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FEATURES OF DEVELOPMENT OF THE CRITERION FOR ASSESSING THE EFFICIENCY OF THE FORMED INNOVATIVE TECHNOLOGICAL PROCESSES FOR THE PRODUCTION OF IMPORT-SUBSTITUTE ASSORTMENT OF FOOTWEAR

Abstract: in article by authors due to a well-founded decision on the choice of an effective technological process for the manufacture of import-substituting products will allow consumers to satisfy their interest in purchasing priority and high-quality products. In addition, the assortment policy proposed by the authors assumes the creation of conditions for the manufacture of priority and demanded products by consumers in the regions of the Russian Federation, guaranteeing them sustainable import substitution in competitive and scarce footwear.

Key words: competitiveness, demand, priority, entrepreneurs, products, basis of assortment policy, innovations, efficiency.

Language: English

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Introduction

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Theoretical and methodological basis

formations criteria ratings the competitiveness of enterprises is the content of the concept of "competitiveness of an enterprise", under which understands its advantages in comparison with other

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enterprises in ensuring the economic development of the region, as well as in innovation and investment potential of international cooperation. The content of the concept is transformed into a general economic and mathematical model definitions competitiveness enterprises:

$$To_p = f(Z_{reg}, P_{inv}, P_{innov}), \quad (1)$$

Where To_p - grade enterprise competitiveness;

Z_{reg} - criterion importance assessments

Table 1. Indicators ratings significance enterprises for development region

Directions for assessing the importance of an enterprise for the economy region	Indicators
1. Assistance growth income budget	Added price , created enterprise
2. Assistance common employment	Quantity working on enterprise
3. Assistance formation positive balance external trade	Volume export products enterprise
4. Contribution enterprises in economy region	Share enterprises V production structure region

The innovative potential of an enterprise is determined by the number branches included in the enterprise. The more the number of branches, the higher the level of competition, and competition is an incentive for innovations. In addition, the more innovative branches an enterprise has, themes higher innovative potential of the enterprise itself. Investment potential is characterized by the number of product processing levels in the value chain. The processing level is the number of types of products that are created at the enterprise along the production chain, determined on based on the OKONH code in accordance with the Classifier of Branches of the National Economy. The higher the degree of processing of the product, the more investment is required in such an enterprise. But in this case, it is necessary to find a solution that would allow the manufacturer have tool For ratings efficiency developed innovative technological processes. Such a solution is possible if we use for such an assessment the efficiency coefficient, the value of which is considered as the value of the coefficient of concordance forevaluation of the results of a priori ranking (W), which changes (K_{eff}) from 0 to 1. If it the value tends to one, then this means that the manufacturer has managed to find the most optimal solution innovative technological process, If same his meaning strivesto zero - then an analysis of the reasons for such an unsatisfactory result and a search for errors is required, provoked receiving such result, and paths elimination admitted errors. Optimal power calculations were previously performed for the range from 300 to 900 pairs for men's and women's shoes for everything assortment of footwear. Analysis of the obtained characteristics for three options given technological process at manufacturing the entire range of footwear confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using

enterprises for economic development region;

P_{inv} - criterion ratings investment potential enterprises;

P_{innov} - criterion ratings innovative potential of the enterprise.

Thus, based on these evidences, a system is proposed evaluation indicators meanings TORs for development of the region, which presented V table 1.

universal and multifunctional equipment. So with a range of within the range of 300 – 900 pairs, the best volume of production according to the given criteria is 889 pairs (for men) and 847 pairs (for women). If the production areas proposed by the regional and municipal authorities of these districts - the Southern and North Caucasian Federal Districts - do not allow the calculated production volumes to be realized according to the stand ard indicators, then in this In this case, the optimal power option that is acceptable is selected, for example, the volumeproduction of 556 pairs, which corresponds to the stand ard indicators for the proposed production areas and is characterized by the best values of the designated criteria, forming the cost price of everything product range shoes. Maximum meanings indicators ratings competitiveness enterprises are determined on the basis of their comparison between enterprises in the region. If there is only one enterprise of this type operating in the region, then to assess its competitiveness Can use maximum meanings indicators ratings identical enterprisesin other regions of Russia. Values of coefficients for assessing competitiveness enterprises theoretically can change in within from 0 to 1: $K_p = 0 \div 1$.

Consequently, enterprises that have received comprehensive support will be competitive. assessment, meaning which close To unit. Actually meaning coefficient will less than one. To select the most promising enterprise for the state stimulation within the framework of PPP projects, attracting foreign investment, or receiving donor assistance it is advisable to use a selection criterion that is determined by function: $K_p = \max$.

Main part

Meaning increases competitiveness enterprises consists of in mutual influence enterprises and competitiveness his branches: with one sides, and

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competitive enterprises contribute increase competitiveness all enterprises V in general (cumulative effect), and on the other hand, a competitive enterprise creates conditions for development competitive advantages for participants (synergistic effect). The method is designed to identify promising potential enterprises for foreign investment within the framework of programs for the creation of innovation centers, as well as to organize state support for the organization of identical enterprises identified in the region within the framework of public-private programs, which allows for comparison of results works of different industries enterprises. To identify the prerequisites for determining its effectiveness, it is necessary to assess the level of competitiveness of enterprises - subjects of the regions of Russia, therefore the next task of the study is to develop a methodology for analyzing and assessing competitiveness enterprises in regions Russia. The methodology of studying the competitiveness of an enterprise allowed us to formulate the following system-forming features of the concept of "competitiveness of an enterprise", namely:

- 1) comparison with competitors;
- 2) combination of consumer interests (competitiveness of goods) and interests of the producer (effective use of competitive potential enterprises).

Competitive potential of the enterprise represents a set of internal factors of competitive advantages of enterprises, providing it with a competitive position in the market. The elements of competitive potential are defined on the basis of the concept value chains chain) by M. Porter, which he considers from the point of view of the source of competitive advantages of enterprises. The value chain allows us to divide all activities of the enterprise into several categories: primary types (logistics, operations, outgoing material and technical support (MTO), marketing and sales, after-sales service) and supporting types (infrastructure, control human resources, development technologies, logistical supply). Following According to this theoretical justification, the competitive potential of an enterprise includes such components as marketing, management, finance, logistics, production, innovation, personnel that can be used with varying degrees of effectiveness by each individual enterprise located in regions of Russia. Based on the conducted theoretical study, the competitiveness of an enterprise can be defined as the property of an object to produce competitive products due to more efficient use of its competitive potential in comparison with competitors. The development of a methodology for analyzing and assessing the competitiveness of enterprises involves solution following methodological problems. The most adequate to the content of the concept of enterprise competitiveness is the method of total weighted assessment of competitiveness factors,

which consists in calculating the sum of the products of factor assessments by their significance. Its advantages are members of that it allows:

- get complex assessment and compare her with assessment competitors;
- to make a quantitative assessment of the main factors of competitive advantage enterprises and on basis her identify competitive advantages and competitive problems enterprises For developments effective strategies increases competitiveness;
- realize monitoring plan by competitiveness and accept measures proactive control, flexibly responding to changing factors external and internal Wednesday enterprises.

Since in this work the competitiveness of the enterprise is considered as a property an object to produce competitive products due to more efficient use of its competitive potential compared to competitors, then as The following factors are proposed for assessing competitiveness: competitiveness product (considered as a result) and competitive potential (considered as a result) as a resource of the enterprise). The competitiveness of the enterprise is assessed at a specific market. The environmental factors for regions of the same market will be the same, therefore, in they do not participate in the assessment. However, in planning the competitiveness of enterprises, factors external environment must necessarily be taken into account.

The next problem is the choice of the method for reducing dimensional indicators to dimensionless ones. To assess the competitiveness of an enterprise, researchers propose a system dimensional (with different units of measurement) indicators. In order to bring them to comparable (dimensionless) units measurements we use index way.

Index method – to convert dimensional units of measurement of competitiveness indicators into dimensionless ones, an index is calculated as the ratio of the dimensional indicator of the competitiveness factor assessment to maximum meaning indicator on this market. It seems that What this method Comparison of indicators for assessing the competitiveness of an enterprise has the following advantages, namely:

firstly, it allows comparing the analyzed indicators with the indicators of the industry leader, which corresponds to the essence of the "competitiveness" category as a comparison with a competitor;

secondly, it is less labor-intensive and easily algorithmized;

thirdly, in more degrees fits For comparisons quantitative, how quality indicators.

Like this in this way, It is proposed methodology analysis and ratings competitiveness enterprises on basis measurements competitive potential, which includes next stages.

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1. Choice indicators ratings factors competitiveness enterprises.
2. Definition significance indicators V common assessment competitiveness.
3. Calculation dimensionless ratings indicators competitiveness enterprises.
4. Grade competitiveness goods.
5. Calculation generalizing indicator

competitiveness enterprises.

6. Analysis competitiveness enterprises.

In table 2 given system indicators ratings competitive potential before acceptance.

Table 2. System indicators ratings competitive potential enterprises

Factors competitive potential	Indicators ratings
1. Marketing efficiency	Ratio qualities goods and costs his production and marketing
	Pace growth commodity products
	Height volumes sales and profit
	Profitability
	Share on market, image
2. Efficiency management	Profitability total assets, profitability own capital; return on investment
	Clean profit on 1 rub. volume implementations; profit from implementations products on 1 rub. volume implementations; profit rep. period on 1 rub. volume implementations
3. Financial state enterprises	Equity ratio; current ratio liquidity; coverage ratio, autonomy ratio, constant index asset, general profitability enterprises, profitability equity capital, profitability products
4. Level organizations production	Coefficient use production capacities; production and sales power; volume and directions capital investments
	Share certified products V in accordance with international standards series ISO 9000
	Wear OPF, height productivity labor
5. Efficiency MTO	Quality and prices supplied materials. Material efficiency, turnover, permissive straight connections; coefficient uniformity receipts goods; profitability expenses by transaction; profitability purchases goods
6. Activity innovative activities	Annual expenses on R&D, number patents on inventions
	Share innovative goods, specific weight export products, number created advanced technologies
	Volume of shipped innovative products (services), number of patented technologies, the number of technologies with patent purity, the costs of innovations, quantity acquired and transferred new technologies, software funds
7. Competitiveness staff	Coefficient fluidity frames, coefficient advances productivity labor by relation to salary payment, educational level working strength, level professional qualifications workers

For each factors competitive potential enterprises were chosen indicators competitiveness enterprises and their significance (table 3).

Table 3. System indicators ratings competitiveness enterprises And their significance

Factors competitiveness enterprises	Indicators	Significance, %
1. Competitiveness goods	Weighted average by commodity assortment competitiveness goods	50
2. Marketing efficiency	Exceeding acceptable level stocks ready products	5
	Pace growth volume sales	5

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	Total	10
3. Efficiency management	Profitability investments	3
	Cost on 1 rub. realized products	3
	Total	6
4. Financial state enterprises	Coefficient security own negotiable by means	3
	Coefficient current liquidity	3
	Total	6
5. Level organizations production	Coefficient use production capacities	2
	Performance labor	2
	Wear main funds	2
	Total	6
6. Efficiency MTO	Decrease level material consumption	3
	Material efficiency	3
	Total	6
7. Activity innovative activities	Share innovative goods	5
	Cost on innovations	5
	Total	10
8. Competitiveness feature staff	Coefficient advances growth productivity labor by relation to growth salary boards	3
	Coefficient fluidity frames	3
	Total	6
	Total significance competitive potential	50
	Total maximum grade significance	100

The economic meaning embedded in the content of the concept of “competitiveness of an enterprise” (as the ability of an enterprise to produce competitive goods thanks to a higher value of its competitive potential compared to competitors) The authors came to the conclusion that the importance of the components of enterprise competitiveness is equal, i.e. 50% is the “contribution” of the competitiveness of the product and 50% is the “contribution” of the competitive potential, and then the economic and mathematical model for assessing competitiveness the enterprise will have the form

The significance of private indicators for assessing competitive potential is determined as follows. The greatest significance (10%) in the assessment is occupied by such factors as the activity of innovation activities and efficiency marketing. What is substantiated specifics of the industry: high importance for consumers of such a property of a product as compliance with the fashion trend; frequent changes in fashion and its influence on changes in consumer preferences; choice "fashion goods" are dictated by aesthetic considerations and public recognition; high differentiation of consumer preferences by market segments; a wide range of products and the lack of a standard sample with which to make a comparison For ratings competitiveness. The importance of the other five factors of competitive potential (management efficiency, financial condition enterprises, level of production organization, efficiency MTO, competitiveness staff) we accept equal between by yourself And are determined by way mathematical calculations: $(50\% - 20\%) / 5 = 6\%$.

The importance of private indicators for assessing each factor of competitive potential determined by dividing the significance for each factor by the number of factor assessment indicators. As a result, the following significance assessments were obtained, which are presented in Table 3. Another solution is possible, but the authors of the studies conducted such approach showed up justified and effective.

As already stated, we use the index method to calculate dimensionless estimates of enterprise competitiveness indicators. Dimensionless indices indicators are determined by formula (2) for positive indicators that have a positive trend - height (For example, profitability realized products, labor productivity) for negative indicators that have a positive trend - a decrease (for example, depreciation of fixed assets, excess of finished goods balances - howl products on warehouse by comparison with the norm, fluidity coefficient frames).

For maximum (minimum) The value for each indicator is taken as the value of the indicator of the leading enterprise in the industry. The proposed methodological approach is a method for constructing a model of an industry “leader enterprise”. In its capacity, is a conditional enterprise that is formed according to the highest indicators analyzed enterprises of the industry. This approach to the formation of the enterprise model- leader is acceptable, as it allows taking into account the desire of each enterprise to improve V conditions competitive environment. We believe that a more effective way to translate indicators that have a “negative value”, that is, the lower the level of

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material intensity, the more effective competitiveness of the product, to be considered as "+ 1", and with an increase in the level of material intensity, the indicator of the competitiveness of the product will decrease and in this case the level of material intensity will tend to zero. Thus, the value of the efficiency coefficient of the technological process will always have a positive value and tend to one, thereby confirming the justified choice of innovative technological solutions that guarantee competitive advantages to the enterprise and products on markets demand.

Light industry goods, due to its multi-industry nature, are diverse in their consumer and technical properties and have a wide range. In order to reduce the labor intensity of calculations, it is proposed to assess competitiveness by product range group. Product range group is understood as a range of goods united by common features into certain sets of goods. The level of competitiveness of the i-th product range

product groups is calculated according to the following formula:

For a qualitative characterization of the obtained competitiveness assessments, a scale for assessing the qualitative level is required. In economic practice, the principle is used construction of scales with equal steps, progressive and regressive scales. Progressive and Regressive scales are most often used for material incentives. We believe that that the most appropriate scale is one with equal steps, since it:

Firstly, corresponds to the solution of a practical problem (specification of the qualitative level of competitiveness);

secondly, simple V construction And use. Step scales is determined How 100 (maximum rating): 4 (quantity levels) = 25. The calculation resulted in received next scale (table 4).

Table 4. Scale ratings quality level competitiveness enterprises

Grade V percent	Qualitative level
from 0 to 24.9	Very short
from 25.0 to 49.9	short
from 50.0 to 74.9	average
from 75.0 to 100	high

The economic meaning of the obtained general assessment of competitiveness is that it shows the degree of satisfaction with the product and the degree of use competitive potential enterprises.

Stage 6. Analysis of the enterprise's competitiveness. Competitiveness Analysis enterprises It is proposed to carry out according to the following directions.

1. Calculation comparative competitiveness enterprises.

2. Analysis execution plan by competitiveness.

3. Analysis speakers level competitiveness enterprises.

4. Identification competitive advantages and competitive problems in internal Wednesday enterprises.

1. Calculation comparative competitiveness enterprises.

2. Analysis of the implementation of the competitiveness plan. It is carried out on the basis of a comparison of the actual level of competitiveness of the enterprise with the planned one. meaning.

3. Analysis speakers level competitiveness enterprises. Dynamics shows change indicator in time, moreover periodicity should be not less 1 years.

4. Identifying competitive advantages and competitive problems in the domestic Wednesday enterprises. This analysis is carried out based on the results of the competitiveness assessment enterprises. Competitive problems will be those factors of

competitiveness thatwill receive the lowest (compared to competitors) dimensionless assessment of indicators; competitive advantages - factors, received more high assessment. Identified competitive advantages and competitive problems of enterprises are informational base for developments strategies increases competitiveness enterprises. The developed methodology for assessing and analyzing the competitiveness of an enterprise, in contrast to from existing:

Firstly, takes into account industry specifics "easy industry";

secondly, it reduces the subjective factor in the assessment;

thirdly, it allows you to carry out in-depth analysis, thanks to the proposed directions and indicators of competitiveness analysis enterprises.

The assortment policy consists of developing and implementing decisions regarding nomenclature (names) of manufactured products, variety of assortment of onenames, necessity expansion of the released assortment.

To determine the volume of expected consumer demand for new products and ensuring a balance between supply and demand for footwear companies it is advisable use the method expert ratings.

A survey of experts (trade and industry specialists) is conducted when ready samples of new products, necessary for the examination.

Based on the results of the expert survey, a final

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report is compiled, which determines the expected volumes of demand for the enterprise's products. Based on these forecast recommendations, a survey of consumers and the enterprise's production capabilities, an optimal structure assortment.

One of the most difficult questions in the methodology of expert surveys - selection of experts and the formation of a commission of experts with the highest degree of agreement of opinions and a high level competence.

The level of competence is a key criterion for selecting experts - a subjective concept, united methodology ratings competence of experts not developed.

For formations optimal assortment politicians And demand on productsshoe company is offered to use one of the methods of competence assessment experts, which is based on calculation coefficient competence K_j .

The competence coefficient K_j is calculated based on the expert's judgment of the degree awareness of the problem being solved and indication of sources of argumentation for one's own opinions.

Coefficient competence is calculated by formula:

$$K_j = 1/2 * (K_{uj} + K_{aj})$$

Where K_{uj} - coefficient awareness By problem;

K_{aj} - coefficient argumentation By this same problem.

The considered method of assessing the competence of experts can be used in if there is sufficient evidence to support the reliability of the results obtained work.

To reasonably form a commission of experts with the highest degree of agreement of opinions, an algorithm has been developed, the mathematical justification of which is presented in article.

This software product allows you to select from the existing group of experts subgroup experts with the greatest degree coherence opinions

A software product for calculating key economic indicators was also developed. by shoe enterprise.

This algorithm allows you to automate the calculation of key economic indicators by shoe enterprise.

For greater clarity of the algorithm structure, calculations are performed on separate sheets Excel by articles expenses.

Cells, highlighted green color, need to fill in original data. All the remaining cells of the calculation tables will be filled with calculated data or data from reference tables.

On the sheet "Production "prog." the production program of the enterprise for the year is calculated. By setting the planned volumes of production of each model per day, as well as the approximate term release of each models And price products, we receive annual volume output in physical and value terms, as well as

in labor hours for each model and by enterprise V in general.

We define the basic model and on the sheet "Calculation of labor coefficient", we specify the calculated technologists labor intensity of a unit of product in hours for each model, we obtain the annual release in labor hours for each model, as well as labor intensity coefficients of each model with taking into account release.

On the sheet "Labor resources " we calculate the composition of the workforce and the balance of the workforce time of one average worker on planned year.

On sheet "Calculation ZP» we are doing calculation funds salary boards.

On the sheet "Material consumption rates" we fill in the tables on the consumption of main and auxiliary materials and get the cost of materials for each model per 100 pairs. The total costs for main and auxiliary materials are summarized in the table on the sheet "General mater."

On the following sheets, the calculations of fuel costs are carried out accordingly. energy, costs of maintenance and operation of equipment, general production expenses.

On the sheet "Cost price" the cost calculation is performed on the costing sheet unit by models, and also calculated: wholesale price, profit and profitability, costs per ruble of marketable products, conditionally variable and conditionally fixed costs. this same sheet analytically is calculated dot breakeven and stock financial strength for each model.

Level profitability must be in within from 10 to 25 %.

Based on the obtained indicators, revenue from sales and gross revenue are calculated.taking into account the property tax of 2.2% and a 20% income tax, as well as net profit by model and by the enterprise as a whole, subject to the sale of the entire volume of production products. Sample works software product given on drawings 2-4.

To assess the effectiveness of the developed innovative technological processesIt is proposed to use the efficiency coefficient (K_{eff}), the value of which should be considered as the value of the coefficient of concordance for assessing the results of a priori ranking (W), which varies from 0 to 1. If its value tends to one, then this means that the manufacturer has managed to find the most optimal solution for the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked the receipt of such a result are required result, and paths eliminating the mistakes made.

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19	Расчет оптовой цены (Ц _{оп} =Цена/1,18)				
20	Модель	Цена	Оптовая цена		
21	Зимние сапоги (модель А)	1400,00	1186,44		
22	Осенние ботинки (модель Б)	1360,00	1152,54		
23	Весенние полуботинки	1220,00	1033,90		
24	Летние сандалии (модель Г)	890,00	754,24		
25					
26	Расчет основных показателей				
27					
28	Показатель \ Модель	Зимние сапоги (модель А)	Осенние ботинки (модель Б)	Весенние полуботинки (модель В)	Летние сандалии (модель Г)
29	Прибыль (руб.)	171,59	401,59	250,25	102,47
30	Рентабельность (%)	16,91	53,48	31,93	15,72
31	Затраты на рубль товарной продукции (руб.)	85,54	65,16	75,80	86,41
32	Затраты условно-переменные (руб.)	787,03	557,61	601,64	492,29
33	Затраты условно-постоянные (руб.)	227,82	193,34	182,01	159,48
34	Точка безубыточности (пар)	26954,41	13096,67	19486,94	28331,98
35	Запас финансовой прочности (%)	42,96	67,50	57,89	39,12
36	Выручка от реализации (руб.)	56 066 408,64	46 447 362,00	47 848 892,00	35 099 312,64
37	Валовая выручка (руб.)	8 583 395,54	16 483 643,02	11 940 489,91	5 068 877,96
38	Чистая прибыль(руб.)	6 677 881,73	12 824 274,27	9 289 701,15	3 943 587,05
39	Чистая прибыль предприятия за год по всем моделям (руб.) = 32 735 444,20				
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Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИНЦ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

1	2	3	4	5	6	7	8
Производственная программа на год в натуральном выражении							
Наименование изделий	Выпуск изделий в день, пар	Период выпуска изделия в течение года, дни	Выпуск изделий за год, пар	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	716	66	47256			47256	
Осенние ботинки (модель Б)	650	62	40300		40300		
Весенние полуботинки (модель В)	712	65	46280				46280
Летние сандалии (модель Г)	831	56	46536	46536			
Итого:		249	180372	46536	40300	47256	46280
Производственная программа на год в стоимостном выражении							
Наименование изделий	Годовой выпуск изделия, пар	Стоимость изделия, руб.	Годовой объем выпуска, тыс.руб.	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	47256	1400	66158,4			66158,4	
Осенние ботинки (модель Б)	40300	1360	54808		54808		
Весенние полуботинки (модель В)	46280	1220	56461,6				56461,6
Летние сандалии (модель Г)	46536	890	41417,04	41417			
Итого:			218845,04	41417	54808	66158,4	56461,6
Производственная программа в трудо-часах							
Наименование изделий	Годовой выпуск изделия, пар	Трудоемкость изделия	Годовой объем выпуска, в трудо-масах	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	47256	0,66	31188,960			31189	
Осенние ботинки (модель Б)	40300	0,73	29419,000		29419		
Весенние полуботинки (модель В)	46280	0,582	26934,960				26934,96
Летние сандалии (модель Г)	46536	0,56	26060,160	26060,2			
Итого:			113603,08	26060,2	29419	31189	26934,96

Drawing 4 - Calculation production programs enterprises on year (sheet " " Production program " .

Software was also developed to select the optimal power. At this, V quality criteria For reasonable choice optimal power at formation the algorithm is justified were selected exactly those criteria, which provide the greatest influence on cost price of finished goods products, A exactly:

- losses By salary payment on unit products, rub.;
- release shoes, 1 m² ;
- percent downloads workers, %;
- performance labor one worker, couples;
- specific given cost on 100 steam shoes, rub.;
- price equipment on unit tasks flow (c)
- total price list (S_{general});
- stock financial strength (3_{фп});
- dot breakeven (T_{b.u});
- profit units products (Ex.);
- profitability products (R);
- cost on 1 rub. commodity products (Z_{1p} etc.);
- conditionally variable costs (Conditional) before.;

- semi-fixed costs (Conditional) pos.ed.

Based on the criteria given, in our opinion, the manufacturer has the opportunity to give preference for those that, from his point of view, would guarantee him the production of import-substituting products, competitive and in demand products, A exactly:

- labor productivity of 1 worker is the most important labor indicator. From the level and speakers productivity labor depend V that or other degrees all main indicators efficiency production and All labor

indicators: production products, number workers, expenditure salary boards, level payments labor and etc. For increases about productivity labor paramount meaning have implementation new techniques and technologies, wide mechanization labor-intensive works, automation production processes, increase qualifications workers and employees, especially at implementation innovative technological processes on base universal and multifunctional equipment;

- specific discounted costs - an indicator of comparative economic efficiency of capital investments, used when choosing the best of the solution options technological tasks.;

- reduced costs - the sum of current costs taken into account in the cost of production and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the stand ard coefficient of capital efficiency investments;

- The financial safety margin (FSM) shows by what percentage the enterprise maybe reduce volume implementations, not carrying losses;

- dot breakeven allows (T_{b.u}) define that minimal necessary volumeimplementations products, at which enterprise covers their expenses and works break-even, not making a profit, but not incurring losses, that is, this is the minimum output size products, at which achieved equality income from sales and costs production;

- profit (loss) from sales of products (Pr) is defined as the difference between revenue from the sale of products in current prices, VAT and excise

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	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

taxes, and the costs of its production and implementation;

- Product profitability (R) reflects the relationship between sales profit units products and their cost price;

- conditionally fixed costs (total fixed costs of producing a unit of output) ($Z_{\text{conditional}}$) which change proportionally or almost proportionally to the change in production volume (1st item – costs of raw materials and supplies; 2nd item – costs for auxiliary materials; 3rd – costs of fuel and energy for technological needs; 4th – expenses for additional and basic wages of production workers with insurance premiums in off-budget funds);

- conditional variables expenses (total variables costs production units products) ($Z_{\text{cond. trans. un.}}$), which do not depend or almost do not depend on changes in production volume (5 thsp. - cost on expenses on preparation and development production; 6 Art. - cost on expenses on content and exploitation equipment; 7st - cost on general production needs; 8 thsp. - cost on general economic expenses, they together with conditionally permanent consumption- we make up production cost price; 9 Art. - cost on commercial expenses. All these articles - formative conditional variables and expenses and conditionally permanent expenses make up full cost price, that there is conditional variables expenses can be determined as

complete cost price - conditionally permanent expenses, and vice versa, conditionally constant expenses can be determined how full cost price - conditional variables expenses);

- the costs per 1 ruble of commercial output show the relative size of profit every ruble current expenses, that there is this attitude cost price units products to wholesale price, characterizing efficiency conducted events by increase competitiveness and in demand products on markets demand. Criteria ratings and results of a survey of respondents on the influence of criteria on the competitiveness of enterprises easy industry and competitiveness goods are given V tables and on drawings

Dear respondent!

What factors would you give preference to when assessing the competitiveness of enterprises? easy industry and competitiveness goods, taking advantage of privileges - to appropriate them corresponding rank from arithmetic rows - preferred starting from 1, and not preferably a higher digit, ensuring that the requirements of the arithmetic series are met, namely, not allowing the omission of digits in the arithmetic series. If same at you difficulties at choice preferences, you can take advantage of "related- "by ranks", assigning two or more factors the same rank, but here too it is necessary observe requirements arithmetic rows (tables 5–14, Figures 5–10).

Table 5. Criteria ratings competitiveness enterprises easy industry and competitiveness goods, manufactured by them for consumers regions Southern Federal District and SKFU

No.	List of factors for assessing competitiveness light industry enterprises and competitiveness goods, which by them same made For consumers regions YUFYU and North Caucasus Federal District	Rank
1	Ratio qualities goods and costs his production and marketing	
2	Performance labor	
3	Coefficient advances productivity labor by relation to growth wages	
4	Cost on 1 ruble realized products	
5	Weighted average by commodity assortment competitiveness goods	
6	Quantity assortment groups on enterprise	
7	Share assortment groups V in general volume production	
8	Degree satisfaction each assortment groups	
9	Profit units realized products	
10	Conditional variables cost on unit realizable products	
11	Conditionally permanent expenses on unit realized products	
12	Weightiness total prices on unit realizable products	
13	Break-even units realized products	
14	Stock financial strength from volume realizable products	
15	Pace growth volumes sales	
16	Exceeding acceptable level stocks ready products	
17	Grade level partnerships relations with interested parties enterprises	
18	Share enterprises on market	
19	Profitability investments	
20	Profitability total assets	
21	Cost on innovations	
22	Coefficient security own by means	
23	Coefficient use production capacities	

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24	Material efficiency	
25	Share certified products V in accordance with international series stand ards ISO	
26	Decrease level material consumption	
27	Share innovative goods	
28	Trade turnover, permissive straight connections	
29	Coefficient uniform receipts goods on markets sales	
30	Wear main funds	
31	Coefficient fluidity frames	

Table 6. Survey results specialists and students on the assessment of the influence of factors on competitiveness enterprises and competitiveness products (KP and KP)

Experts	Factors																														
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	X28	X29	X30	X31
1.	3	16	6	1	15	19	2	20	5	17	9	23	12	21	18	25	4	22	26	8	24	28	11	30	27	10	14	31	29	13	7
2	12	4	19	11	21	17	20	23	5	13	14	31	2	29	1	22	6	15	27	30	7	26	16	28	10	24	9	25	18	3	8
3	5	4	7	19	2	3	8	10	12	27	13	26	15	1	6	17	9	14	28	11	16	18	22	25	21	29	30	20	31	23	24
4	3	8	14	29	2	30	28	15	31	27	16	1	17	26	7	18	9	25	19	24	20	10	4	13	21	12	23	6	5	22	11
5	11	13	2	1	12	19	14	21	3	18	31	22	9	10	20	30	8	26	15	27	4	23	28	5	7	25	24	6	17	29	16
6	2	4	6	1	11	14	5	3	15	8	10	9	16	7	13	17	12	19	21	23	18	28	24	20	29	22	26	30	25	31	27
7	3	1	4	5	2	15	22	30	20	10	13	14	19	27	9	8	28	23	24	16	29	27	21	6	7	17	25	18	11	12	26
8	13	25	15	23	30	24	12	9	7	17	29	21	4	8	6	31	18	27	19	5	11	16	3	14	20	28	22	1	10	2	26
9	2	1	15	3	16	17	11	10	20	21	19	18	14	22	23	4	31	5	13	6	30	8	7	12	24	26	25	27	29	9	28
10	1	2	3	4	11	10	4	1	1	5	18	12	2	3	2	5	3	13	4	14	15	6	5	7	10	16	8	9	10	17	16
11	1	10	4	13	8	1	7	15	1	15	20	17	3	6	1	12	9	18	21	13	5	25	24	23	14	19	22	1	11	2	16
12	1	12	21	9	19	13	26	22	1	16	24	5	8	27	11	17	3	20	4	4	14	7	18	2	6	10	1	15	25	23	5
13	4	3	5	2	6	3	4	5	7	8	4	3	4	5	9	7	6	7	5	3	4	6	1	5	6	7	3	4	3	2	9
14	3	1	5	4	7	5	6	4	2	8	5	3	7	3	4	6	8	10	7	5	4	3	9	5	4	7	6	3	4	5	7
15	1	2	9	15	10	13	23	11	3	14	22	30	7	26	4	25	27	21	12	16	24	5	19	6	8	28	18	17	29	20	31
16	8	2	21	3	9	10	11	22	12	27	29	30	13	28	1	31	5	4	6	7	14	19	18	20	23	26	15	16	17	24	25
17	8	2	21	3	9	10	11	22	12	27	29	30	13	28	1	31	5	4	6	7	14	19	18	20	23	26	15	16	17	24	25
18	8	1	9	7	24	2	11	10	3	12	13	6	4	14	5	31	15	16	23	22	18	19	17	25	28	27	30	21	29	26	20
19	1	1	1	1	3	2	3	4	1	1	1	2	2	3	2	3	1	1	1	2	1	1	1	2	2	1	1	2	2	1	1
20	3	1	2	10	12	4	18	23	11	20	31	29	16	25	27	30	19	5	6	21	14	26	28	17	13	22	7	8	15	24	9
21	5	31	3	24	11	23	17	29	6	22	9	30	16	20	27	2	19	12	28	7	26	18	15	8	14	21	1	25	13	10	4
22	21	29	1	26	11	19	31	20	5	24	25	15	23	10	30	9	16	17	27	22	18	28	2	13	7	8	3	14	12	4	6
23	23	1	9	5	31	8	28	12	30	26	14	18	24	17	27	2	20	19	11	15	29	16	10	3	13	7	22	4	25	21	6
24	7	24	22	3	30	15	5	28	17	31	12	23	9	27	25	11	18	6	29	16	19	2	20	13	10	1	21	8	26	14	4
25	6	29	7	11	14	28	1	18	23	19	27	22	4	26	8	21	20	9	25	15	2	24	10	17	16	31	12	30	3	13	5
26	3	8	5	12	18	30	21	28	25	22	29	19	23	10	26	6	15	2	31	20	16	27	24	17	13	4	14	1	11	9	7
27	4	12	6	19	22	2	31	15	24	8	14	29	13	10	27	30	1	17	26	28	23	20	16	25	3	11	9	21	5	18	7
28	4	2	6	9	11	15	17	21	24	26	25	7	13	18	20	23	27	30	28	29	22	8	10	14	19	31	16	12	5	3	1
29	6	8	10	12	14	16	18	20	23	25	27	29	31	26	1	11	19	2	13	15	21	24	28	30	22	4	9	3	7	17	5
30	3	12	16	6	21	8	14	24	13	18	1	10	22	26	29	30	31	28	19	4	15	9	25	27	23	20	17	7	11	2	5
31	4	11	16	26	31	12	3	23	28	30	5	18	9	27	25	19	2	17	14	24	22	8	29	20	1	10	15	13	21	6	7
32	5	7	12	6	14	15	11	17	18	13	16	19	1	22	2	25	3	4	27	20	9	28	26	29	8	21	31	30	23	10	24
33	5	6	16	18	20	4	2	3	1	24	21	25	7	26	17	27	9	8	19	22	23	28	30	31	29	12	13	10	14	15	11
34	3	7	6	13	31	9	15	12	16	8	18	26	10	17	2	24	21	1	20	4	14	19	29	11	23	28	5	27	22	30	25
35	1	7	12	8	13	4	23	5	24	20	22	30	9	31	21	10	6	2	27	28	11	18	14	25	3	15	29	26	16	17	19
36	1	7	12	8	13	4	23	5	24	20	22	30	9	31	21	10	6	2	27	28	11	18	14	25	3	15	29	26	16	17	19
37	13	4	18	3	20	5	6	19	1	7	28	8	14	21	9	23	31	27	30	10	16	25	29	26	15	2	17	11	22	24	12
38	15	14	19	16	5	18	17	28	2	6	7	30	20	21	8	31	29	3	9	1	22	12	23	10	27	11	13	4	24	25	26
39	13	6	11	2	17	24	26	12	7	16	28	15	21	5	27	20	3	1	10	14	16	9	4	8	29	22	18	23	19	20	25
40	20	5	25	4	3	27	11	31	12	1	2	21	24	23	13	17	16	14	28	6	29	15	30	7	22	26	8	19	18	9	10
41	9	10	14	21	25	16	8	7	2	26	13	22	18	27	4	12	17	1	5	6	11	23	28	15	20	29	3	24	30	19	31
42	2	13	14	4	5	19	25	20	21	22	23	31	26	29	30	24	17	1	3	15	12	8	9	16	7	6	28	11	10	18	27
43	11	12	3	13	9	10	1	19	8	20	7	31	21	2	29	22	5	23	6	30	4	28	24	27	14	16	25	15	26	17	18
44	2	3	1	4	3	2	1	5	4	2	3	1	2	5	6	7	3	4	5	6	4	2	3	4	6	7	4	1	2	3	5
45	5	8	14	7	2	1	15	16	4	24	28	25	30	13	31	27	10	9	12	17	11	29	26	18	3	6	19	20	23	22	21
46	6	7	13	8	1	2	16	17	3	25	26	27	28	14	15	31	9	10	11	18	12	29	30	19	4	20	5	21	24	23	22
47	7	6	12	8	2	1	17	3	25	27	26	28	15	14	31	10	9	11	19	13	30	29	18	4	20	5	21	24	16	23	22
48	1	3	2	4	15	14	24	26	25	18	5	19	20	7	6	23	27	16	13	11	10	12	17	22	21	9	28	8	29	30	31
49	8	3	10	2	19	24	26	9	16	17	25	27	20	18	1	28	11	5	29	13	4	30	31	6	22	7	14	23	21	12	15
50	4	5	15	16	1	19	20	17	22	26	27	24	25	23	6	31	21	7	30	8	9	10	11	28	2	18	3	12	13	29	14
51	3	2	5	1	6	8	9	7	10	4	4	12	13	8	8	11	15	16	17	13	18	19	14	10	9	5	10	20	20	10	4
52	2	3	5	1	4	6	7	8	9	7	7	10	11	12	14	13	17	15	16	19	20	21	6</								

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53	1	2	5	6	7	8	3	11	4	9	10	12	14	13	15	16	6	16	14	10	8	16	10	7	4	3	5	17	18	18	10
54	3	3	2	2	4	5	5	6	4	5	5	4	7	7	6	8	9	10	11	12	14	13	15	17	16	1	18	19	20	21	1
55	2	2	9	8	7	1	5	1	6	6	6	10	5	11	4	12	12	13	10	11	11	8	7	6	14	3	14	10	15	15	3
56	1	1	3	4	5	6	1	8	1	7	10	9	9	10	11	16	2	2	12	12	13	17	14	14	18	2	15	15	19	20	2
57	2	2	2	1	11	12	14	13	16	2	3	15	17	4	5	18	20	6	19	7	8	21	23	9	22	24	25	26	27	28	10
58	3	2	4	2	6	4	5	7	8	1	1	14	11	10	12	13	16	15	14	17	22	21	20	18	19	9	23	24	25	26	9
59	2	3	4	5	6	11	7	12	8	13	1	1	9	14	10	15	21	18	19	20	16	17	24	8	22	6	7	23	10	11	9
60	3	2	4	1	6	5	5	5	4	3	4	4	6	4	7	12	11	10	9	8	17	16	15	14	13	10	18	19	20	21	2
61	1	6	14	5	17	15	18	16	7	8	9	26	28	10	27	19	29	2	30	20	11	21	31	13	22	25	12	23	24	3	4
62	6	16	25	17	18	7	8	19	20	1	2	9	10	21	22	11	26	28	3	31	12	13	29	30	14	23	4	24	15	27	5
63	4	12	19	5	20	13	27	6	28	7	14	15	21	8	29	22	9	16	31	23	1	17	30	10	24	25	11	26	18	3	2

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Результаты обработки опроса специалистов и студентов по оценке влияния факторов на конкурентоспособность предприятия и конкурентоспособность продукции (КП и КП)

Экс- непр	Фактор																																		
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	X28	X29	X30	X31	KK			
1	3	16	6	1	15	19	2	20	5	17	9	23	12	21	18	25	4	22	26	8	24	28	11	30	27	10	14	31	29	13	7	0.68			
2	12	4	19	11	21	17	20	23	5	13	14	31	2	29	1	22	6	15	27	30	7	26	16	28	10	24	9	25	18	3	8	0.33			
3	5	4	7	19	2	3	8	10	12	27	13	26	15	1	6	17	9	14	28	11	16	18	22	25	21	29	30	20	31	23	24	0.57			
4	3	8	14	29	2	30	28	15	31	27	16	1	17	26	7	18	9	25	19	24	20	10	4	13	21	12	23	6	5	22	11	0.17			
5	11	13	2	1	12	19	14	21	3	18	31	22	9	10	20	30	8	26	15	27	4	23	28	5	7	25	24	6	17	29	16	0.35			
6	2	4	6	1	11	14	5	3	15	8	10	9	16	7	13	17	12	19	21	23	18	28	24	20	29	22	26	30	25	31	27	0.83			
7	3	1	4	5	2	15	22	31	20	10	13	14	19	28	9	8	25.5	23	24	16	30	29	21	6	7	17	25.5	18	11	12	27	0.33			
8	13	25	15	23	30	24	12	9	7	17	29	21	4	8	6	31	18	27	19	5	11	16	3	14	20	28	22	1	10	2	26	0.17			
9	2	1	15	3	16	17	11	10	20	21	19	18	14	22	23	4	31	5	13	6	30	8	7	12	24	26	25	27	29	9	28	0.31			
10	2	5	8	11	23	21	11	2	2	14	31	24	5	8	5	14	8	25	11	26	27	16	14	17	21	28.5	18	19	21	30	28.5	0.37			
11	3	14	8	17.5	12	3	11	20.5	3	20.5	26	23	7	10	3	16	13	24	27	17.5	9	31	30	29	19	25	28	3	15	6	22	0.40			
12	2	16	25	13	23	17	30	26	2	20	28	8.5	12	31	15	21	5	24	6.5	18	11	22	4	10	14	2	19	29	27	8.5	0.21				
13	12.5	6.5	18	2.5	22.5	6.5	12.5	18	26.5	29	12.5	6.5	12.5	18	30.5	26.5	22.5	26.5	18	6.5	12.5	22.5	1	18	22.5	26.5	6.5	12.5	6.5	2.5	30.5	0.19			
14	5	1	16.5	10.5	25	16.5	21	10.5	2	28.5	16.5	5	25	5	10.5	21	28.5	31	25	16.5	10.5	5	30	16.5	10.5	25	21	5	10.5	16.5	25	0.24			
15	1	2	9	15	10	13	23	11	3	14	22	30	7	26	4	25	27	21	12	16	24	5	19	6	8	28	18	17	29	20	31	0.34			
16	8	2	21	3	9	10	11	22	12	27	29	30	13	28	1	31	5	4	6	7	14	19	18	20	23	26	15	16	17	24	25	0.41			
17	8	2	21	3	9	10	11	22	12	27	29	30	13	28	1	31	5	4	6	7	14	19	18	20	23	26	15	16	17	24	25	0.40			
18	8	1	9	7	24	2	11	10	3	12	13	6	4	14	5	31	15	16	23	22	22	19	17	25	28	27	30	21	29	26	20	0.77			
19	9	9	9	9	28.5	22	28.5	31	9	9	9	22	28.5	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	0.28			
20	3	1	2	10	12	4	18	23	11	20	31	29	16	25	27	30	19	5	6	21	14	26	28	17	13	22	7	8	15	24	9	0.42			
21	5	31	3	24	11	23	17	29	6	22	9	30	16	20	27	2	19	12	28	7	26	18	15	8	14	21	1	25	13	10	4	0.18			
22	21	29	1	26	11	19	31	20	5	24	25	15	23	10	30	9	16	17	27	22	18	28	2	13	7	8	3	14	12	4	6	0.15			
23	23	1	9	5	31	8	28	12	30	26	14	18	24	17	27	2	20	19	11	15	29	16	10	3	13	7	22	4	25	21	6	0.17			
24	7	21	22	3	30	15	5	28	17	31	12	23	9	27	25	11	18	6	29	16	19	2	20	13	10	1	24	8	26	14	4	0.20			
25	6	29	7	11	14	28	1	18	23	19	27	22	4	26	8	21	20	9	25	15	2	24	10	17	16	31	12	30	3	13	5	0.21			
26	3	8	5	12	18	30	21	28	25	22	29	19	23	10	26	6	15	2	31	20	16	27	24	17	13	4	14	1	11	9	7	0.22			
27	4	12	6	19	22	2	31	15	24	8	14	29	13	10	27	30	1	17	26	28	23	20	16	25	3	11	9	21	5	18	7	0.29			
28	4	2	6	9	11	15	17	21	24	26	29	7	13	18	20	23	27	30	28	25	22	8	10	14	19	31	16	12	5	3	1	0.23			
29	6	8	10	12	14	16	18	20	23	25	27	29	31	26	1	11	19	2	13	15	21	24	28	30	22	4	9	3	7	17	5	0.29			
30	3	12	16	6	21	8	14	24	13	18	1	10	22	26	29	30	31	28	19	4	15	9	25	27	23	20	17	7	11	2	5	0.24			
31	4	11	16	26	31	12	3	23	28	30	5	18	9	27	25	19	2	17	14	24	22	8	29	20	1	10	15	13	21	6	7	0.20			
32	5	7	12	6	14	15	11	17	18	13	16	19	1	22	2	25	3	4	27	20	9	28	26	29	8	21	31	30	23	10	24	0.54			
33	5	6	16	18	20	4	2	3	1	24	21	25	7	26	17	27	9	8	19	22	23	28	30	31	29	12	13	10	14	15	11	0.52			
34	3	7	6	13	31	9	15	12	16	8	18	20	10	17	2	24	21	1	26	4	14	19	29	11	23	28	5	27	22	30	25	0.43			
35	1	7	12	8	13	4	23	5	24	20	22	30	9	31	21	10	6	2	27	28	11	18	14	25	3	15	29	26	16	17	19	0.40			
36	1	7	12	8	13	4	23	5	24	20	22	30	9	31	21	10	6	2	27	28	11	18	14	25	3	15	29	26	16	17	19	0.38			
37	13	4	18	3	20	5	6	19	1	7	28	8	14	21	9	23	31	27	30	10	16	25	29	26	15	2	17	11	22	24	12	0.62			
38	15	14	19	16	5	18	17	28	2	6	7	30	20	21	8	31	29	3	9	1	22	12	23	10	27	11	13	4	24	25	26	0.28			
39	13	6	11	2	18	26	28	12	7	16.5	30	15	23	5	29	21.5	3	1	10	14	16.5	9	4	8	31	24	19	25	20	21.5	27	0.26			
40	20	5	25	4	3	27	11	31	12	1	2	21	24	23	13	17	16	14	28	6	29	15	30	7	22	26	8	19	18	9	10	0.25			
41	9	10	14	21	25	16	8	7	2	26	13	22	18	27	4	12	17	1	5	6	11	23	28	15	20	29	3	24	30	19	31	0.32			
42	2	13	14	4	5	19	25	20	21	22	23	31	26	29	30	24	17	1	3	15	12	8	9	16	7	6	28	11	10	18	27	0.27			

Impact Factor:

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

SIS (USA) = 0.912
 ПИИЦ (Russia) = 0.191
 ESJI (KZ) = 8.100
 SJIF (Morocco) = 7.184

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

Экс- перт	Фактор																																	
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	X28	X29	X30	X31	KK		
43	11	12	3	13	9	10	1	19	8	20	7	31	21	2	29	22	5	23	6	30	4	28	24	27	14	16	25	15	26	17	18	0,40		
44	7,5	13,5	2,5	19,5	13,5	7,5	2,5	24,5	19,5	7,5	13,5	2,5	7,5	24,5	28	30,5	13,5	19,5	24,5	28	19,5	7,5	13,5	19,5	28	30,5	19,5	2,5	7,5	13,5	24,5	0,22		
45	5	8	14	7	2	1	15	16	4	24	28	25	30	13	31	27	10	9	12	17	11	29	26	18	3	6	19	20	23	22	21	0,48		
46	6	7	13	8	1	2	16	17	3	25	26	27	28	14	15	31	9	10	11	18	12	29	30	19	4	20	5	21	24	23	22	0,46		
47	7	6	12	8	2	1	17	3	16	27	26	28	15	14	31	10	9	11	19	13	30	29	18	4	20	5	21	24	25	23	22	0,50		
48	1	3	2	4	15	14	24	26	25	18	5	19	20	7	6	23	27	16	13	11	10	12	17	22	21	9	28	8	29	30	31	0,34		
49	8	3	10	2	19	24	26	9	16	17	25	27	20	18	1	28	11	5	29	13	4	30	31	6	22	7	14	23	21	12	15	0,44		
5	4	5	15	16	1	19	20	17	22	26	27	24	25	23	6	31	21	7	30	8	9	10	11	28	2	18	3	12	13	29	14	0,31		
51	3	2	7,5	1	9	12	14,5	10	17,5	5	5	21	22,5	12	12	20	25	26	27	22,5	28	29	24	17,5	14,5	7,5	17,5	30,5	30,5	17,5	5	0,83		
52	2	3,5	8,5	1	6	11	14,5	17	18,5	14,5	14,5	20	21	22	24	23	27	25	26	29	30	31	11	11	18,5	6	3,5	28	14,5	8,5	6	0,59		
53	1	2	7,5	9,5	11,5	13,5	3,5	20	5,5	15	17,5	21	23,5	22	25	27	9,5	27	23,5	17,5	13,5	27	17,5	11,5	5,5	3,5	7,5	29	30,5	30,5	17,5	0,64		
54	5,5	5,5	3,5	3,5	8	11,5	11,5	14,5	8	11,5	11,5	8	16,5	16,5	14,5	18	19	20	21	22	24	23	25	27	26	1,5	28	29	30	31	1,5	0,83		
55	3,5	3,5	18	16,5	14,5	1,5	8,5	1,5	11,5	11,5	20	8,5	23	7	25,5	25,5	27	20	23	23	16,5	14,5	11,5	28,5	5,5	28,5	20	30,5	30,5	5,5	0,73			
56	2,5	2,5	9	10	11	12	2,5	14	2,5	13	17,5	15,5	15,5	17,5	19	27	6,5	6,5	20,5	20,5	22	28	23,5	23,5	29	6,5	25,5	25,5	30	31	6,5	0,83		
57	3,5	3,5	3,5	1	14	15	17	16	19	3,5	6	18	20	7	8	21	23	9	22	10	11	24	26	12	25	27	28	29	30	31	13	0,80		
58	5	3,5	6,5	3,5	9	6,5	8	10	11	1,5	1,5	18,5	15	14	16	17	21	20	18,5	22	27	26	25	23	24	12,5	28	29	30	31	12,5	0,83		
59	3	4	5	6	7,5	17,5	9,5	19	11,5	20	1,5	1,5	13,5	21	15,5	22	28	25	26	27	23	24	31	11,5	29	7,5	9,5	30	15,5	17,5	13,5	0,71		
60	4,5	2,5	8	1	14,5	12	12	12	8	4,5	8	8	14,5	8	16	22	21	19,5	18	17	27	26	25	24	23	19,5	28	29	30	31	2,5	0,83		
61	1	6	14	5	17	15	18	16	7	8	9	26	28	10	27	19	29	2	30	20	11	21	31	13	22	25	12	23	24	3	4	0,45		
62	6	16	25	17	18	7	8	19	20	1	2	9	10	21	22	11	26	28	3	31	12	13	29	30	14	23	4	24	15	27	5	0,19		
63	4	12	19	5	20	13	27	6	28	7	14	15	21	8	29	22	9	16	31	23	1	17	30	10	24	25	11	26	18	3	2	0,25		
Суммы рядов	382,5	509,5	701	608	912,5	832	941	1041,5	831	1074	1072	1235	988,5	1161	1010	1312,5	1000,5	940	1234,5	1085,5	1069,5	1235,5	1250	1106,5	1092	1068,5	1070,5	1151	1237	1137,5	957,5	0,83		
Сумма рядов без ерестиков	19,5	18	33	19	53,5	56	39	53,5	44,5	38,5	48,5	59	77,5	63	78,5	101	79,5	85	99	104,5	118	22	131	122,5	117,5	131	62	135,5	142,5	145	155	50		
Коэф. корр. без ерестиков		0,15		0,83																														
Крит. Пирсона		277,90		9,82																														

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

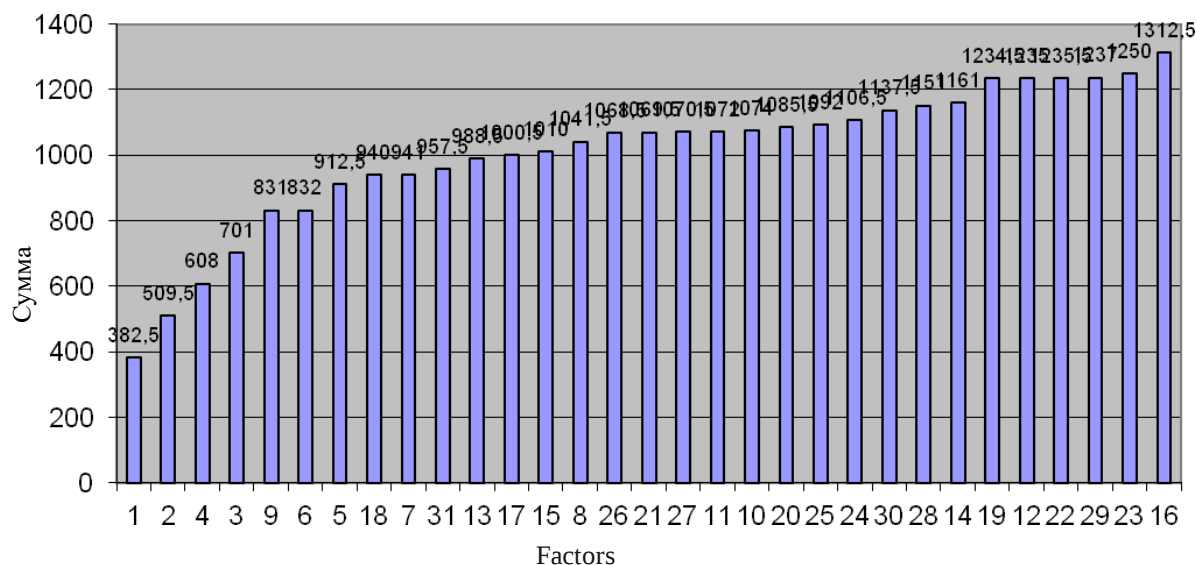


Figure 5 – Results of the survey of students and impact assessors factors on competitiveness enterprises and competitiveness products (KP and KP)

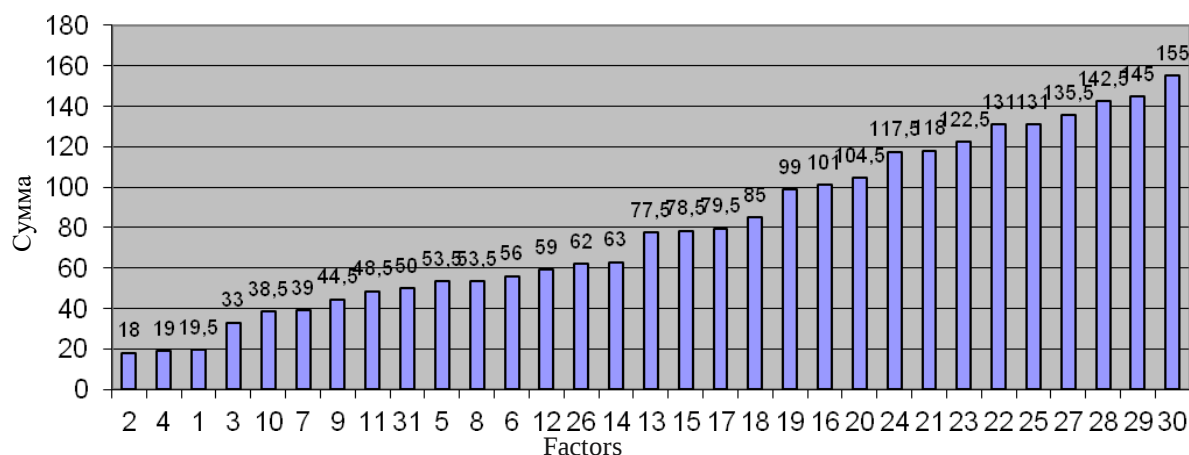


Figure 6 – Results of the survey of students and impact assessors factors on competitiveness enterprises and competitiveness products (KP and KP) without heretics, those whose opinion do not match with by the majority of respondents

Table 9. Results questionnaires students by assessment influences factors on enterprise competitiveness and competitiveness products (KP and KP)

Experts	Factors																															
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	X28	X29	X30	X31	
1.	3	16	6	1	15	19	2	20	5	17	9	23	12	21	18	25	4	22	26	8	24	28	11	30	27	10	14	31	29	13	7	
2	12	4	19	11	21	17	20	23	5	13	14	31	2	29	1	22	6	15	27	30	7	26	16	28	10	24	9	25	18	3	8	
3	5	4	7	19	2	3	8	10	12	27	13	26	15	1	6	17	9	14	28	11	16	18	22	25	21	29	30	20	31	23	24	
4	3	8	14	29	2	30	28	15	31	27	16	1	17	26	7	18	9	25	19	24	20	10	4	13	21	12	23	6	5	22	11	
5	11	13	2	1	12	19	14	21	3	18	31	22	9	10	20	30	8	26	15	27	4	23	28	5	7	25	24	6	17	29	16	
6	2	4	6	1	11	14	5	3	15	8	10	9	16	7	13	17	12	19	21	23	18	28	24	20	29	22	26	30	25	31	27	
7	3	1	4	5	2	15	22	30	20	10	13	14	19	27	9	8	28	23	24	16	29	27	21	6	7	17	25	18	11	12	26	
8	13	25	15	23	30	24	12	9	7	17	29	21	4	8	6	31	18	27	19	5	11	16	3	14	20	28	22	1	10	2	26	
9	2	1	15	3	16	17	11	10	20	21	19	18	14	22	23	4	31	5	13	6	30	8	7	12	24	26	25	27	29	9	28	
10	1	2	3	4	11	10	4	1	1	5	18	12	2	3	2	5	3	13	4	14	15	6	5	7	10	16	8	9	10	17	16	
11	1	10	4	13	8	1	7	15	1	15	20	17	3	6	1	12	9	18	21	13	5	25	24	23	14	19	22	1	11	2	16	

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

12	1	12	21	9	19	13	26	22	1	16	24	5	8	27	11	17	3	20	4	4	14	7	18	2	6	10	1	15	25	23	5
13	4	3	5	2	6	3	4	5	7	8	4	3	4	5	9	7	6	7	5	3	4	6	1	5	6	7	3	4	3	2	9
14	3	1	5	4	7	5	6	4	2	8	5	3	7	3	4	6	8	10	7	5	4	3	9	5	4	7	6	3	4	5	7
15	1	2	9	15	10	13	23	11	3	14	22	30	7	26	4	25	27	21	12	16	24	5	19	6	8	28	18	17	29	20	31
16	8	2	21	3	9	10	11	22	12	27	29	30	13	28	1	31	5	4	6	7	14	19	18	20	23	26	15	16	17	24	25
17	8	2	21	3	9	10	11	22	12	27	29	30	13	28	1	31	5	4	6	7	14	19	18	20	23	26	15	16	17	24	25
18	8	1	9	7	24	2	11	10	3	12	13	6	4	14	5	31	15	16	23	22	18	19	17	25	28	27	30	21	29	26	20
19	1	1	1	1	3	2	3	4	1	1	1	2	2	3	2	3	1	1	1	2	1	1	1	2	2	1	1	2	2	1	1
20	3	1	2	10	12	4	18	23	11	20	31	29	16	25	27	30	19	5	6	21	14	26	28	17	13	22	7	8	15	24	9
21	5	31	3	24	11	23	17	29	6	22	9	30	16	20	27	2	19	12	28	7	26	18	15	8	14	21	1	25	13	10	4
22	21	29	1	26	11	19	31	20	5	24	25	15	23	10	30	9	16	17	27	22	18	28	2	13	7	8	3	14	12	4	6
23	23	1	9	5	31	8	28	12	30	26	14	18	24	17	27	2	20	19	11	15	29	16	10	3	13	7	22	4	25	21	6
24	7	24	22	3	30	15	5	28	17	31	12	23	9	27	25	11	18	6	29	16	19	2	20	13	10	1	21	8	26	14	4
25	6	29	7	11	14	28	1	18	23	19	27	22	4	26	8	21	20	9	25	15	2	24	10	17	16	31	12	30	3	13	5
26	3	8	5	12	18	30	21	28	25	22	29	19	23	10	26	6	15	2	31	20	16	27	24	17	13	4	14	1	11	9	7
27	4	12	6	19	22	2	31	15	24	8	14	29	13	10	27	30	1	17	26	28	23	20	16	25	3	11	9	21	5	18	7
28	4	2	6	9	11	15	17	21	24	26	25	7	13	18	20	23	27	30	28	29	22	8	10	14	19	31	16	12	5	3	1
29	6	8	10	12	14	16	18	20	23	25	27	29	31	26	1	11	19	2	13	15	21	24	28	30	22	4	9	3	7	17	5
30	3	12	16	6	21	8	14	24	13	18	1	10	22	26	29	30	31	28	19	4	15	9	25	27	23	20	17	7	11	2	5
31	4	11	16	26	31	12	3	23	28	30	5	18	9	27	25	19	2	17	14	24	22	8	29	20	1	10	15	13	21	6	7
32	5	7	12	6	14	15	11	17	18	13	16	19	1	22	2	25	3	4	27	20	9	28	26	29	8	21	31	30	23	10	24
33	5	6	16	18	20	4	2	3	1	24	21	25	7	26	17	27	9	8	19	22	23	28	30	31	29	12	13	10	14	15	11
34	3	7	6	13	31	9	15	12	16	8	18	26	10	17	2	24	21	1	20	4	14	19	29	11	23	28	5	27	22	30	25
35	1	7	12	8	13	4	23	5	24	20	22	30	9	31	21	10	6	2	27	28	11	18	14	25	3	15	29	26	16	17	19
36	1	7	12	8	13	4	23	5	24	20	22	30	9	31	21	10	6	2	27	28	11	18	14	25	3	15	29	26	16	17	19
37	13	4	18	3	20	5	6	19	1	7	28	8	14	21	9	23	31	27	30	10	16	25	29	26	15	2	17	11	22	24	12
38	15	14	19	16	5	18	17	28	2	6	7	30	20	21	8	31	29	3	9	1	22	12	23	10	27	11	13	4	24	25	26
39	13	6	11	2	17	24	26	12	7	16	28	15	21	5	27	20	3	1	10	14	16	9	4	8	29	22	18	23	19	20	25
40	20	5	25	4	3	27	11	31	12	1	2	21	24	23	13	17	16	14	28	6	29	15	30	7	22	26	8	19	18	9	10

Impact Factor:

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

SIS (USA) = 0.912
 ПИИЦ (Russia) = 0.191
 ESJI (KZ) = 8.100
 SJIF (Morocco) = 7.184

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

Результаты обработки опроса студентов по оценке влияния факторов на конкурентоспособность предприятия и конкурентоспособность продукции (КП и КП)

Эксперт	Фактор																																
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	X28	X29	X30	X31	КК	
1	3	16	6	1	15	19	2	20	5	17	9	23	12	21	18	25	4	22	26	8	24	28	11	30	27	10	14	31	29	13	7	0,675	
2	12	4	19	11	21	17	20	23	5	13	14	31	2	29	1	22	6	15	27	30	7	26	16	28	10	24	9	25	18	3	8	0,33	
3	5	4	7	19	2	3	8	10	12	27	13	26	15	1	6	17	9	14	28	11	16	18	22	25	21	29	30	20	31	23	24	0,591	
4	3	8	14	29	2	30	28	15	31	27	16	1	17	26	7	18	9	25	19	24	20	10	4	13	21	12	23	6	5	22	11	0,24	
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14	5	1	16,5	10,5	25	16,5	21	10,5	2	28,5	16,5	5	25	5	10,5	21	28,5	31	25	16,5	10,5	5	30	16,5	10,5	25	21	5	10,5	16,5	25	0,31	
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23	11	12	3	13	9	10	1	19	8	20	7	31	21	2	29	22	5	23	6	30	4	28	24	27	14	16	25	15	26	17	18	0,49	
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25	5	8	14	7	2	1	15	16	4	24	28	25	30	13	31	27	10	9	12	17	11	29	26	18	3	6	19	20	23	22	21	0,53	
26	6	7	13	8	1	2	16	17	3	25	26	27	28	14	15	31	9	10	11	18	12	29	30	19	4	20	5	21	24	23	22	0,51	
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31	3	2	7,5	1	9	12	14,5	10	17,5	5	5	21	22,5	12	12	20	25	26	27	22,5	28	29	24	17,5	14,5	7,5	17,5	30,5	17,5	5	0,83		
32	2	3,5	8,5	1	6	11	14,5	17	18,5	14,5	14,5	20	21	22	24	23	27	25	26	29	30	31	11	18,5	6	3,5	28	14,5	8,5	6	0,62		
33	1	2	7,5	9,5	11,5	13,5	3,5	20	5,5	15	17,5	21	23,5	22	25	27	9,5	27	23,5	17,5	13,5	27	17,5	11,5	5,5	3,5	7,5	29	30,5	30,5	17,5	0,64	
34	5,5	5,5	3,5	3,5	8	11,5	11,5	14,5	8	11,5	11,5	8	16,5	16,5	14,5	18	19	20	21	22	24	23	25	27	26	1,5	28	29	30	31	1,5	0,84	
35	3,5	3,5	18	16,5	14,5	1,5	8,5	1,5	11,5	11,5	11,5	20	8,5	23	7	25,5	25,5	27	20	23	23	16,5	14,5	11,5	28,5	5,5	28,5	20	30,5	30,5	5,5	0,74	
36	2,5	2,5	9	10	11	12	2,5	14	2,5	13	17,5	15,5	17,5	19	27	6,5	6,5	20,5	20,5	22	28	23,5	23,5	29	6,5	25,5	25,5	30	31	6,5	0,84		
37	3,5	3,5	3,5	1	14	15	17	16	19	3,5	6	18	20	7	8	21	23	9	22	10	11	24	26	12	25	27	28	29	30	31	13	0,79	
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39	3	4	5	6	7,5	17,5	9,5	19	11,5	20	1,5	1,5	13,5	21	15,5	22	28	25	26	27	23	24	31	11,5	29	7,5	9,5	30	15,5	17,5	13,5	0,70	
40	4,5	2,5	8	1	14,5	12	12	12	8	4,5	8	8	14,5	8	16	22	21	19,5	18	17	27	26	25	24	23	19,5	28	29	30	31	2,5	0,84	

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

[illegible]

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

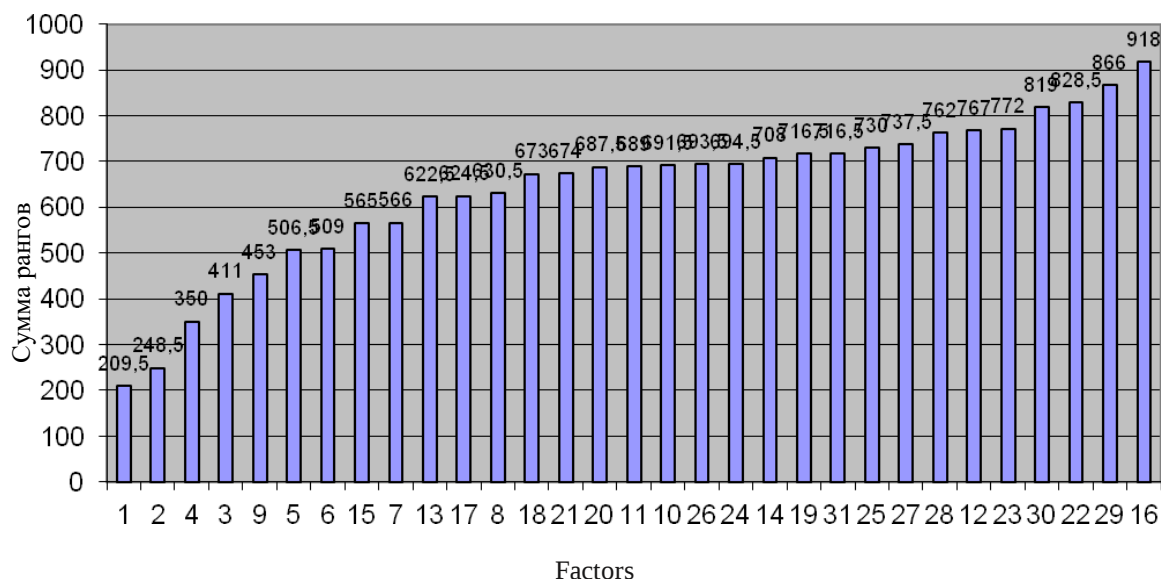


Figure 7 – Results of a survey of students to assess the influence of factors on competitiveness enterprises and competitiveness products (CP and KP)

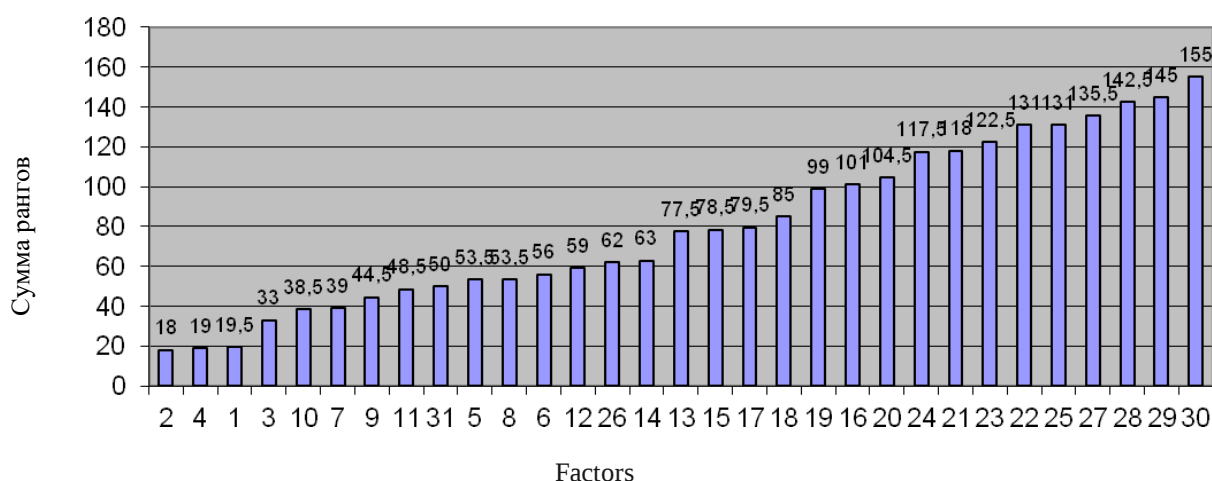


Figure 8 – Results of a survey of students to assess the influence of factors on competitiveness enterprises and competitiveness products (KP and KP) without heretics, those opinion which are not match with by the majority respondents

Table 12. Results survey of specialists in assessment influences factors on enterprise competitiveness and competitiveness products (KP and KP)

Experts	Factors																															
	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19	X 20	X 21	X 22	X 23	X 24	X 25	X 26	X 27	X 28	X 29	X 30	X 31	
1	9	10	14	21	25	16	8	7	2	26	13	22	18	27	4	12	17	1	5	6	11	23	28	15	20	29	3	24	30	19	31	
2	2	13	14	4	5	19	25	20	21	22	23	31	26	29	30	24	17	1	3	15	12	8	9	16	7	6	28	11	10	18	27	
3	11	12	3	13	9	10	1	19	8	20	7	31	21	2	29	22	5	23	6	30	4	28	24	27	14	16	25	15	26	17	18	
4	2	3	1	4	3	2	1	5	4	2	3	1	2	5	6	7	3	4	5	6	4	2	3	4	6	7	4	1	2	3	5	
5	5	8	14	7	2	1	15	16	4	24	28	25	30	13	31	27	10	9	12	17	11	29	26	18	3	6	19	20	23	22	21	
6	6	7	13	8	1	2	16	17	3	25	26	27	28	14	15	31	9	10	11	18	12	29	30	19	4	20	5	21	24	23	22	
7	7	6	12	8	2	1	17	3	25	27	26	28	15	14	31	10	9	11	19	13	30	29	18	4	20	5	21	24	16	23	22	
8	1	3	2	4	15	14	24	26	25	18	5	19	20	7	6	23	27	16	13	11	10	12	17	22	21	9	28	8	29	30	31	
9	8	3	10	2	19	24	26	9	16	17	25	27	20	18	1	28	11	5	29	13	4	30	31	6	22	7	14	23	21	12	15	
10	4	5	15	16	1	19	20	17	22	26	27	24	25	23	6	31	21	7	30	8	9	10	11	28	2	18	3	12	13	29	14	

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

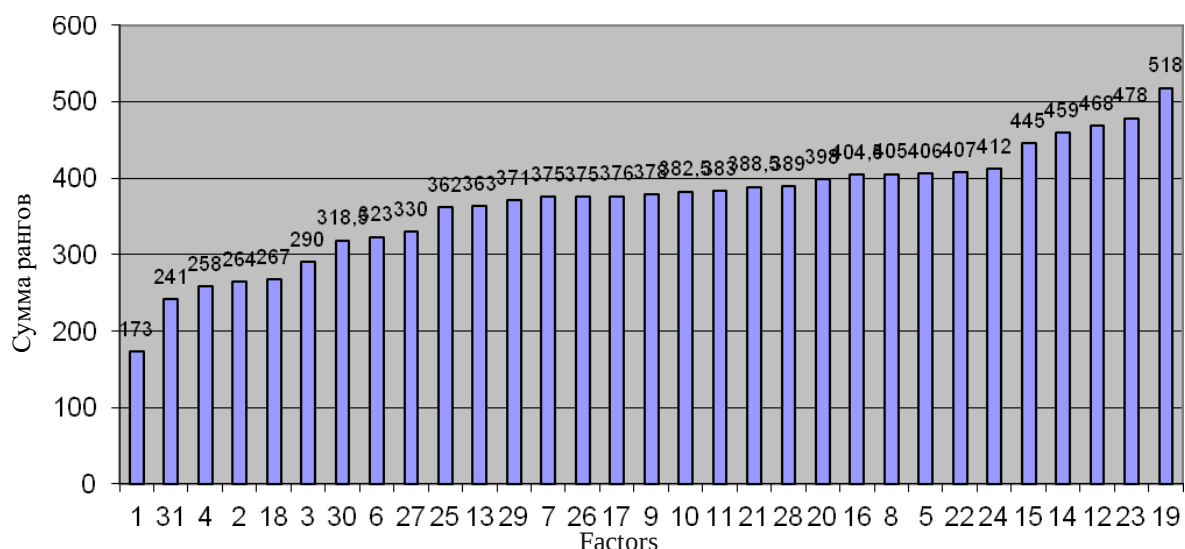
11	3	2	5	1	6	8	9	7	10	4	4	12	13	8	8	11	15	16	17	13	18	19	14	10	9	5	10	20	20	10	4
22	2	3	5	1	4	6	7	8	9	7	7	10	11	12	14	13	17	15	16	19	20	21	6	6	9	4	3	18	7	5	4
13	1	2	5	6	7	8	3	11	4	9	10	12	14	13	15	16	6	16	14	10	8	16	10	7	4	3	5	17	18	18	10
14	3	3	2	2	4	5	5	6	4	5	5	4	7	7	6	8	9	10	11	12	14	13	15	17	16	1	18	19	20	21	1
15	2	2	9	8	7	1	5	1	6	6	6	10	5	11	4	12	12	13	10	11	11	8	7	6	14	3	14	10	15	15	3
16	1	1	3	4	5	6	1	8	1	7	10	9	9	10	11	16	2	2	12	12	13	17	14	14	18	2	15	15	19	20	2
17	2	2	2	1	11	12	14	13	16	2	3	15	17	4	5	18	20	6	19	7	8	21	23	9	22	24	25	26	27	28	10
18	3	2	4	2	6	4	5	7	8	1	1	14	11	10	12	13	16	15	14	17	22	21	20	18	19	9	23	24	25	26	9
19	2	3	4	5	6	11	7	12	8	13	1	1	9	14	10	15	21	18	19	20	16	17	24	8	22	6	7	23	10	11	9
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22	6	16	25	17	18	7	8	19	20	1	2	9	10	21	22	11	26	28	3	31	12	13	29	30	14	23	4	24	15	27	5
23	4	12	19	5	20	13	27	6	28	7	14	15	21	8	29	22	9	16	31	23	1	17	30	10	24	25	11	26	18	3	2

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

 Clarivate
Analytics indexed

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350



Drawing 9 - Results survey specialists by assessment influences factors on competitiveness enterprises and competitiveness products (KP) and KP)

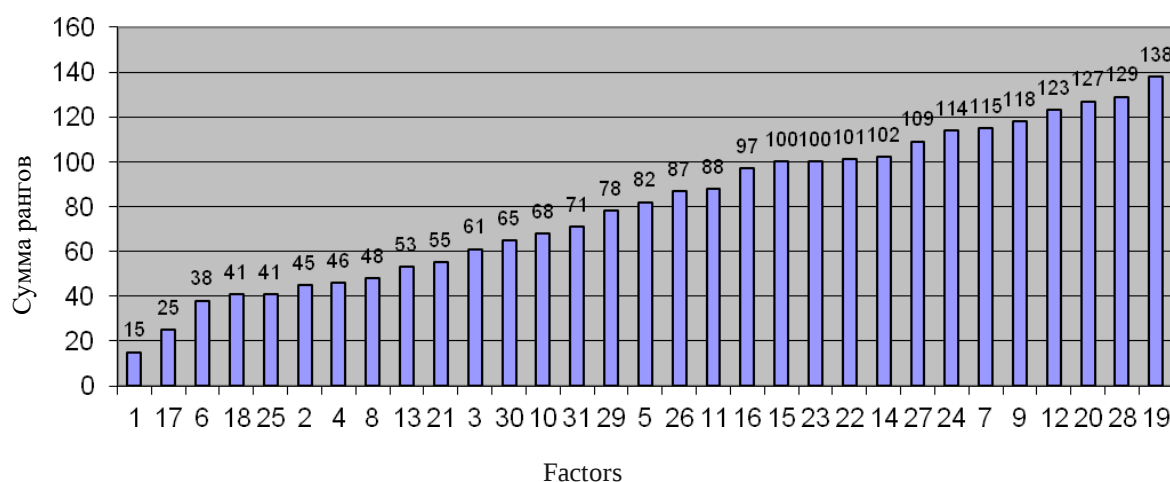


Figure 10 – Results of a survey of experts on assessing the impact of factors on competitiveness enterprises and competitiveness products (KP and KP) without heretics, those opinion which are not match with by the majority respondents

The ideology of satisfying consumers of products and services of higher education with each passing day year will increasingly burst into the life of universities. Quality becomes a universal criterion in a competitive environment. Quality is the main measuring a device with which comparisons will be made. The first steps in Russia have already been taken, an independent system of certification and quality control of education is being formed based on the concept of multidimensional quality management of an educational institution, and competitions of projects on the problem of "Quality Management of Education" are being held. We are confident that that universities that have declared quality as their main goal will survive and fight for prosperity, a those, that they refused quality programs, waiting unclear future.

The formation of the Common European Educational Area requires significant efforts from

Russian universities to bring the educational process into line with criteria in the field of higher education to promote independent recognition of degrees and the development of student mobility. To this end, universities are recommended to undergo international certification. One of the most important ways to improve the educational process taking into account pan-European principles is the implementation and improvement systems quality assurance education.

The main condition for the implementation and effective operation of the quality management system in the university is compliance with the standards of GOST R ISO 9001:2011 "Quality Management Systems. Requirements", which define the requirements for the QMS and are aimed at satisfying consumers.

According to ISO standards, quality is a set of

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	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

characteristics of an object related to its ability to satisfy the stated and expected needs of consumers. An object can be an activity or process, a product or a result provision services, organization or system. In this context can to speak, namely:

- O quality results activities educational processes;
- about the quality of the processes themselves and about the quality of the system or organization of activities and about their interrelations

The quality of educational services provided presupposes their ability to satisfy needs and expectations specific consumer.

Naturally, the high quality of the results of educational activities, which is determined by the level of knowledge and skills of university graduates and can only be achieved at a good level organizations and control educational process.

This quality, V my queue, is determined with one sides - content training, A with another - security resources: logistical, educational and methodological, informational, personnel.

The most important component can be considered the content of training. Stand ards ISO based on eight principles management qualities, one from which is the process approach. The implementation of the process approach allows for more efficient management of activities and related resources to achieve the given result. In accordance with this principle, ISO stand ards require that the following be defined: identified and the processes are described V university.

All these schemes are based on the well-known idea of managing product quality through quality management of processes. Any area of activity of the university is represented as a set of processes. For each process, the parameters of the quality of resources, input data (raw materials) and output data (results) are identified, "suppliers" are determined and input and output consumers." For all elements of this typical scheme, the following are established: quality meters, recording requirements for the quality of input data, processes, resources and weekends data.

Each of the courses acts simultaneously as both a "supplier" and a "consumer," that is, each teacher puts forward requirements for the quality of teaching "other" disciplines and satisfies the demand s of teachers for the quality of processes and results their activities.

The transition to new management schemes and the involvement of the entire team in quality management processes requires continuous retraining of employees. This the task of transforming the university into a continuously learning organization is the most complex (few teacher-managers, knowledgeable Basics management quality).

Global computerization of all areas of the university's activities will be required. At the university, the solution to this problem is complicated

by the different rates of movement of departments towards the creation of electronic educational and methodological materials.

As a rule, every professional at the university instead of devoting more attention coordination works with their own colleagues, focuses attention on in person. In a relatively calm environment, this principle can be to be proud of. Such freedom is a crucial moment in the creative process. However, autonomy comes with significant costs. These costs are that the university sometimes begins to function as a chaotic collection of elements moving in different directions without any unifying idea, or without clear goals of what the members of the team are doing and why. Of course, it is not news that universities are conservative institutions, hesitant to make changes to established processes. In a stable environment, in the absence of competition, this lack of innovation has minor consequences. Universities can exist peacefully, solving problems as they come. their appearance. Today it is necessary to limit the autonomy of departments and employees, as it were, It may sound paradoxical. The time of genius personalities has passed. The era of geniuses is coming. organizations, teams working together. A clear focus on working in teams, which is an integral part of the philosophy of strategic quality management, allows to people work above the common ones, a not over independent goals.

The process approach involves designing a quality management system as a set of interconnected processes, whereby each process must be provided with main characteristics: entrances, outputs, consumers each from processes, their requirements must be identified and the system must be studied during operation their satisfaction with the results process.

For the effective operation of the set of basic processes, it is necessary to establish methods of interaction between them, clearly define which material or information objects are the outputs of previous processes and, at the same time, the inputs of subsequent ones. Such a relationship must be defined first of all in order to be able to was to carry out effective control and measurement of educational processes with the aim of definitions degrees of conformity their requirements consumers.

At a university, the object of study is always a "student" and is at the input and output of the educational process. The task of study: satisfaction with the consistently increasing the needs of the student and other consumers of university graduates (employers, the state and etc.).

Graduating specialists who meet the requirements of modern production and possess advanced design tools and methods is one of the main tasks preparations modern highly qualified frames.

Survey sheet

For ratings most significant competencies at

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

preparation Masters V within their framework qualification characteristics formed V Federal state educational higher stand ard professional education.

Dear respondent!

You are asked to fill out a questionnaire, which contains a list of competencies that shape the level of training of specialists. We would like to ask you rank the items according to their importance on the quality of training of these specialists. The peculiarity of filling is that it is necessary to use the rule of arithmetic series, namely: assign ranks from 1st place

to N (the number of competencies N=19), without skipping digits, but at the same time there must be exactly N=19 of them, the sequence of placing rank – any. If you have any doubts, it is allowed to assign two or more competencies the same rank-place (related ranks), but at the same time, the rule of arithmetic series must be performed, i.e. again – from the 1st place, but already with a smaller number N of arithmetic rows on number related ranks.

Example. Without availability related ranks

Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
	2	4	5	19	18	17	14	13	6	11	10	1	3	9	8	7	15	16	12

Example. At availability related ranks

Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
	3	3	3	3	2	2	5	5	4	7	6	1	1	9	10	10	11	8	8
	6.5	6.5	6.5	6.5	3.5	3.5	10.5	10.5	9	13	12	1.5	1.5	16	17.5	17.5	19	14.5	14.5

Since the number of related ranks is 8, then in the arithmetic series from 1 to 19 places there will be

19-8=11, i.e. in the new arithmetic series there will be only 11 places (tables 15– 32, Figures 11–18).

Table 15. Scroll indicators For rankings

Number	Competencies	Rank
PC-1	on one's own decide on modern level tasks his professional activities	
PC-2	ability professionally use modern equipment and to assess the economic efficiency of technological processes (in accordance withgoals Master's programs)	
PC-3	use in-depth knowledge of legal and ethical normal when evaluating consequences his professional activities, at development and implementation socially significant projects	
PC-4	ability to analyze received production information, generalize,systematize results production works With using modern techniques and technologies	
PC-5	readiness study scientific, technical information, patent documentation and make up practical recommendations by her use	
PC-6	use knowledge fundamental sciences at conducting research and creation new methods design products and processes easy industry	
PC-7	ability put tasks research, choose methods experimental work, interpret and represent results scientific research informs reports, abstracts, publications and on public discussions	
PC-8	ability to use modern information technologies for organizations and effective implementation technological processes production clothes, shoes, skin, furs, accessories and leather goods products for various purposes	
PC-9	develop events by complex use materials and replacing them on promising V production products easy industry	

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	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

PC-10	carry out production control of the step-by-step manufacture of product parts, semi-finished products, conduct stand ard and certification tests clothes, shoes, leather goods products and materials for them, research causes of defects in production and develop proposals for their prevention and elimination	
PC-11	choose technical means and technologies with taking into account ecological consequences of them applications	
PC-12	analyze technological process how object management, develop normative methodical and production documents	
PC-13	use elements economic analysis when creating products with taking into account requirements qualities, reliability and cost	
PC-14	systematize, generalize information by formation and use of resources enterprises	
PC-15	accept management and household solutions on basis constructive dialogue, with taking into account various approaches and opinions V small and big teams performers on principles marketing	
PC-16	develop design and technology documentation and lead development sketches products easy industry with taking into account constructive-technological, aesthetic, economic, ecological and other parameters	
PC-17	use informational technologies and systems automated design at development new products easy industry	
PC-18	to form at students professional qualities by to the chosen one directionniyu preparations, civil position, attitude to work and life V conditions modern civilizations and democracies	
PC-19	choose methods and means training, providing high quality educational process	

Table 16. Results survey students schoolchildren teachers and specialists O criteria training of masters

Experts	Factors																		
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19
1	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6
2	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6
3	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13
4	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12
5	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2
6	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7
7	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9
8	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19
9	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18
10	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9
11	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17
12	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3
13	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16
14	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7
15	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12
16	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10
17	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16
18	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16
19	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8
20	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18
21	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1
22	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1
23	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19
24	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6
25	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12
26	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

27	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7
28	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15
29	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17
30	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16
31	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13
32	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3

Experts	Factors																		
	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19
33	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19
34	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19
35	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19
36	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3
37	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2
38	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14
39	1	3	6	2	10	4	11	5	16	17	6	12	13	18	15	14	8	9	7
40	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9
41	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19
42	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19
43	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19
44	6	8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11
45	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19
46	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16
47	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14
48	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2
49	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2
50	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1
51	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1
52	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2
53	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2
54	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1
55	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2
56	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1
57	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2
58	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1
59	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1
60	7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1
61	6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1
62	7	8	9	10	11	5	4	4	12	13	3	3	6	5	14	15	1	16	2
63	6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2
64	6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1
65	6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2
66	6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1
67	6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1
68	5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1
69	6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1
70	6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1
71	5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2
72	6	7	7	8	8	4	4	5	9	9	3	2	4	3	10	10	1	11	1
73	6	7	8	9	10	5	4	5	11	12	3	2	6	5	13	14	1	15	1
74	7	8	10	9	11	6	6	4	13	12	3	1	5	5	12	13	1	14	2
75	6	8	9	10	11	7	7	4	12	12	3	2	5	6	13	13	2	14	1
76	5	8	9	10	11	6	7	4	11	11	3	3	6	5	12	12	2	13	1
77	5	8	8	8	8	4	4	4	9	9	7	3	6	5	10	10	2	11	1
78	7	8	9	10	11	4	4	5	12	13	3	3	6	5	14	15	2	16	1

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

79	6	7	7	7	8	5	5	4	9	10	3	3	4	4	11	12	2	13	1
80	7	8	9	8	9	4	4	4	10	10	3	3	5	6	11	11	2	12	1
81	5	6	7	8	9	4	5	5	10	11	3	3	4	3	12	13	2	14	1
82	5	6	7	8	9	4	4	4	10	11	3	3	4	3	12	13	2	14	1

Table 17. Results processing survey students, schoolchildren, teachers And specialists O preparation criteria Masters

Experts		Factors																			Wi
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
1	1	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6	0.41
2	3	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13	0.28
3	4	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12	0.34
4	5	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2	0.33
5	6	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7	0.28
6	7	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9	0.27
7	8	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19	0.32
8	9	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18	0.37
9	10	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9	0.39
10	11	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17	0.31
11	12	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3	0.39
12	13	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16	0.34
13	14	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7	0.33
14	15	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12	0.34
15	16	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10	0.32
16	17	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16	0.36
17	18	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16	0.38
18	20	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18	0.34
19	21	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1	0.35
20	22	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1	0.35
21	23	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19	0.28
22	24	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6	0.39
23	25	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12	0.37
24	26	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18	0.35
25	27	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7	0.39
26	28	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15	0.33
27	29	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17	0.33
28	30	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16	0.38
29	31	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13	0.39
30	32	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3	0.36
31	33	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19	0.35
32	34	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19	0.36
33	35	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19	0.35
34	36	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3	0.36
35	37	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2	0.35
36	38	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14	0.37
37	40	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9	0.35
38	41	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19	0.33
39	42	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19	0.36
40	43	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19	0.36
41	44	6	8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11	0.34
42	45	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19	0.30
43	46	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16	0.35
44	47	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14	0.41

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

45	48	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2	0.47
46	49	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2	0.47
47	50	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1	0.47
48	51	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1	0.47
49	52	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2	0.47
50	53	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2	0.47
51	54	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1	0.46
52	55	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2	0.44
53	56	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1	0.47
54	57	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2	0.46
55	58	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1	0.47
56	59	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1	0.45
57	60	7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1	0.44
58	61	6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1	0.45
59	63	6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2	0.46
60	64	6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1	0.47
61	65	6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2	0.46
62	66	6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1	0.47
63	67	6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1	0.46
64	68	5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1	0.45
65	69	6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1	0.46
66	70	6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1	0.46
67	71	5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2	0.46
68	72	6	7	7	8	8	4	4	5	9	9	3	2	4	3	10	10	1	11	1	0.46
69	74	7	8	10	9	11	6	6	4	13	12	3	1	5	5	12	13	1	14	2	0.46
70	75	6	8	9	10	11	7	7	4	12	12	3	2	5	6	13	13	2	14	1	0.46
71	76	5	8	9	10	11	6	7	4	11	11	3	3	6	5	12	12	2	13	1	0.46
72	77	5	8	8	8	8	4	4	4	9	9	7	3	6	5	10	10	2	11	1	0.46
73	78	7	8	9	10	11	4	4	5	12	13	3	3	6	5	14	15	2	16	1	0.47
74	80	7	8	9	8	9	4	4	4	10	10	3	3	5	6	11	11	2	12	1	0.47
75	81	5	6	7	8	9	4	5	5	10	11	3	3	4	3	12	13	2	14	1	0.46
76	82	5	6	7	8	9	4	4	4	10	11	3	3	4	3	12	13	2	14	1	0.46
77	2	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6	0.47
78	19	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8	0.47
79	39	1	3	6	2	10	4	11	5	16	17	6	12	13	18	15	14	8	9	7	0.47
80	62	7	8	9	10	11	5	4	4	12	13	3	3	6	5	14	15	1	16	2	0.47
81	73	6	7	8	9	10	5	4	5	11	12	3	2	6	5	13	14	1	15	1	0.47
82	79	6	7	7	7	8	5	5	4	9	10	3	3	4	4	11	12	2	13	1	0.47

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

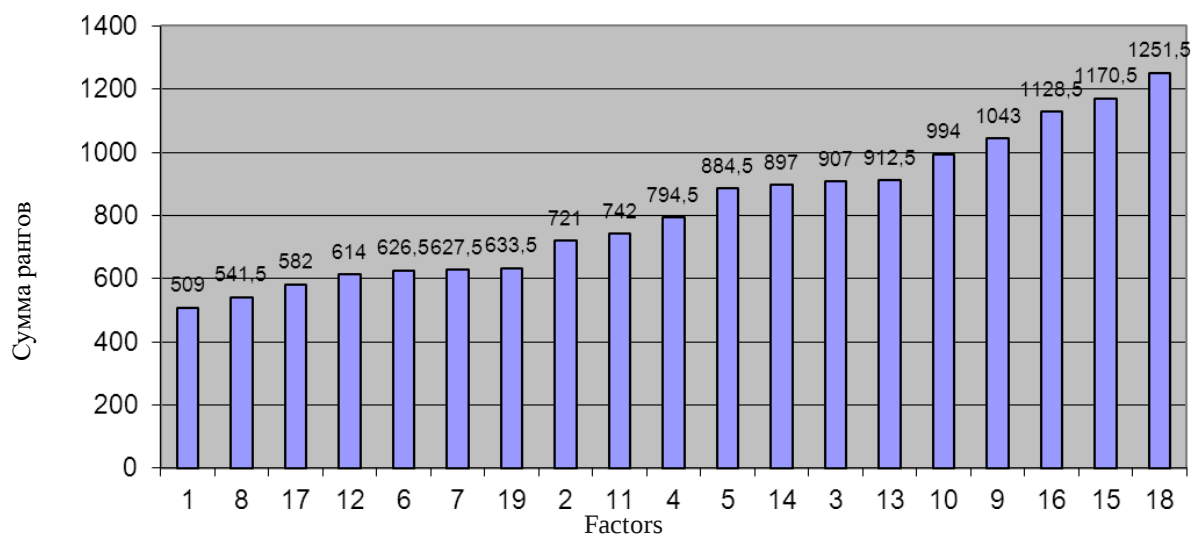
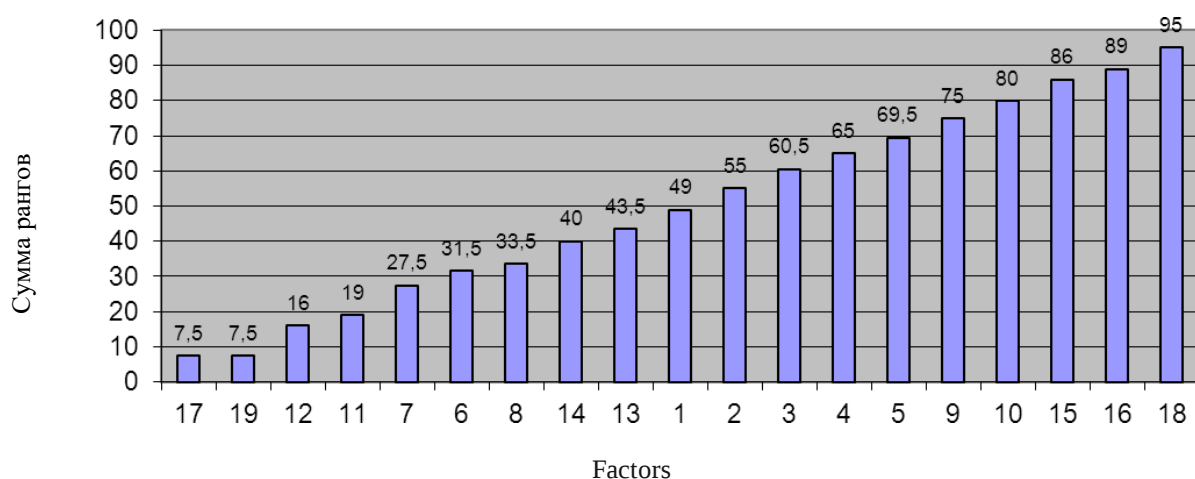


Figure 11 – Results of the survey of schoolchildren, students, teachers and specialists about criteria preparations Masters



Drawing 12 - Results survey schoolchildren, students, teachers and specialists on the criteria for training masters without heretics, i.e. whose opinions do not coincide with the majority respondents

Table 19. Results questionnaires schoolchildren - graduates 11 classes 2024 years

Experts	Factors																		
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19
1	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6
2	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6
3	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13
4	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12
5	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2
6	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7
7	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9
8	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19
9	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18
10	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9
11	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17
12	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3
13	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

14	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7
15	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12

Table 20. Results questionnaires schoolchildren - graduates 11 classes 2024 years

Expert	Factor																			
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	KK
1	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6	0.35
2	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6	0.20
3	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13	0.43
4	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12	0.49
5	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2	0.39
6	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7	0.17
7	14	1	4	5	9.5	6	15	7	16	11	12	18	19	17	8	3	13	2	9.5	
8	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19	
9	1	7	15	11	9	2	8	12	3	14	5	6	4	19	10	17	13	16	18	0.25
10	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9	
11	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17	
12	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3	
13	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16	0.31
14	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7	0.23
15	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12	0.28
Sum ranks	80	122	158	136	151.5	123	123	125	158	140	177	170	213	196	152	169	153	147	156.5	
Sum ranks without heretics	28	12	26	33	37.5	29	47	38	59	56	70	72	84	73	68	61	61	38	57.5	
Coeff . concord .		0.123458		0.49																
Crete . Pearson		33,33353		14.73																

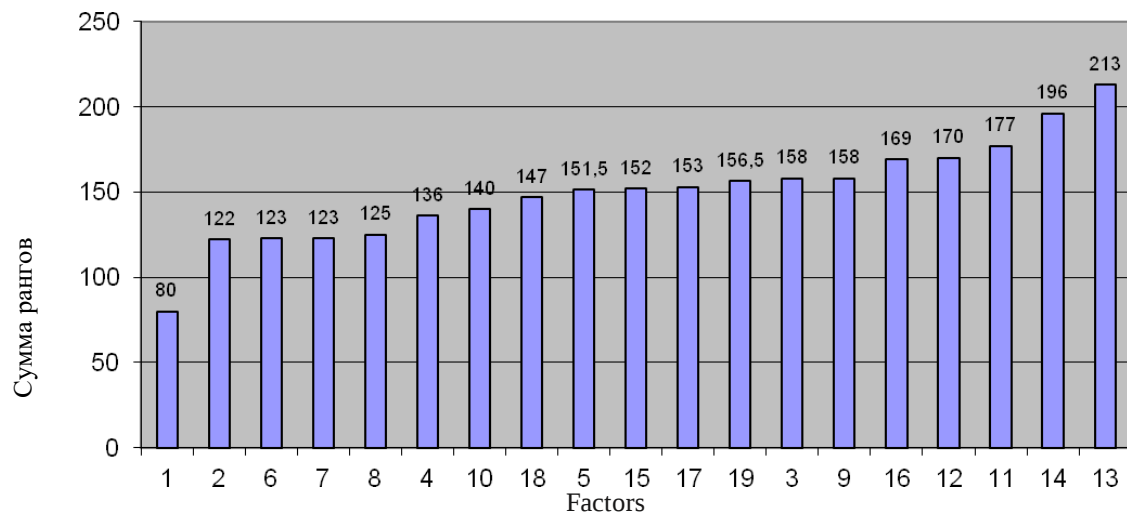


Figure 13 – Results of processing the survey of schoolchildren - 11th grade graduates of 2024 about criteria preparations Masters

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

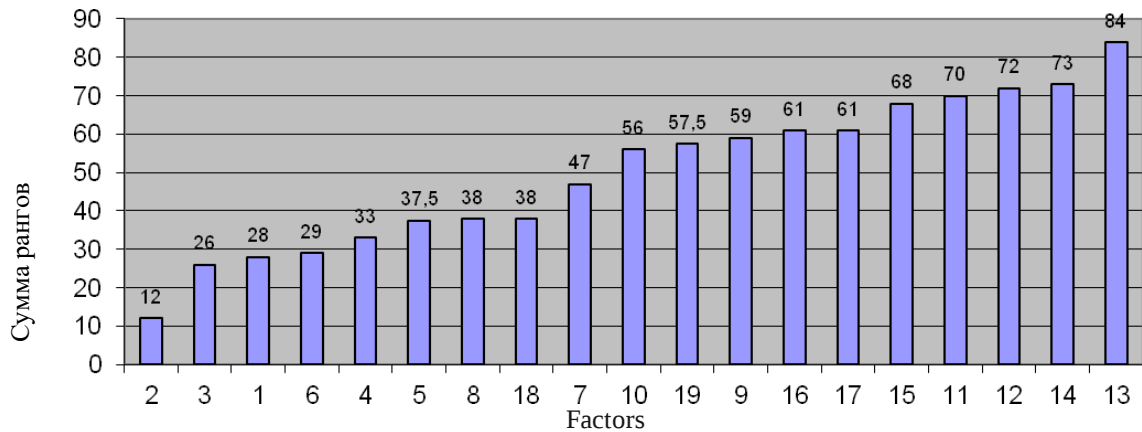


Figure 14 – Results of processing the survey of schoolchildren - 11th grade graduates of 2024 criteria preparations Masters without participation heretics, t. e. without those respondents, opinion which not matches with by the majority participants survey

Table 22. Results questionnaires bachelors - graduates 2024 years O criteria preparations Masters

Experts	Factors																		
	X 1	X 2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19
1	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10
2	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16
3	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16
4	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8
5	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18
6	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1
7	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1
8	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19
9	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6
10	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12
11	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18
12	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7
13	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15
14	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17
15	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16
16	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13
17	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3

Table 23. Results processing questionnaires bachelors - graduates 2017 years about criteria preparations Masters

Expert	Factor																			
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	KK
1	1	8	4	11	5	13	12	15	7	9	18	3	10	19	2	14	16.5	16.5	6	0.52
2	6	3	19	4	15.5	7	8	2	9	1	10	5	11	13	18	12	14	15.5	17	0.75
3	1	2.5	4.5	4.5	2.5	6.5	8	9	10	11	6.5	12	13	14	15	16	17	18	19	0.88
4	1	2.5	4.5	4.5	2.5	6.5	9	8	10	11.5	6.5	13	15	14	17	18	16	19	11.5	0.88
5	6	4	5	11	17	18.5	12	8	3	14	7	1	2	10	9	13	15	16	18.5	0.48
6	5.5	4	13	5.5	7	2	14	16	8.5	15	17	18	3	19	10	12	11	8.5	1	0.45
7	6	7	18	17	8	9	16	2	15	3	19	4	11	12	13.5	5	10	13.5	1	0.37
8	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19	0.33

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

9	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6	0.88
10	8	2	9	3	10	11	4	5	6	7	14	1	15	18	19	16	17	12.5	12.5	0.80
11	2	8	13.5	12	9	17	7	3	4	6	10	1	16	15	5	13.5	11	18	19	0.57
12	1	6	2	3	4	5	7.5	10	9	11	12	13	14	15	16.5	18.5	18.5	16.5	7.5	0.88
13	1	9	2	3	13.5	4	6	10	18	13.5	17	15	11	12	19	7	8	5	16	0.67
14	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17	0.62
15	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18.5	13	10	18.5	16	0.88
16	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13	0.88
17	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3	0.40
Sum ranks	59.5	110	142.5	125.5	152	131.5	155.5	122	159.5	151	209	160	181	249	228.5	207	231	252.5	203	
Sum ranks without heretics	6	18	18	22	18	24	42.5	41	45	55.5	54	65	68	72	86	80.5	77.5	90	67	
Coeff. concord.		0.294		0.88																
Crite. Pearson		88.75		23.38																

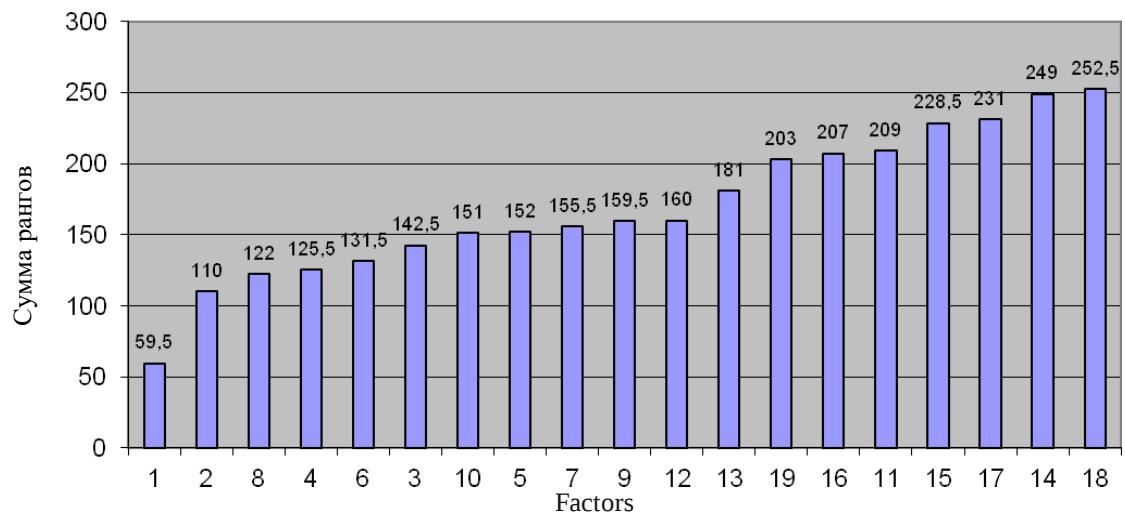


Figure 15 – Results of processing the survey of bachelors – graduates of 2024 on the criteria preparations Masters

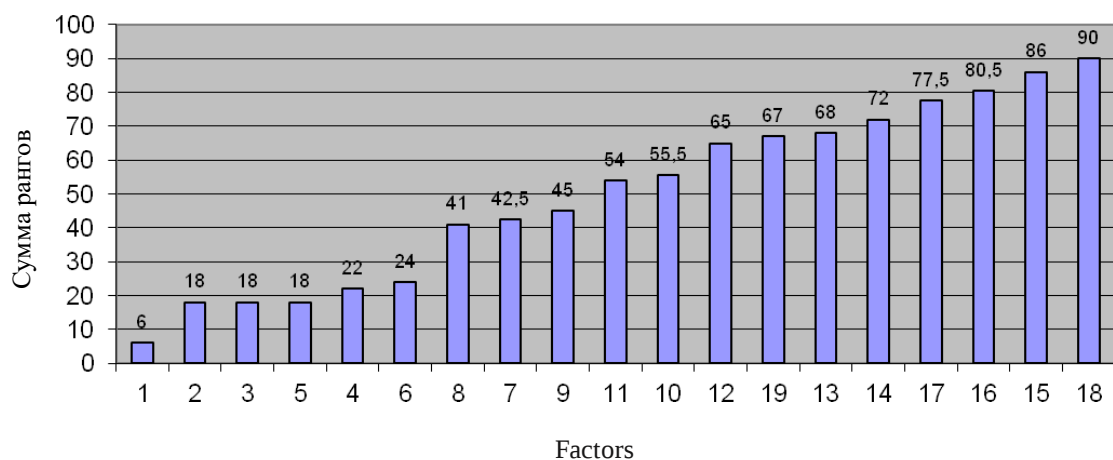


Figure 16 – Survey processing results bachelors - graduates 2024 about criteria preparations Masters without participation heretics, t. e. without those respondents, opinion which not matches with by the majority survey participants

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

Table 25. Results questionnaires bachelors graduates 2024 years And school graduates 2024 years

Experts	Factors																		
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19
1	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10
2	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16
3	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16
4	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8
5	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18
6	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1
7	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1
8	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19
9	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6
10	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12
11	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18
12	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7
13	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15
14	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17
15	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16
16	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13
17	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3
18	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6
19	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6
20	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13
21	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12
22	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2
23	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7
24	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9
25	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19
26	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18
27	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9
28	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17
29	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3
30	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16
31	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7
32	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12

Table 26. Results processing survey bachelors graduates 2024 years and school graduates 2024 years about criteria preparations Masters

Expert	Factor																			
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	KK
1	1	8	4	11	5	13	12	15	7	9	18	3	10	19	2	14	16.5	16.5	6	0.43
2	6	3	19	4	15.5	7	8	2	9	1	10	5	11	13	18	12	14	15.5	17	0.59
3	1	2.5	4.5	4.5	2.5	6.5	8	9	10	11	6.5	12	13	14	15	16	17	18	19	0.88
4	1	2.5	4.5	4.5	2.5	6.5	9	8	10	11.5	6.5	13	15	14	17	18	16	19	11.5	0.88
5	6	4	5	11	17	18.5	12	8	3	14	7	1	2	10	9	13	15	16	18.5	0.27
6	5.5	4	13	5.5	7	2	14	16	8.5	15	17	18	3	19	10	12	11	8.5	1	0.41
7	6	7	18	17	8	9	16	2	15	3	19	4	11	12	13.5	5	10	13.5	1	0.30
8	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19	0.22
9	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6	0.86
10	8	2	9	3	10	11	4	5	6	7	14	1	15	18	19	16	17	12.5	12.5	0.80
11	2	8	13.5	12	9	17	7	3	4	6	10	1	16	15	5	13.5	11	18	19	0.45
12	1	6	2	3	4	5	7.5	10	9	11	12	13	14	15	16.5	18.5	18.5	16.5	7.5	0.88
13	1	9	2	3	13.5	4	6	10	18	13.5	17	15	11	12	19	7	8	5	16	0.67

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

14	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17	0.55
15	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18.5	13	10	18.5	16	0.88
16	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13	0.88
17	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3	0.39
18	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6	0.47
19	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6	0.24
20	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13	0.35
21	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12	0.50
22	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2	0.31
23	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7	0.20
24	14	1	4	5	9.5	6	15	7	16	11	12	18	19	17	8	3	13	2	9.5	0.37
25	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19	0.75
26	1	7	15	11	9	2	8	12	3	14	5	6	4	19	10	17	13	16	18	0.52
27	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9	0.88
28	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17	0.62
29	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3	0.71

Expert	Factor																			
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	KK
30	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16	0.33
31	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7	0.28
32	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12	0.25
Amounts ranks	139.5	232	300.5	261.5	303.5	254.5	278.5	247	317.5	291	386	330	394	445	380.5	376	384	399.5	359.5	
Sum ranks without heretics																				
Coeff . concord .		0.17		0.88		23	0,219844	0,202339	3											
Crete . Pearson		99.47		12.41		8	0,219844	4												

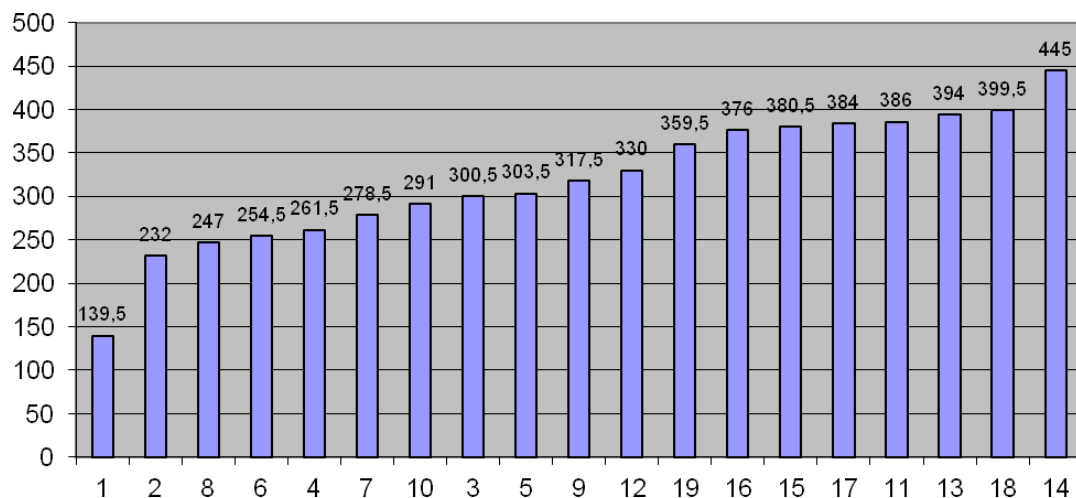


Figure 24 – Results of processing the survey of bachelors – graduates of 2024 and schoolchildren-graduates 2024 years O criteria preparations Masters

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

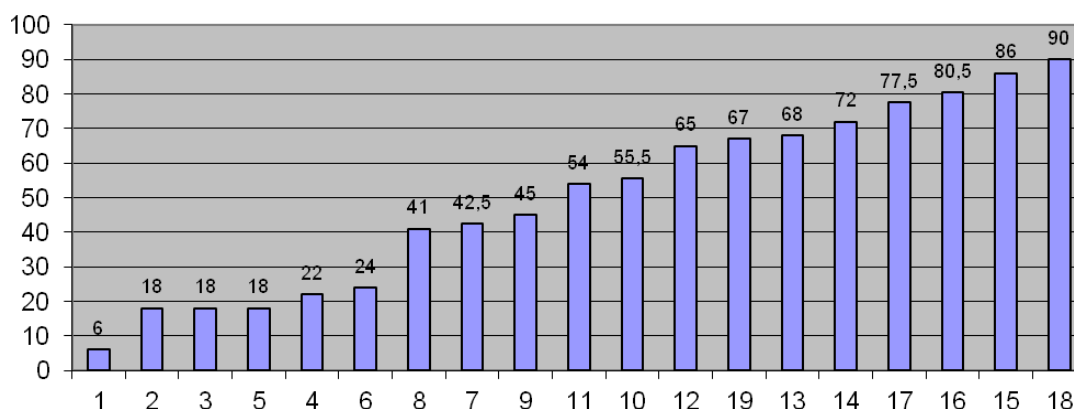


Figure 25 – Survey processing results bachelors - graduates 2024 and schoolchildren-graduates 2024 about criteria training of masters without participation heretics, t. e. without those respondents, opinion which not matches with by the majority participants survey

Table 28. Results questionnaires teachers universities Rostov areas about criteria training of masters

Experts	Factors																		
	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19
1	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19
2	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19
3	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19
4	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3
5	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2
6	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14
7	1	3	6	2	10	4	11	5	16	17	6	12	13	18	15	14	8	9	7
8	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9
9	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19
10	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19
11	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19
12	6	8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11
13	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19
14	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16
15	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14

Table 30. Results questionnaires specialists - graduates university 2023 years, working on enterprises of light industry industry regions Southern Federal District and North Caucasus Federal District. O criteria preparations Masters

Experts	Factors																		
	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19
1	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2
2	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2
3	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1
4	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1
5	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2
6	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2
7	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1
8	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

9	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1
10	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2
11	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1
12	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1
13	7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1
14	6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1
15	7	8	9	10	11	5	4	4	12	13	3	3	6	5	14	15	1	16	2
16	6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2
17	6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1
18	6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2
19	6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1
20	6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1
21	5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1
22	6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1
23	6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1
24	5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2
25	6	7	7	8	8	4	4	5	9	9	3	2	4	3	10	10	1	11	1
26	6	7	8	9	10	5	4	5	11	12	3	2	6	5	13	14	1	15	1
27	7	8	10	9	11	6	6	4	13	12	3	1	5	5	12	13	1	14	2
28	6	8	9	10	11	7	7	4	12	12	3	2	5	6	13	13	2	14	1
29	5	8	9	10	11	6	7	4	11	11	3	3	6	5	12	12	2	13	1
30	5	8	8	8	8	4	4	4	9	9	7	3	6	5	10	10	2	11	1
31	7	8	9	10	11	4	4	5	12	13	3	3	6	5	14	15	2	16	1
32	6	7	7	7	8	5	5	4	9	10	3	3	4	4	11	12	2	13	1
33	7	8	9	8	9	4	4	4	10	10	3	3	5	6	11	11	2	12	1
34	5	6	7	8	9	4	5	5	10	11	3	3	4	3	12	13	2	14	1
35	5	6	7	8	9	4	4	4	10	11	3	3	4	3	12	13	2	14	1

Table 31. Results processing survey bachelors graduates and school graduates 2024 years

Expert	Factor																			
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	KK
1	1	8	4	11	5	13	12	15	7	9	18	3	10	19	2	14	16.5	16.5	6	0.43
2	6	3	19	4	15.5	7	8	2	9	1	10	5	11	13	18	12	14	15.5	17	0.59
3	1	2.5	4.5	4.5	2.5	6.5	8	9	10	11	6.5	12	13	14	15	16	17	18	19	0.88
4	1	2.5	4.5	4.5	2.5	6.5	9	8	10	11.5	6.5	13	15	14	17	18	16	19	11.5	0.88
5	6	4	5	11	17	18.5	12	8	3	14	7	1	2	10	9	13	15	16	18.5	0.27
6	5.5	4	13	5.5	7	2	14	16	8.5	15	17	18	3	19	10	12	11	8.5	1	0.41
7	6	7	18	17	8	9	16	2	15	3	19	4	11	12	13.5	5	10	13.5	1	0.30
8	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19	0.22
9	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6	0.86
10	8	2	9	3	10	11	4	5	6	7	14	1	15	18	19	16	17	12.5	12.5	0.80
11	2	8	13.5	12	9	17	7	3	4	6	10	1	16	15	5	13.5	11	18	19	0.45
12	1	6	2	3	4	5	7.5	10	9	11	12	13	14	15	16.5	18.5	18.5	16.5	7.5	0.88
13	1	9	2	3	13.5	4	6	10	18	13.5	17	15	11	12	19	7	8	5	16	0.67
14	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17	0.55
15	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18.5	13	10	18.5	16	0.88
16	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13	0.88
17	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3	0.39
18	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6	0.47
19	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6	0.24
20	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13	0.35
21	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12	0.50
22	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2	0.31
23	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7	0.20
24	14	1	4	5	9.5	6	15	7	16	11	12	18	19	17	8	3	13	2	9.5	0.37

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

25	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19	0.75
26	1	7	15	11	9	2	8	12	3	14	5	6	4	19	10	17	13	16	18	0.52
27	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9	0.88
28	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17	0.62
29	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3	0.71
30	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16	0.33
31	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7	0.28
32	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12	0.25
Amounts ranks	139.5	232	300,5	261,5	303,5	254,5	278,5	247	317,5	291	386	330	394	445	380,5	376	384	399,5	359,5	
Sum of ranks without er-tics																				
Coeff . concord .		0.17		0.88		23	0,202339		3											
Crete . Pearson		99.47		12.41		8	0,219844		4											

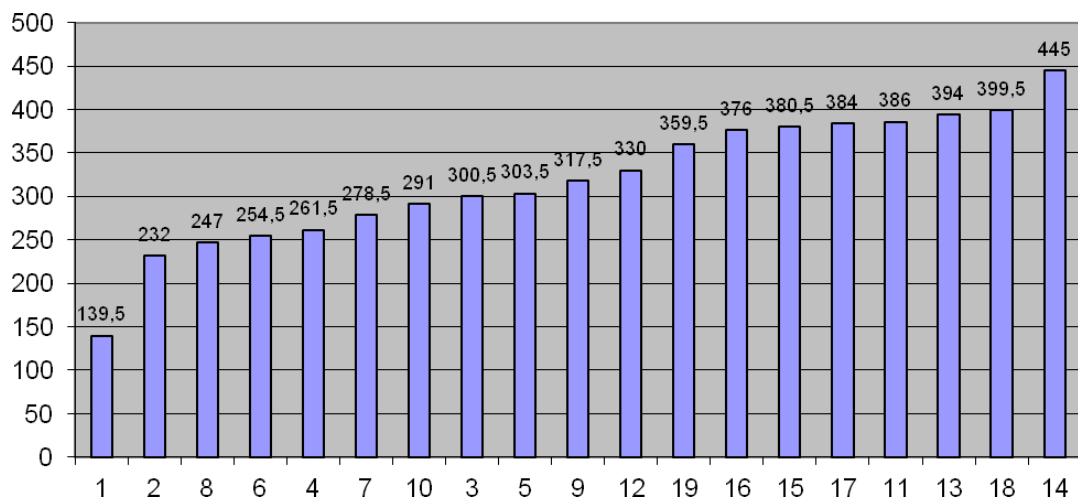


Figure 19 – Results of processing the survey of specialists – university graduates in 2023, working in light industry enterprises of the regions of the Southern and North Caucasian Federal Districts, on the criteria for training masters

Impact Factor:

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

SIS (USA) = 0.912
 ПИИЦ (Russia) = 0.191
 ESJI (KZ) = 8.100
 SJIF (Morocco) = 7.184

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

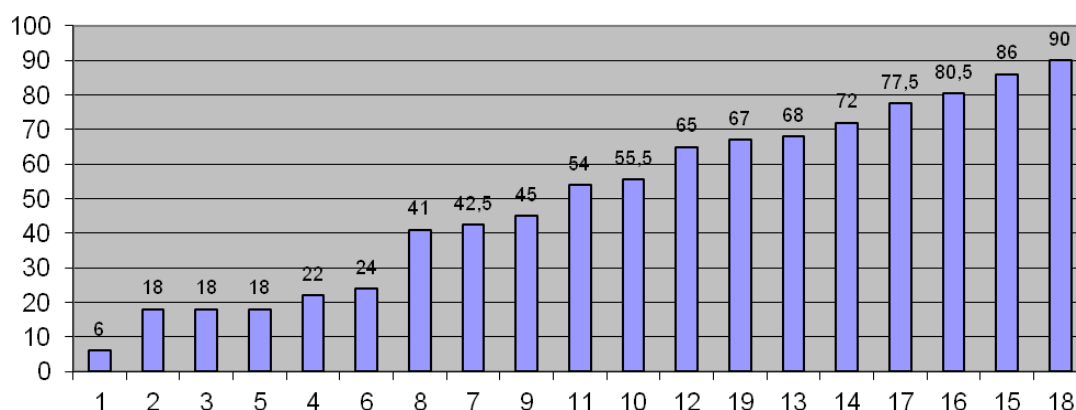


Figure 20 – Survey processing results specialists - university graduates 2023, working at light industry enterprises in the regions of the Southern and North Caucasian Federal Districts, criteria for training masters without the participation of heretics, i.e. without those respondents whose opinion does not coincide with the majority participants survey

Results of a survey on the impact of advertising communications on the promotion of light industry products in the markets of the regions of the Southern and North Caucasian Federal Districts with the participation of students, teachers and specialists and carrying out ratings competence participants survey With By-using the coefficient of concordance W, we revealed the same feature characteristic of the survey others problems, for example, O influence competitive potential on competitiveness and demand for products, o the role of chipping fur products to improve fillings markets demand this products, in demand and high-quality, revealed the relationship between the competitiveness of enterprises and the competitiveness of products to create sustainable demand for light goods manufactured by domestic enterprises industry products for consumers in the regions of the Southern and North Caucasian Federal Districts and providing them with stable economic position with a guarantee against bankruptcy. In addition, a survey was conducted to assess the importance of master's degree training in filling domestic enterprises of light industry with highly qualified specialists, the need for whom is so acute that it borders on a catastrophe in providing the industry with such specialists, capable of, against the background of advanced innovative technological solutionsto form innovative production facilities that guarantee enterprises the production of port-substituting products products, create city-forming enterprises V small and medium go-childbirth Russian Federations, providing population these cities not only workers places-we, which in itself is vital to providing the population thesecities social protection, reduction of unemployment and reduction of demographic explosions capable of destroying the integrity of the country. In addition, eliminating the deficit in highly qualified specialists, provided would to manufacturers justification V suchproductions for savings domestic

markets in demand products, V volume number and for children, deficit on which today significant. Naturally, what for successful the work of light industry enterprises it is necessary to develop domestic production components, because their number for products exceeds one hundred items, and leads not only to creation new workers places, but, will guarantee, what especially important, for check reductions expenses on manufacturing products easy industry guarantee to herhigh competitiveness not only on internal market, but and for their export. Analyzing the results of the survey with the participation of all respondents, the main the survey participants' main concern is uncertainty about the interest of municipalities, regional and federal branches of government to provide assistance in solving vital problems problems, characteristic for enterprises light industry, A exactly:

- low salary pay;
- low profitability manufactured products;
- high fluidity frames;
- morally and physically obsolete equipment, that is, the technical and technological backwardness of light industry compared to foreign countries, characterized by high material intensity, energy intensity and labor intensity production;
- low level of innovative solutions in the industry, which provokes weak competitiveness of domestic goods, in the low share of know-how and innovative products V volume sales on Russian and world markets;
- high share of imports, which has become the reason for the strengthening of the state's strategic and commodity dependence on foreign countries, although it is no secret that competitiveness is achieved through the modernization of technological processes. New equipment allows us to produce new types of products, but often the equipment we have only imported. We already buy it more expensive than

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

our foreign competitors, except In addition, they are forced to keep backup equipment, since if any piece of equipment breaks down or fails, this can cause the entire technological process to stop and reduce the volume of production, which, naturally, is negative will have an effect on results activities of the enterprise;

- the absence of a civilized market for consumer goods, expressed in the intensification of competition in the domestic market between Russian and foreign producers;

- social and personnel problem, manifesting V deficit highly qualified specialists, management personnel, primary and auxiliary workers in all technological processes.

Figure 21 shows the systemic problems of the industry, the reasons for their occurrence and the impact of the problems on the main indicators. activities of light industry. Origin systemic problems V industries conditioned by within the industry and external industry reasons. They are connected both with the activity of the industry itself and with happening institutional transformations and changes V national economy, in the sphere of legislative and foreign economic policy of the country, as well as with changes V the global economy.

Basically it is is happening due to structural disproportions easy industry - inconsistency in the present moment of scale and the industry's ability to qualitatively meet the growing demand for products, stop the critical decline in the share domestic goods on the domestic market and prevent the emergence of threat of loss national security of the country.

Reasons first groups problems - technical and technological backwardness easy industry from foreign countries are:

- low potential established V industries equipment, big part whommorally and physically is outdated. Share equipment V machine tool in the park industries (by assessment Rosstat), exploited to 5 years compiled on start 2024 years 1,2 %, 6–10 years - 39.6 %, 11– 20 years - 45.4 %, more 20 years - 13.8 %. Worn out and obsolete equipment is not only incapable of producing modern range of quality products, but creates and unsatisfactory working conditions that lead to increased industrial injuries. As a result, the action of this factor the specific labor intensity of production in the industry is 3-5 times higher than for abroad;

- lack of modern technological processes and automated systems management production;

- lower rates of technological development compared to the stand ards accepted in the world upgrades. The equipment upgrade rate at Russian enterprises is 1-2% per year and is carried out through credit and own funds, in foreign for companies, this figure is 16-19%, which is largely due to investment

support from their states, interested in the development of light industry. The low level of equipment renewal leads to a reduction in production capacity (due to a significant excess of moral and physical worn out equipment over the introduction of a new one). For last 5 years production power decreased:

- By cotton harsh fabrics on 14 %;
- By flax fabrics on third, A by woolen fabrics almost V 4 times;

- By knitted products V 1.8 times, hosiery on 10%;

- By shoes on 62 %.

Summary: the state of fixed assets, especially their active part, does not meet modern requirements for indicators characterizing competitive and technical level production potential industries, namely:

- significant lag behind foreign enterprises in the level of production organization, operational control over the technological process, and work efficiency marketing services of enterprises and big 2-2.5 times the duration execution orders for manufacturing products.

As a result of the influence of the above mentioned reasons, there is a high dependence of textiles enterprises from qualities raw materials, dyes and textile auxiliary substances (TVV) and, as a consequence, high production costs due to the high cost of raw materials, dyes, TVV and fittings (a large proportion of which are imported from abroad), and high energy costs, the prices of which are unreasonably rising at an extremely rapid rate at a pace; and weak competitiveness on domestic and European markets Russian goods in comparison with imported ones, both in terms of quality, design and price, as well as in terms of range, which is the main obstacle to successful competition of domestic producers lei with foreign.

The second group of problems is the low level of innovation and investment activity conditioned by the following reasons:

- absence investments, necessary for modernization industries and the implementation of “breakthrough” innovative and investment projects that will help remove structural restrictions on the development of the industry and move on to the production of completely new (in terms of consumer properties) species products, in demand on external and internal markets;

It is important to keep in mind that if today the domestic light industry can cover the needs of the public procurement sector, then tomorrow, when the demand for products increases, our own production will not be able to meet the growing demand demand even in this segment - which is unacceptable. In this regard, the development of import substitution through height release high quality products - only

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possible a way to solve the problem of production potential, the growth of which, having begun in the state sector, will move on to market in in general.

– reduction in the volume and effectiveness of research developments by reason reductions volumes budget financing R&D (V 2023 year for check funds budget done R&D on 22.7 million rub., V 2024 year - on 25.0 million rub.). This has affected fundamental and exploratory research to the greatest extent. Many scientific developments capable of forming a new technological basis for the industry to expand the production of competitive science-intensive products have not been completed and demand continuation and deepening of developments.

Scientific organizations Not stand out means on development their experimental bases, which reduces the effectiveness of scientific research. And this, despite the fact that the achievements Russian scientists are not inferior and many of them even surpass the world level in the field creation of new technologies and a new competitive range of products. On the importance industry sciences speaks That fact, what for 2021-2024 years six scientific works awarded awards Governments Russian Federations V areas sciences and techniques.

Leading foreign countries in the development of science and its experimental base invest 6-9% of their product turnover, which allows them to consistently achieve high achievements in science, to increase the technological level of production and competitiveness goods in in accordance with requirements world market.

Failure to take action to address issues related to scientific development and efficiency scientific support for the industry will lead to the inevitability of the emergence of possible ones in her work risks economic and social nature. Deprived of the influx of new technologies, the industry will no longer be able to compete with foreign firms, which will affect the ability Russian manufacturers of goods V preservation their own positions on internal market and in the conquest of new ones segments in foreign markets. The technological lag of the industry may become an irreversible process in the foreseeable future, which will increase the strategic and the economic danger to Russia.

– low level of industrial adoption of positive results scientific developments and innovations (less than 1% of enterprises). This has a negative impact on technological modernization, on the expansion of the range of products (both civil and strategic appointments) and quality, possibilities to give to her new functional and consumer properties, using modern technologies, V volume number, nano technology.

Without taking effective measures to improve the current situation in industries its development maybe achieve critical level. Reasons high specific weights

shadow economics are:

– discrepancy production, assortment and qualities products demand Russian and the world market.

– weak development Russian industries fashion, her lagging behind from European and world trends on 3-4 years.

– result impacts first groups systemic problems.

The main reasons for the absence civilized market of consumer goods are:

– poor development of market infrastructure, interregional and intersectoral commodity distribution networks and commercial connections with countries close and distant abroad;

– imperfection legislation V areas production, export and import Russian products. Considering complex and multifaceted character problems given groups, are necessary cardinal measures for their solutions, including state support, how this being done V foreign countries. So, for example, confession governments China, Turkey and some others countries easy industry strategic industry allowed them enough fast transform obsolete production V modern and contribute powerful once I speak V these countries raw materials, chemical and mechanical engineering complexes. In Russia, in recent years, the state has taken some steps to normalize the situation in the light industry. The Government of the Russian Federation has provided a number of preferences to enterprises in the industry. For the third year now, technological equipment has been imported into the country at zero import duties and without VAT. Effective mechanism for subsidizing interest rates on loans for the purchase of raw materials and supplies. In 2018, this mechanism was extended to loans received for technical re-equipment. It turns out that support and stimulation of exporters industrial products by reimbursement from the federal budget parts expenses on payment of interest on loans received for the production of export products. Although not large, funds are allocated from the federal budget for conducting R&D in the interests of light industry. The total amount of funds allocated from the budget for the development of the industry for the period 2018-2023 years compiled 561.64 million rubles.

Effectiveness of preferences: - every ruble invested in the industry in the form of subsidies on loans, provides additional revenues to budgets at all levels and state off-budget funds from 6 to 7 rub., A By separate enterprises - from 20 to 30 rubles

Operational and preventive measures "Counterfeit" were carried out to suppress illegal trafficking of light industry goods. In particular, in 2023, as a result of More than 700 crimes were identified, for which material damage was caused by the cases brought criminal cases amounted to more than 2.7 billion rubles. During the investigation of

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criminal cases property worth more than 73 million rubles was seized, property, money, and valuables were confiscated and voluntarily repaid caused damage in sum more 57.6 million rubles. In many subjects Russian Federations it works and more wide list of benefits, V including for taxes on property, on land and others.

At the same time, existing preferences and problems of the industry that are being solved to one degree or another at the federal and regional levels are not yet sufficient to eliminate the influence of negative factors on development of the industry and turning it into a competitive and self-developing sector of the country's economy, and for domestic producers to strengthen their positions in the domestic market and compete on equal terms world market not only with the EU and the US, but also with manufacturers China, Turkey, India and rows others countries.

Hence, the key task is the accelerated, high-quality modernization of the industry and its supporting infrastructures using cluster approaches and wide application. the best world and domestic achievements V areas techniques and technologies textile, sewing, fur and leather- shoe industries production, including nano technology and nano products.

Social and personnel the problems are caused by the state of the qualitative component of human resources, which in many enterprises is in the critical zone quantities, A at some - already for them. The deteriorating situation in the professional and qualification training of workers, low wages and the prestige of work lead to an annual reduction in the number of mainly young people and promising workers under 30–40 years of age years. Only for decades (from 1990 to 2018) the number has decreased by 3 times, and for the next nine years – by 2.8 times, which led to a decline in production volumes. At the same time, the measures taken for anti-crisis management of unprofitable enterprises the government bodies and management were unable to influence the course of development structural disproportions in industry. Failure to resolve the problems of this group will significantly affect opportunities for the industry in the rise of its economy and the increase production of competitive products in volumes necessary for provision national security countries. Besides Togo, all the above problems are getting worse impact world financial crisis. In conditions crisis easy industry, how nobody, starts feel on to yourself his actions. Even those enterprises, which for latest years achieved positive results in innovative development, paying significant attention to the modernization of production, already forced and will be forced V the nearest years to shorten volumes production and aband on long-term investments. This is due to the difficulties that have arisen, related with attraction banking credits (share

borrowed funds V working capital meansfor latest years reached 40 percent), with one sides, increase volumes officially go import, counterfeit and contraband products, fall demand and slowing down the sale of many types of goods, the reduction of workers and specialists - on the other hand separate enterprises steel arise delays with payment salary boards from 2 weeks to 1.5 months, have begun temporary suspensions works and by assessment experts to the end 2024 years maybe reduction in the number of employees by 10-15 percent. This is especially truethree federal districts - the Central Federal District, the Volga Federal District, and the Southern Federal District, which are most significant V social plan. Structure capital industries, being concentrated in these districts, making their territories the most critical in terms of consequences deepening the decline in production, which increases the significance of the social consequences arising from stops productions. Share Russian goods on internal market will decrease more V more degrees and maybe make up V 2024 year less 20 percent. The current situation can only be changed by developing and implementing anti-crisis measures, aimed at activating innovative activities, increasing production efficiency at a new technical and technological level and creating favorable conditions that ensure stable growth in the volume of production of competitive products over the years. goods.

It is gratifying that the meeting held on August 24, 2017 in Ryazan "On measures for development light industry" with the participation of government representatives, heads of enterprises trade and scientists with the personal participation of the President of the Russian Federation V.V. Putin forced them – the participants – to give the president answers to uncomfortable questions about the reasons for the unsatisfactory the state of light industry and the failure to fulfill the tasks that were formulated in 2013 in Ivanovo at a similar meeting and with practically the same participants we. I want to believe what at the municipal, regional and federal branches authorities the deafness syndrome and the desire to boycott the implementation of their own proposals will decrease tasks, so how Necessarily president will check and will ask O reasons their non-fulfillment. In any case, this is the confidence that most of the participants in this meeting had because the president at the Eastern Economic Forum, which took place on September 8-9 2017 in Vladivostok at a closed meeting in a harsh manner, demand ed from those responsible for breakdown similar events By Far away To the East, What provokeddismissal and release from office of those officials who are most ineffective have accomplished the tasks set before them. We have such confidence because the situation in light industry is extremely bad and could lead to a catastrophe not only economic, but also social. All experts objectively expressed their opinions on the questionnaires with

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factors offered to them in order to answer the main question put in the title - "To be or not to be light industry?" Another thing is that their vision on this the problem may be subjective and , of course, has the right to be. But, the researcher himself must make a decision on the received results a priori ranking, guide- relying on the opinions of other research scientists about identical problems, comparing them with obtained and making a decision on the legitimacy of including them in the research object. Such a decision requires competence not only from the expert respondents themselves, but also deep knowledge about problems by ourselves researchers. It is encouraging that all expert respondents are unanimous in their assessment of the role of assortment policy and the need to use effective innovative technological solutions to guarantee that manufacturers produce products that would be in demand by consumers in the regions of the Southern and North Caucasian Federal Districts and would provide them with obtaining effective technical and economic indicators of the results of their activities, and products - their demand not only domestically, but, what is especially important, abroad markets. Again confirmed That fact, What there are All grounds trust the results of a priori ranking, and the software developed by the authors assessment of the competence of survey participants – a long life. Especially, such use is justified software provision at assessment competence expert respondents, invited customs committees For their works V customs commissions. Customs officials receive an objective assessment from each expert respondent based on the results their participation in the work of customs commissions, since in this case the expert cannot but agree with the objective assessment received about his competence, and the customs committees receive methodology their ranking, giving away preference most qualified And objective experts to ensure the supply of products to domestic markets only high qualities, And guaranteeing safety to the consumer.

I would like to warn customs committees about the haste in making decisions on competence of experts if they do not have an objective assessment obtained from highly qualified specialists. All This suggests correct attitude Not not only to their own duties, but also to invited specialists, creating a trusting relationship environment and interest in obtaining positive results of the examination. If to summarize the effectiveness of software for assessing the competence of respondents participating in the survey, the researcher has a tool for selecting those respondents whose opinions have a high degree of trust, confirmed by the value coefficient of concordance (W), which tends to unity. Thus, summing up the effectiveness of a priori ranking and the software developed by the authors provision, it is possible to confidently guarantee to all interested parties the achievement of the results they expect, but

on condition that at all stages of the survey and the researcher and the participants are in agreement on the main thing: to achieve the results that werewould objectively significant and reliable at conducting further research.

Road map implementations strategies development easy industry to 2035

The implementation plan for the Strategy includes cross-cutting activities that are being implemented V flow total period actions Strategies:

- ❖ support creations and development Russian brand s clothes and shoes;
- ❖ struggle with illegal and illegal turnover goods easy industry;
- ❖ stimulation export V competitive segments easy industry;
- ❖ preservation tanneries raw materials resources for own production skin and shoes;
- ❖ formation personnel potential industries;
- ❖ stimulation R&D and transfer technologies;
- ❖ informational and marketing support development industries;
- ❖ monitoring the effectiveness of strategy implementation and adjusting the plan, except Togo, row strategic initiatives will implemented step by step:

Stage 1. Main events are being implemented V period 2020-2025 gg.:

- Preparation to implementations strategies;
- stimulation development production synthetic textiles (synthetic fabrics);
- stimulation growth consumption technical textiles;
- Creation eco systems enterprises by production technical textiles and netkamaterials V within the framework clusters / industrial parks;
- stimulation demand on special and protective clothes and shoes;
- Creation preferential terms for contractual sewing and shoe production;
- reorientation sewing production on competitive products with presence advantageous access to materials and low share of manual labor;
- support creations production infrastructure V within the framework cluster shoe industry;
- security profitable access manufacturers to functional components clothes and shoes;
- stimulation production automobile leather and increases degrees localizations auto components.

Stage 2. Main events are being implemented V period 2026-2030 gg.:

- formation demand on chemical fibers;

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▪ support projects by localizations production chemical fibers;

▪ stimulation processing tannery waste production and implementations new technologies by improving the environmental production safety.

Stage 3. Monitoring results and implementation through initiatives V period 2031-2035 gg.

Conclusion

If customer satisfaction is formed by the level of the manufacturer, i.e. its test level is formed by the price availability of the product that is offered product range, naturally, quality, and due to consumer level, i.e. its test level assumes the presence of a customer service culture, attractiveness of the product, customer satisfaction, and, of course, the solvency of the consumers themselves, then the respondents who took part in the survey believe that consumer satisfaction will be ensured by the reliability of the product, its affordability, and the ability of buyers to make purchases, i.e. their solvency. The natural quality of the products, the diversity of the product range, the attractiveness of the design solution, i.e. to correspond to fashion, the products should have enough long warranty period, and interestingly, all respondents are

unanimous in that so that producers fought for the respectful attitude of customers towards them, to win their trust and the desire to make a purchase namely the products of these enterprises, i.e. the brand and image always remain in demand, which together solves the main problem - provides consumers domestic products V within the framework of import substitution.

The criteria for assessing the competitiveness of a light industry enterprise using the software developed by the authors made it possible for the first time to formalize the role of experts - respondents based on their competence in the matter under consideration problem. The need for such an approach is due to the desire to have objective assessment competence with taking into account not only opinions invited side experts- respondents to participate in the survey, but also with the help of an evaluation criterion - the coefficient concordance (W) - the value of which varies from 0 to 1. and if $W=0-0.5$ - then this is a lack of agreement with the opinion of those experts whose coefficient value concordances (W) strive for 1, which confirms their high competence and ability their further participation V quality expert respondents.

Table 33. Results survey respondents O influence factors on competitiveness enterprises and competitiveness goods

Factors	Opinion expert							
	Characteristic participants survey							
	Opinion survey participants With heretics				Opinion participants survey without heretics, those. opinion which Not matches with the majority participants survey			
	Students	Specialists	All participants survey	Agreed opinion respondents	Students	Specialists	All participants survey	Agreed opinion respondents
1	1	1	1	1	3	1	3	3
2	2	4	2	2	1	6	1	1
3	4	6	4	4	4	11	4	4
4	3	3	3	3	2	7	2	2
5	6	23	7	6	10	16	10	10
6	7	8	6	7	12	3	12	12
7	9	13	9	9	6	26	6	6
8	12	22	14	8	11	8	11	11
9	5	15	5	5	7	27	7	7
10	13	16	19	16	5	13	5	5
11	16	17	18	17	8	18	8	8
12	26	28	27	10	13	28	13	13
13	10	11	11	11	16	9	16	16
14	20	27	25	27	15	23	15	15
15	8	26	13	13	17	20	17	17
16	31	21	31	31	21	19	21	21
17	11	15	12	12	18	2	18	18
18	13	5	8	14	19	4	19	19
19	21	31	26	15	20	31	20	20

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20	15	20	20	18	22	29	22	23
21	14	18	16	20	24	10	24	24
22	29	24	28	28	26	22	26	25
23	27	29	30	21	25	21	25	26
24	19	25	22	19	23	25	23	22
25	23	10	21	23	27	5	27	27
26	18	14	15	24	14	17	14	14
27	24	9	17	25	28	24	28	28
28	25	19	24	26	29	30	29	29
29	30	12	29	29	30	15	30	30
30	28	7	23	30	31	12	31	31
31	22	2	10	22	9	14	9	9

Respondents were marked most significant factors, namely:

- X1 The relationship between the quality of a product and the costs of its production and marketing.
- X2 Performance labor.
- X4 Costs on 1 ruble realized products.
- X3 Coefficient advances productivity labor By relation To growth salary boards.
- X9 Profit units realized products.
- X5 Weighted Average by product range, the competitiveness of the product.
- X6 Quantity assortment groups on enterprise.
- X8 Degree of satisfaction with each product group.
- X7 The share of the product group in the total production volume.
- X13 Break-even units realized products.
- X17 Assessing the level of partnership relations with the company's stakeholders.
- Significant factors experts calculated:
- X10 Conditionally variable costs per unit of output sold .
- X11 Conditionally permanent expenses on unit realized products.
- X12 The weight of the total price per unit of product sold .
- X15 Pace growth sales volumes.
- X18 Share enterprises on market .
- X19 Profitability investments.
- X20 Profitability total assets.
- X21 Cost on innovations.
- X24 Material efficiency .
- Not significant respondents named next factors, namely:
- X14 Stock financial strength from volume realizable products
- X16 Exceeding the permissible level of finished goods stocks
- X22 Coefficient security own by means
- X23 Coefficient use production capacities
- X25 Share certified products V in accordance With international stand ardsseries ISO
- X26 Decrease level material consumption

- X27 Share innovative goods
- X28 Trade turnover, permissive straight connections
- X29 Coefficient uniform receipts goods on markets sales
- X30 Wear main funds
- X31 Coefficient fluidity frames

Results of the survey of experts on assessment competitiveness of the enterprise and the competitiveness of the light industry product (Table 33), although they received significance coefficient concordance (W) within 0.4-0.6, but excluding heretics, that is, those respondents whose opinions do not coincide with the opinions of the majority of other experts, we discovered the pleasant fact that the opinion of those respondents whose authority does not cause con- opinions, and those whom the program classified as heretics, have an unambiguous or close opinion that the factors characterizing their influence on the competitiveness of the enterprise and the competitiveness of the product are identical, and they can be used in further studies to assess this very competitiveness of enterprises, assuming that it capable of producing import-substituting products for consumers of the regions of Russia. At the same time, producers have every reason to these criteria, namely: the ratio of product quality and costs its production and marketing; the rate of growth of sales volume; costs of innovation; labor productivity; level of partnership relations between interested participants in the production of import-substituting products; costs per 1 rublesold products, and the main criterion; weighted average by product range competitiveness of goods consider in demand .

But at the same time, all expert respondents were unanimous in the fact that the competitiveness of an enterprise will be more stable over time if the enterprise's share in the demand market will be stable. In any case, it will not decrease over time, if there is he is guaranteed a return on investment and, of course, a sustainable profitability is ensured total assets of light industry engaged in the production of import-substituting products. Justified opinion all experts, what on competitiveness the enterprise is also

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influenced by a stable turnover of goods based on direct contractual relations with distributors products

these most enterprises.

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