

## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
ПИИИ (Russia) = 3.939  
ESJI (KZ) = 8.771  
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630  
PIF (India) = 1.940  
IBI (India) = 4.260  
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

### International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 11 Volume: 115

Published: 27.11.2022 <http://T-Science.org>

Issue

Article



**Polina Dmitrievna Barybina**

Institute of Service and Entrepreneurship (branch) DSTU  
bachelor

**Artyom Alexandrovich Tikhonov**

Institute of Service and Entrepreneurship (branch) DSTU  
bachelor

**Vladimir Timofeevich Prokhorov**

Institute of Service and Entrepreneurship (branch) DSTU  
Doctor of Technical Sciences, Professor,  
Shakhty, Russia

**Galina Yurievna Volkova**

LLC TsPOSN «Orthomoda»  
Doctor of Economics, Professor  
Moscow, Russia

## PREREQUISITES FOR ENTERPRISES TO MANUFACTURE PRIORITY AND DEMANDED PRODUCTS

**Abstract:** In the article, the authors consider the role of quality as a tool for promoting the philosophy of quality in the production of competitive and in-demand products at light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, the authors absolutely reasonably confirm the possibility of such an implementation. If innovative centers are implemented, saturated with universal and multifunctional equipment, creating the prerequisites for the production of the entire range of footwear, namely: men's, women's and, most importantly, children's shoes, the demand for which is quite high in the regions of the Southern Federal District and the North Caucasus Federal District. And the use of software will provoke a significant reduction in the cost of its production and guarantee its sustainable implementation in domestic markets with unstable demand. And here it is important not to make a serious methodological mistake - to reduce economic policy to economic analysis, but to maintain the spirit of solidarity in the team - one for all and all for one - and success will surely find the seeker.

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

**Language:** English

**Citation:** Barybina, P. D., Tikhonov, A. A., Prokhorov, V. T., & Volkova, G. Y. (2022). Prerequisites for enterprises to manufacture priority and demanded products. *ISJ Theoretical & Applied Science*, 11 (115), 669-689.

**Soi:** <http://s-o-i.org/1.1/TAS-11-115-55> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.11.115.55>

**Scopus ASCC:** 2000.

### Introduction

UDC 685.74:519.34

Characteristic signs of the modern world economy are unstable production and unstable demand. Traditionally, it is assumed that the first is

determined by the second. This formed the "cornerstone" in the foundation of economic theory, which replaced classical political economy. According to the dominant economic ideas of the 20th century, the driving force behind development is the demand for goods, i.e. not production, but the market

## Impact Factor:

<b>ISRA (India)</b>	<b>= 6.317</b>	<b>SIS (USA)</b>	<b>= 0.912</b>	<b>ICV (Poland)</b>	<b>= 6.630</b>
<b>ISI (Dubai, UAE)</b>	<b>= 1.582</b>	<b>ПИИИ (Russia)</b>	<b>= 3.939</b>	<b>PIF (India)</b>	<b>= 1.940</b>
<b>GIF (Australia)</b>	<b>= 0.564</b>	<b>ESJI (KZ)</b>	<b>= 8.771</b>	<b>IBI (India)</b>	<b>= 4.260</b>
<b>JIF</b>	<b>= 1.500</b>	<b>SJIF (Morocco)</b>	<b>= 7.184</b>	<b>OAJI (USA)</b>	<b>= 0.350</b>

drives the economy. The famous formula of K. Marx - one of the pillars of classical political economy - T-M-T is perceived locally today, i.e. as it looks in final terms: the sale of goods depends on the amount of money circulating in the market, in other words, the real purchasing power of consumers. From the proceeds received by the seller, in turn,

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

A. Smith was, of course, right in the struggle for the freedom of the commodity producer, while the freedom of the market is far from identical with the freedom of the one who creates the real wealth of mankind. In conditions of complete freedom, the self-movement of the market, starting from the scale of the region, is doomed to instability. Unlike producers who have the opportunity to enter into real cooperative relations and regulate the production of goods according to the assortment, quantity, price range and other parameters, sellers, most of which are resellers, intermediaries, speculators, are not burdened with the interests of production. They have long become professional sellers, resellers. They do not care what to sell, the main thing is to get good and fast money. The future of a particular production does not bother them at all.

The viciousness of the market that we are dealing with in Russia is as follows: instead of providing normal opportunities for interaction between the buyer and the manufacturer (through a product and a demonstration of the culture of its production), our market "breeds" the main market actors, absolutizing the figure of an intermediary, as a rule, uninterested in the fate of the manufacturer. It seems that the market exists so that the buyer does not "steam" with the interests and real culture of a particular manufacturer, it is quite enough to be a merchant, by the way, in essence, responsible for little.

"Freedom of the producer" and "freedom of organizing commercial activities" (formal legal, financial and narrowly organizational tools for controlling the latter have nothing to do with our problem, they do not significantly affect the achievement of production sustainability, stabilization of financial flows, mutual satisfaction of the producer and consumer) - fundamentally different freedoms. The state should not consider the market only as a source of tax revenues, a condition for a healthy lifestyle and safe consumption.

The market is a link in the normal development of regional and national production. It is this function of the market that should be written in the first line in all documents of the state economic policy. Economic

activity itself needs to be built in the form of a policy aimed at consistently protecting the interests of producers, and not so much from foreign competitors, but from fellow countrymen-officials and all kinds of officials who have adapted to the practice, legalized with the help of officials, criminal organizations.

The fantasy of the restless comrade Bender was limited to four hundred ways to circumvent the articles of the criminal code. How many such ways there are now, hardly anyone will undertake to count. The saddest thing is that today the outstanding creative abilities of Ostap Ibragimovich are not needed, and therefore there are much more fraudsters divorced than manufacturers of goods. The anti-hero of Ilf and Petrov understood the futility of being a millionaire in his own country, fled to Romania and lost a million at the border. For the current millionaires, the episode with the border crossing and the robbery of the enterprising "son" of Lieutenant Schmidt is the funniest place in the novel.

Historical parallels are conditional, but instructive. It is pointless to repeat history, it is reasonable to draw lessons from history, to learn from historical experience, mainly national, without disdaining the past practice of other peoples. As never before, the experience of Peter I is relevant in the 21st century. Peter received the addition "Great", having resolved the no less difficult situation that had developed in the country by the end of the 17th century.

The western borders of Russia, for the Europeans of that era, were the frontier where civilization ended and barbarism began. Something like this, two thousand years earlier, the Greeks and Romans considered their borders in the north, west and east. Almost everything was in decline: education, science, industry, agriculture, construction. The arguments of church leaders, who suggested that the fate of Rus' to be the "third Rome", spoke to few people about something. And to be the "third Rome", having inherited the withered greatness of Byzantium, did not seem to be a very tempting prospect. Byzantium became an ordinary stronghold of Orthodoxy and, under the influence of the church, was selective about the scientific and philosophical acquisitions of Antiquity. The culture of Byzantium mixed the ideas of Aristotle, medieval patristics and scholasticism.

Orientation to Byzantium was reasonable in the VIII - X centuries. The adoption of Christianity and an alliance with a powerful patron contributed to the integration of the Slavs, the formation of Rus' as a single state. Then such an alliance was progressive in all aspects of cultural development.

Peter I accepted Rus' in a state of extreme backwardness, Europe was moving forward with acceleration, leaving Rus' the fate of Asia. The greatness of Peter I, unlike his contemporary politicians and spiritual leaders, was manifested not in greater suffering and prayers, but in the ability to

## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
PIIHQ (Russia) = 3.939  
ESJI (KZ) = 8.771  
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630  
PIF (India) = 1.940  
IBI (India) = 4.260  
OAJI (USA) = 0.350

understand the intricacies of real life, to single out and take under personal control the key links of the socio-economic chain of events - past and present. He correctly assessed the situation, focusing his efforts on the economic revival of the country, and in essence began to build a new economy. Economic construction showed him a lack of enlightenment and education, a common cultural component. Peter I launched a cultural "revolution".

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

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

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

Peter I ruled the country with the help of decrees. He composed the text of decrees, as a rule, himself, necessarily explaining what exactly the purpose of this decree was, how it should be executed and what awaits those who do not fulfill it. A.S. Pushkin, who studied the archives of Peter I, noticed that decrees were often not fully thought out, the fruit of impromptu. The great poet and thinker is right in his own way, with the caveat that Pushkin was not a great sovereign. Peter I was forced to be operationally cruel. He was responsible for the fate of the Fatherland. The one who took upon himself such a fate should not constantly look back at the laws in force and, being afraid, not fit into their letter.

It is not God who lays down historical routes, they are not developed a priori, they have to be laid, mastering a new historical space. The professional traveler does not hide behind the laws of nature, exploring the unknown. And in politics, an innovative approach should be taken, the legal order of things should be improved. Laws are not absolute, they reflect reality generalized in legal terms. Politics, on the other hand, is the art of managing a historically specific, time-changing reality. Situational thinking is important here. Realizing that it is impossible to build a new industry, to activate agricultural production without free access to maritime transport, the first Russian emperor resorted to extreme measures. In our

time, there is no such need - thanks to Peter I - which makes the fate of politicians easier,

The easiest way is to write off the crisis of Russia's traditional industries on instability and the transitional economic process. The transitional period, obviously protracted due to vague policies, will one day come to an end. As for instability, politicians will be disappointed. In all likelihood, the cyclical nature of crises, discovered and explained by K. Marx, was left in the past by capitalism. Modern crises testify not so much to the peculiarities of the dynamics of industrialized countries as to the crisis of the system of the bourgeois mode of production itself and the weakness of the social superstructure to control the growing negative trends.

The separation of finance from real production, the absolutization of the freedom of financial capital, and the concentration of financial flows lead development to a dead end, causing anarchy provoked by stock market speculation. Instability is becoming a stable, common feature, and it is time to talk about the nature of instability, which, like everything else, is changeable, to hope that instability does not begin to gallop.

A significant part of the traditional Russian crafts has developed in the Non-Black Earth region, primarily around Moscow. The geography of the history of light industry is understandable. There was a stable sales market and there was no shortage of workers, and the Lord did not deprive the Russians of talent. During the twenty years of the return to capitalism, industries that have been improving for centuries have either already been lost or are living out, having lost hope.

None of the politicians "sounds the bells" that it is not factories, workshops, workshops that are dying, but a layer of national labor culture is collapsing. Kuznetsovsky porcelain, Ivanovo textiles, Kostroma lace, Palekh, Mstera, Kholuy, Fedoskino, Zhostkovo, Gus-Khrustalny, Dymkovo, Khokhloma - all this made us Russian. Shoes can be sewn anywhere, for example, in China, clothes - in Kyrgyzstan and in the same China. But there are many household products that have grown into the culture of the people who invented them. Their originality is unparalleled.

Talk about cheap labor in China is another myth. In non-capital Russia, they earn no more than ordinary citizens in China. The essence is in the organization of production, in economic policy. In the People's Republic of China, the interests of the people and the country really come first. Economic activity in China has a clear reference point and this political one. In the Russian Federation, economic benefit has been elevated to an absolute criterion, which is absurd, because the economy is not the goal of social development, it is just a means of this development. In China, the manufacturer is maximally protected from "arrivals", the law serves as a "roof" for him; the order of communication with the buyer (customer) is

## Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

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

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

### Main part

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

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

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

We also need the protection of our own producers, feeding, shoeing, clothing us. In the last

decade of the last century, Russians realized the advantages of domestic food products. Next in line is the quality of light industry goods. And the state can contribute to their sustainable appearance on store shelves. What needs to be done for this? Develop a specific program and strictly monitor its implementation by officials.

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

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

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

Outdated VAZ products were exchanged for new cars, the state subsidized the exchange. You can't trade in an old suit for a new one, and you can't take shoes that don't meet the requirements back to the factory. There is another option - the state is able to compensate the buyer of domestic clothing and footwear, for example, 15 - 20% of the price. This particular form of protectionism will turn the buyer towards domestic goods, help to speed up the sale of products.

It is no secret that the Russian consumer of footwear products, unlike the manufacturer, expects to carry the purchased goods for more than one or two seasons. Products will need updating, repair. Why not, following the example of branded service stations, organize a branded network to support the operation

## Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

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

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

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

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

Practice is effective when theory sanctifies its path. At first glance, turning to theory in the conditions of anarchy that is happening in the market is not entirely timely. In a fire, you need to extinguish, not argue. Look at the fire. Sometimes it is important to think about how to act, develop a plan, determine possible scenarios for the development of the process. As for the conquest of the market, it is impossible to act here without a systematic understanding of the situation. It will turn out too primitive and inefficient.

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

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

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

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

The quality of an object turned into a commodity is shaped by the interaction of the natural, the human and the social. As a result, a person has a natural right to see the quality of a product in the system of his own, human, values. From here we get the opportunity to make a very important conclusion: the quality of

## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
ПИИИ (Russia) = 3.939  
ESJI (KZ) = 8.771  
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630  
PIF (India) = 1.940  
IBI (India) = 4.260  
OAJI (USA) = 0.350

natural phenomena is given, the quality of created goods (products) is built simultaneously with the formation of the ability to feel the quality. The upbringing of qualitative ideas can be spontaneous, incidental, or directed, modulated. Once the famous French artist E. Delacroix was asked if he could paint a portrait of the Madonna with mud? Yes, he replied, only I need the right background. Consumer education is not only the consumer's business. It is also an opportunity for the manufacturer to have a regular customer.

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

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

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

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

The linear development of the economy would certainly lead to a dead end - mass production would eventually become extremely costly. No complex mechanization and automation saved:

firstly, the reduction of staff would cause an increase in unemployment with all the ensuing social negatives;

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

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

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

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

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

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

## Impact Factor:

**ISRA (India) = 6.317**  
**ISI (Dubai, UAE) = 1.582**  
**GIF (Australia) = 0.564**  
**JIF = 1.500**

**SIS (USA) = 0.912**  
**ПИИИ (Russia) = 3.939**  
**ESJI (KZ) = 8.771**  
**SJIF (Morocco) = 7.184**

**ICV (Poland) = 6.630**  
**PIF (India) = 1.940**  
**IBI (India) = 4.260**  
**OAJI (USA) = 0.350**

nature, and this is quite accessible to amateurish understanding.

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

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

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

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

The third subject of producer-consumer relations, and another "appraiser" of the quality of goods is the market, which is a tool for regulating relations between producer and consumer. The role of the market has historically been strengthened with the

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

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

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

The history of the market is not so great and the attitude towards the market is somewhat different in culture. The market of the 20th and the new 21st centuries undoubtedly absorbed elements of culture, but it turned out to be the very activity that does not have fundamental cultural values. The motto of Russian merchants: "Our goal is profit, but honor is higher!" took root thanks to the inherent and culturally designed slyness. Honest and conscientious sellers in the market never lingered - not their place. If we classify the art of deception as a set of cultural phenomena, then the market is a form of reality of mass culturally designed deception. They deceive everyone, always and in every way. And in deceit in the art market no less than in the theater, where they also deceive in their own way.

Subjective, with unstable, multidirectional movement dynamics, the market is poorly predictable. Those attempts that are made in predicting the behavior of the market are unproductive precisely because of the insufficiency of objective indicators of a systemic type.

## Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

So the reserves of the market, as an area of real quality management, are small, especially in the absence of the state's desire to actively intervene in the architectonics of market relations.

For a particular enterprise (preferably an association, a group of enterprises), the prospects for promoting marketable products on the market are associated with the development of resources for understanding quality in the coordinates of production - to seek a qualitative compromise, and educating your consumer.

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

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

In foreign analytical reviews, information has appeared that avant-garde marketers representing large companies producing consumer goods are proposing to significantly expand the format of complicity with product consumers, up to discussing the recommended price for an economy-class product. The idea is quite reasonable and practically feasible without much cost. Buyer conferences are not very real here, but the extensive practice of holding promotions, advertising actions with a device for displaying goods, reporting the estimated price and asking for a consumer assessment of the plans are quite promising and can be effective. One should not underestimate the modern buyer, his financial readiness, just as one should not force him to pay for the unqualified policy of the manufacturer with overpricing. Agreed prices are also not fatal for the enterprise. There are always unused resources: materials science, technological, organizational, by

activating which the manufacturer makes the process profitable. For a stable position in the market in the face of increased competition and volatility, you have to pay. Perhaps it makes sense to rationally modernize what is called "bargaining" in a "market" like a bazaar.

The quality of a product, in practical terms, is determined by its ability to meet the needs and expectations of a particular consumer. The quality of the product consists of many useful properties.

The concept of "product value", new to economic theory, is defined as "a set of quality parameters expected by the consumer of the product he needs". From the concept of "product value" "grew" "Tree of consumer satisfaction".

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

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

product.

The consumer makes a decision to purchase a product by weighing the ratio of the offered price of the product to the expected costs. The higher the level of customer satisfaction, the more opportunities for business development, the more stable its market position.

It is necessary to revive the role and significance of a quality-oriented strategy, since only in this case, enterprise managers will subjectively and objectively be forced to improve their production using nanotechnologies and innovative processes so that competitive and sought-after materials and products fully meet the needs of domestic consumers. At the same time, the assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should dictate to manufacturers the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain the range of goods, regulating it with federal, regional and municipal orders; encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create a basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also through technical innovations aimed at the use of new technological and engineering solutions, including making a quality revolution either through the quality of advertising, or through real quality.

Today, and even more so tomorrow, it is important to implement one of the defining principles



## Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.771	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

of production efficiency - the manufacturer produces exactly what the consumer needs in the assortment that creates the basis for meeting demand. It is equally important to understand the role and significance of quality activity, that is, to what extent leaders penetrated the essence of things, learned to manage things, change their properties (range), form, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person, that is, in accordance with the requirements of the Federal Law "On Technical Regulation". Both political leaders and the government have recently been talking about the need for a competent industrial policy. However, if we carefully consider the regulatory, methodological documents on the structural restructuring of industry, then the thought appears.

A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, in his book "Out of the Crisis" says: "... paper money management, not a long-term production strategy - the path to the abyss. Regarding whether the state should pursue an industrial policy, one can cite the statement of the outstanding economist of the past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. He said about the role of the state: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants," you can't say more precisely. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country? Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in the full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase high-quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The effectiveness of the work of enterprises depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries, which at one time came out of such crises (the United States in the 30s, Japan, Germany - in the post-war period, later - South Korea and some other countries) shows, in all cases, the basis for industrial policy and the rise economy was put a strategy to improve the quality, competitiveness of products that would be able to win both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative were subordinated to this main goal.

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly. Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

The quality of "it is written for generations" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of

## Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.771	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production.

The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

The results of studies conducted under the UN Development Program made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth comes from natural resources and the production structure. A quality-oriented strategy undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and to a more complete and comprehensive satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to the possibilities", together with the communist ideal, no one dared to openly and officially cancel, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is sustainably supported by both the internal forces of active consciousness and external life factors. The highest function of consciousness is cognitive.

It is believed that by knowing nature, its quality, state of quality, quality levels are revealed, embodying new knowledge in production. Post-classical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and, in a systemic sense, is temporary, conditional. Labor is a kind of "terrible cauldrons" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. And here it is absolutely justified to believe that the main thing in production is the result, not the process. Consumption regulates the market. Therefore, the demands of the market must dominate production.

The task of society is to contribute worldwide to the development of demand in the market: to maintain a range of goods, stimulate price stability, increase purchasing power, improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, puts in the first place "production planning that is not focused on such goods and services for which the market is in demand." Try to answer him. Production in the transition from industrial to post-industrial society of mass consumption is conceived as a function of the market. And the authors fill these properties of quality with criteria, namely:

- ideology of quality - the prospect of development of production;
- quality management is an integrated approach to solving the problem of quality;
- fashion and technical regulation - components of the quality of manufactured shoes;
- quality systems "ORDERING/5 S" and "THREE" NOT "- not only the basis of stability and production safety, but also a guarantee of quality;
- quality in the market is a paradigm of formation of production that satisfies the needs of the market;
- advertising is always at the service of quality;
- an excursion into the past as a guarantee of quality in the future;
- a model for assessing product quality - these are production priorities;
- forecasting the cost of quality when developing a new range of footwear is the key to its demand and its competitiveness;
- methodology for business visual evaluation of the product - a means of assessing the effectiveness of quality;
- improving the quality and competitiveness of domestic special shoes;
- on indicators for assessing the quality of footwear - as a tool for the formation of demanded products;
- quality and market: a marriage of convenience and this is indisputable;
- the stability of the work of enterprises is the guarantor of the quality of the shoes they produce - all these aspects together provide a quality revolution that guarantees the manufacturer stable success in the market with unstable demand. The authors analyzed the possibilities of the policy and goals of the enterprise in the field of quality within the framework of the QMS in order to fight for defect-free production, for the reduction of defects and to guarantee consumers the high quality of manufactured products. The use of software for assessing the validity of the choice of innovative technological solutions for the production of import-substituting products by domestic enterprises creates the prerequisites for its demand and competitiveness not only in the domestic market, but, most importantly, in its export. The need to improve the quality

## Impact Factor:

**SIRA (India) = 6.317**  
**ISI (Dubai, UAE) = 1.582**  
**GIF (Australia) = 0.564**  
**JIF = 1.500**

**SIS (USA) = 0.912**  
**PIHII (Russia) = 3.939**  
**ESJI (KZ) = 8.771**  
**SJIF (Morocco) = 7.184**

**ICV (Poland) = 6.630**  
**PIF (India) = 1.940**  
**IBI (India) = 4.260**  
**OAJI (USA) = 0.350**

management system at domestic enterprises is due to the following important reasons:

firstly, it is an increase in the confidence of potential consumers in the products that will be produced by domestic enterprises;

secondly, it is an opportunity to significantly strengthen one's position in existing markets, as well as significantly expand spheres of influence by entering new domestic and foreign markets;

thirdly, this is a significant increase in labor productivity of any industrial enterprise, which is expected to introduce a QMS using effective management.

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of the QMS is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more professionally and at a lower cost due to three main aspects: employee involvement, process approach and systematic approach. In addition, the personnel of light industry enterprises are more effectively able to realize the goals and objectives of the QMS also because control activities are more professionally carried out to fulfill the following situations: persuasion, execution of delegated powers, creation of conditions for increasing productivity and effective use of the business qualities of employees.

The task of increasing competitiveness is especially urgent for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (inefficient management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state.

The cultural characteristics of Russian entrepreneurs, according to most researchers who used a systematic approach, include dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, avoiding irresponsibility. Often the personal qualities of an employee are given priority over their success in the performance of their work, there is a mixing of personal and business relationships. Also, our Russian reality has noticed the propensity of entrepreneurs and their employees to bribery, concealment of income from the tax service, forgery of documents, disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee, in another way it can be said that the head of the enterprise is inaccessible to lower-level employees. It is also noticed.

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

personnel management are formed inefficiently and there are practically no working collective ties. Enterprises pay all their attention to the fulfillment of the conditions that the employees of the state bureaucracy have set for them, and not to the fulfillment of responsibility to consumers and society. Therefore, there is a difficulty in introducing progressive foreign management methods into Russian practice. In order to most successfully implement effective personnel management and prepare employees for a change in the approach to working in a team, first of all, it is necessary to establish measures to encourage individuality in each employee of the enterprise and eliminate the established inaccessibility of the manager to the lower level.

The implementation of all the results of research proposals is possible only if regional and municipal branches of government actively participate in their implementation in order to create new jobs in small and medium-sized cities, guarantee their population all the social benefits for a decent life, providing their financing, including the work of preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena, and the appearance on the demand markets of demanded products with a price niche acceptable to most consumers in these regions will reduce the migration of the population from these regions precisely for account of financing of all socially significant programs.

The destruction of small and medium-sized towns, which is observed in the regions of the Southern Federal District and the North Caucasus Federal District, is also characteristic of other regions of Russia. Migration, lack of jobs, social problems provoke a deepening crisis and the federal authorities urgently need to change this attitude towards their regions, forming a new economic and geographical approach to their strategic management, highlighting three vectors of priority development for such regions, namely:

leveling (due to the redistribution of resources to equalize the living standards of the population, especially in small towns);

- stimulating (creation of conditions in regions with specific advantages, formation of social conditions of life);

- geo-economic (ensuring security through the costly development of these regions, taking into account border and strategically important ties with other regions).

Planning belongs to the fundamental features of the history of human life, characterizes the essence of rationality in the form of consciousness. Man, in order to become homo sapiens, has gone through an evolutionary path of 2.5 million years. Our ancestors were homo habilis, homo erectus, immediate predecessors who failed to take advantage of

## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
ПИИИ (Russia) = 3.939  
ESJI (KZ) = 8.771  
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630  
PIF (India) = 1.940  
IBI (India) = 4.260  
OAJI (USA) = 0.350

intelligence, African homo sapiens, Neanderthals, Cro-Magnons, the Altaic form of homo sapiens, and perhaps many other forms. Reasonableness is not only the main sign of the quality of modern man, it indicates the vector of development of the species. Labor, sociality arose in the process of natural changes, so it is not surprising that once upon a time "skillful people" lived, who were replaced by "upright people" who assimilated the stable characteristics of "skillful people" is not necessary. The merit of homo sapiens is that, developing his rationality, he was able to give the development of labor the form of labor activity, and social ties the quality of social life. Labor activity has become the basis of human history, society - the form of its organization, rationality - the driving force. Being reasonable is not enough, you need to be aware of the total significance of the mind as the ability to cognize and control activity. All crises in history are the product of a crisis in the rationality of consciousness, its cognitive ability and social responsibility. The concepts of "consciousness" and "intelligence" are different. Intelligence is a sign of a species, consciousness is a sign of a social subject, which can be a person, community - marriage, family, social group, historical form of community. At the same time, consciousness and rationality differ only within the framework of their historically established unity.

Reason is the power of our cognition, consciousness is a means of managing knowledge, it directs and limits activities in the mutual interests of social subjects and the natural conditions for the implementation of activities, therefore science is both a special form of cognition and a social means of regulating the possibilities of applying knowledge.

The necessity of science is conditioned by developing labor. Labor in the world of living beings before the human formation remains unchanged and is regulated by instincts, conditioned reflexes. The highest achievement of knowledge at this level is ingenuity. Understanding, which opens access to knowledge of the laws of relationships and changes, has become relevant with the possibility of sustainable transformation of the habitat. Science ensures the effectiveness and safety of human participation in the development of reality, both natural and social. Together with philosophy, it is called upon to build human reality into the logic of world development.

Activity management is the initial requirement for the sustainability of human existence in the developing world. Planning is a universal function of activity management. Conflicts in understanding the significance of activity planning are explained by the interpretation of the concept itself, and are primarily of a verbal origin. Even Plato and Aristotle realized the epistemological peculiarity of the concept as a form of human knowledge. The concept, in contrast to figurative thinking - ingenuity - generalizes the range of specific phenomena, therefore it also implies its

own characteristic expressiveness. Only the word can form the concept. It is with the verbal expression of the concept that numerous difficulties in achieving understanding are associated. We define a general phenomenon not directly, but indirectly through the concept created by consciousness. The concept is revealed with the help of words. The significance of the verbal instrument in scientific knowledge prompted well-known thinkers in the 1920s-30s to organize a special study of the possibilities of the word as a way of formalizing scientific understanding. The linguistic direction in positivism could not solve the stated problem, but made it possible to comprehend its significance for science. The transformation of science into a direct productive force in the process of scientific and technical revolution of the mid-twentieth century showed that the correct interpretation of the content of the concept in words is also significant for managing the practical application of scientific creativity in economic activity. The linguistic direction in positivism could not solve the stated problem, but made it possible to comprehend its significance for science. The transformation of science into a direct productive force in the process of scientific and technical revolution of the mid-twentieth century showed that the correct interpretation of the content of the concept in words is also significant for managing the practical application of scientific creativity in economic activity. The linguistic direction in positivism could not solve the stated problem, but made it possible to comprehend its significance for science. The transformation of science into a direct productive force in the process of scientific and technical revolution of the mid-twentieth century showed that the correct interpretation of the content of the concept in words is also significant for managing the practical application of scientific creativity in economic activity.

The scale, content, forms and significance of competition have put it among the global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and manager, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

A special place in this struggle, there is no other way to call it, is occupied by the mood of self-consciousness, the system-forming factor of which is professional culture. If human capital determines the growth of production, then the quality of education lays the foundation of human capital. Competences are not effective on their own, they are valid when they are formed as the needs of an individual,

## Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

developed diversified and in harmony with their own, national and universal interests.

The formula for the harmony of the interests of the individual is extremely simple. It was discovered 2500 years ago by Confucius, and clarified by I. Kant, giving a rational look "the other person should not be a means for you." Summing up the thoughts of our great ancestors, let's say: the only reliable effective means of sustainable development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to the production in general and consumer goods, in particular, the conclusion is even more simplified to the creation of technical, economic and humanitarian (sociocultural and psychological) conditions in a particular production, aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs.

Where are the reasons for such an anomaly, in what? Is this due to objective factors, whose resistance we have not yet been given to overcome, or are the braking forces still of inertial nature, inherited from us, introduced in the course of modernization and we are able to deal with them, and not with the consumer on the market? What are our reserves?

The success of critics of the Soviet system of management of the national economy, on the wave of which they tried to put an end to the socialist gains in the field of planning, was largely the result of elementary pseudoscientific speculation in the content of basic concepts, successfully superimposed on the provoked objective difficulties and the low level of mass economic and political thinking - the habit of waiting "instructions from above", hopes for the prudence of statesmen. The 1990s will go down in national history not only as a time of another political turmoil, a socio-economic crisis, but also as a test of national self-consciousness, a harsh time of its purification from various kinds of temptations. You need to rely solely on yourself. Everyone who is in the West, East, South of Russia should have the status of partners in solving global challenges, it is not reasonable to ignore the experience of others, but you need to follow the common path in your own way. You can only believe in yourself, regularly checking the achievements with the direction and development plans, this is the strategic postulate.

As for the practical course of implementing the political strategy, the situation has also become clearer here. Without planning, there is no sustainability in development. It is necessary to understand the multidimensionality and scope of planning. The organization of production in all its scales requires planning. Socialism and capitalism should not be seen as alternatives to social progress, but as different systems for planning socio-economic development.

Socialism cannot be historically one-dimensional, since it is historically prepared and must absorb the national specifics of development, and capitalism is just as diverse. Socialism and capitalism have a common production platform, they demand the industrialization of the economy. K. Marx and F. Engels considered socialism as a solution to the contradictions of an industrially developed economy. It is possible to deny planning as a tool of socio-economic development only in one case, when the content of the concept of "planning" is distorted.

The modern world economy has a global, more precisely, an integrated look, thanks to the fact that it has become industrial by the third millennium. Along with industrialization, the inconsistency of the organization of production and the forms of its sustainability were revealed. Hence the permanence of crisis phenomena. The elevation of competition and freedom of the market to the absolute led to the fact that they ceased to reckon with the magnitude of the losses from the struggle of all against all. Japan, borrowing the specifics of the socialist practice of the Soviet Union, countered the ideal of competitive struggle for survival with the principle of efficiency in management. Japanese analysts rightly identified the advantages of consolidation in creativity over the desire to defeat a competitor at any cost. Efficiency does not negate the importance of competition, it gives competition a cultural expression.

Competition in the field of activity is a refined form of the struggle for survival. It is regulated by law, but the moral value of the social organization of human life is suppressed in it. Competition in the absence of dominance in solidarity relations inevitably leads to disunity, conflict and, as a result, to the strengthening of the functions of law due to the weakening of the position of morality.

Physics recognizes four forces: electromagnetic, gravitational, strong and weak interaction. By analogy with nature in modern social life, one can also distinguish between strong and weak interactions. Strong - provides morality.

The fact that moral interaction is really strong is confirmed by the way it is maintained - self-control of the consciousness of the individual and all group subjects that form society. The weakness of the legal interaction of social subjects among themselves and with society as a whole requires the organization and functioning of a special state institution. Neanderthal man, like the Cro-Magnon man, was already intelligent and socialized, moreover, in physical status he had more strength, but he could not stand the competition and died out. One of the versions of anthropologists claims that the weak link of the Neanderthal was his lack of communication skills. Social relations should serve the greatest possible realization of the potential of homo sapiens. Competition in the economy reproduces subjective

## Impact Factor:

**SIRA (India) = 6.317**  
**ISI (Dubai, UAE) = 1.582**  
**GIF (Australia) = 0.564**  
**JIF = 1.500**

**SIS (USA) = 0.912**  
**ПИИИ (Russia) = 3.939**  
**ESJI (KZ) = 8.771**  
**SJIF (Morocco) = 7.184**

**ICV (Poland) = 6.630**  
**PIF (India) = 1.940**  
**IBI (India) = 4.260**  
**OAJI (USA) = 0.350**

originality, in particular, the originality of personality, and, in a certain sense.

All outstanding scientific economists of the 19th century were noted in the history of philosophical thought. This fact is indicative. It illustrates the specifics of economic science. Its subject is the processes on which the personal and social life of a person is based. The attempts of liberal economists to isolate economic activity and oppose it to political activity are nothing but the desire to take capitalism beyond the limits of their own understanding of social progress in the recent past - to stop social history at its bourgeois level.

Neoliberal ideologues refuse to support the logic of a democratic approach to understanding history. When the democratic movement was taking shape in England and France, its founders saw capitalism as a way to resolve social and political contradictions. Feudalism has exhausted its historical resources, the democrats argued, and must give way to a social system that is more historically dynamic and more capable of meeting social demands. Bourgeois society, following this pattern, will also become obsolete over time, but in the old feudal tradition it will cling to the lost right to present a social perspective.

It is easy to see that propaganda uses the terms "capitalism", "bourgeois society" less and less often, replacing them with "industrial", "new industrial", "post-industrial", "technotronic", "information" societies. The concept of "mode of production" is simplified in liberal interests to a "form of organization of production", and political economy is minimized into economics. The purpose of such a transformation is to transfer economic thinking to the level of technical concepts, which will simplify economic methodology, limiting ourselves to mathematical calculations and models.

The main thing is to remove the burden of political responsibility from economic theory, to separate economic reflection from state concerns. Relations of ownership and distribution are camouflaged, their disproportions are transferred to the section of technical problems. The meaning of the outstanding achievements of economic science is distorted. Thus, A. Smith's substantiation of the need for freedom for subjects of production activity boils down to freedom of competition, while the Scottish scientist also had in mind the freedom of cooperation for producers, which is especially significant in relation to small and medium commodity production. Cooperation develops economic planning.

In the light of modern tensions in international relations, projecting political restrictions on economic relations seems to be an extremely significant measure to understand the concepts of "management", "organization" and "planning". It is on them that the revision of the classical political and economic scientific heritage is focused.

The theory of control in its general form was formed by the end of the 1950s, when, after numerous experiments using differential equations and the calculus of variations, modifications of classical theories and methods, it was discovered that the problems of engineering activity and economic changes that seemed different had a common mathematical description. Management as a specific subject-oriented activity implies the need for a high level of organization of the process, which is impossible without the inclusion of planning based on scientific calculations in the activity.

The problem here is not at all Hamletian: "to be or not to be!?" Problem: how to plan? At a time when the producers were artisans and guild organizations, production was piecework, so everyone planned according to their capabilities, planning was not among the urgent problems. The situation changed radically with the Industrial Revolution. Production has become mass, the time has come for a competitive struggle for the market for raw materials, sales, and labor.

Reflecting the changes that have taken place, planning has changed in all its modes of operation and forms of manifestation. Hence the differences in attitudes towards planning among producers and in economic theory, which is going through a difficult time in its history. Bulgakov's professor Preobrazhensky taught that revolutions, in order to be successful, must begin and mature in people's heads. The writer's observations confirmed the events of the 21st century crises.

Even before the latest crises, critical researchers were uncomfortable, they came close to understanding that economic recessions, recessions that significantly hinder social progress, are not caused by external factors: financial adventures, political and military conflicts, infectious pandemics. Their reasons are in the contradictions of the production itself, in particular, the inefficiency of management, opportunism caused by political considerations that run counter to the laws of the economy. An unmeasured number of Nobel laureates among economists, approaching the number of physicists who have developed a modern scientific picture of nature, only once again convinces of the sustainability of the crisis in economic theory.

Scientific knowledge is fixed in theory, but not every theory has the quality of scientificity. The development of science is, from the methodological and epistemological points of view, a change in the rules for achieving the quality of the cognitive process. "... The growth of scientific knowledge, wrote one of the most authoritative experts in the field of epistemology K. Popper, is the most important and interesting example of the growth of knowledge. In considering this question, it should be remembered that almost all the problems of traditional epistemology are related to the problem of the growth

## Impact Factor:

**ISRA (India) = 6.317**  
**ISI (Dubai, UAE) = 1.582**  
**GIF (Australia) = 0.564**  
**JIF = 1.500**

**SIS (USA) = 0.912**  
**ПИИИ (Russia) = 3.939**  
**ESJI (KZ) = 8.771**  
**SJIF (Morocco) = 7.184**

**ICV (Poland) = 6.630**  
**PIF (India) = 1.940**  
**IBI (India) = 4.260**  
**OAJI (USA) = 0.350**

of knowledge. I am inclined to say even more: from Plato to Descartes, Leibniz, Kant, Duhem and Poincare, from Bacon, Hobbes and Locke to Hume, Mill and Russell, the development of the theory of knowledge was inspired by the hope that it would help us not only to learn something about knowledge but also to make a certain contribution to the progress of knowledge.

The German specialist drew attention to an important change in the vector of movement of scientific and philosophical knowledge. In the initial period of the history of science and philosophy, when a scientist and philosopher most often acted in one person, there was a belief that the subject of study were objects of interest, or that knowledge about them that had already been obtained in experience - ideas, images, concepts. With Berkeley, Hume came a new interpretation: in order to achieve the objectivity and significance of knowledge, it is necessary to investigate not thoughts, opinions, views, but logical signs of judgments, statements and sentences. K. Popper commented on this shift of interest as follows: "I am ready to admit that this replacement of Locke's "new method of ideas" with the "new method of words" was an undeniable progress, and it was urgently needed in its time." However K. Popper refused to recognize the "new method of ideas" as the main method of epistemology, explaining his opinion by the one-sidedness and vulnerability of its use. We were forced to recall the thoughts of K. Popper by the following consideration: the classics of political economy began with a real-life subject, trying to discover its stable characteristics, developed concepts that reflected these features, tried to "glue" them into a system that describes the change in the state of the object of study, ran into contradictions of ideas and reality, discussed, based on the real practice of the analyzed phenomenon. They were contemporaries of the Industrial Revolution and the revolutionary potential of classical capitalism. Capital then was industrial capital. Financial capital was only taking shape as an independent system. Political economy did not reflect speculation, virtual phenomena, she served the real movement. The vector of industrial and economic progress coincided with the ideology of those who were interested in it. The transformation of victorious capitalism turned out to be in the interests not so much of society as a whole, but of a certain part of it, by the way, also torn apart by the specifics of interests.

Economic theory, which is connected with the activities of social subjects, began to lose the need for objectivity and therefore moved from the position of analyzing ideas to analyzing the forms of their expression. The methodological equipment of economic analysis has also changed. Quantitative analysis has supplanted the quality of scientific synthesis of primary information. Conceptual analysis has been replaced by linguistic exercises and semantic

studies under the plausible pretext of overcoming the ambiguity of concepts. In no science has so many new terms appeared as in economic theory.

The formation of new words is a natural phenomenon for science, but in each case, the legitimacy of neologisms is needed. Physicists, mathematicians, chemists, as a rule, manage with the accumulated stock of verbal expression of concepts. In economic theory, there is a kind of competition - who will come up with a new word more and faster, so the description of real phenomena is not concretized, but blurred, complicating the understanding of the subject. The concept of "planning" generalizes the functioning of subjects of economic activity, the scale of its movement, and much more. Planning can be within a single enterprise, then it is not a political element of control - it is determined by management based on the economic situation; branch, on this scale it already has signs of a political phenomenon. Planning is divided into directive - mandatory for execution and indicative, that is, conditional, allowing you to count on preferences. Distinguish between current and long-term planning. But, regardless of the nature, planning is a universal management tool in the systemic organization of activities - cognitive, practical, synthetic.

F. de P. Hanika - Professor at the University of Khartoum, taught a course at Cambridge. In the book *New Ideas in Management*, using the example of financial estimates, he identifies three main points in resource management, and in all planning comes first. Moreover, he begins the final chapter "Analysis of operations" with "Improving control technology" and concludes: "A group of new methods based on network analysis and applied in the planning and control of complex projects is developing rapidly."

The reflections of J. Galbraith are still interesting and relevant, therefore, in the context of our preface, we will give fragments of his text selectively, but relatively completely. J. Galbraith stated: "Of all the words in the businessman's lexicon, such words as planning, state support and socialism are the least pleasing to his ear. A discussion of the likelihood of these phenomena occurring in the future would lead to the realization of the amazing extent to which they have already become facts. It would also not go without stating the fact that these terrible things arose at least with the tacit consent of the industrial system, or as a result of the fact that she herself needed them.

J. Galbraith sees the future not in confrontation, but in convergence: "Thinking about the future, the scientist wrote, one would also reveal the importance of the trend towards convergence of industrial societies, no matter how different their national or ideological claims may be. We mean convergence due to a roughly similar system of planning and organization. Convergence is associated, first of all, with the large scale of modern production, with large

## Impact Factor:

<b>ISRA (India)</b>	<b>= 6.317</b>	<b>SIS (USA)</b>	<b>= 0.912</b>	<b>ICV (Poland)</b>	<b>= 6.630</b>
<b>ISI (Dubai, UAE)</b>	<b>= 1.582</b>	<b>ПИИИ (Russia)</b>	<b>= 3.939</b>	<b>PIF (India)</b>	<b>= 1.940</b>
<b>GIF (Australia)</b>	<b>= 0.564</b>	<b>ESJI (KZ)</b>	<b>= 8.771</b>	<b>IBI (India)</b>	<b>= 4.260</b>
<b>JIF</b>	<b>= 1.500</b>	<b>SJIF (Morocco)</b>	<b>= 7.184</b>	<b>OAJI (USA)</b>	<b>= 0.350</b>

capital investments, advanced technology and complex organization as the most important consequence of these factors. All this requires control over prices and, as far as possible, control over what is bought at these prices. In other words, the market must be replaced by planning.... Large-scale industrial production requires so that the supreme power of the market and the consumer be largely eliminated.” Further, J. Galbraith makes an even more imperative conclusion: “The ability to regulate aggregate demand is not inherent in the industrial system - the ability to provide purchasing power sufficient to absorb everything that it produces. Therefore, it relies on the state in this area.” The economic policy of the government of Boris N. Yeltsin was determined not by the international experience of political and economic reforms, but by the circle of liberal advisers from the United States who went bankrupt in their own country. Anyone who had a chance to listen to Gaidar's speeches justifying the economic redistribution of society was steadily surprised by their terminological richness and their low intelligible effect. Gaidar was aware of the adventurism of the economic program, its grave consequences for the people and national history.

It was no coincidence that J. Galbraith devoted a separate chapter to education and emancipation, reminding university professors of their professional responsibility for the social consequences of their inaction. Vocational education, by its systemic position, should form in specialists an understanding of the essence of economic and political processes. It is dangerous to replace education with enlightenment and training, it is designed to create conditions for the formation of a person's worldview position: “Not a single intellectual, not a single artist, not a single teacher, not a single scientist has the right to afford the luxury of doubting his responsibility. No one, except for them, can take upon themselves the protection of goals that are essential for our time,” concluded the American politician, concerned about the fate of the world.

The social and cultural aspects of planning go through the entire history of improving the quality management system for production and manufactured goods. It is easy to see how the scale of the approach to quality planning has changed from the first experiments of F. Taylor, F. Crosby, A. Feigenbaum and the achievements of Soviet specialists. In the history of quality management, the significance of two factors has become clearer than otherwise:

firstly, the dependence of quality on the perfection of planning;

secondly, the need to consider planning not only in a technological aspect, but also in a broad sociocultural one, in order to involve the entire spiritual and physical potential of the individual in production activities.

Two centuries ago, the French sociologist and economist Proudhon decided to look into the origins and causes, and at the same time into the minds of the disadvantaged under conditions of capitalist accumulation. He outlined his thoughts in the book *The Philosophy of Poverty*, to which K. Marx responded with his monograph *The Poverty of Philosophy*, which was pretty much forgotten. Marx showed the dependence of socio-economic research on the philosophical maturity of analysts. By that time, K. Marx and F. Engels were actively introducing a new view of philosophy, which was already stated in K. Marx's "Theses" on L. Feuerbach. Philosophy cannot be only a form of a contemplative worldview, philosophical reflection should serve as a tool for understanding the worldview and methodological foundations of human activity in its entire spectrum from cognition to the transformation of reality.

We have already noted the stable connection of the leading political economists with philosophy at a time of intense bourgeois progress. This progress was contradictory, unevenly distributed, but it was, because there was a philosophy of bourgeois development. Economic science relied on philosophical methodology and scientific discoveries. The leader of the progress was industrial capital, focused on the construction of real production capacities, the use of scientific and technological achievements. In the twentieth century, capitalism has changed significantly, its ideologists have lost their former confidence in a prosperous future. Rational thinking was supplanted by empiricism, and with it came utilitarianism in its most primitive expression. Planning has an ideological scale; it is a function of intelligence, which has taken shape in human consciousness. Let's repeat: such fundamental signs of consciousness as the ability to abstract and generalize, combined with the anticipatory reflection of changes in reality, intersect precisely in the need to plan activities. Otherwise, the knowledge of the patterns of change, the delayed effect of the actual action lose their meaning.

Planning can also be understood as the realization of freedom of activity. The question: what kind of planning ensures the effectiveness of activities is solved in theory, but the reality of planning is determined by politics, and politics only partly coincides with logical necessity. If politicians really strive to make the development of production high-quality and efficient, then they must expand planning on a total scale, find a balance in the structure of investments, thinking, first of all, about activating human potential. In order for human capital to work and become profitable, its corresponding accumulations are needed. This is the law of normal capitalism. There are examples of the implementation of an economic policy focused on the systematic development of the human factor. Let us refer to the Chinese modification of the principle of inclusiveness



## Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

developed by D. Acemoglu and J. Robinson. The Chinese concretized the ideas of the authors of the project in ways to achieve common goals: putting forward the development of human resources as a priority; focus on achieving full employment; professional development of workers, social security and sustainability of promotion, which guarantees small towns in the regions of the Southern Federal District and the North Caucasus Federal District to reduce the migration of the population located in these regions, we consider it justified to focus on the analysis of planning experience, the reasons and conditions for the efficiency of production development, depending on which planning should be a locomotive progress in the real sector of the economy of these enterprises located in small towns. Theoretical research is combined with a critical analysis of specific practical results.

The vector of modernization of the regional management approach has been determined. Time has already gone by the clock. It remains to be recalled that "Time is our living space", therefore, lost time, untimely actions inevitably lead to the loss of the advantage of an advantageous position in a competitive world - misunderstanding of this is mortally dangerous for all of Russia. The quality of "it is written for generations" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universal, relevant, it is strategic.

The domestic light industry is not going through the best of times, and the consumer is offered products of dubious quality that have entered our markets in counterfeit and other illegal ways, that is, they do not have guarantees for buyers to exercise their rights to protect themselves from unscrupulous manufacturers and suppliers.

To revive the role and importance of a quality-oriented strategy, since only in this case, business leaders will subjectively and objectively be forced to improve their production using nanotechnologies, innovative processes and digital production so that competitive and import-substituting materials and products fully meet the needs of domestic consumers. At the same time, our assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, the requirements of the market should shape the role of the state and consumers in the production of sustainable demand for domestic materials and products, namely:

maintain the range of goods, regulating it with federal, regional and municipal orders;

encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create a basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with

rising prices, but also through technical innovations in digital production aimed at on the application of new technological and engineering solutions.

Today, and even more so tomorrow, it is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what is needed not only for domestic, but also for foreign consumers.

It is no less important to understand the role and significance of quality activity, that is, to what extent leaders penetrated into the essence of things, learned to manage things, change their properties (range), shape, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person.

Both political leaders and the government have recently begun to talk about the need for a competent industrial policy. However, if we carefully consider the normative, methodological documents on the structural restructuring of industry, then the thought arises whether we are stepping on the same rake that has been stepped on all the years of reforms.

What is the essence of economic reforms and the significance of industrial policy in them, which are theoretically substantiated and tested in practice by a number of developed countries?

This is the fight against inflation, the strengthening of the national currency and financial stabilization. This is a change in the forms of ownership in various sectors of the economy through the process of privatization. This is a structural restructuring of the economy under the conditions of market relations.

At the same time, structural adjustment must be placed at the basis of all these fundamental processes of economic reform. Both financial stabilization and privatization should be subject to a process of structural adjustment, since it is structural restructuring that determines the final result of reforms and the effectiveness of adapting various forms of production to civilized market relations.

The final result should also be taken as the basis for the structural restructuring of the economy. And these are products, services - their competitiveness in the domestic and world markets.

What happened in the Russian reforms? All three basic processes (financial stabilization, privatization and structural adjustments) proceeded on their own, without any interconnection between them. Therefore, the methods used by the government and the Central Bank to combat inflation and other economic indicators often ran counter to the objectives of structural adjustment.

As for the process of structural adjustment, the position of the government is expressed by the following formulation: "the market itself will put everything in its place." With such a position towards structural adjustment, it is not surprising that in the national economic policy at that time there was no

## Impact Factor:

**ISRA (India) = 6.317**  
**ISI (Dubai, UAE) = 1.582**  
**GIF (Australia) = 0.564**  
**JIF = 1.500**

**SIS (USA) = 0.912**  
**ПИИИ (Russia) = 3.939**  
**ESJI (KZ) = 8.771**  
**SJIF (Morocco) = 7.184**

**ICV (Poland) = 6.630**  
**PIF (India) = 1.940**  
**IBI (India) = 4.260**  
**OAJI (USA) = 0.350**

place for such words as quality, competitiveness, import substitution.

This, unfortunately, is the reality of the reforms carried out today. In this regard, I would like to refer to well-known world experience.

A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, in his book "Out of the Crisis" says: "... managing paper money, not a long-term strategy for digital production - the path to the abyss.

Regarding whether the state should pursue an industrial policy, one can cite the statement of the outstanding economist of the past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." It's like today is about us and about our situation in the economy.

What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, is this the end result of public administration? And not the quantity and quality of goods and services sold in the domestic and foreign markets, and not the solvency of the population to purchase these goods and services? And, ultimately, not the quality of life of the population of the country???

Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in the full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase high-quality goods and services. These two factors - quality and solvency - depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The effectiveness of the work of enterprises depends on the state of management, on the level of application of modern management methods.

The existing world practice of wide application of modern methods is based on standardization and certification. Standardization allows generalizing best practices, formalizing them in an accessible and understandable form, and making them available to everyone who wants to apply these best practices. Certification makes it possible to assess the level of implementation of the requirements of the standards into practice and provide an appropriate guarantee for the consumer. At present, no more efficient

mechanism has been devised to disseminate advanced experience in solving various problems, and the corresponding international structures for standardization and certification have been created in the world.

An analysis of existing international standards that are aimed at improving the level of enterprise management shows the following areas of their action:

- quality management systems (a series of international standards ISO 9000 and industry supplements);
- environmental management systems (a series of international standards ISO 14000);
- safety and labor protection systems (ONSAS 18001);
- social responsibility systems (SA 8000)

The structure of the problem "quality of life" and a set of international standards aimed at its solution. At the same time, international standards for quality management have the most significant and global character. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of production efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management".

## Conclusion

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation based on digital production and quality should become priority areas of the state's economic policy. The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries that at one time emerged from such crises (the United States in the 1930s, Japan, Germany in the post-war period, later South Korea and some other countries) shows, in all cases the basis for industrial policy and the rise economy, a strategy was put in place to improve the quality, competitiveness of products, which would be able to conquer both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative were subordinated to this main goal.

The developed software for the formation of the technological process for the production of import-substituting products and determining the specific reduced costs, which are the sum of current costs (cost) and capital investments, measured using the standard efficiency coefficient, taking into account the production program, allows you to calculate the static parameters of the technological process for the production of import-substituting products at various forms of organization of production. The developed

## Impact Factor:

<b>SISRA (India)</b>	<b>= 6.317</b>	<b>SIS (USA)</b>	<b>= 0.912</b>	<b>ICV (Poland)</b>	<b>= 6.630</b>
<b>ISI (Dubai, UAE)</b>	<b>= 1.582</b>	<b>ПИИИ (Russia)</b>	<b>= 3.939</b>	<b>PIF (India)</b>	<b>= 1.940</b>
<b>GIF (Australia)</b>	<b>= 0.564</b>	<b>ESJI (KZ)</b>	<b>= 8.771</b>	<b>IBI (India)</b>	<b>= 4.260</b>
<b>JIF</b>	<b>= 1.500</b>	<b>SJIF (Morocco)</b>	<b>= 7.184</b>	<b>OAJI (USA)</b>	<b>= 0.350</b>

software for calculating cash receipts from the operating activities of light industry enterprises based on assessing the degree of implementation and dynamics of production and sales of products, determining the influence of factors on the change in the value of these indicators, identifying on-farm reserves and developing measures for their development, which are aimed at accelerating turnover products and reduce losses, which guarantees light industry enterprises to obtain stable TEP and prevents them from bankruptcy.

Models for the sale of products within a month at 100%, 80%, 50% are proposed. Calculations show that with 100% of the sale of footwear, compensation is provided not only for the production and sale of footwear, but also a net profit of 1900.54 thousand rubles remains, which indicates the effective operation of the enterprise, as well as the correct marketing assortment enterprise policy. It also provides a profit when selling 80% of men's, women's and children's shoes. When selling less than 50% of shoes from the volume of production, the company will incur losses. To solve this problem, the conditions for the sale of shoes within a specified period of time and the volume of sales of at least 50% are necessary.

Based on the current situation in the economy of our country, in our opinion, an equally significant problem in the development of the regional consumer market is the lack of a full-fledged legal framework that ensures the functioning of the mechanism of state regulation of the consumer market in the regions. Based on this, it is state and regional intervention that should correct the situation on the market for domestic products of light industry enterprises in the regions, and thus there will be an opportunity for the development of competitive and import-substituting products.

The implementation of the planned measures will lead to covering the deficit for all types of products, increase labor mobility in the Southern Federal District and the North Caucasus Federal District and reduce negative processes in the labor market, as well as a stable balance of interests of consumers, employers and municipal, regional and federal branches of government. For the successful implementation of all of the above activities, the interest of the regional authorities in the development of production of competitive and import-substituting products, lower prices for components and energy costs, and benefits in the transportation of manufactured products by enterprises of the regions of the Southern Federal District and the North Caucasus Federal District are most necessary.

Therefore, only the emphasis on innovation, quality, competitiveness of products and services should be the basis of the industrial policy pursued at all levels yesterday, today and, especially, tomorrow.

Other economic effect of the results of work is limited, which consists in increasing labor

productivity, the level of mechanization of production, lowering work in progress and the cost of digital production. An accessible tool for digital production technologists to rationalize the design of technological processes is proposed, which allows the enterprise to form a competitive assortment and predict the maximum income from the production of import-substituting products.

An assortment policy has been developed for the formation of competitive products, taking into account factors affecting consumer demand: compliance with the main fashion trends, taking into account the economic, social and climatic characteristics of the regions of the Southern Federal District and the North Caucasus Federal District, the production of which using modern innovative technical processes, as well as to meet the demand of an elite consumer, with the use of manual labor create the basis for meeting the demand for shoes for buyers in these regions.

Innovative technological processes have been developed for the production of import-substituting products using modern technological equipment with advanced nanotechnologies, which form the basis for reducing the cost of import-substituting products and providing them with increased competitiveness with the products of leading foreign companies, with the possibility of a wide range of products not only by type, but also by gender and age groups, which guarantees its demand in full.

Layouts of technological equipment are proposed, on the basis of which it is possible to form a technological process for the production of priority products with an optimal output volume, taking into account the production area and the form of organization of digital production.

Software has been developed for calculating cash receipts from the operating activities of light industry enterprises based on assessing the degree of implementation and dynamics of production and sales of products, determining the influence of factors on the change in the value of these indicators, identifying on-farm reserves and developing measures for their development, which are aimed at accelerating turnover products and reduce losses, which guarantees enterprises a stable TEP and prevents them from bankruptcy.

The complex indicators of the effectiveness of innovative technological processes for the manufacture of footwear, similar to other types of import-substituting products, have been calculated. Taking into account the production program, promising options for technology and equipment have been formed, the most effective one has been selected; the possibilities of streamlining the flow were identified, allowing to eliminate bottlenecks, to minimize equipment downtime, which is one of the conditions for designing innovative technological processes. The reliability of the calculations carried

## Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.771	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

out to assess the effectiveness of technological processes using methods of targeted programming for various technological and organizational solutions is confirmed by calculations of economic efficiency indicators: cost, profit and profitability and other indicators.

The proposed technique allows to reduce the duration of technological preparation of digital production and reduce the time for expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the conducted research is expressed in the intellectualization of the work of a technologist with a reduction in time spent on developing a range of manufactured import-substituting products and evaluating the effectiveness of technological processes in comparison with a typical economic calculation of the full cost of manufacturing such products.

The analysis of the influence of forms of organization of digital production and manufacturing technology on the cost of import-substituting products is carried out using the example of the technological process of manufacturing children's, women's and men's shoes, taking into account the shift program. Theoretical dependencies are obtained to assess the influence of the factor "organization of production" on individual costing items in general and other technical and economic indicators in order to prevent enterprises from bankruptcy.

Thus, all this together will provide light industry enterprises of the regions of the Southern Federal District and the North Caucasus Federal District with a stable position both in the domestic and in the markets of near and far abroad. All that is needed is their good will.

## References:

- (2019). *On the possibilities of regulatory documentation developed within the framework of the quality management system (QMS) for the digital production of defect-free import-substituting products*: monograph / A.V. Golovko [and others]; under total ed. Dr. tech. sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) of the Don State Technical University. (p.227). Novochoerkassk: Lik.
- (2022). *On the priority of the territory of advanced socio-economic development of small and medium-sized cities in the regions of the Southern Federal District and the North Caucasus Federal District in the production of demanded and competitive products by market consumers*; with the participation and under total. ed. Master A.A. Blagorodova., Dr. tech. sciences, prof. V. T. Prokhorov; Institute of Service and Entrepreneurship (branch) Don State Technical University, Doctor of Economics, prof. G. Yu. Volkova, OOO TsPOSN "Orthomoda". (p.544). Moscow: Editus.
- (2022). *On the importance of forming a territory of advanced socio-economic development on the basis of the mining towns of the Rostov region for the production of products in demand by consumers of the Russian Federation and the regions of the Southern Federal District and the North Caucasus Federal District*; with the participation and under total. ed. Bachelor A.A. Blagorodova., Dr. tech. sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) Don State Technical University, Doctor of Economics, prof. G.Yu. Volkova, LLC TsPOSN "Orthomoda". (p.668). Moscow: Reglet.
- (2021). *Methodological and socio-cultural aspects of the formation of an effective economic policy for the production of high-quality and affordable products in the domestic and international markets*: monograph. O.A. Golubeva [and others]; with the participation and under the general. ed. k. philosopher. sciences, prof. Mishina Yu.D., Dr. of Tech. sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) of the Don State Technical University. (p.379). Novochoerkassk: Lik.
- (2020). *Features of quality management manufacturing of import-substituting products at the enterprises of the regions of the Southern Federal District and the North Caucasus Federal District using innovative technologies based on digital production*: monograph. O.A. Golubeva [and others]; with the participation and under the general. ed. Dr. tech. sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) of the Don State Technical University. Novochoerkassk: Lik.
- (2018). *Managing the real quality of products and not advertising through the motivation of the behavior of the leader of the team of the light*

**Impact Factor:**

**ISRA (India) = 6.317**  
**ISI (Dubai, UAE) = 1.582**  
**GIF (Australia) = 0.564**  
**JIF = 1.500**

**SIS (USA) = 0.912**  
**ПИИИ (Russia) = 3.939**  
**ESJI (KZ) = 8.771**  
**SJIF (Morocco) = 7.184**

**ICV (Poland) = 6.630**  
**PIF (India) = 1.940**  
**IBI (India) = 4.260**  
**OAJI (USA) = 0.350**

---

- industry enterprise*: monograph. O.A. Surovtseva [i dr.]; under total ed. Dr. tech. sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) of the Don State Technical University. (p.384). Novocherkassk: YuRGPU (NPI).
7. (2018). *The competitiveness of the enterprise and the competitiveness of products is the key to successful import substitution of goods demanded by consumers in the regions of the Southern Federal District and the North Caucasus Federal District*: a collective monograph. V.T. Prokhorov [and others]; under total ed. Dr. tech. sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) of the Don State Technical University. (p.337). Mines: ISOiP (branch) DSTU.
  8. Aleshin, B.S., et al. (2004). *Philosophy and social aspects of quality*. (p.437). Moscow: Logos.
  9. Porter, M. (2005). *Competition*. per. from English. (p.608). Moscow: Ed. house "Williams".
  10. (2015). *GOST R ISO 9001-2015. National standard of the Russian Federation. Quality management systems. Requirements*" (approved by Order of Rosstandart dated September 28, 2015 N 1391-st) (together with "Explanation of the new structure, terminology and concepts", "Other international standards in the field of quality management and quality management systems developed by ISO/TC 176") [Electronic resource], Retrieved from [http://www.consultant.ru/document/consdocLAW\\_194941/Freeadmission](http://www.consultant.ru/document/consdocLAW_194941/Freeadmission)
  11. (2015). *GOST ISO 9000-2015. Interstate standard. Quality management systems. Basic provisions and dictionary* [Electronic resource]. Retrieved from <http://www.consultant.ru/>
  12. (2019). *Quality management system - the basis of technical regulation for the production of import-substituting products*: monograph. A.V. Golovko [and others]; under total ed. Dr. tech. sciences, prof. V.T. Prokhorov; Institute of Service and Entrepreneurship (branch) of the Don State Technical University. (p.326). Novocherkassk: YuRGPU (NPI).