access to social and cultural benefits. The concept of true well-being comes from the assumption that today the content of the concepts of "development" and "progress" has acquired a new meaning. Development is becoming human-oriented (humanistic) and environmentally-oriented, based on investments in human capital, innovative sectors of the economy, and the preservation of ecosystems. This means an increase in the subjective feeling of personal happiness, including not only the level of income, but also non-economic indicators, including the value of leisure, eco-system services, and the quality of work.*

Genuine well-being is assessed by an expanded set of indicators that characterize the quality of human life from all sides (opportunities for self-realization, wealth inequality and other indicators of inclusive economic growth, subjective happiness, quality of the urban environment, environmental indicators, healthy life expectancy, indicators of human development, development of democratic institutions and public participation, etc.). At the same time, not only the economic (level of income, volume of production and investment) is taken into account, but also the social,

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environmental, spatial and managerial (institutional) components. Economic development not only does not contradict the conservation of nature ("industrialization at any cost"), but also leads to a reduction in social disproportions, the goal for the period up to 2026 (first stage) is to ensure rapid economic growth and development of the social sphere of the regions of the Russian Federation by strengthening the economic base, stimulating entrepreneurial initiative, sustainable spatial development and improving the efficiency of state and municipal government. At the first stage, due to outstripping growth rates, basic conditions will be created for entering the trajectory of sustainable development.

The goal for the period 2027-2030 (second stage) is the formation of a new development model of the Russian Federation based on the principles of sustainable development, including through the implementation of the provisions of the Decree of the President of the Russian Federation of May 7, 2018 No. 204 "On national goals and strategic objectives for the development of the Russian Federation for the period up to 2035".

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

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

Thus, by 2035, the Strategy is designed to realize the existing human potential of the regions of the Russian Federation, increase opportunities for self-realization, ensuring an increase in the level and quality of life, access to social and cultural benefits, creating an environment of equal opportunities for everyone. This will create conditions for the implementation of the catch-up development model with access to the model of sustainable long-term development by 2027. The implementation of the Strategy will make it possible to make a consistent transition from the old industrial model of extensive economic growth at the expense of natural resources to a sustainable development model that balances economic, environmental and social components. The new development model will be based on the concentration of value added in the regions, the development of innovations and human potential,

Key words: population, regions, comfort, equipment, livelihoods, safety, well-being, demand, profit, profitability, stable financial condition, stable TEP, priority, preference, competitiveness.

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Introduction

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There is no progress without setbacks, slowdowns, recessions. The policy is called upon by active, purposeful actions to help overcome the obstacles that arise in development. Politicians must be ahead of the economic movement and direct it, stimulate domestic economic factors with political levers, and clear economic paths to efficient production. Instead, politicians continue to tie development plans to the price of oil, the ruble value of the European and American currencies, referring to the integration trends in the world and globalization. The integration of transnational relations is an objective reality, but for all its objectivity, it does not negate the specifics of national economic advancement. Moreover, integration is objectively designed to promote national development. Why don't we get it right then? This question arises from a logical comparison of the policy in the field of strengthening the defense capability, restoring the country's international prestige in the most difficult circumstances of the formation of a new world

architectonics with the fact that from year to year the Russians observe and fully feel for themselves in the rest of the economy - we accidentally do not two governments? The second "presses on the gas and slows down" at the same time.

The protracted recession in the Russian economy has two explanations. The first is that the people have lost the ability to work well, they have wasted "human capital", the second is that the managers are helpless. The media assures that politicians know their business, keep events under control, take the necessary measures and promise changes for the better in the near future. Therefore, the reason is the poor work of the performers and the unfavorable world conjuncture.

How naive do you need to be in order to rely on sincerity, disinterestedness, and the sympathy of competitors when planning your economic policy? The President of the Russian Federation has long stated that our Western partners do not want the strengthening of Russia, they need an obedient Russia, like the Baltic Republics, formerly part of the USSR. I didn't want to sadden the politicians responsible for the economy, but, following Aristotle, we are forced

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to state: "Friends in the East" are also on their minds" - in the sense of "Plato is my friend, but the truth is dearer." They will help us to the extent they benefit from such assistance.

It is time to understand that all economic and political unions in the modern world space are an attempt to achieve national gain in the environment of transnational relations, i.e. you can count on partners as long as this cooperation is beneficial to them. From which the conclusion follows - it is necessary to face your own economy. Only in this way, albeit with great tension, will it be possible to solve your problems. For example, there are no such objective reasons that would justify the decline in production in light industry over a quarter of a century.

The problems of agriculture and light industry are not their specifics; they have always been political. In the US and Europe, farmers have a lot of our problems. The difference is that there the farmer is one

of the most important, basic national problems. Its consideration is relevant for the existence of politicians. From how politics contributes to the resolution of this problem, the place of the politician is evaluated publicly. Farmer and politician are bound by economic policy. They balance on one taut economic tension - the "rope" of viability.

There is nothing similar in Russia. Let us recall the history of the last ministers of agriculture. In the USSR, there was a Ministry of Light Industry, which emphasized the importance of the industry. What prevents in the conditions of import substitution and declarations about the importance of developing our own production to restore equality in industrial management. The "calico region" without light industry is the same as native nature without birch groves or lyric poetry without the work of S. Yesenin (Figure 1).



Figure 1. Equipment for the population of the regions of the Russian Federation

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The reformers of the 1990s were least concerned about the fate of the Fatherland and domestic industrial originality. They built their business on the ease of maximizing profits and placed the margin away from the land of their ancestors. Light industry has traditionally been a difficult problem to manage. Managers must be, first of all, patriots, otherwise light industry cannot be raised. It is also necessary to understand the national importance of "long money". Compensation for the difficulties would be the stability of demand.

What is the essence of policy inefficiency in the economy of the end of the last and the beginning of the new century? This is question number 1, and it's not so much about who is to blame. We are interested in the essence of the political paradigm developed by those who were "at the helm". Question number 2 - what should be changed and how, apparently, it should be done in order to raise the national industry, the production of clothing, shoes, leather goods, textiles, accessories, not least?

The answer to question No. 1 is simple - no one was going to develop an economic policy paradigm aimed at a radical transformation of the basis. It was decided to choose the method of reforming (not without outside help) from ready-made samples. It was proposed to take the Swedish experience, the Polish "shock therapy", reforms in Portugal and Argentina as a model. Such innovators, courageous scientists, wise organizers as Gaidar, Chubais, Kokh, Burbulis did not come up with the idea with which a responsible owner usually starts - what I have to copy something.

Politics is not done depending on the state of feelings - either you like it or you don't like the level of everyday perception of the world. It is harmful to be in the "political kitchen" with such an approach. Economic policy does not qualify as "good" or "bad", "effective" or "ineffective". It has the right to be called either "useful" or "harmful." The price of such a policy is too high, and, accordingly, the responsibility is not limited to the professional form. Politics is politics. It is anti-political and unprofessional to make politics a source of one's own income.

Whatever the economic situation is, it is extremely dangerous to absolutize the importance of economic criteria, endow them with the property of universality. F. Engels spoke out sharply against attempts to reduce K. Marx's theory of social development to "economic materialism", "economic determinism". The economic basis is the basis of social organization, but by no means a system-forming factor in its improvement.

The most difficult component of economic reforms is to achieve satisfaction in society with the distribution of the national product. The health of society depends on this satisfaction, and not on the form of ownership. And we have come to an important conclusion - the quality of reforms is assessed not by

the changes themselves, but by the ability to give social life features of stability.

Integration and globalization are not a panacea for development. They do not cancel the competitive struggle, in which there are more than one winners. There are more losers. Hence the relevance of the old truth, the meaning of which became clear in dialectics. Movement under any conditions becomes self-movement. The Chinese rationally shut themselves down and won. Their victory was ensured by Eastern caution and skepticism about unification. They figured out before us that integration and globalization are varieties of "pyramids" and are conditionally useful for national development. From the outside, it might seem that the Chinese reformers abandoned the mentality of the curse: "to live you in a time of change." From the inside, everything looked traditional - politicians did not betray with a sharp movement on a national scale, they were in a hurry, but with a constant binding of actions to the state economic structure, reforms in the economy were not subordinated to traditional political dominants, did not repent and did not try to please. Nobody seriously thought about any economic shocks. Finance, as the circulatory system of the economic organism, was taken into "hedgehog state mitts", they introduced toughening for economic and corruption crimes, equating many of them with dangerous actions against the state, they did not come up with new parties - they updated the existing one, as before, they paid special attention to personnel policy. The Chinese took into account the Soviet party experience of "cultivating" personnel, which was based on the principle of progressive promotion depending on business efficiency and lifestyle. Finance, as the circulatory system of the economic organism, was taken into "hedgehog state mitts", they introduced toughening for economic and corruption crimes, equating many of them with dangerous actions against the state, they did not come up with new parties - they updated the existing one, as before, they paid special attention to personnel policy. The Chinese took into account the Soviet party experience of "cultivating" personnel, which was based on the principle of progressive promotion depending on business efficiency and lifestyle. Finance, as the circulatory system of the economic organism, was taken into "hedgehog state mitts", they introduced toughening for economic and corruption crimes, equating many of them with dangerous actions against the state, they did not come up with new parties - they updated the existing one, as before, they paid special attention to personnel policy. The Chinese took into account the Soviet party experience of "cultivating" personnel, which was based on the principle of progressive promotion depending on business efficiency and lifestyle.

Main part

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Modern culling as an action aimed at standardization dates back to the last quarter of the 19th century. The experience of S. Colt's factories is recognized as the beginning, it is believed that the idea of "standard quality" was born there. If we evaluate the system of our version of "quality - standard", then this was a subconscious embodiment of Hegel's conclusion about the dialectic of the ascent of knowledge from the abstract concept of quality to the specific concept of the "standard" of product quality.

At S. Colt, the assembly went without preliminary adjustment of parts. Specially trained inspectors carried out pre-calibration and rejected out-of-condition, thereby accelerating the main - the assembly part of production. The experience of S. Colt at the beginning of the next century was developed in the automobile production of G. Ford and G. Leland ("Cadillac"). G. Ford, having introduced conveyor assembly, removed the control of components from the conveyor, logically considering that such work should be done earlier. As a result, the "input control" of compliance with the calibers of the standard was replaced with an "output control" at an adjacent production, which cleared the main production of defects, made it qualitatively, cleaner. In this regard, the process of standardization went by improving what was achieved, theorists F. Taylor, A. Fayol., M. Weber joined it. In alliance with managers, they identified the basic principles of a scientific approach to the organization of mass production: a systematic approach to management; personnel management; delegation of responsibility; scientific regulation of labor. The developed production management system went down in history as the Ford-Taylor production system. Having indisputable advantages, the Ford-Taylor system also contained serious defects, which for a long time "dormant" in its potential. The development of production in the new socio-political conditions of the activation of social democratic interests inevitably pushed the Ford-Taylor system into a dead end. Technological progress, the process of turning scientific knowledge into a direct productive force, also contributed to this.

This was also driven by the lack of a clear understanding of quality and standard in management theory. They were changed, instead of being considered in development. The most noticeable and sensitive was the identification of quality and standard in the production of consumer goods, where the concept of product quality reflects the dual nature of the product. A product intended for subjective, more precisely, subjective use by a person or a social group must be of high quality objectively, physically and subjectively, and satisfy the consumer with its physical quality. It is naive to believe that only by advertising the physical perfection of a product can one arouse the consumer's disposition towards it. Such a consumer should be subjectively none. Interest in the

physical quality of a product can be formed by demonstrating its capabilities, but in order to for interest to form into a need to buy it, this is not enough. The product must captivate the feelings of the buyer, and this is an irrational process, deeply intimate in nature, expressing the individuality of the consumer. Especially if the consumer is attached to a significant assortment, picky and fastidious.

The quality of consumer goods is not reducible to a system of physical parameters, but in their quality it exists as a kind of core. Just as an atom is not limited to the presence of a nucleus, so the quality of such goods is not limited to a system of physical characteristics. On the contrary, the standard is a purely physical phenomenon and requires a clear description in physical units. The concept of "quality of goods" should be approached through the market, and "standard of goods" should be determined in the conditions of scientific and technical creativity. Subconsciously, the differentiation of the concepts of "quality" and "standard" was approached by the end of the first quarter of the 20th century, when they felt the insidiousness of absolutization of control over the standard conformity of products. In high-tech, complex production, the share of controllers exceeded one third of those employed at the enterprise, which significantly increased the burden on the cost of goods. The price has risen, but the quality has not improved accordingly. The buyer had to pay for the previous level of guarantees. Quality began to slow down the efficiency of production. In fact, the contradiction was between standardization and efficiency. It was necessary to think about how to improve the physical model of the standard - about new materials, original design, technological solutions. A standard is a technical image of a product's quality. Just as the quality of a product, described in words, depends on knowledge and the ability to use it, the standard is determined by the possibilities of technical modeling of the concept of quality. The understanding of quality is evolving, and the technical model of the quality standard is also changing. Thinking has its own language and technical creativity has its own language, designed to serve as a translator from a scientific language into a technical language that is understandable to production. At the same time, the translator must feel well the organizational and technological capabilities of production, so as not to absolutize the value of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will lead the organization of production to a hellish state.

When the desire for a total organization of quality control came into conflict with the total target setting to increase production efficiency and it became clear that the conflict could not be resolved in the previous way, V. Schuchert, who worked in the technical control department of the American

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company Western Electric, proposed to shift the focus of management quality on the organization of the dynamics of the production process. The innovation of V. Schuchert was that he looked at production and the quality of production as a movement and in this context understood the main thing in the quality of movement: firstly, the achievement of stability, and secondly, the inevitability of deviation from the direction of movement.

The task of achieving the quality of production acquired a technical form and meaning from V. Schuchert: it is impossible to avoid variations in the parameters of the obtained quality of products, one must strive to reduce variations. The criterion of quality is the stability of production in the static sense, that is, the convergence of variations with the central line. One of the most important factors in solving the problem, V. Schuchert called the restructuring of personal interaction - cooperation, team organization. W. Schuhert was the first to approach the interpretation of the standard in terms of mass production, presenting the quality of production and goods as a statistical form, suggesting a certain fluctuation, which was called tolerance. W. Schuchert did not introduce the concept of a statistical standard model, but it was necessarily formed on the basis of his innovative ideas. AT. Schuchert tried to give quality management a human face. He emphasized the importance of internal, including personal, motivation. But he did not seek to radically change the position of the worker in production. The alienation of the individual remained fundamentally the same, so the motivation was supported mainly by the financial evaluation of the activity. Researchers of the experience of V. Schuhert clearly overestimated its content, introducing into the description such a reaction of workers as "the joy of getting results"; "pleasure from teamwork, recognition of merit by colleagues and management"; "feeling of one's importance", etc. It would be more appropriate to say that the method of V. Shukhert forced managers to learn what is called humanitarian knowledge, Guaranteeing effective results for manufacturers in their enterprises The reformers of the 1990s were the least concerned about the fate of the Fatherland and domestic industrial originality. They built a business on the ease of obtaining maximum profit and placed the walrus far from the land of their ancestors. Light industry has traditionally been a difficult problem to manage. Managers must be, first of all, patriots, otherwise light industry cannot be raised. It is also necessary to understand the national importance of "long money". Compensation for the difficulties would be the stability of demand. What is the essence of policy inefficiency in the economy of the end of the last and the beginning of the new century? This is question number 1, and it's not so much about who is to blame. We are interested in the essence of the political paradigm developed by those who were "at

the helm". Question #2 - what should be changed and how, presumably,

The answer to question No. 1 is simple - no one was going to develop an economic policy paradigm aimed at a radical transformation of the basis. It was decided to choose the method of reforming (not without outside help) from ready-made samples. It was proposed to take the Swedish experience, the Polish "shock therapy", reforms in Portugal and Argentina as a model. Such innovators, daring scientists, wise organizers as Gaidar, Chubais, Kokh, Burbulis did not come up with the idea with which a responsible owner usually starts - what I have to copy something.

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In such conditions, it is time to step back from the abstract political ideals of the democratic reformers and come to grips with developing a "road map" for the revival of the light industry, in the expectation that the crisis emphasizes the relevance of the rationality of "brainstorming" as opposed to "economic schools" in the trend. What kind of "map" is this, based on the historical experience of the 20th century, when all the main events took place:

- the interests of national advancement should be a sustainable priority. I would very much like to talk about development, but it is not possible to get it on a national scale now;
- the rate on all-round support for light industry, like most areas of investment of public funds (financial, legal, political, humanitarian), contains a risk, but within acceptable limits;
- the creative potential of specialists is still high. He is quite competitive;
- make it clear to large retail chains the importance of acquiring and distributing goods produced in Russia, of course, taking into account their proper quality;
- to place first of all orders for production from those "who have already got on their feet and know how to sew." They have proven their worth;
- assist companies in obtaining European certification of materials, otherwise foreign firms will not be interested in them, and the goods produced by us will not get to the West;
- actively support companies with collective stands at international exhibitions;
- provide such enterprises with subsidies on loans for the purchase of raw materials and materials. The share of these loans in the total volume of lending should be from 50 to 85%;

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- exempt modern imported equipment from import duties and VAT. Machines used in sewing shops are 90% imported;

- implement preferential leasing.

The wise Buddha laid down four key steps in the eightfold path: correct understanding; making the right decision; finding the right words and, finally, the right actions aimed at implementing the right decisions. The fate of the light industry, now, depends on what this last step will be. Its execution is the function of the Government. The political paradigm is extremely simple - we should not compete with anyone in the struggle for the global market, especially with the Chinese. The Chinese rightfully want to shoe and clothe the whole world. One fifth of the world's population lives in China. Our task is quite different. We need to make sure that the Chinese do not shoe or dress us. To transfer the purchasing demand to our own Russian production, to interest in goods produced in the country. Such a task is quite within our power, as the manufacturers say.

Never before have shoe companies found themselves in such a situation as they are now. All markets are divided into many segments. Specialization has reached such a level that one can still hide from competition only in a small space between two adjacent segments of different markets or of the same market. When creating new enterprises for the production of footwear products in a competitive environment, they are not attractive due to the successfully developed shoe production. As a result of segmentation, it was determined that the population of the two districts is unevenly distributed over the territory. The income of the population is much less than the average for Russia. When forming the assortment of footwear, one should also take into account the fact that a large proportion of the population is rural residents. It is also necessary to take into account the national characteristics of the inhabitants, their traditions. What is the main thing today for success in the market of many new and established firms, small, medium and large enterprises, many of which were small not so long ago, for numerous commercial structures and joint ventures? This is the company's ability to provide the consumer with higher quality shoes.

Modern production, or, as it is commonly called, world-class production, must meet the following requirements:

- have greater flexibility, the ability to quickly change the range of products. The life cycle of products has become shorter than ever, the diversity of the product range is higher, and the serial production, the volume of batches of one-off production, is smaller. Hence, production focused on the production of mass, standardized products (strictly complying with standards, specifications, technical conditions), which is not able to constantly adapt to

the needs of real, often small groups of consumers, is now doomed to extinction;

- use new forms of control, organization and division of labor, taking into account the more complex production technology;

- rely on integrated quality management. Quality requirements not only increased, but also changed the nature of decision-making: it is not enough to produce good products, you still need to think about organizing after-sales service, about providing additional branded services to consumers who are highly individualized in their requests;

- simultaneously improve product quality and reduce costs. If before it was possible to offer the consumer a lower quality product at a lower price and, conversely, a high price always corresponded to high quality, but today the situation has changed. Higher quality of the product should be provided at the expense of the same lower price.

Now in our country there is a situation where most of the population has a very modest income, and it is they who are a potential buyer of mass-produced shoes.

Solving the problems of style, marketing, advertising will allow domestic mass-produced footwear to be demanded by this wide sector of the Russian population. Small and medium-sized shoe enterprises should provide footwear for the more profitable part of the population, however, as well as highly automated production complexes.

In recent years, the absolute increase in the production of leather shoes has been constantly increasing, the range of shoes has been updated at shoe enterprises, taking into account the demand of the population, the production of model and insulated shoes, shoes with white leather uppers and natural patent leather, dressy shoes for children is increasing. The transition of the country's economy to market relations led to a sharp deterioration in the situation in the Russian footwear industry due to a decrease in the effective demand of the population, deepening inflationary processes, and a non-payment crisis, which, in turn, caused an imbalance in the sphere of production and circulation.

The shoe market is an integral element of economic relations, the main participants of which are, on the one hand, shoe manufacturers, and on the other hand, consumers. Footwear is one of the most complex groups of non-food products with a very diverse assortment as a product in this market.

Footwear is one of the most important goods produced by the light industry of the Russian Federation and imported from abroad. The degree of satisfaction of consumer demand, the profitability and profitability of organizations depend on the correct determination of the quantity and quality of models produced by shoe enterprises, on the competitiveness of the assortment. The result of the interaction of the constituent parts of the market (demand, supply,

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prices for shoes) is the possibility of supply to satisfy the demand for products at a specific price as much as possible.

Thus, the value of the footwear market is to meet the needs of the population. Accordingly, the development of the market leads to an increase in the level of security of an individual member of society. Markets are made up of buyers, and buyers differ from each other in a variety of ways: by their needs, financial and other opportunities, location, buying attitudes and buying habits. In market segmentation, businesses subdivide large heterogeneous markets into smaller (and more homogeneous) segments that can be served more efficiently, according to the specific needs of these segments. Shoe enterprises for the successful implementation of their products, first of all, need to segment the consumer market and determine the target segment of this market.

In a general sense, market segmentation is understood as the process of dividing the market into groups of consumers according to predetermined

characteristics, which allows you to concentrate funds on the most effective. A market segment is a homogeneous set of consumers who react in the same way to a product and how it is presented.

Target segment (market) - a segment selected as a result of a study of the sales market of a particular product or service, characterized by minimal costs for the means of promoting the product and providing the enterprise with the main share of the result of its activities (profit or other criteria for the enterprise to enter this market).

Segmentation of the footwear market can be carried out both on the basis of one, and with the consistent use of several indicators, clearly presented in the diagram (table 1).

Segmentation results of the analyzed basic costume market. The Southern and North Caucasian federal districts can be presented in the form of a table of ratings. The segment with the minimum number of seats in the end is the most attractive.

Table 1. Segmentation criteria in the Southern Federal District and the North Caucasus Federal District

Criteria for segmenting the footwear market in the Southern Federal District and the North Caucasus Federal District				
Segmentation subject	Segmentation object	Segmentation by population	Segmentation by income level	Segmentation by average salary
All enterprises producing or intending to produce footwear in the territories of the Southern and North Caucasian Federal Districts	Southern and North Caucasian Federal Districts of the Russian Federation	The larger the population of the segment, the more profitable for the enterprise	The higher the profitability of each resident, the greater the chance to purchase the company's products	The higher the salary of a villager, the more likely he is to spend it on a costume

As a result of the analysis of Table 1, two regions and three regions were identified, where the largest segmentation of the consumer market is observed from two districts: Krasnodar Territory - 2.15%, Rostov Region - 2.65%, Astrakhan Region - 2.7%, Volgograd Region - 3.25%, Stavropol Territory - 5.4%.

However, when conducting segmentation, it is necessary to take into account the goals of segmentation.

When creating new enterprises for the production of light industry products, these five subjects of the Southern Federal District and the North Caucasus Federal District identified in a competitive environment are not attractive due to the successfully developed light industry.

As a result of segmentation, it was determined that the population of the two districts is unevenly distributed over the territory. The income of the population is much less than the average for Russia. When forming the range of costumes, one should also take into account the fact that a large proportion of the population is rural residents. It is also necessary to take into account the national characteristics of the inhabitants, their traditions (Table 2).

When organizing the marketing of manufactured products, one should also not forget that in the Southern and North Caucasian federal districts there were and still are so-called "hot spots", which are territories with an economic crisis and a negative political situation.

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Table 2. The results of segmentation of the consumer market of the Southern Federal District and the North Caucasian Federal District by the method of the sum of places, taking into account weight coefficients

Name of the territorial unit	Rating positions			Sum of points, %
	yield, score×0.45	salary, score×0.30	number, score × 0.25	
Southern Federal District, c. including				
Krasnodar region	1.8	0.6	0.25	2.65
Republic of Adygea	3.6	2.1	2.75	8.45
Republic of Kalmykia	4.95	2.4	3.25	10.6
Astrakhan region	0.9	0.3	1.5	2.7
Volgograd region	1.35	0.9	1.0	3.25
Rostov region	0.45	1.2	0.5	2.15
North Caucasian Federal District, incl.				
Republic of North Ossetia-Alania	2.25	3	2	7.25
Kabardino-Balkarian Republic	2.7	3.6	1.75	8.05
The Republic of Dagestan	4.5	3.9	1.25	9.65
The Republic of Ingushetia	5.4	1.8	2.5	9.7
Karachay-Cherkess Republic	4.05	3.3	3	10.35
Stavropol region	3.15	1.5	0.75	5.4
Chechen Republic	5.85	2.7	2.25	10.8

The correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally ingenious and deceptive. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - nothing more.

The product produced by man is dual in nature, it combines the natural properties of raw materials and the features introduced into it by human labor. A product has a rental value and an added value. In this context, it is not the cost that is important - it serves as a quantitative equivalent of the quality of the goods in general, but the result of labor - in the form of a transformation of the natural state of the object. The product of human activity has a natural, basic, level and a superstructural, introduced one. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the commodity is one, but the production duality of the product is associated with it.

Such a two-sided quality of the goods misleads those who, without understanding the art of dialectical thinking, seek to put everything “on the shelves”, forgetting about the structure of which these shelves are parts. The quality of the goods is only determined by a natural basis, but it is built artificially. The quality of goods has several creators. This is a fashion designer, designer, technologist, manager; their qualifications, experience is measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer. The economic situation affects both

producers and consumers, shakes the market on the waves of its uneven movement, and along with purchasing power, the idea of quality.

Outwardly, the definition of the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but (mostly) diverging views. Involuntarily, Krylov's Fish, Cancer and Pike, who undertook to drag the cart, are recalled. In our case, there are even more subjects. The designer, technologist, manager (they can be combined) develop their understanding of the quality of the goods, they are connected by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, due to the real buying opportunity. There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized, attracts with its potential. Controlling the market an intermediary - a speculator - is able to form an image of quality in his own interests, in particular, through advertising, the provision of priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer. As a result, we came to the “quality square”, which combines the qualities of the product and the image of quality.

Any general exists objectively, but only through the singular: at the end of the process, there is always a single, specific buyer, Pyotr Stepanovich Sidorov, and boots that Pyotr Stepanovich chose from dozens of different ones. They seemed to him the best in

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quality and price. The sales consultant professionally explained to Petr Stepanovich that there are boots of better quality in the same price range, but, being an independent person, he did not change his mind. That's why pre-sales product preparation and seller culture are important. The last word belongs to the buyer, his perception of the quality of the product. Everything else just plays along with it.

The most serious contradiction, apparently, remains the divergence in the images of the quality of the product by the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - the product. The former produce it, the latter consume it, but they have different motives due to their different position in the system and the culture of perceiving the goal.

The manufacturer creates a product, but not the product - the ultimate goal of the manufacturer, but the realization of the product. The direct connection between the producer and the consumer is therefore local, which negatively affects the producer. The seller blocks the consumer from the producer, and the producer is forced to focus not on the market, but on the market situation, most often artificially formed by the speculator and advertising.

Money, perhaps, "does not smell", the advertising policy frankly "stinks", it is so far from objectivity and free from professional honor. Being in a state of irresponsibility for information, advertising serves the market clearly and in any form.

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

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

The formation of the assortment is the problem of specific goods, their individual series, determining the relationship between "old" and "new" goods, goods of single and serial production, "high-tech" and "ordinary" goods, materialized goods and (or) licenses and know-how ". When forming the assortment, there are problems of prices, quality, guarantees, service, whether the manufacturer is going to play the role of a leader in the creation of fundamentally new types of products or is forced to follow other manufacturers.

The formation of the assortment is preceded by the development of an assortment concept by the enterprise. It is a directed construction of the optimal assortment structure, product offer, while taking as a basis, on the one hand, the consumer requirements of certain groups (market segments), and on the other hand, the need to ensure the most efficient use of raw materials, technological, financial and other resources by the enterprise with to produce products at low cost. The assortment concept is expressed as a system of indicators characterizing the possibilities for the optimal development of the production assortment of a given type of goods. These indicators include: a variety of types and varieties of goods (taking into account the typology of consumers); the level and frequency of updating the assortment;

The assortment formation system includes the following main points:

- determination of current and future needs of buyers, analysis of ways to use shoes and features of consumer behavior in the relevant market;
- assessment of existing analogues of competitors;
- a critical assessment of the products manufactured by the enterprise in the same assortment, but already from the position of the buyer;
- deciding which products should be added to the assortment and which should be excluded from it due to changes in the level of competitiveness; whether it is necessary to diversify products at the expense of other areas of production of the enterprise that go beyond its established profile;
- consideration of proposals for the creation of new models of footwear, improvement of existing ones;
- development of specifications for new or improved models in accordance with customer requirements;
- exploring the possibilities of producing new or improved models, including issues of price, cost and profitability.

But one thing is true: it is a constant evaluation and revision of the entire range.

In conclusion, I would like to emphasize once again that all this will become a reality if one main condition is met, namely, the production of domestic

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footwear will be of high quality and taking into account the interests of this very consumer.

As an object of study, the criteria for a reasonable choice of a package of materials in the production of a suit for military personnel in the Arctic were chosen. At the same time, preferences will be specified that would guarantee them comfortable conditions in the performance of their official duties. The environment for a person in clothes and shoes is air, hard ground or snow and water. Individual areas of the human foot may be in contact with any of these media. In cold conditions, with the difference between the temperatures of the human body and the environment, there is a continuous heat exchange, the transfer of thermal energy from the human body to the environment. Under rapidly changing environmental conditions and the regime of physical activity, it is almost impossible to maintain a state of thermal balance.

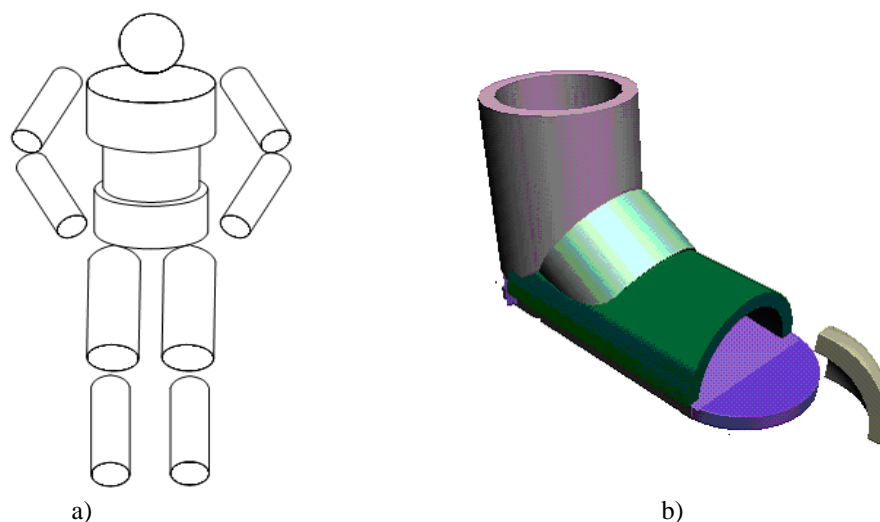
The development of mathematical models of the "man-suit-environment" system, which makes it possible to create algorithms for calculating the initial parameters for personal protective equipment for a person, is an urgent and direct task of mathematical modeling as part of the development of personal protective equipment for a person located in climatic zones with elevated temperatures.

Figures approximating the human body are considered as systems with distributed or lumped parameters. When approximating the body with one cylinder, one can speak only of an approximate

reproduction of the thermal regime of a person. A rough approximation is provided by models in which the thermal conductivity, heat production and heat loss of body tissues are assumed to be constant throughout the entire thickness of the cylinder or layer. Most authors do not take into account the system of human physiological thermoregulation. They consider a person in comfortable conditions, when the mechanisms of thermoregulation are inactive. Our studies take into account the thermoregulation system. Tissue blood flow, metabolic heat production, and evaporative heat loss are considered as functions of mean body temperature; brain temperature and average skin temperature; brain temperature,

Analysis of existing mathematical models of the thermal state of a person under the influence of environmental parameters allows us to presumably determine the shape of the elements of the human body, which can be divided into the following sections: head - ball; arms, legs - cylinders; the torso is a set of elliptical cylinders - this is a rough approximation.

Thus, a person can be represented as a set of geometric shapes shown in Figure 2a. The concept of mathematical formation of a geometric image is based on its representation for a suit as a set of multilayer packages of materials of various shapes and compositions. Using the 3D Studio MAX 5 program, a geometric image of a person (Figure 2a) and a foot (Figure 2b) was constructed.



**Figure 2 - Geometric image:
a- human body, b - human feet**

The main factors affecting the temperature inside the suit space when constructing a mathematical model are the ambient temperature, the heat generation of the human body, the thermophysical properties of the materials that make up the packages,

the shape of these packages, and heat transfer from the outer surface of the suit set to the environment.

The main criterion for a person's comfortable state is the temperature inside the suit space ranging from 21 to 25°C. At the same time, when a person is exposed to low temperatures, as a rule, sweating of a

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person is not taken into account due to its small effect on the heat transfer process. At elevated ambient temperatures, the main role in maintaining a constant body temperature belongs to the skin, through which heat is transferred by radiation, conduction and evaporation. When the ambient temperature coincides with the temperature of the human body, heat transfer is carried out mainly due to sweating (evaporation of 1 liter of water leads to a loss of heat equal to 580 cal). Therefore, at high humidity and high air temperature, when the evaporation of sweat is difficult, overheating of the human body most often occurs. Such cases arise when working in tight non-ventilated clothing and, especially, in protective anti-chemical suits. In this regard, it is very important to consider sweating when designing a suit that provides the necessary time for a comfortable stay in conditions of elevated temperatures. The indicators characterizing the thermal state of a person include body temperature, skin surface temperature and its topography, warmth sensations, the amount of sweat produced, the state of the cardiovascular system and the level of performance.

The temperature of the human body characterizes the process of thermoregulation of the body. It depends on the rate of heat loss, which, in turn, depends on the temperature and humidity of the air, the speed of its movement, the presence of thermal radiation and the heat-shielding properties of clothing.

The performance of work of categories Pb and III is accompanied by an increase in body temperature by 0.3 ... 0.5 ° C. With an increase in body temperature by 1 ° C, the state of health begins to deteriorate, lethargy, irritability appear, the pulse and breathing become more frequent, attentiveness decreases, and the likelihood of accidents increases. At a temperature of 39 ° C, a person may faint.

The temperature of the skin of a person who is at rest in comfortable conditions is in the range of 32 ... 34 ° C. With an increase in air temperature, it also rises to 35 ° C, after which sweating occurs, limiting a further increase in skin temperature, although in some cases (especially at high humidity) it can reach 36 ... 37 ° C. It has been established that when the temperature difference in the central and peripheral parts of the body surface is less than 1.8°C, a person feels heat; 3...5 °C — comfort; more than 6 ° C - cold. With an increase in air temperature, the difference between the temperature of the skin in open and closed areas of the body also decreases.

The software product was written using MAPLE applied mathematical packages and is designed to calculate the distribution of temperature and partial pressure in the process of heat and mass exchange in the system "man - clothes - shoes - environment" for a flat package of materials, in the case when a person is in a climatic environment with elevated temperature.

Let us introduce the following notation:

T_c — ambient temperature (°C);

U_c — partial pressure of moisture vapor in the environment (mm Hg);

t — time (h);

x_i — coordinate i — th layer package (m), $l_{i-1} < x_i < l_i$;

$l_{i-1}; l_i$ — borders i — th layer of the package;

$\hat{T}_i(x_i; t)$ — temperature i — th layer of the package (°C);

$\hat{U}_i(x_i; t)$ — partial pressure of moisture vapor for i — th layer of the package (mm Hg);

$T_i(x_i; t) = \hat{T}_i(x_i; t) - T_c$ — relative temperature i — th layer of the package (°C);

$U_i(x_i; t) = \hat{U}_i(x_i; t) - U_c$ — relative partial pressure of moisture vapor for i — th layer of the package (mm Hg);

λ_i — coefficient of thermal conductivity i — th layer of the package (W / (m ° C));

d_i — vapor permeability coefficient i — th layer of the package (kg / (m h mm Hg));

$a_{11}(i)$ — thermal diffusivity i — th layer of the package (m²/h);

$a_{22}(i)$ — vapor diffusion coefficient i — th layer of the package (m²/h);

$a_{12}(i)$ — diffuse thermal conductivity i — th layer of the package (m²/h);

$a_{21}(i)$ — vapor thermal diffusion coefficient i — th layer of the package (m²/h);

$q(t)$ — foot heat flux density (W/m²);

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$M(t)$ – the flux density of the mass of moisture released by the human body (kg / (m² h));

α – heat transfer coefficient (W/(m² °C));

β – mass transfer coefficient (kg / (m² h mm Hg));

The system of equations for describing the process of heat and mass transfer in the system "man

- clothes - shoes - environment" has the following form

$$\begin{cases} \frac{\partial T_i}{\partial t} = a_{11}(i) \frac{\partial^2 T_i}{\partial x_i^2} + a_{12}(i) \frac{\partial^2 U_i}{\partial x_i^2}; \\ \frac{\partial U_i}{\partial t} = a_{21}(i) \frac{\partial^2 T_i}{\partial x_i^2} + a_{22}(i) \frac{\partial^2 U_i}{\partial x_i^2}, \end{cases} \quad i = 1, 2, \dots, n. \quad (1)$$

The following boundary conditions are considered.

The heat flux of the human body entering the inner surface of the suit is equal to $q(t)$

$$\lambda_1 \frac{\partial T_1}{\partial x_1}(0, t) + q(t) = 0; \quad (2)$$

The flux density of the mass of moisture released by the human body is equal to $M(t)$

$$d_1 \frac{\partial U_1}{\partial x_1}(0, t) + M(t) = 0; \quad (3)$$

Heat transfer on the surface of the suit occurs according to Newton's law

$$\lambda_n \frac{\partial T_n}{\partial x_n}(l_n, t) + \alpha T_n(l_n, t) = 0; \quad (4)$$

The sole of the suit is waterproof, which is expressed on its inner surface by the equality:

$$\frac{\partial U_n}{\partial x_n}(l_{n-1}, t) = 0; \quad (5)$$

ideal contact is assumed between the layers of the bottom of the shoe, which is expressed by the conditions of conjugation at the joints:

$$T_{i-1}(l_{i-1}, t) = T_i(l_{i-1}, t), \quad (6)$$

$$\lambda_{i-1} \frac{\partial T_{i-1}}{\partial x_{i-1}}(l_{i-1}, t) = \lambda_i \frac{\partial T_i}{\partial x_i}(l_{i-1}, t), \quad i = 2, \dots, n. \quad (7)$$

$$U_{i-1}(l_{i-1}, t) = U_i(l_{i-1}, t), \quad (8)$$

$$d_{i-1} \frac{\partial U_{i-1}}{\partial x_{i-1}}(l_{i-1}, t) = d_i \frac{\partial U_i}{\partial x_i}(l_{i-1}, t), \quad i = 2, \dots, n - 2. \quad (9)$$

Initial conditions:

$$T_i(x_i, 0) = f_i(x_i). \quad (10)$$

$$U_i(x_i, 0) = g_i(x_i) \quad i = 1, 2, \dots, n. \quad (11)$$

As an example, consider the theoretical calculation of heat and mass transfer through the sole of a shoe at an elevated ambient temperature of 40°C.

The characteristics of the package of materials for the bottom of the shoe are given in table 3.

Table 3. Characteristics of the material package of the bottom of the shoe

layer number	layer material	Layer thickness (mm)
1	Cotton sock	2
2	insole	5
3	cardboard	1.8
4	sole	10

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To realize these very conditions of comfort and significantly improve the working conditions of a person in extreme conditions. Let us give a description of modern technical textiles of domestic production. Technical textiles are one of the strategic directions for the development of textile materials and are widely used in almost all industries: the automotive and electrical industries, construction and transport, medicine, sports and other industries. It is of particular importance as a reinforcing filler for composite materials. Technical textiles include textile materials with a special set of properties, with special performance, quality and functional characteristics. To obtain the required set of properties, in the production of technical textiles, as a rule, high-strength chemical fibers and threads are used that are resistant to aggressive media and elevated temperatures. In order to impart special properties, textile materials are subjected to various types of finishes: fire retardant, oil-water-dirt-repellent, resin (polymer binder), antimicrobial, antistatic and other types of treatment. Currently, despite the introduction of sanctions on the Russian economy (introduced after February 24), domestic companies continue to work on the innovative development of technical textiles, the emergence of new and improvement of existing types of technical textiles. Achievements in the field of development, production and application of technical textiles are regularly presented at the well-known exhibitions of technical textiles "Techtextil Russia". Of interest is the current state of the production of technical textiles in the context of sanctions. Data characterizing the production volumes of technical textiles in physical terms in the 1st half of 2022, compared with the 1st half of 2021, are shown in Table 4. treatment with resins (polymer binders), antimicrobial, antistatic and other types of treatment. Currently, despite the introduction of sanctions on the Russian economy (introduced after February 24), domestic companies continue to work on the innovative development of technical textiles, the emergence of new and improvement of existing types of technical textiles. Achievements in the field of development, production and application of technical textiles are regularly presented at the well-known exhibitions of technical textiles "Techtextil Russia". Of interest is the current state of the production of technical textiles in the context of sanctions. Data characterizing the production volumes of technical textiles in physical terms in the 1st half of 2022, compared with the 1st half of 2021, are shown in Table 4. treatment with resins (polymer binders), antimicrobial, antistatic and other types of treatment. Currently, despite the introduction of sanctions on the Russian economy (introduced after February 24), domestic companies continue to work on the innovative development of technical textiles, the emergence of new and improvement of existing types of technical textiles. Achievements in the field of

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Table 4. Characteristics of production volumes of technical textiles

Products, county	1st half		
	2022	2021	2022 in % to 2021
Fabrics impregnated with a polyvinyl chloride composition, or coated with polyvinyl chloride, mln. m	20.8	22.3	93.3
Federal districts:			
Central	15.4	15.7	98.1
Volga	5.1	6.1	83.6
Fabrics impregnated with polyurethane composition or coated with polyurethane, mln. m	1.4	3.1	45.2
Siberian Federal District, thousand sq. m	0.46	0.46	-
Fabrics impregnated with other polymer compositions, or coated, other, mln. m	5.9	29.5	20
Central Federal District	2.7	26.6	10.2
Fiberglass fabrics (including narrow fabrics), thousand tons; metric ton (1000 kg)	33.0	24.1	136.9
Central Federal District	31.6	22.6	139.8
Fiberglass fabrics (including narrow fabrics), million square meters m	88.1	-	-
Central Federal District	75.5	-	-

In the first half of 2022, domestic enterprises produced 116.2 million m2 of technical textiles in physical terms, namely: fabrics impregnated or coated with polymer compositions and fiberglass fabrics (including narrow fabrics), which is 2.5% (by 3.0 million m2) is less compared to the production of such

fabrics in the same period in 2021 (119.2 million m2). The shares of fabrics impregnated or coated with polymer compositions and fiberglass fabrics (including narrow fabrics) produced in H1 2022 are shown in Figure 3.

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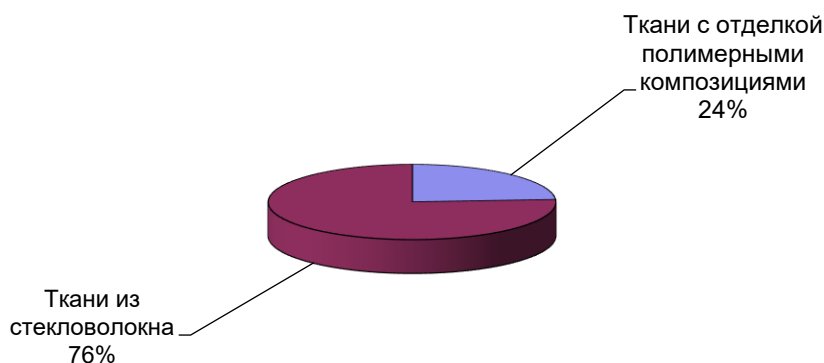


Figure 3. Proportion of fabrics impregnated or coated with polymer compositions and fiberglass fabrics produced in the 1st half of 2022

From the data presented in Figure 3, it follows that in the structure of technical textiles produced in the 1st half of 2022, fabrics finished (impregnated or coated) with polymer compositions account for 24% (24.2%), and fiberglass fabrics (including narrow tissues) about 76% (75.8%). Fabrics impregnated or coated with polymer compositions are the most important products of technical textiles. They are widely used in the manufacture of conveyor belts, industrial belts, presses, technical hoses, replaceable

filters and other products. In the first half of 2022, 28.1 million m2 of fabrics of this group were produced, which is significantly, by 48.8% (26.8 million m2) less compared to the same period in 2021 (54.9 million m2). To obtain fabrics of this group, polyvinyl chloride (PVC), polyurethane (PU) and other polymer compositions. The distribution of fabrics depending on the type of polymer composition used for impregnation or coating in the 1st half of 2022 is shown in Figure 4.

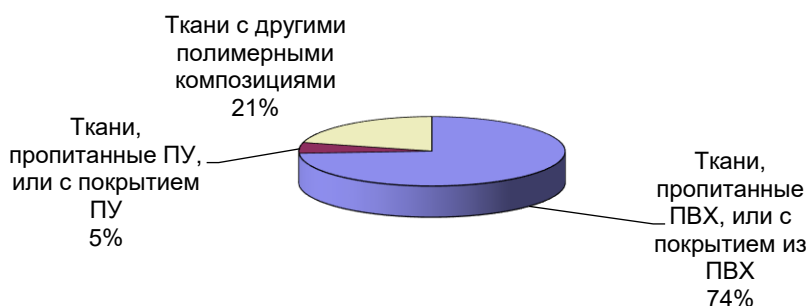


Figure 4. Distribution of fabrics depending on the type of polymer composition for impregnation or coating in H1 2022

From the data presented in Figure 4, it follows that in the production of fabrics impregnated or coated with polymer compositions, the largest share, 74%, falls on fabrics impregnated with PVC composition, or coated with PVC. The proportion of fabrics impregnated or coated with PU composition is small, 5%, while fabrics impregnated or coated with other polymer compositions is 21%. Data on fabrics impregnated with compositions based on cellulose

derivatives or coated with cellulose derivatives are not shown; therefore, in Fig. 2 these fabrics are not shown. In the 1st half of 2022, 20.8 million m2 of fabrics impregnated or coated with PVC composition were produced, which is 6.7% (1.5 million m2) less compared to the same period in 2021 (22.3 million m2). Fabrics of this group are produced in various federal districts. Shares of fabric production.

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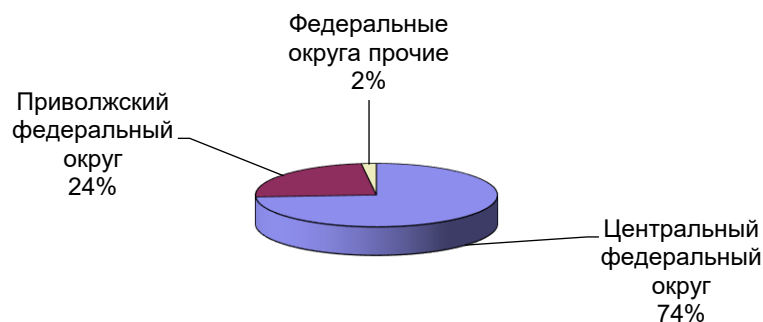


Figure 5. Shares of production of fabrics impregnated or coated with PVC composition in various federal districts in the 1st half of 2022

From the data presented in Figure 4, it follows that almost the entire volume of fabrics impregnated or coated with PVC composition, more than 98% (98.5%), or 20.5 million m², was produced in two federal districts: in the Central and Volga districts. The largest volume of fabrics of this group, 74% of their all-Russian output, was produced in the Central Federal District, 15.4 million m², which is insignificant, 1.9% (0.2 million m²) less compared to the same period in 2021 city (15.7 million m²). The share of production of such fabrics in the Volga District is more than 24% (24.5%), or 5.1 million m², but production decreased by 16.4% (1.0 million m²). In the other federal districts, about 2% of fabrics impregnated or coated with PVC composition were produced. The output of fabrics impregnated with PU composition, or coated with PU, decreased significantly, by 54.8% (1.7 million m²), and amounted to 1, 4 million m². It is shown that about 33%, or 0.46 million m², of fabrics of this group were produced in the Siberian Federal District. The same amount in this district (0.46 million m²) was produced of fabrics impregnated or coated with PU in the same period of the previous year. In the first half of 2022, 5.9 million m² of fabrics impregnated or coated with other polymer compositions were produced, which is only 20% of the production of these fabrics in the same period in 2021 (29.5 million m²). About half of the production of fabrics in this group, 45.8% (2.7 million m²), was produced in the Central Federal District. The leading domestic manufacturers of fabrics impregnated or coated with polymer compositions are the following companies: JSC "Kursk factory of technical fabrics", LLC NPF "Fabitex", JSC "TEKSKOR" ("TEXXCORE"), LLC "Baltex", LLC "HK "Spetstechnotkan" and other firms. In this way, in the 1st half of 2022, the output of fabrics impregnated or coated with polymer compositions decreased in almost all groups, which is probably due to insufficient provision of the production of these fabrics with the necessary chemical fibers and threads. The largest share in the production of fabrics impregnated or coated with

polymer compositions, 74% (20.8 million m²), is made up of fabrics impregnated with PVC composition, or coated with PVC. At the same time, the largest volume of fabrics in this group, 74% (15.4 million m²), was produced in the Central Federal District. Fiberglass fabrics have a number of unique properties: increased strength, resistance to high temperatures, aggressive environments, non-conductivity of electric current and other characteristics. Glass fabrics are used as a structural and reinforcing material in various industries. In particular, innovative multi-axial fabric is used in aircraft and shipbuilding, medicine, construction and other industries. Glass fabrics are also used for the production of special clothing for those working at elevated temperatures: metallurgists, welders, firefighters. In the 1st half of 2022, unlike fabrics impregnated or coated with polymer compositions, the production of fiberglass fabrics (including narrow fabrics) increased significantly, by 36.9% (8.9 thousand tons), compared to the same period of 2021 (24.1 thousand tons), and amounted to 33 thousand tons. Almost the entire volume of such fabrics, 95.7%, or 31.6 thousand tons, was produced in the Central Federal District. In the meter measurement, in the 1st half of 2022, 88.1 million m² of such fabrics were produced. In the Central District, 85.7%, or 75.5 million m², of glass fabrics were produced. Fiberglass fabrics are produced by well-known companies: LLC HK Spetstekhnnotkan, JSC Glass Fiber Plant, LLC Sudogodskie fiberglass and other companies. Thus, in recent years there has been an increase in production and innovative development of such a segment of technical textiles as fiberglass fabrics, glass fabrics. This can be explained by the unique set of properties of glass fabrics and a sufficient amount of raw material for their production (you can use "cullet", which is formed in glass factories). It should be noted the increasing popularity of silica fabrics, which can operate at temperatures up to 1100-1200 degrees C, and are widely used in many industries as a thermal insulator and fire retardant. In recent years, there has been an increase in production and innovative

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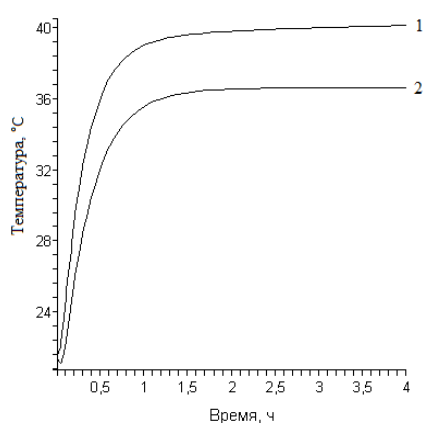
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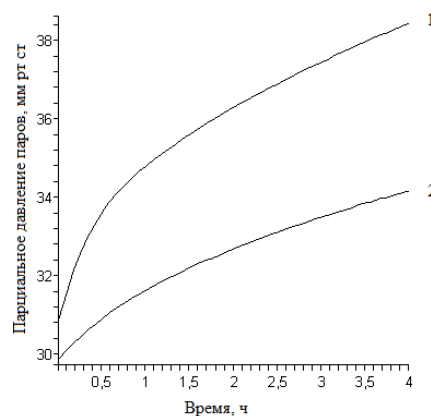
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If the software for substantiating the choice of packages of materials for clothing and footwear when creating comfortable conditions for a person in climatic zones with a low temperature is due to the control over the decrease in temperature inside the suit space to 21 C0 for the foot and to 31 C0 for the human body, which were are incorporated into the developed software with a reasonable choice of a package of materials taking into account thermal and physical characteristics, then when developing software for a reasonable choice of packages of materials for a person located in climatic zones with elevated temperatures, the problem was solved differently, namely, based on the need to control the prevention of an increase human body temperature.



a



b

Figure 6. Feature inside shoe space:

a- temperature

b- partial vapor pressure

This is due to the fact that an increase of 0.3-0.5 C0 already creates discomfort for a person, and with an increase of more than 1 C0, this excludes him from being in these conditions. Therefore, packages of materials and a suit made of them must guarantee the fulfillment of these requirements for a person during the entire time he is in these conditions (Figure 5). The heat flux density of the foot is 10 W/m², the mass flux density of the moisture released by the foot is 0.02 ((kg/(m² h)) in which curve 1 is for shoe bottom packs using non-porous waterproof rubber as the outsole, and curve 2 is for the bottom pack when a material is used as the sole. manufactured using nanotechnology

and having the ability to ventilate, i.e. to the exchange of air in the intra-shoe space.

Thus, the development of a software product for the formation of comfortable conditions for a person when he is in a climatic environment with an elevated temperature for the first time will allow for a reasonable choice of a package of materials for a suit in order to implement these same comfort conditions and significantly improve working conditions for a person in extreme conditions.

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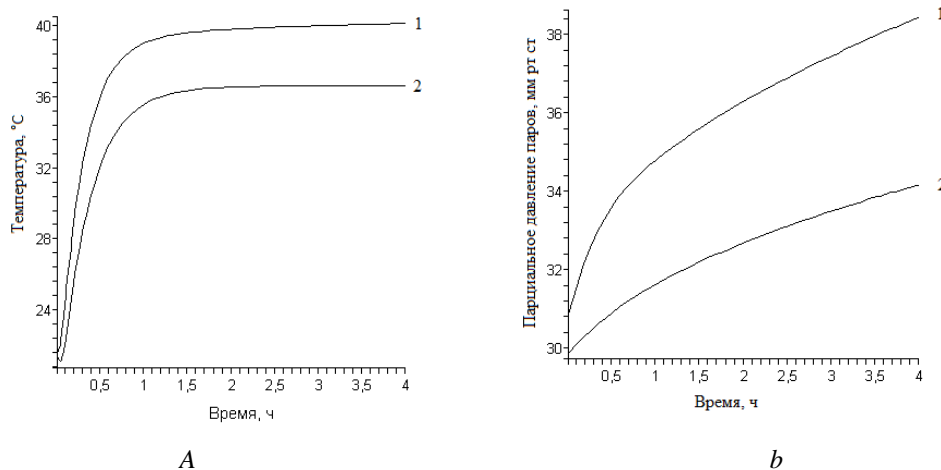


Figure 7. Characteristics inside the shoe space:
a- temperature
b- partial vapor pressure

This is due to the fact that an increase of 0.3-0.5 C0 already creates discomfort for a person, and with an increase of more than 1 C0, this excludes him from being in these conditions. Therefore, packages of materials and a suit made of them must guarantee the fulfillment of these requirements for a person during the entire time he is in these conditions.

The software developed by the authors solves this problem and creates the prerequisites for a reasonable choice of a package of materials based on the obtained thermophysical characteristics on the stands and devices described in communication 2. Therefore, the availability of modern tools for determining the thermophysical characteristics and packages of materials and the developed software guarantee manufacturers reliability to make a suit that creates comfortable conditions during the entire time they are on duty. The entire list of works offered to the reader should not mislead him that there is no need for experimental wear. Of course not. Experienced wear in real conditions confirms the validity of the conclusions drawn or rejects them. But the availability of highly efficient methods for studying the thermophysical properties of materials and software for a reasonable choice of packages of materials significantly reduces the cost of developing and manufacturing workwear for working military personnel both for low temperature conditions and for low temperature conditions. But what is also very important, the formation of requirements for materials

for the possibility of their use for the production of workwear is also in demand by the developers of the materials themselves, including the use of nanotechnology, and all this together will solve the problem of protecting military personnel from the effects of external negative conditions.

To select the optimal power, the authors have developed software that allows manufacturers, based on an innovative technological process using universal and multifunctional equipment, to produce the entire range of footwear at minimum, average and maximum costs, which creates the basis for varying the price niche, including through a gradual increase in the share of domestic components in the production of a suit for civil servants with a significant reduction in the cost of its manufacture. At the same time, it was justified to choose exactly those criteria that have the greatest impact on the cost of finished products as criteria for a reasonable choice of the optimal power when forming the algorithm, namely:

- load factor of workers, %;
- labor productivity of one worker, a pair;
- wage losses per unit of output, rub.;
- specific reduced costs per 100 pairs of shoes, rub.

Of the four criteria given, in our opinion, the main ones are the labor productivity of 1 worker and the specific reduced costs.

Labor productivity of 1 worker is the most important labor indicator. All the main indicators of

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production efficiency and all labor indicators depend to one degree or another on the level and dynamics of labor productivity: production, number of employees, wages, wages, etc.

To increase labor productivity, the introduction of new equipment and technology, extensive mechanization of labor-intensive work, automation of production processes, advanced training of workers and employees, especially when introducing innovative technological processes based on universal and multifunctional equipment, are of paramount importance.

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

Reduced costs - the sum of current costs, taken into account in the cost of production, and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the standard coefficient of efficiency of capital investments. Tables 9 and 10 show optimal power calculations for the range from 300 to 900 pairs for men's and women's shoes for the entire shoe range. An analysis of the obtained

characteristics for three variants of a given technological process in the manufacture of the entire assortment of shoes confirmed the effectiveness of the software product for evaluating the proposed innovative technological process using universal and multifunctional equipment. So, with a range of 300 - 900 pairs, the best according to the specified criteria is the output of 889 pairs (for men) and 847 pairs (for women). If the production areas proposed by the regional and municipal authorities of two districts - the Southern Federal District and the North Caucasus Federal District, according to the standard indicators, do not allow the calculated production volumes to be realized, then in this case the option of the optimal capacity is selected that is acceptable, for example, the production volume of 556 pairs, which corresponds to the standard indicators for the proposed production areas and is characterized by the best values of the indicated criteria, which form the cost of the entire range of footwear. The authors have developed summary technological processes for assembling the blank of the shoe upper and for assembling shoes, respectively, for 12 models of men's and 12 models of women's shoes.

Table 5. Calculation of optimal power with a range of 300-900 pairs using men's shoes as an example

Power	Type of equipment	Optimal power, steam per shift	Labor productivity of 1 worker, steam	Worker load factor, %	Wage losses per unit of output, rub.	Specific reduced costs per 100 pairs of shoes, rub.
300-500	1	500	28.09	61.39	13.68	6735.36
500-700	1	556	27.73	69.14	9.83	6404.71
700-900	1	889	28.09	77.20	6.42	5236.17
300-500	2	500	28.09	61.39	13.68	6728.68
500-700	2	556	27.91	68.70	9.97	6083.28
700-900	2	889	28.09	77.20	6.42	5240.72
300-500	3	500	28.09	61.39	13.68	7533.95
500-700	3	700	28.12	67.28	10.56	6734.02
700-900	3	889	28.09	77.20	6.42	5876.59

To assess the effectiveness of the production activities of a shoe enterprise, it is necessary to analyze the annual results of the enterprise for the

production of men's and women's footwear assortment.

Table 6. Calculation of optimal power with a range of 300-900 pairs using women's shoes as an example

Power Options	Type of equipment	Optimal power, steam per shift	Labor productivity of 1 worker, steam	Worker load factor, %	Wage losses per unit of output, rub.	Specific reduced costs per 100 pairs of shoes, rub.
300-500	1	500	27.73	62.18	13.40	6980.5
500-700	1	700	27.73	69.14	9.83	6277.43
700-900	1	847	27.73	74.50	7.54	5673.49
300-500	2	500	24.45	63.90	14.11	7630.92
500-700	2	556	27.73	69.14	9.83	6404.71
700-900	2	812	25.64	75.40	7.77	6060.55

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300-500	3	500	27.00	61.74	14.02	7827.12
500-700	3	556	29.32	68.21	9.71	6607.65
700-900	3	847	27.00	74.70	7.66	6341.05

These calculations indicate that with 100% of the sale of men's and women's shoes in the specified period of time, not only the costs of production and sale of products are covered, but there is also a profit in the amount of 3697.4 thousand rubles. This indicates the effective operation of the enterprise, as well as the correct marketing and assortment policy. Product profitability is 14.9%.

Shoe enterprises should focus on both external (consumer enterprises, competition, market conditions, etc.) and internal factors, such as sales volume, profitability, covering basic costs, etc. However, it is impossible to take into account and foresee all situations that may arise. when selling light industry products, i.e. some costume models at a certain stage are no longer in demand.

Thus, the regions on whose territory the territories of advanced socio-economic development are organized, including light industry enterprises, become leaders in economic development, determine the competitiveness of the economy of these regions, and provide social protection to the population of these regions.

Conclusion

The purpose of developing the Strategy is to propose a set of strategic directions, measures and steps aimed at reversing the negative trends in the economy and social sphere of the regions of the Russian Federation and entering a sustainable trajectory of socio-economic development, which is based on a model of accelerated economic growth and strengthening the economic base of the Russian Federation for subsequent improvement in the quality of life and well-being of its inhabitants.

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

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

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

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

The goal for the period 2027 - 2030 (second stage) is the formation of a new model for the development of the Russian Arctic, based on the principles of sustainable development, including through the implementation of the provisions of the Decree of the President of the Russian Federation dated May 7, 2018 No. 204 "On national goals and strategic objectives for the development of the Russian Federation for the period up to 2035".

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

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

Thus, by 2035, the Strategy is designed to realize the existing human potential of the Russian Arctic, increase opportunities for self-realization, ensuring an increase in the level and quality of life, access to social

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and cultural benefits, creating an environment of equal opportunities for everyone. This will create conditions for the implementation of a catch-up development model (with growth rates higher than the average Russian ones) with access to a model of sustainable long-term development by 2027.

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

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

The Spatial Development Strategy of the Russian Federation until 2035 considers all regions that are essential for ensuring the territorial integrity of the country and the security of the state. The regions of the Russian Federation are included in the list of geostrategic territories as regions bordering the countries of the European Union, with a level of economic development below the Russian average. Among the main directions of development of the regions of the Russian Federation, those that are focused on realizing the potential of the border geographical position of the Russian Federation as a promising major economic center stand out. In accordance with the Strategy for the Spatial Development of Russia, this Strategy defines measures to strengthen effective specialization through the development of the timber industry, mining, fishing and fish farming, engineering and tourism.

The regions of the Russian Federation in the long term are positioned as pilot regions for the implementation of the global sustainable development agenda for the period up to 2035. This agenda was adopted on September 25, 2020 by the UN member states, including Russia.

Within the framework of the Strategy, by 2035 the regions of the Russian Federation are considered

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

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

Within the framework of the strategic direction "Infrastructure for Life", the main directions of infrastructure development are set as a necessary condition for the development of the economy and the social sphere. The strategic direction "Development of the economy and entrepreneurship" defines measures to strengthen key competitive and promising sectors of the economy of the regions of the Russian Federation. Within the framework of the strategic direction "Development of tourism and the hospitality industry", the unique tourist and cultural opportunities of the regions of the Russian Federation are separately disclosed. The strategic direction "Sustainable Spatial Development" is aimed at realizing the unique spatial potential of the republic. The strategic direction "Improving environmental sustainability and security" sets the values of sustainable development, green economy in order to.

The strategic direction "Human Capital and the Social Sphere" is aimed at the development of science and education, health care, and social support for people. The multiplication of human potential is the biggest task, a necessary condition for retaining the population, solving problems in the field of industrial development. Finally, the strategic direction "Effective Governance: Tools for Implementation" sets the vector in the field of creating a modern development management system, introducing advanced practices of public participation, and new instruments of tax, budget and investment policy.

Table 7. Priority areas and strategic goals of the Strategy

Strategic Direction	Strategic goal
Infrastructure for life	Improvement of transport, engineering, housing and communal infrastructure as a necessary condition for the development of the economy and the social sphere
Development of the economy and entrepreneurship	creating new jobs, increasing investment attractiveness, pursuing a cluster policy, developing traditional industries and services, creating conditions for the development of new industrial clusters

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Development of tourism and hospitality industry	preservation of the cultural and historical heritage of the regions of the Russian Federation, the creation of a modern hospitality industry in the regions of the Russian Federation
Sustainable spatial development	expanding international cooperation, pursuing a balanced spatial policy aimed at strengthening the economies of municipalities in the regions of the Russian Federation, creating a comfortable urban environment, introducing new technologies
Enhancing environmental sustainability and safety	implementation of the value system of sustainable development, green economy, ensuring the reproduction of a healthy population, as well as the growth of life expectancy and quality by solving environmental problems to pass on to future generations for subsequent multiplication of the opportunities that the region currently has
social development	ensuring a high quality of life for the population by increasing the availability of high-quality social services, the implementation of spiritual and cultural development, interethnic harmony
Effective Governance: Implementation Tools	creation of a modern development management system, introduction of advanced practices of public participation, new instruments of tax, budget and investment policy

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

Federation for the period up to 2035”, including within the framework of individual national projects and programs (table 8).

Table 8. Priority areas and strategic goals of the Strategy, compliance with the May Decree of the President of the Russian Federation

Priority areas	National projects and key quantitative targets of the May Decree	Federal projects in which the regions of the Russian Federation are expected to participate
Development of human capital and social sphere	national project "Demographic Development": increase in healthy life expectancy up to 67 years; an increase in the total fertility rate to 1.7; an increase in the proportion of citizens leading a healthy lifestyle, as well as an increase to 55% of the proportion of citizens systematically engaged in physical culture and sports; national project "Health": reduction in mortality of the working-age population (up to 350 cases per 100 thousand population), mortality from diseases of the circulatory system (up to 450 cases per 100 thousand population), mortality from neoplasms, including malignant (up to 185 cases per 100 thousand population), infant mortality (up to 4.5 cases per 1 thousand born children); ensuring coverage of all citizens with preventive medical examinations at least once a year; ensuring optimal accessibility for the population of medical organizations providing primary health care; optimization of the	"Demography" (P): 1) "Financial support for families at the birth of children"; "Establishment of a nursery - promotion of women's employment"; "Older generation"; "Strengthening public health"; "New physical culture of the population"; "Health" (N): "Development of the primary health care system"; "The fight against cardiovascular diseases"; "Fight against oncological diseases"; 1) "Child development healthcare, including the creation of a modern infrastructure for providing medical care for children"; 2) "Provision of medical organizations of the system health care qualified personnel"; 3) "Creation of a single digital circuit in healthcare based on a unified state information system health care (EGISZ)"; 4) "Development of export of medical services"; "Education" (E): 1) "Modern School"; 2) "Success of every child"; 3) "Modernparents"; 4) "Digital School"; 5) "Teacher of the Future"; 6) "Young professionals";

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	<p>work of medical organizations providing primary health care, reducing the waiting time in line when citizens apply to these medical organizations, simplifying the procedure for making an appointment with a doctor;</p> <p>the national project "Education": ensuring the global competitiveness of Russian education, the entry of the Russian Federation into the top 10 countries in the world in terms of the quality of general education;</p> <p>national project in the field of science:</p> <p>ensuring the presence</p>	<p>7) "New Opportunities for Everyone";</p> <p>8) "Social activity";</p> <p>9) "Improving the competitiveness of Russian higher education";</p> <p>"Science" (S):</p> <p>1) "Creation of a network of leading research centers and world-class centers";</p> <p>2) "Creation advanced research infrastructure";</p> <p>3) "Generation of fundamental scientific knowledge";</p> <p>4) "Creation of scientific and educational centers and cooperation with organizations"</p>
	<p>the Russian Federation among the five leading countries of the world carrying out research and development; ensuring the attractiveness of work in the Russian Federation for Russian and foreign leading scientists and young promising researchers;</p> <p>outpacing increase in domestic spending on research and development; national program in the field of culture:</p> <p>There are no specific target indicators in the May decree</p>	<p>operating in the real sector of the economy";</p> <p>5) "Digital technologies in science";</p> <p>"Culture" (A):</p> <p>1) "Cultural environment";</p> <p>2) "Creative people";</p> <p>3) "Digital Culture"</p>

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<p>Development of the economy and entrepreneurship; development of tourism and hospitality industry</p>	<p>the national program in the field of increasing labor productivity and supporting employment: the growth of labor productivity in medium and large enterprises of the basic non-primary sectors of the economy is not less than 5 percent per year; involvement in implementation of the specified national program at least 10 constituent entities of the Russian Federation annually; involvement in the implementation of the specified national program of at least 10 thousand medium and large enterprises of the basic non-primary sectors of the economy; national project in the field of development of small and medium-sized businesses and support for individual entrepreneurial initiatives: increase in the number of people employed in the small and medium entrepreneurship, including individual entrepreneurs, up to 25 million people</p>	<p>"Productivity and Employment Support" (L): Systemic measures to increase labor productivity"; 1) "Implementation of measures to increase labor productivity and expert support for enterprises in non-primary industries"; 2) "Employment support: employment, training, infrastructure development"; "Small and medium business and support for individual entrepreneurial initiative" (I): 1) "Improving the conditions for doing business activities"; 2) "Creation of a digital platform for supporting production and marketing activities of small and medium-sized entities entrepreneurship"; 3) "Improvement procurement systems carried out by the largest customers from subjects of small and medium business"; 4) "Expanding access of SMEs to financial support, including concessional financing"; 5) "Creation of a system of acceleration of subjects of small and medium entrepreneurship"; 6) "Modernization of the exporter support system –</p>
		<p>subjects of small and medium business"; 7) "Creation of a support system for farmers and development of rural cooperation"; 8) "Promotion of Entrepreneurship"</p>

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<p>Infrastructure for life, sustainable spatial development; international relations</p>	<p>national project in the field of housing and urban environment: providing affordable housing for middle-income families; increase in housing construction to at least 120 million square meters per year; drastic increase comfort of the urban environment, increasing the index of urban environment quality by 30 percent; increase in the share of citizens participating in solving issues of urban environment development, up to 30 percent; sustainable reducing the uninhabitable housing stock; national project for creation of safe and high-quality roads: increase in the share of regional roads that meet regulatory requirements in their total length of at least than up to 50 percent; reduction in the share of highways of federal and regional significance, operating in overload mode, in their total length by 10 percent compared to 2020; reduction in the number of places of concentration of road traffic accidents (dangerous sections) on the road network by half compared to 2020; a 3.5-fold reduction in deaths from road traffic accidents compared to since 2017 - to the level</p>	<p>"Housing and Urban Environment" (F):</p> <ol style="list-style-type: none"> 1) "Housing"; 2) "Formation of a comfortable urban environment"; 3) "Ensuring a sustainable reduction in the uninhabitable housing stock"; <p>"Safe and quality roads" (R):</p> <ol style="list-style-type: none"> 1) "Road network"; 2) "System-wide measures for the development of the road sector"; <p>"International cooperation and export" (T):</p> <ol style="list-style-type: none"> 1) "Industrial export"; 2) "Export of agricultural products"; 3) "Logistics international trade"; 4) "Export of services"; 5) "Systemic measures to promote international cooperation and export"
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	<p>not exceeding four people per 100 thousand of the population (by 2035 - the desire for zero mortality).</p> <p>national program in the field of development of international cooperation and export: formation of global competitive non-primary sectors, the total share of exports of goods (works, services) of which will be at least 20 percent of the country's gross domestic product; achieving the volume of exports (in value terms) of non-commodity non-energy goods in the amount of 250 billion rubles.</p> <p>US dollars per year, including engineering products - 60 billion US dollars per year and agricultural products - 45 billion US dollars per year, as well as the volume of exports of services rendered in the amount of 100 billion US dollars per year; formation of an effective system of division of labor and industrial cooperation within the framework of the Eurasian Economic Union in order to increase the volume of trade between the member states of the union by at least one and a half times and ensure the growth of the volume of accumulated mutual investments by one and a half times</p>	
Enhancing environmental sustainability and safety	<p>national project "Ecology": liquidation of all unauthorized landfills identified as of January 1, 2021 within city boundaries; cardinal decrease in the level of atmospheric air pollution in large industrial centers; improving the quality of drinking water for the population; ecological improvement of water bodies; conservation of biological diversity, including through the creation at least 24 new protected areas</p>	<p>"Ecology" (G):</p> <ol style="list-style-type: none"> 1) "Clean country"; 2) "Construction of facilities for sorting and processing MSW"; 3) "Drinking water"; 4) "Forest Conservation"

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<p>Effective Governance: Implementation Tools</p>	<p>National program "Digital Economy of the Russian Federation": increase in internal costs for the development of the digital economy through all sources at least three times compared to 2021; building sustainable and secure information and telecommunications infrastructure; use of predominantly domestic software</p>	<p>"Digital Economy" (D):</p> <ol style="list-style-type: none"> 1) "Regulatory regulation of the digital environment"; 2) "Information infrastructure"; 3) "Personnel for the digital economy"; 4) "Information safety"; 5) "Digital Technologies"; 6) "Digital public administration"
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The implementation of the Strategy is designed to respond to the main demographic challenge of the long-term development of the regions of the Russian Federation. In conditions of rather high mobility of the population, people choose to live in those regions where they can realize their potential. The answer to this should be an appeal to the needs and capabilities of each resident of the regions of the Russian Federation and positioning the state as an assistant, the role of civil society in governance should be radically changed, mechanisms for effective feedback from residents should be established. Therefore, at the center of the Strategy are people and their well-being. Our country is the only one in the world that has proved that nothing depends on the climatic zone if there is a developed industry and infrastructure. We offer our own solution to a whole range of problems, the most optimal, in our opinion, namely: the creation of light industry enterprises in the regions of the Russian Federation is due not only to their location on the railway tracks, which is not unimportant, but also

to their advantageous location near large rivers of the Russian Federation that go to the ocean, which will automatically provoke a sharp increase not only in freight traffic, but also the possibility, with necessary, at minimal cost to implement an industrial policy to provide these regions with demanded and import-substituting products, that is, it will be gold for light industry, will allow the production of cheap, unique and other goods such as shoes, belts, bags and other things made of fish skin, fur coats and clothes made of deer skins and so on, thus, light industry products will be in demand not only in our country, but also abroad. It is strange not to take advantage of such a treasure, when everything can not only pay off,

But this is in the future, but for now we propose to start small on the basis of our analytical work, that is, if everything is done wisely, then this will not only be our version of the development of events, but will become a reality and provoke the effective development of the regions of the Russian Federation.

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