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ON THE IMPORTANCE OF MOTIVATING PRODUCERS AND CONSUMERS IN THEIR INTEREST IN THE PRODUCTION OF PRIORITY AND DEMANDED PRODUCTS FOR BUYERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: in the article, the authors consider quality as a philosophical category, the genesis of the category "quality", which determines the various milestones of its understanding, and also represent the points of view of various philosophers on the definition of this category. The essence of such aspects of the category "quality" as "social quality", "quality of products", "quality of service", "quality of management" is revealed. The approaches of various researchers to the study of such multifaceted concepts as "need", "value", "satisfaction" are presented and the relationship between quality, need and consumer satisfaction is revealed.

Key words: competitiveness, demand, innovations, innovations, profit, profitability, break-even, high efficiency of TEP, high creative potential of specialists, priority.

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Introduction

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The work brought to your attention is the fruit of joint reflections on topical problems of improving the activities of an important branch of the national economy of leading Russian and foreign experts. A collectively executed monograph always has an advantage over an individual form of creativity. An individual author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on the problem under study, but also to talk about how his colleagues “see” this problem, to state someone else’s view of the order of things, to turn into the process of the declared discussions in their opponents.

Forming demand, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products that are in demand, especially for children and socially vulnerable segments of the population in these regions, they - these same authorities - will directly realize their promises, given voters and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life and significantly reduce migration.

Main part

The last step in the process of motivation in goal setting theory is employee satisfaction with the result. The special significance of this step is that it not only closes the chain of the motivational process, but is also the starting point for the implementation of the next cycle of motivation.

It is theoretically stated that if a positive result is obtained for the subject as a result of actions, then he receives satisfaction, if negative - then frustration. At the same time, the goal-setting theory claims that satisfaction or dissatisfaction is determined by two processes: an internal process in relation to a person and external ones.

Internal processes, leading to satisfaction are mainly related to how a person evaluates the result he has received in terms of correlating it with the goal. If the goal is achieved, the task is completed, then the person experiences a sense of satisfaction. If not, then it causes dissatisfaction. This circumstance gives rise to a certain contradiction in goal-setting. As already mentioned, the higher and more complex the goal, the higher the level of performance. At the same time, a high goal may rather lead to the fact that it will not be achieved, and, consequently, a person will experience a feeling of dissatisfaction and disappointment. This, in turn, can lead to striving—setting lower goals, refusing to set or accept difficult goals. Therefore, it is important at the stage of setting a goal to take this problem very seriously.

External processes affecting the satisfaction or dissatisfaction of a person with the results achieved, are the processes of reaction to the results of labor from the environment, the evaluation of the performance by the environment. If the environment reacts positively (gratitude from the management, promotion, salary increase, praise of colleagues, etc.), then this causes satisfaction, if not, then it leads to dissatisfaction.

External processes also contain some contradictory beginning, which has a dual effect on maintaining the motivational process in an effective state in terms of quality and level of effectiveness. The essence of this contradiction is that a person behaves in accordance with the set goals, and the assessment of his actions is most often based on the results of his activities. Therefore, if a person achieves his goals, but at the same time demonstrates a low level of performance, a moderate or even negative external evaluation can lead to very strong frustration and a sharp drop in motivation to continue activities. A positive external assessment of successful activity can also negatively affect the motivational process, provided that a person has not been able to achieve their goals. This leads to a decrease in goal commitment and, ultimately, this negatively affects the quality and level of work performed in the future. If the external assessment is based on whether the goal is achieved or not, then in this case there are moments that can weaken the motivational process, the person will set simpler goals for guaranteed achievement, which will necessarily negatively affect the quality and level of performance.

General recommendations for implementing the goal setting process can be summarized as follows.

First, it is necessary to determine to what extent the organization and the people working in it are ready for the implementation of the goal-setting process.

Second, if the organization has potential readiness, then it is necessary to carry out a number of activities for practical preparation for the implementation of the goal-setting process.

Third. When setting goals, their complexity and specificity should be emphasized, as well as the acceptability of goals and commitment to them.

Fourth, it is necessary to conduct an intermediate analysis of the goals and their adjustment.

Fifth, it is necessary to analyze the achievement of goals, summarize the results of the previous stages and develop recommendations for the further implementation of the goal-setting process.

One of the constant aspirations of people is the desire to receive a fair assessment of their actions. People, though not to that extent, want to be treated fairly. At the same time, justice is associated with equality, in comparison with the treatment of others and the evaluation of their actions. If a person believes that they approach him in the same way as others, without discrimination, evaluate his actions from the

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same positions as the actions of others, then he feels the justice of the attitude towards himself and feels satisfied. If equality is violated, if individual members of the organization receive undeservedly high marks and awards, then the person feels offended, and this leads to frustration and dissatisfaction. In the same time.

The theory of equality proceeds from the fact that in the process of comparison, although objective information is used, for example, the amount of wages, the comparison is carried out by a person on the basis of his personal perception and his actions, and the actions of the people with whom he makes comparisons.

Norma - the ratio of perceived costs to perceived rewards. There are two types of rules. The norm of the first type reflects the ratio of the individual's perceived reward to the individual's perceived costs. The norm of the second type reflects the ratio of the perceived reward of others to the perceived costs of others.

The theory of equality says that it is very important for a person how his norm correlates with the norm of others. If the norms are equal, then a person, even with a smaller reward, feels justice, since in this case there is equality. If his rate is lower, then he believes that he is not being rewarded enough. If his norm is higher, then he believes that he is being rewarded undeservedly.

The notion that takes place in management practice that inequality pushes people to improve their performance, that the state of equality demotivates people to achieve high results, is fundamentally wrong. As argued in the theory of equality, based on empirical research, a person experiences a sense of satisfaction if equality is observed. Therefore, he strives to maintain this state.

Equity is bad when the overall performance level is low. In this case, equality will result in maintaining that level. If the overall level of performance is high, equality is an important motivating factor for the success of the members of the organization.

In the event that an individual believes that he is not sufficiently or excessively rewarded, he has a feeling of dissatisfaction (in the second case, this feeling is less pronounced). Given the unfair and unequal assessment of their work, a person loses motivation for active creative action, in terms of the goals of the organization, which leads to many negative consequences.

The theory of equality allows us to draw several very important conclusions for the practice of managing people in an organization. Because perception is subjective, it is important that information about who, how, for what, and how much is rewarded is widely available. It is especially important to have a clear payment system that answers the question of what factors determine the amount of payment. An important implication of equity theory is that people are guided by a comprehensive assessment

of rewards. Wages play an important role in this comprehensive assessment, but far from being the only one, and not necessarily the decisive one. Therefore, leaders should take this into account if they are trying to create an atmosphere of equality in the team.

As repeatedly emphasized, the perception of equality and fairness is highly subjective. To successfully manage people, the manager must not only strive to be fair, create an atmosphere of equality, but also know well whether employees believe that remuneration is built on an equal and fair basis. To do this, management must regularly conduct research to find out how employees evaluate remuneration, whether they consider it equal or not.

A person in an organization manifests himself not only as a performer of a certain job or a certain function. He shows interest in how his work is organized, in what conditions he works, how his work affects the activities of the organization. That is, he has a natural desire to participate in the processes taking place in the organization that are related to his activities in the organization, but, at the same time, go beyond his competence, beyond the scope of his work and the tasks he solves.

The concept of effective management proceeds from the fact that if a person in an organization is interested in participating in various intra-organizational activities, then he thereby, receiving satisfaction from this, works with greater efficiency, better, more efficiently and more productively, namely:

Firstly, it is believed that effective - participatory management, which gives the employee access to decision-making on issues related to his functioning in the organization, motivates a person to do his job better;

Secondly, participatory management not only contributes to the fact that the employee does a better job, but also leads to greater returns, a greater contribution of the individual employee to the life of the organization, i.e., there is a more complete use of the human resource potential of the organization.

Initially, the spread of participatory management was associated only with increasing the motivation of workers. Recently, participatory management has been increasingly associated with improving the use of the full potential of an organization's human resources. Therefore, the concept of participatory management can no longer be associated only with the process of motivation, but should be considered as one of the general approaches to managing a person in an organization.

Joint management can be implemented in the following areas, namely:

Firstly, employees have the right to make their own decisions about how they carry out their activities. Autonomy may concern, for example, such aspects of their activities as the mode of operation or

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the choice of means for performing work;

Secondly, workers may be involved in making decisions about the work they do. In this case, the manager consults with the employee about what to do and how to perform the tasks assigned to him. That is, in other words, the employee participates in setting goals that he must achieve, determining the tasks that he has to solve;

Thirdly, employees are given the right to control the quality and quantity of their work and, accordingly, responsibility for the final result is established;

Fourth, effective management involves the broad participation of employees in rationalization activities,

fifthly, in making proposals for improving their own work and the work of the organization as a whole, as well as its individual divisions.

A possible avenue for effective management is to give employees the right to form working groups of those members of the organization with whom they would like to work together. In this case, the right to decide not only about their own work, but also about with whom to cooperate in group activities is given.

In real practice, all these areas of participatory management are usually used in a certain combination, since they are very closely related to each other and complement each other very well. At the same time, it is precisely in combination with each other that these individual areas can effectively manifest themselves, and it is precisely individual well-established combinations of these areas that are used as specific forms of management. The most obvious example of this is the quality circles widely used in the management of Japanese firms.

A person performs certain actions in accordance with the pressure on him of a combination of internal and external forces in relation to him. The totality of these forces, called motivation, evokes far from the same reaction in people. Therefore, it is impossible to unambiguously describe the process of motivation. At the same time, on the basis of empirical research, several concepts have been developed that describe the factors influencing motivation and the content of the motivational process.

So-called content theories of motivation focus on how different groups of needs influence human behavior. The widely accepted concepts of this group are Maslow's hierarchy of needs theory, Alderfer's ERG theory, Herzberg's two-factor theory, and McClelland's acquired needs theory. Despite the fundamental differences between these concepts, they nevertheless have something in common, which reflects a certain commonality in the motivation of a person to act.

And I would also like to draw attention to one phenomenon that usually slips away in the hustle and bustle of problems - the historicity of the economy.

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, namely: we didn't give a damn about our manufacturer.

Forming import-substituting, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products that are in demand, especially for children and socially vulnerable segments of the population of these regions, they - these same authorities - will directly realize their promises to voters . and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

A prerequisite is the implementation of commercial activities on behalf of the franchisor; in the service sector, the mechanism is similar to that used in the sphere of commodity circulation, i.e. when selling children's shoes. Only the objects of cooperation differ. Any business can develop here according to the franchising system. Promising areas include "branded" stores.

Such areas of cooperation within the framework of franchising allow operating shoe enterprises to expand their production volumes, taking into account the requirements of municipal or regional levels, as well as the Federal Districts, and the territories to alleviate the acute shortage of children's shoes.

When concluding a franchise agreement, the franchisee must pay special attention to the issues of relationships, to provide for all the nuances of cooperation. This is the need to conduct marketing research, the state of the sales market, the forecast for the demand for children's shoes, the strengths and weaknesses of competitors and how they can be countered, is it possible to make purchases of children's shoes from other enterprises, is there a minimum or maximum size of wholesale purchases, or these volumes are adjusted based on the results of marketing research, whether supply disruptions are possible and who will compensate for the losses in this case. And, most importantly, does the franchisor guarantee the stability of selling prices for footwear in order to ensure its competitiveness in the sales market. And the franchisee must know exactly the needs for such an assortment of children's shoes, which will be in demand by the market, taking into account these very features of its market. Only in such a relationship is a stable profitable business possible. Such a result will be possible only if the maximum possible hit in the "bull's eye" in the manufacture and offer to the buyer of such an assortment, which will take into account the interests of all segments of buyers - from rich to poor, is ensured.

Of course, not everything is so simple and unambiguous, but the accumulated experience in the Ekonika Shoe franchising system is encouraging. The

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development of franchising in our country may turn out to be one of the most effective forms of support for small and medium-sized businesses, since for them it is a stable profitable business. According to statistics, during the first three to five years, 90% of open small businesses die, and only 10% of franchised ones. This result is ensured by the interest of the parties involved in the effectiveness of their cooperation - the leading shoe companies are expanding and strengthening their positions in the sales market in these regions, and the franchisees are providing themselves with a stable profitable business, removing the shortage of such demanded products as children's shoes and creating new workers. Places.

At the same time, the trends in the use of molded parts for the bottom of shoes are taken into account, although the possibility of implementing thread fastening methods for children's shoes is not excluded. In general, action is needed and the result will not keep you waiting.

The process of motivation is revealed in theories that try to explain why people are willing to perform certain actions, spending more or less effort. Expectancy theory, goal setting theory, equality theory, and co-management theory, which explain how people should be influenced to induce them to work effectively, give managers the key to building an effective system of motivating people.

“One of the most significant paradoxes revealed by the ongoing scientific and technological revolution has been that the most effective means of achieving a positive result turns out to be quality improvement in the broadest sense of the word.” And let us explain: “We are talking about the quality of not only the products themselves, but also the organization as a whole, i.e. about the quality of its interaction with the outside world, about the quality of its functioning and management, the life of its employees. More and more researchers are approaching the idea of the broadest context for defining quality. Quality should characterize a non-isolated phenomenon. The relation of the phenomenon to the environment of existence, conditions of expression, and other phenomena is manifested in quality.

G. Hegel said that quality is that, losing that, the phenomenon ceases to be itself, but the dialectically thinking German philosopher did not even think of isolating the phenomenon in quality. It was for G. Hegel a concept that reflects the relationship of the phenomenon. The advantage of G. Hegel's dialectical thinking was its systemic nature. He thought of relationships, phenomena as a system and logically had in mind a system-forming factor. The phenomenon does not dissolve in the system, it forms it with its relations, which, in turn, together with the phenomenon form what we call quality. By the way, G. Hegel was not the discoverer of quality in the system of relations of the phenomenon. Similar ideas

were expressed, one way or another, by his predecessors.

Subsequently, I. Kant called Locke's objective qualities a priori (ideal), and subjective - a posteriori (real). It is easy to see in philosophy the opposition not so much of the idealistic and materialistic interpretation of the concept of “quality”, but of the supporters of simplified materialistic views on quality and their opponents, who proposed to include signs of human activity in the definition of quality.

While there was no human consciousness, everything that existed was represented by the existence of objects, things, their properties, relationships, movement. To define the world before human existence, two initial concepts are quite sufficient: “object” and “process”.

The situation changes with the advent of consciousness. All the main areas of activity of consciousness: cognitive, communicative, regulatory - are manifested in the format of reflection of objects, and the reflection is fundamentally different than all known in nature. Strictly speaking, consciousness reflects, in the most general sense, reproduces. In a concrete sense, it reconstructs objects, because it is not capable of reflecting an object in a physical representation. The expression “we look with our eyes, but we see with our mind” quite correctly reveals the essence of the “reflection” of an object in the forms of thinking. If the image is still somehow comparable with the subject, then the ideas are very far from subject specificity. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness, similar in essence, but not in the form of being.

An object for consciousness acquires a specific mode of existence - it becomes an object. An object is a product of interaction between an object and consciousness.

Together with the object, the quality of the object appears, which may or may not coincide with the objective quality of the object, in the case when the subject enters into systemic relations with the object, forming a system of the “subject-object” type.

Specifically, such a system manifests itself in the form of production, the product produced, and relations in production. “The quality of processes, organization, life is a motivator of a higher level than, for example, profit.”

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

The program requires a detailed study of all components, starting with clarity in the definition. The

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definition of quality, as we have already seen from an excursion into philosophical history, is not so obvious and unambiguous. Hence the confusion in the idea of quality.

The first reason explaining the weakness of the quality management policy is the vague distinction between “quality of an object” and “quality of an object”, i.e. subject in the system of human interests. For two decades of perestroika, we have retained the attitude to the definition of quality as an objectively given state of an object, a set of natural properties. The mechanistic transfer of the characteristics of phenomena of natural nature to the definition of phenomena of the artificially created world of things has nothing in common with dialectical materialism. This is a parody of the dialectical worldview of the world.

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

Such a two-sided quality of goods misleads those who have not yet understood the art of dialectical thinking, who seek to put everything “on the shelves”, forgetting about the structure of which these shelves are parts. The quality of a product is determined only by a natural basis, but it is built artificially.

The quality of goods has several creators. Some of them - a fashion designer, designer, technologist, manager - are always in sight, their qualifications and experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

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

Let's add to the plot another area of mental response, usually of little interest to the manufacturer, as the subconscious. Z. Freud is not in demand by managers and marketers in vain. Our bazaar is now being formed “according to concepts”, but with the displacement of the “extra people” of the new time from it, the “underground”, subconscious, mechanisms of consumer thinking will start working, and taking into account the peculiarities of the “cellars” of consciousness, they will receive a significant gain.

Our emphasis on market research should not be seen as a call to look in the market for keys to quality.

Thus, we want to emphasize the importance of the market factor in the development of the doctrine of the quality of goods.

The market attracts attention as a concentration of opposing interests, this is the “frontal” place where some “execute” others, then “execute” these others. Americans rightly consider the market to be a “holy” thing for society, they carefully protect market tournaments from monopoly “attacks”.

In the United States, a lot of money is spent on studying market trajectories, unlike our capitalists, of whom every second is “illegal” in the economy, and the third is a representative of the “gray” economy. Try in such a situation to get an objective result of research on the “spirit” of the market, to track the mood on the market with the expectation of getting closer to a true reflection of the existing attitude towards the product.

The difference in the quality of goods and the understanding of quality are becoming more and more significant. In determining the quality of a product, such factors are taken into account that are irrelevant to consumer attitudes: the environmental component, the traditions of the manufacturer, etc. Let's add to what has been said and views that do not coincide in a number of positions, we get an interesting picture: no matter how hard the interacting subjects of relations try to develop a consensus of quality, the differences will persist and will increase over time. If the natural properties, taken in the initial state of the product and taken into account in its quality, should not change significantly during the warranty period, then the perception of the product through quality changes under the influence of many reasons.

Quality from the side of expressing the spiritual component in it is little studied. The prospect, on the contrary, urgently requires such knowledge, the development of methods for obtaining and evaluating it. It is necessary to come to terms with the fact that the era of shop production, when the quality of the product and the image of the quality of the product coincided due to lack, the competition has passed forever, then the consciousness had nothing to choose from, and without choosing an image that is different from the object, it is difficult to form. The quality of the goods was dictated by the shop workers, and no one could object to them.

In the 21st century the situation is different. The image of quality is no less important for the market than the objective quality of the product itself. As soon as the object of production turns into an object, the human component is included in the quality of the object, and it is completed in a way that is combined with the object, into a general quality system.

The consumer who is able to unravel the tangle of subjective-objective relations that form the quality of the goods presented to the buyer is able to satisfy

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the market need. When they were students, today's specialists most often did not understand why philosophers explain the "objective" and "subjective" to them. It seemed that they were doing irrelevant business.

The Soviet limited consumer market did not reveal the dialectics of the objective and the subjective. Often, teachers unprofessionally analyzed these concepts, there was no specific context. Surprisingly, even today not everyone has managed to realize the professional significance of the basic philosophical categories, they think like materialists-metaphysicists, who divorced the ideal and the material, the subjective and the objective into independent and incompatible sets.

Analysts describe the world surrounding the modern manufacturer rather harshly; "the consumer dictates what, when, at what price and in what form he wants to receive; The competition in the market is intensifying due to its globalization: the needs of buyers and the situation in the market are changing at an ever-increasing rate." From the outside, what is happening looks very chaotic, it raises doubts about the systemic organization of relations. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. Whatever fantasies the master constructing the castle is guided by, he knows that there will be someone who is able to make a key to it and gain access, because all creativity begins with chaos and ends with the acquisition of order. Externally, and determining the quality of a product produced for sale on the market seems to be an impossible task, for for this it is necessary to combine not converging, but, basically, diverging views. Involuntarily, the "Krylov" fish, crayfish and pike, who undertook to drag the cart, are recalled. In our case, there are even more subjects.

The designer, technologist, manager develop their understanding of the quality of the goods, they are connected by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure of the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, due to the real buying opportunity.

There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized, attracts with its potential. By controlling the market, the intermediary-speculator is able to form an image of quality in his own interests, in particular through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer.

Chance and necessity are correlative dialectical relations, as well as chaos and order. Chaos is not opposed to order, it is different from concrete order. Chaos is disorder in the pure case in relation to some decency. In a general expression, chaos is also order, not yet revealed to the observer. Before analyzing the

factors that ultimately determine the consensus quality, let us dwell on one more aspect of the quality problem that remains aside for researchers - the heterogeneity of the content of the concept of "quality".

The content of the concept of "quality" in relation to a commercial product should be structured depending on the nature of the properties included in the content. The properties that form the content of the concept of product quality are divided into three groups: objective properties, intersubjective and individual (subjective).

Objective properties (signs) reflect the natural foundations of the concept, for example, natural or synthetic raw materials for shoes, clothing, haberdashery products.

Intersubjective - are formed as products of the activity of the consciousness of participants in economic relations: the manufacturer, intermediary, consumer, supervisory organizations, national traditions, world trends. In a certain sense, one can speak of intersubjective representations as conditionally objective, objectified in collective thinking. At the top of the pyramid of properties, united by the content of the concept of quality, there are individual, subjective signs.

What is the output for the manufacturer? There is only one way out - a direct presence in the market and significant investments in the education and education of consumers. It is difficult to overcome such a program alone, but it is absolutely realistic to unite. The domestic manufacturer has everything necessary to oust the speculator from the retail market. It has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the old, pre-reform priorities, which are actively exploited by unscrupulous manufacturers and which the authorities bashfully close their eyes, unable to return to the Soviet experience. The brands of Vyatka, Orenburg, Ivanovo, some Moscow and Leningrad enterprises are returning to the market.

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 innovations are based on digital production and quality, should become priority areas of state 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 of industrial policy and

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economic growth was developed quality improvement strategy, product competitiveness, which could 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 priority products and the determination of 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, makes it possible to calculate the static parameters of the technological process for the production of priority products for various forms of organization of production. Developed software for calculating cash receipts from the operating activities of light industry enterprises based on assessing the degree of sales 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 the turnover of products and reduction of losses, which guarantees light industry enterprises the receipt of stable TEP and prevents their bankruptcy.

Models for the sale of products within a month for 100%, 80%, 50% are offered. Calculations show that with 100% sales 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 policy of the enterprise. It also makes a profit when selling 80% of men's, women's and children's shoes. When selling less than 50% of shoes from the production volume, the company will incur losses. To solve this problem, the conditions for the sale of shoes within the agreed time and the sales volume 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 the state and regional intervention that should correct the situation on the market for domestic products of light industry enterprises in the regions, which means that there will be an opportunity for the development of competitive and demanded products.

The implementation of the planned measures will lead to covering the deficit in all types of products, increasing labor mobility in the Southern Federal District and the North Caucasus Federal District and reducing negative processes in the labor market, as well as to a stable balance of interests of consumers, employers and municipal, regional and

federal bodies authorities. For the successful implementation of all the above measures, the interest of regional authorities in mastering the production of competitive products, reducing prices for components and energy costs, and benefits in the transportation of manufactured products by enterprises in the regions of the Southern Federal District and the North Caucasus Federal District are most needed.

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

The economic effect of the results of labor is limited, which consists in increasing labor productivity, the level of mechanization of production, reducing work in progress and the cost of digital products. A tool available 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 demanded products.

Innovative technological processes for the production of products using modern technological equipment with advanced nanotechnologies have been developed, which form the basis for reducing the cost of products and ensuring their 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 sex 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.

Complex indicators of the effectiveness of innovative technological processes for the manufacture of footwear similar to other types of manufactured products are 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 are identified, which allow eliminating bottlenecks, minimizing equipment downtime, which is one of the conditions for designing innovative technological processes. The reliability of calculations carried 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, profitability and other indicators.

The proposed method allows to reduce the duration of technological preparation of digital production and reduce the time of expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the

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study is expressed in the intellectualization of the work of a technologist with a reduction in time spent on developing a range of products in demand and evaluating the effectiveness of technological processes compared to 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 priority products is carried out on 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 for assessing the influence of the factor "organization of production" on individual costing items in general and other technical and economic indicators in order to prevent bankruptcy of enterprises.

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 market and in the markets of near and far abroad. All we need is our good will.

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