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ON THE IMPORTANCE OF ENCOURAGING MANUFACTURERS TO PRODUCE PRODUCTS IN DEMAND FOR CONSUMERS IN THE REGIONS OF THE RUSSIAN FEDERATION

Abstract: In the article, the authors suggest avoiding the serious methodological error of reducing economic policy to economic analysis, and instead supporting a spirit of solidarity within the team—one for all and all for one—and success will surely find the seeker. Moreover, the authors examine the role of quality as a tool for promoting a quality philosophy in the production of competitive and in-demand products by light industry enterprises located in the regions of the Russian Federation. Furthermore, the authors fully justify the feasibility of such implementation.

Key words: quality, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable technical and economic performance, attractiveness, product range, product range policy, demand, sales, paradigm, economic policy, economic analysis, team, success.

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Introduction

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To achieve the stated goal of prioritizing footwear manufactured in the regions of the two

districts, manufacturers must effectively utilize innovative technological processes, modern technologies, mathematical models, application packages, synergy theories, and network collaboration. This is possible if manufacturers meet

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product demand through a product assortment policy that protects consumer interests, guaranteeing a stable financial position, a pricing niche, and an efficient cash flow policy, enabling enterprises to achieve stable technical and economic indicators. This is justified by the manufacturers' desire to draw the attention of federal, regional, and municipal authorities to the revision of the concept of the roadmap and strategy for the development of light industry in Russia until 2035, approved by the government. Unfortunately, it lacks the most important element—the role and importance of government involvement at all levels in its implementation. Without their support, both the roadmap and the strategy for the development of light industry are mere intentions and nothing more. The lack of messages and responsible persons has deprived them of their binding force, and without their committed participation, achieving the stated results is simply impossible. Another compelling doubt concerns its inefficiency and the inability to restore light industry enterprises in the regions and municipalities as city-forming enterprises, in order to restore social stability and security to small and medium-sized cities in Russia, that is, to restore them to the role they would otherwise play for these very municipalities, of which there are so many in Russia. By prioritizing the production of products by manufacturers in conjunction with regional and municipal authorities, supporting enterprise managers in the implementation of their tasks, and filling the markets with in-demand products, especially for children and socially vulnerable groups of the population in these regions, they - these very authorities - will directly implement their promises to voters and instill confidence in the population of these regions about their future, which, ultimately, will ensure a decent life for the population of small and medium-sized cities and stop the migration of young people from these same small and medium-sized cities. A calculation of a comprehensive indicator of the effectiveness of innovative technological processes for footwear production is proposed; a structure of the technological process for the production of the entire range of footwear has been formed, taking into account the demand of consumers in the regions of the Southern and North Caucasian Federal Districts; A software product was analyzed that allows for the development of a footwear production process and the determination of manufacturing costs, taking into account the production program for newly established footwear production facilities in the Southern and North Caucasian Federal Districts, in order to meet existing demand for footwear. It was proven that the interaction of product mix policy with innovative technological processes, Formed using universal and multifunctional equipment, this will allow for the creation of a price niche that guarantees the

substitution of imported products in sales markets in the Southern and North Caucasian Federal Districts, while providing jobs and social protection for the population against the economic crisis. In today's competitive market conditions and with direct interaction between Russian and foreign manufacturers, solving this problem, combined with the use of state and market mechanisms for competitiveness management, is becoming a strategic resource for the economies of these regions. In the global economy, price competitiveness has been replaced by quality competitiveness, which has increased in importance with Russia's accession to the WTO. The increasing importance of quality in domestic footwear production as a competitive strategy in global markets is a long-term trend. The use of research results provides footwear technologists with accessible tools for multi-variant production flow design, enabling companies to develop a competitive product range and predict the maximum profit from footwear production with a profitability of at least 15%. The task of increasing competitiveness is particularly pressing for those footwear companies that have lost their competitive positions in both domestic and foreign markets due to external factors (increased competition due to globalization and the global financial crisis) and internal factors (ineffective management). In response to negative external developments, regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state. The economic efficiency of implementing innovative technological processes at a footwear manufacturing company will amount to 2,068,637.6 thousand rubles per year. Therefore, company managers have a compelling argument for municipal and regional authorities regarding the advisability of establishing such innovation centers within the Southern and North Caucasian Federal Districts. By implementing scientific developments, they can provide them with a way out of the crisis, significantly improving their socioeconomic situation by creating new jobs, including through the establishment of new production facilities for the manufacture of domestic components, and providing municipal and regional entities with the budgetary funds they so desperately need to provide residents of these regions with decent living conditions. Of course, this cannot happen on its own; joint action is necessary, and we propose only solutions based on detailed calculations and specific proposals. In today's competitive marketplace, where Russian and foreign manufacturers interact directly, addressing this issue through the use of state and market mechanisms for competitiveness management is becoming a strategic resource for the economies of these regions. In the global economy, price competitiveness has been replaced by quality competitiveness, which has become increasingly important following Russia's

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accession to the WTO. The increasing importance of quality in domestic footwear production as a competitive strategy in global markets is a long-term trend.

Main part

Since the beginning of 2025, consumer prices have increased by 3.9%, down 5.5% from the previous year. The Russian Federation is losing approximately 1.1% of its GDP due to the high share of imported light industry goods and the insignificant volume of domestic light industry exports. Import substitution in Russia is the replacement of imports with goods produced domestically. Imports of goods in 2024 are estimated to have amounted to \$99.9 billion (a decrease of 8.4% compared to 2023). Imports from non-CIS countries in 2024 decreased by 8.7% compared to 2023, amounting to \$74.2 billion, while imports from the CIS countries decreased by 145.3% to \$9.4 billion. The share of non-CIS countries in Russia's total import volume is estimated to have increased by 0.8 percentage points in 2024 compared to 2023, reaching 88.8%, while the share of CIS countries has decreased accordingly to 11.2%.

The main foreign trade partners involved in trade with Russia are China, Japan, and the Republic of Korea. In 2024, a significant negative balance of trade with China (USD 7.7 billion) was formed as a result of a 6.55% year-on-year increase in imports from China, while Russian supplies declined by 9.1% year-on-year. Nevertheless, China remains one of Russia's most important foreign trade partners. Currently, the light industry faces significant challenges, namely:

- technical and technological backwardness of light industry compared to foreign countries, expressed in high material intensity, energy intensity and labor intensity of production;
- low level of innovation and investment activity in the industry, expressed in the weak competitiveness of domestic goods, in the low share of know-how and innovative products in the volume of sales on the market;
- the high share of imports, which has led to the strengthening of the state's strategic and commodity dependence on foreign countries;
- the absence of a civilized market for consumer goods, expressed in the intensification of competition in the domestic market between Russian and foreign producers;
- a social and personnel problem manifested in a shortage of highly qualified specialists, management personnel, and primary and secondary workers in all technological processes.

As this list of problems shows, one of them is the lack of a civilized market for light industry goods. To develop the industry, a number of issues must be addressed, namely:

- increasing the production potential of the light industry through technological re-equipment and

modernization of production, the introduction of breakthrough technologies and the creation of new high-performance industries that ensure the activation of innovative activities of enterprises, import substitution, a reduction in the technological and commodity dependence of the industry on foreign countries, increased competitiveness and an increase in production volumes;

- strengthening the fight against shadow production and illegal imports in order to increase the economic and strategic security of the state;
- the formation of a civilized consumer market and market infrastructure, the development of an interregional and inter-industry commodity distribution network, commercial relations with countries near and far abroad;
- legislative support for the stable position of domestic producers in the domestic market, improvement of customs and credit policies, stimulation of product exports;
- strengthening customs control, introducing amendments and additions to the legislation of the Russian Federation in those of its provisions that are directly aimed at the legal regulation of foreign trade transactions for the purchase and sale of goods in which the results of intellectual property rights are expressed;
- provision of additional measures to support the development of the light industry, which are aimed at ensuring the availability of financial resources for enterprises.

The implementation of these objectives will lead to increased economic and strategic security for the state, ensuring the protection of Russian producers from imports, primarily from contraband and counterfeit products; an increase in sales of competitive Russian light industry goods on the domestic market of at least 30%, increasing the share of Russian producers to at least 50% by 2035; the creation of a civilized consumer market and market infrastructure, the development of a domestic interregional and inter-industry commodity distribution network, etc. The Strategy for the Development of Light Industry in the Russian Federation through 2035 includes the textile, clothing, leather, and footwear production segments. It also addresses the development of related segments of adjacent industries – the production of chemical and natural fibers and threads, the production of chemical materials, the development of agricultural sectors (animal husbandry, flax production), as well as the retail trade of light industry products.

The Strategy reflects the results of an analysis of the industry's status and development globally and in the Russian Federation. It defines the long-term strategic goals and objectives of the state and business, legal regulation instruments, target indicators, and a set of measures to achieve them, as well as implementation and monitoring mechanisms. The

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goal of the Strategy is to create a sustainable light industry in Russia, integrated into the global division of labor and based on the country's natural competitive advantages. The key strategic objectives are:

- increasing GDP from 0.9% to 1.5% in light industry through import substitution and development of domestic demand;
- Providing strategically important industries with high-tech domestic textile products with high added value;
- maintaining and supporting employment in the industry by creating high-productivity jobs and partially shifting the workforce from low-productivity sectors.

The priority areas for development are:

- development of a technological chain of synthetic materials (from the production of polyester, viscose and polyamide fibers to the production of technical textiles and other synthetic fabrics);
- preserving and developing existing successful segments of the industry, as well as building a technological chain for the production of leather materials (from raw hides to finished leather for the clothing, footwear, and furniture industries);
- creating conditions for partial localization of the production of clothing and footwear products, as well as supporting the development of domestic brands;
- minimizing "gray imports" as well as illegal production and circulation of industrial goods on the consumer market.

Moreover, given the socioeconomic and foreign trade realities, additional opportunities for import substitution are opening up for the industry in the short term in many segments of the light industry. Import substitution in Russia will be possible if the price of domestic products is competitive. The global division of labor in the light industry has been developing for over 20 years and is trending toward further specialization. Within this specialization, all countries can be roughly divided into three groups:

a) Global suppliers. Most developing countries with low GDP per capita are actively developing their textile, leather, and footwear industries (China, India, Turkey, Bangladesh). Furthermore, the developed light industry in these countries serves as one of the drivers of overall economic growth.

b) Regional suppliers. Middle-income countries typically partially supply their own textiles and those of nearby regional markets (Bulgaria, Hungary, the Czech Republic, Poland, and Romania).

c) Importers. Developed countries have virtually lost their light industry (with the exception of technical textiles and other high-production industries that do not require manual labor) and import consumer goods (USA, Japan, France, Germany, UK).

1) Providing the industry with raw materials.

Global consumption of raw hides and skins is 6,522,000 tons per year, with the EU processing

750,000 tons, or 11.5%. Russia's share of global processing volume is less than 2.0%, or 120,000 tons (with procurement estimated at 145,000–155,000 tons).

Raw material producing countries are imposing restrictions on the export of raw hides and semi-finished products. Developing China does not export its raw hides, but imports them from Russia and other countries. The export duty on semi-finished tanned leather in India is 60%, in China it is 20%, in Argentina it is 15%, and in Pakistan it is 20%. Morocco has imposed import quotas, while Bangladesh and Tunisia have banned the import of semi-finished products. Therefore, the interest of Western European producer countries—traditional importers of Russian raw hides and semi-finished products—will not wane, but rather increase, as raw material producing countries impose restrictions on the export of raw hides and semi-finished products from their countries. Therefore, as part of the implementation of the Strategy, it is necessary to include restrictive measures on the export of raw hides and semi-finished products from Russia.

Significant potential for developing raw material production in the light industry lies in import substitution, as 65% of the market is made up of imported raw materials. Due to the lack of climatic conditions for cotton cultivation in the Russian Federation, all cotton is imported (primarily from Uzbekistan). Import substitution potential for cotton is virtually nonexistent, as developing cotton production on a sufficient scale in Russia is not feasible. The largest PE fiber producers are the Belarusian Mogilev-Khimvolokno and Svetlogorsk-Khimvolokno. The largest Russian producers are Komiteks and Vladimir Polyester. Existing PE fiber production does not meet the needs of textile companies due to low quality and insufficient volume. Here are the main strategic initiatives for enhancing the development of the chemical and textile industries:

- formation of demand for modern textile materials through government orders (incl. in road construction, medicine, defense, agriculture);
- support for projects on the production of synthetic fabrics and technical textiles;
- support for ensuring favorable access to raw materials within the framework of the development of the chemical industry.

By utilizing the mechanisms laid out in the Russian Federation state program "Development of Industry and Improving its Competitiveness" (hereinafter referred to as the State Program), approved by Russian Government Decree No. 328 of April 15, 2014, the volume of PE fiber produced in Russia could reach 950,000–970,000 tons, or 80% of local consumption. An additional 250,000–370,000 tons could be exported to foreign markets, primarily the CIS and Europe. This would generate an additional 0.08% of GDP and 8–10 billion rubles in tax revenue

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by 2035.

Development of leather production, increased recycling and disposal of tannery waste. From 2018 to 2025, global finished bovine hide production grew by an average annual rate of 1.3%. Developing countries' share of this volume increased from 72% to 75%, while developed countries' share decreased to 25%. The production of light bovine hides (hereinafter referred to as "bovine hides") decreased by 0.5% annually during this period. There are no official statistics on bovine hide procurement in the Russian Federation. The largest importers of finished hides were China, Hong Kong, Italy, Vietnam, and Germany. Italy was the leading finished hide exporter from 2018 to 2025. Russian leather industry enterprises rely on 99% domestic raw materials, the volume of which has been steadily declining in recent years due to declining livestock numbers and rising raw hide exports. According to Rosstat, cattle herds across all farm categories have declined by 7% over the past five years. Raw hide exports are steadily growing, increasing by 73% in 2024 compared to 2023, and are projected to increase by 60.5% in 2025, reaching 1,500 tons. Currently, over 50% of cattle hide production and approximately 40% of sheepskin and goat skin production are used in footwear production, while the remaining raw hides are used in clothing, furniture, and travel accessories. According to the Russian Union of Tanners and Shoemakers, based on a survey of Russian leather industry enterprises, they processed 115,000 tons in 2024 (11% below the 2023 level). Given that Russian tanneries currently process 220,000 tons, the deficit in raw hide resources is 40%. Import substitution of imported raw materials is virtually impossible, as most countries actively protect the export of raw materials through either bans or high duties. Bans on the export of raw materials and semi-finished leather products have been introduced in India, Argentina, New Zealand, Egypt, Belarus, and elsewhere. High export duties are also in place in Ukraine, China, Ethiopia, and Thailand. In Russia, in August 2014, Government Resolution No. 826 "On the introduction of a temporary ban on the export of semi-finished leather products from the territory of the Russian Federation" was adopted. According to estimates by companies in the leather and footwear subsector, the Resolution has contributed to an increase in the volume of raw materials for domestic consumption, a balanced domestic market, and an improvement in the economic situation in the industry. The strategic objective of the Ministry of Agriculture should be to increase livestock numbers, structurally modernize the livestock industry, and reduce raw material losses after the sale of livestock for slaughter. The development prospects for this segment are as follows:

- greening of leather production and the use of chrome-free tanning methods;

- transition to a new technological base based on the development of low-waste technological processes, improvement of the organization of production and management;

- expansion of the range of leather and leather accessories for the production of leather goods and footwear;

- deepening integration and cooperation with consumer industries: including automotive, furniture, and decorative leather;

- Development of Russian footwear production and deepening localization. Key areas of footwear production and deepening localization.

Stimulating the development of the domestic raw material base, namely:

- Subsidizing the increase in livestock numbers and improving the quality of hide procurement. Implementation of a flexible customs tariff policy;

- stimulating an increase in the degree of localization in the production of automotive components;

- stimulation of recycling of tannery waste and introduction of new technologies to improve the environmental safety of production;

- Maintaining government orders for domestic footwear, strengthening work with government customers, including in terms of introducing new types of products and revising technical specifications;

- The development of leather production and increasing the degree of their processing for the light industry by the end of 2035 could create approximately 2,000 new highly productive jobs and provide tax revenues in the amount of 0.8–2 billion rubles.

Creating favorable conditions for localizing clothing and footwear production. Asia supplies the entire world with clothing, but China also remains the largest exporter of clothing, accounting for 42% of imports to the Russian Federation. Imports account for approximately 60% of the total in the clothing industry in terms of producer prices. The growing clothing market is primarily driven by products manufactured outside of Russia. The slight increase in the share of local production over the past 2-3 years is due to the development of specialty clothing production. Employment in the industry is declining by an average of 11% annually, currently standing at approximately 250,000 people, and continues to decline. Competitiveness in the clothing industry depends on three factors:

- access to cheap and productive labor;
- access to materials;
- access to sales markets.

Even with the economic slowdown and the weakening ruble, the cost of effective labor in Russia has caught up with China, but is still incomparable with Southeast Asia. The main competitive

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opportunity in this segment lies in developing the production of products with a relatively low share of manual labor—knitwear, basic T-shirts, windbreakers, etc. By 2035, home textile production could increase by 40–50 billion rubles. A significant constraint on the development of the Russian clothing industry is its traditional reliance on natural materials, the share of which is declining. The development of synthetic textile production, envisaged by the Strategy, will partially resolve the problem of access to raw materials. For international brands placing orders worldwide, compliance with international product quality standards is another determining factor. Given its large domestic market and proximity to the European market, and the provision of sufficient quality in Russia, the contract clothing manufacturing market in Russia could reach 80-100 billion rubles in producer prices by 2035. The development strategy for clothing manufacturing is localization of products with a low degree of manual labor and from readily available materials. Key government policy measures include:

- creation of favorable conditions for contract manufacturing of large foreign companies in the Russian Federation for the local market (creation of preferential conditions for foreign and Russian brands that have partially localized production);
- implementation of internationally recognized quality management systems;
- reorientation of clothing production to synthetic materials as the raw material base becomes available, modernization and development of the production base.

Thus, the total volume of domestic clothing production in the Russian Federation by 2035 will amount to 540-560 billion rubles (in producer prices), which will correspond to 50% localization. The estimated volume of required investment in the industry is 80-100 billion rubles, which could create up to 150-170 thousand new jobs. The development of the clothing industry will add 0.06% to GDP and generate 80-100 billion rubles in tax revenue. The global footwear market is estimated at \$260 billion, with a growth rate of 3.5% over the past five years. China, the United States, and India are the largest footwear markets. Specific footwear consumption in Russia is much lower than in developed countries. China is the largest footwear exporter and supplies all global markets. The main drivers of growth in the Russian footwear market are an increase in specific consumption per capita and an increase in the average price of a pair. Russia lags far behind developed countries in footwear consumption (3 pairs of shoes per year in Russia versus 5-6 in Europe and 7-8 in the US). By 2025, this figure could rise to 4 pairs per person. The average price per pair in 2025 could increase from 1,200 to 1,500 rubles in current prices. Similar to clothing production, the key factors determining a manufacturer's competitive advantage

are access to affordable and productive labor, access to materials and functional shoe components (insoles, shoe lasts, fittings, etc.), and access to markets. Labor costs in shoe production are slightly lower than in clothing; however, the main challenge for Russian shoe manufacturers is access to materials and functional components. The cost of shoe production in Russia is 1.5 times higher than in China: components are 35% more expensive, as they are imported from China at inflated prices due to small order volumes. The effective cost of labor in Russia is twice as high as in China.

Reducing effective costs by shortening delivery times in footwear production is only possible with rapid access to materials and components; the need to import them from Asia prevents Russian manufacturers from achieving lead times. One possible solution to the component problem could be the creation of purchasing alliances – consolidating component orders could reduce their cost by 20%.

The Eurasian Economic Union (EAEU) is an association within the framework of international economic cooperation of several states – Russia, Kazakhstan, Kyrgyzstan, Belarus and Armenia.

A system of manufacturability indicators necessitated the specification and objectivity of the design and technological solutions for uppers, i.e., the identification of clear criteria for the manufacturability of shoe upper construction. Upper construction is considered a production object. The technological process of its assembly depends on design and technological solutions. Therefore, to ensure the manufacturability of upper construction, the design and technology must possess properties that facilitate easy manufacture, transportation, storage, and operation. Upper construction is divided into three levels of complexity: smooth, finished, and shaped. Each complexity category is characterized by the cut configuration of the parts, the number of parts, and the type of finish. Model complexity affects the labor costs associated with the manufacturability of upper construction. Manufacturability determines the scope of preproduction work, the complexity of manufacture, and the ease of assembly. Operational manufacturability determines the scope of work and the costs of maintaining the product's appearance. To identify manufacturability criteria, a range of modern children's footwear was studied. Let us present in Table 11 the characteristics of the criteria influencing the technological design of the upper part of children's shoes.

The most studied approach is to estimate labor and material consumption directly at the design and manufacturing stage of footwear, thereby assessing the manufacturability of the upper structure. A more complex and less studied step is to assess manufacturability at the preliminary design stage. This requires the development of a methodology for assessing the manufacturability of the upper structure

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based on specific indicators. Therefore, the manufacturability of the upper structure can be considered a "complex system." A systems approach to upper structure assembly allows us to consider the manufacturability of the structure as a complex of interconnected subsystems.

The latest technologies, methods from leading European companies, and modern equipment enable the production of reliable and comfortable footwear in accordance with the requirements of GOST 26165-2003, TR CU 007/2011, and 017/2011. A description of the criteria influencing the technological design of children's shoe uppers is provided in Table 11. Is it acceptable, within the framework of scientific analysis, to compare a real object with a phenomenon from classic folklore, for example, a marketplace with the fairytale Aladdin's Cave? Answering this question is difficult, as thinking is quite specialized, and specialization is entrenched in certain traditions that formalize the approach. Scientific editing requires adherence to the requirements of the method of expressing the content of thoughts characteristic of science. Neopositivists even attempted to construct a special language for scientific communication, albeit unsuccessfully. Conflicts were resolved practically by the scientists themselves, most of whom actively incorporated figurative thinking into their scientific publications, rightly believing that thinking represents a unified flow of concepts and images, logical and biological, real and imaginary. A position, in any expression, is a progressive process, connecting the continuous with the discrete. Normalized thinking is relative, conditional, and artificially organized. The appeal in scientific thinking, including its printed forms, to images created outside the scientific specialization of knowledge is natural.

Thinking cannot exist outside of culture; it is a product of cultural progress. The multidirectional development of culture is the foundation of its richness, and the contradictions of cultural thinking are dialectically united. Comparing the riches of a fairytale cave with the riches of a developed modern market can yield significant insights into both economic cognition and the dynamics of the transformation of economic theory. This can explain, in particular, why modern scholars and economists persistently distance themselves from the political nature of economic science, contrasting economic theory with classical political economy.

Will, perseverance, and resourcefulness secured Aladdin access to the cave's riches. No amount of intricacy can stop a determined man. There is no unknowable, only the unknown. The market is a complex economic mechanism, but it can also be controlled. The cave's riches belong to the rapists, and the market is not free from violence either. Therefore, the state is obliged to take the necessary measures to curb the market, which serves as fertile ground for those who prefer force to law. The fundamental

difference between the cave's riches and the market's is that the robbers had no intention of adding anything more, and Aladdin had to be content with what he had received. The riches of the market, on the contrary, will grow, and with them the problems, the main one being the sale of incoming goods. What kind of product should a buyer possess to sweep it off the shelves? What kind of buyer would one like to see in the market? If the "buyer" is considered outside the socioeconomic context, the answer to the second question becomes crystal clear. The market awaits a buyer with high purchasing power. There are also buyers in Russia, but their share does not exceed 7 percent, and they rarely visit the profitable mass market, more by chance than necessity. The mass consumer is extremely frugal, and it is difficult to persuade them to buy. A certain type of product is required, capable of captivating, as well as a proper presentation, "its cultural packaging." The buyer must be attracted, captivated. The revival of interest in the concept of "product priority" should be seen as a reflection of the desire to understand the specifics of a product's market demand. It is significantly more specific in content than the related and more scientific concept of "market demand." It has fewer economic statistics and formal indicators for measuring pressure, but it fully embraces the "human factor" that determines market dynamics. The concept of "product priority" concretizes a product's consumer value—its degree of "exchangeability"—and the realistic price set by the seller. Both the manufacturer and the seller must contend with the concept of "priority," which is directed primarily toward the consumer. It ties together the interests of all the key actors in an economically free market. This function of "priority" explains the active promotion of the concept among those economic categories that reveal a product's competitive potential in the marketplace. Some authors tend to interpret this promotion as traditional actions in the interests of advertising production, which is inappropriate due to its one-sidedness, hindering the achievement of a systemic understanding of the significance of product priority in the reproduction process. Advertising production is indeed present here, but as an accompanying factor, that is, it confirms the traditional place of advertising in the marketplace.

The growing interest in the concept of "commodity priority" in scientific research and economic policy, in our view, demonstrates the logical evolution of mass production from its existing simplified form to a new, sometimes opposing, organizational mode—lean production—focused not on the abstract diversity of needs and indicators, but on the concrete architecture of consumer demands and the purchasing power of potential buyers. Economics is being called upon to become a direct productive force through the study of market architecture, thus objectifying this fundamental consequence of the

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scientific and technological revolution of the mid-20th century. The history of the special attention paid to the commodity market by sociologists is linked to the birth and development of mass production. The era of mass factory production is dated back to the Industrial Revolution, which laid the scientific, technical, and organizational foundations for the development of productive labor, which proved sufficient to satisfy the demand for essential goods for the majority of the population through the provision of stable wages. It was this combination of production and consumption that launched the development of reproduction on a national and then transnational scale.

The natural economy that preceded the industrial stage does not fully correspond to the concept of "reproduction." It was determined by the local demand for the product and was essentially focused on the producer, not contributing to national progress to the same degree. Hence the cult of wars of conquest aimed at plundering neighbors near and far, feudal fragmentation, and the constant redistribution of property. Wars and military actions performed the functions of the market. The market functioned in addition to politics and was not permanent.

It's also worth emphasizing that the development of the market and the formation of the now classic model of reproduction owe not only to scientific and technological progress and changes in the organization of production, but also to competition between products and the differentiation of market structure. The history of the market reveals a dialectical relationship between quantitative and qualitative changes. When the manufacturer began serving the market, the product became a commodity. The product's status changed, and so did the demands placed on it. For a product to be sold as intended, it had to attract the buyer's attention. A product is not something for sale, but something capable of generating interest. The term "hot commodity" reflects precisely the movement of a product and its demand among buyers. "Hot commodities" are the driving forces of the market.

The "priority" attribute is both a product's basic characteristic and a "relic" property that has lost its place. A non-priority product is produced unprofessionally, absurdly. While households could be forced and trained to consume what they grew or produced, consumers always have their own reasons and vote with their coin, which is so essential for the continuation of production.

In recent times, the term "marketability" has been used synonymously with "priority." This is perhaps the origin of the expression "visible product"—that is, one that attracts attention and "catches" the eye. Making a product "visible" and "priority" requires both the manufacturer and the seller to be highly skilled, imaginative, and possess presentation skills. This is a costly endeavor, but the results are worth the expense. Demand for "priority" and "visible" products

is high, accelerating the acquisition of working capital, stimulating production expansion, consolidating the relationship between the seller and the manufacturer, fostering growth and stability, which serves as valuable advertising for the manufacturer in the marketplace and eliminates some of the direct costs of advertising services, which become increasingly expensive due to their pretentiousness. Even a panoramic historical overview of the systemic position of the concept of "priority" demonstrates its multifaceted nature and the complexity of its manifestations. The fact that the term "priority" isn't frequently used in journal publications shouldn't lead one to question the true significance of this marketability characteristic in the ongoing economic restructuring toward lean production. It's no coincidence that, in response to the Levada Center's April 2024 question: "What, above all, makes you feel proud of Russia?" 1,600 citizens from 137 communities in 48 regions of the Russian Federation ranked "economic success" second to last, giving the final place to its "relative," the "healthcare system."

It's not so much the goods themselves that compete in the marketplace, but the minds and wills of producers, naturally, backed by capital. Goods are the visible side of the market, objectifying the power of the entrepreneurial spirit in concrete physical forms and actions. Here, we are forced to return once again to dialectics, its requirement to seek the source of development in contradictions and not be surprised by the transformation of opposites, of spirit into the material, of the material into the spiritual. The fundamental and universal conclusion of dialectics about the concreteness of truth explains: what is true now will become error later. When, the question naturally arises? The answer must be sought in the trends of movement. It is imperative to begin with a comprehensive study of what constitutes everything. For us, it is the commodity, its necessary and additional (superstructural) characteristics. The production of a commodity is determined by the market. The market was once formed by surplus product; now, goods are manufactured to meet market demands. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusual and new appear on the market. Theoretically, given the rationality of human activity, its rationality, and the mutual interests of producer, seller, and buyer, one might conclude that all goods will find their consumer. If unsold goods accumulate in the market, it will lose its function and die as a marketplace—a place for buying and selling. In practice, this is precisely what is happening. However, the market is not something abstract, existing outside of time. It represents a concrete, temporal reality. Time is essential in the market.

The market is a vital link in ensuring the timely reproduction of goods. Market promotions are not a product of fantasy. Sellers are willing to bear certain

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costs, sequestering them in their expectations precisely because of the need to deliver on time. Otherwise, losses will increase, and status costs will be added to financial ones. The credibility of market participants themselves will be at risk. In the context of these considerations, the idea arises that the main function of the market is not to force purchases at all, but to force purchases as quickly as possible. A civilized market is called upon not only to promptly sell goods but also to accelerate the development of production. How exactly can this be achieved? The paradox of the market is that the market's future is bleak; all market problems are always contemporary; they become contemporary as some are resolved and others become more pressing. Where does this certainty come from? From an analysis of the objectively real foundations of market history. A basic market commodity is one that satisfies naturally essential human needs. Outside the market, it is impossible to satisfy that without which social and individual reproduction is impossible. The market is a socially necessary condition for human life and its progress. The market not only must exist, but it has historically been entrusted to be a factor in the development of society. In accordance with this purpose, the market is supposed to be a developing reality, and society is supposed to care for its development. Not freedom to give "as much as it can swallow" (B.N. Yeltsin), but to manage market freedom in the interests of the market and its systemic position in social development. Let us return to the specific structure of the commodity market and continue its analysis, starting from the initial idea of a basic commodity. Satisfaction of basic human needs through it requires deciphering using ideological advances. Another, more simplified approach is possible, but only simplification will lead to the common sense warning: "simplicity is worse than theft." In economic analysis, it is dangerous to either underestimate or overestimate. Human reality is dualistic, incorporating both the biological and the social. In a first approximation, separating the biological and the social in humans is not difficult. Biological – satisfying the body's needs for nutrition, maintaining water-salt balance and metabolism, normal gas exchange, protecting the temperature conditions of life, reproduction of offspring, movement in space through self-propulsion.

No matter how significant natural and necessary goods are for the history of the market, guaranteeing the stability of market movement in the foreseeable future, the significance of their natural necessity should not be overestimated. The natural necessity of a product line indicates its nature and characterizes its essence. The nature or essence of a product does not manifest itself directly; it is mediated by a phenomenon, a transformed form of production.

Low temperatures, high humidity, the need to protect against injury, and the need to be appropriate

for the workplace and the specifics of one's job duties will drive people to the store and make them potential buyers of a product they lack, but will only buy if nothing else is available. This situation isn't entirely a fairy tale, but it seems somewhat implausible for modern Russia. Our customers have a choice, both in terms of price and priority. Nine out of 10 choose primarily by price, based on the contents of the package, and then focus on aesthetics. Retailers needn't panic; no crisis will deprive the market of customers. Their problem is: who exactly will the consumer buy from? They will buy what they see as a combination of the need to purchase the product, available funds—or, more precisely, the price tag—and the product's appearance, including the art of service. The purchasing formula is simple: "the relevance of the need followed by the appeal of the offer." Specific content should be filled in by specialists, drawing on market experience. Let us remind ourselves that demand for non-ordinary, non-exclusive, and signature products comes in two forms: natural and artificial, induced by manufacturers' promises and advertising. Domestic consumers, hooked on the effects of "pop culture" and "mass media," have lost their independent taste, along with their ability to reflect. National identity has been largely lost, the cult of globalism is thriving, and the market is flooded with foreign consumer goods and contract products that cannot be properly assessed. A peculiar, difficult-to-understand market landscape is emerging. The state is not seriously interested in consumer culture. The previous experience of cultural education and upbringing has been lost. A vacuum abhors a vacuum, and the state has been replaced by civil society organizations lacking any special regulations, mechanisms, or the necessary resources. Academic economists are urging entrepreneurs to eliminate everything that is not directly involved in production, reducing costs and increasing profitability. By doing so, entrepreneurs trap themselves in the spontaneity and whims of the market, abandoning the levers of demand management. The "thrifty economy" that is replacing the current irrational mass production structure, focused on the absolute freedom of consumer choice, where the product range must satisfy the demand here and now, otherwise the seller will lose customers and jeopardize the continuation of their business, is "tied" to knowledge of the buyer's needs. Of course, such knowledge is specific; it is indicative, relative, and conditional, more like knowledge of the supply chain. But still, knowledge, unlike an abstract attitude such as: the buyer came for the product and must buy it, so we are obliged to help him. How exactly? We don't know. Therefore, we stimulate his desire with a product range. A certain logic and ethics in such thinking is welcome. The price of this logic—high costs and environmental impact—is holding him back from supporting it. These costs won't be written off,

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but distributed among consumers, increasing the purchase price. Does the consumer benefit? Apparently so, provided that producers and retailers don't skimp on consumer research. Here, simple research won't suffice; it will require in-depth analysis and integration of various approaches—economic (marketing), sociological, cultural, ergonomic, and sanitary—with a focus on regional and national specifics. This will open up the prospect of genuine participation by students of real skill levels, accelerating their professional development. The transition from good to better in any field is associated with increased implementation costs, including the financing of risks. In our view, the transition to a new economic policy under analysis should live up to expectations—leading to a reduction in costs, losses, and environmental impact. However, the outcome will largely be determined by the development of scientific, technical, and educational policies. Good intentions often lead to worse results due to poor management. The bad experiences of the past are even described in sacred texts. The modification of ecologically mass production to lean production presupposes the mobilization of scientific and technical initiative, the maximum involvement of cultural assets, and the implementation of Soviet educational experience in addressing the immediate needs of the final product. It is illogical to improve the principles and forms of organizing production designed for mass consumption without appropriate preparation for consumption. The adjective "mass," regardless of one's wishes, indicates the inclusion of activity in a political process that also requires political participation. A change in course within an economic system is a political process with the specificity that it begins in the economy. Accelerating their development. The transition from good to better in any field of activity is associated with increased implementation costs, including risk financing. In our view, the analyzed transition to a new economic policy should meet expectations—leading to a reduction in costs, losses, and environmental impact—but the outcome will largely be determined by the development of scientific, technical, and educational policies. Good intentions often lead to worse results due to poor management. The bad experiences of the past are even described in sacred texts. Modifying ecological mass production with lean production presupposes the mobilization of scientific and technical initiative, the maximum involvement of cultural assets, and the implementation of Soviet educational experience in the immediate needs of the final product. It is illogical to improve the principles and forms of organizing production designed for mass consumption without appropriate preparation for consumption. The adjective "mass," regardless of one's wishes, indicates the inclusion of activity in a political process that requires political participation on a large scale. A change of course within an economic

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A commodity will transfer from one owner to another only if there is consensus. Consensus is what the market is designed to ensure. Consensus is a measure of market culture. When the market moves from the idea of consensus to the understanding of consensus, it will acquire the status of a "cultural organization." Can this process be accelerated? Absolutely. We need to organize work on both fronts. Both buyers and sellers must be culturally prepared for the marketplace. The fulfillment of the market's mission is determined by its quality and informational and scientific support. The social function of the market is to satisfy the socio-cultural and natural needs of the mass consumer, thereby promoting national development and political progress. The economic goal of the commodity market is to engage the financial reserves of the country's population in production, and these are considerable, comparable to Russia's annual budget. Market management is possible. Japan and China are economically different, yet despite this, they successfully manage both production and the market. Market management differs from production management. The market is more complex and responds in different ways to the desire to establish order. Orders are also heterogeneous. In the theater, there's one order, at the races, another, in the barracks, a third. Market management is possible (and desirable) economically. The final stage of market relations is the sale of goods; therefore, the market should be managed through the goods themselves, creating favorable conditions for their demand. Such management is effective for both

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consumers and producers. Building a market on the principle of "here and now, the buyer must satisfy their demand" saves time and perhaps some financial resources for the consumer, but is unnatural, as it is wasteful for society and nature. This is "dandyism" stemming from political myopia. Without deviating from this, society will place future generations in a position of responsibility, and the future of the country and its people will be in question. The transition to production oriented by the market toward a structure of specific consumption can be seen as a way to resolve the growing contradiction between growing socio-cultural needs and natural resources. And in this sense, there is sufficient reason to speak of the objective completion of the development of reproduction. The focus of activity is shifting to the market, and its scientific potential is being actualized. Question No. 1: lean production: is the market ready for increased funding for research into the structure of mass consumer needs? Individual examples are easy to find. At the end of June 2020, Google conducted a survey of Russians' culinary preferences to rank 20 basic foods and an equal number of dishes. The tastes of Russian consumers encouraged marketers and horrified nutritionists. However, experts are convinced that changes will not occur in two to three years. Production, the food market supply company received the necessary information to consider the directions of investment in production.

Now it is important to avoid a hasty restructuring and to agree on quotas within the relevant unions, assignments, and other associations of producers.

We found the study of well-known companies interesting in the context of our overall objectives, as it offers several distinctive considerations. The first, and perhaps most important, suggests that economic theorists have again been too late, and instead of making a prediction, they've obscured the reality of the current situation. The market that meets the needs of the mass consumer has never been, and is unlikely ever to be, consistent with marketers' models. It shapes itself, adapting to the realities of production.

Domestic consumers prioritize chicken eggs, relegating pork to the middle, and milk even further behind. Chicken and egg production was established back in the 1970s and 1980s, later relegated to private farms and market farmers in the 1990s. They later returned to private farms and quickly restored production to the required volumes. The market is reliably supplied with a wide range of these products. Prices are maintained; producers and retailers cannot inflate them excessively—there are no shortages, and manufacturers have established a network of stores. A diverse product range, timely replenishment, quality, and affordability generate consumer interest. Pork production also began to increase even before the reforms; the unique way pigs are raised allows for problems to be resolved relatively quickly. Milk is the most challenging. Market liberalism has hit the

weakest link in agricultural production—the dairy herd—the hardest. Even before the 1990s, it was largely in a state of disrepair. Collective farms were abolished, and private farming, designed to boost production, failed to materialize as planned. Cattle biomass is such that the required herd size with satisfactory characteristics would take at least 10 years. Enormous investments were required! The West wasn't interested in us as a competitor. All of the above are conditions of instability and shortages. The market was oriented, and new cooperation with dairy plants established its own pricing system. Milk, accessible and high-quality during the difficult Soviet years, became both low-quality and difficult to access for the average consumer. Especially dairy products. The market weaned consumers off milk. The question arises: Why? The market should be interested in the consumer. True, true, but the people working in production and the market are incompetent. They believe that the cattle herd will take a long time to build. The uncertain timeframe for achieving results is sufficient to maximize profits, but relying on the mass consumer is not necessary.

Second, natural and sociocultural needs are formed spontaneously, only in the most general, abstract form. They are concretely defined in the real conditions of national reproduction, based on the results of economic policy. The state is able to influence this process through control over production and consumption, naturally in accordance with the laws of economics.

Even if the proper requirements of this concept aren't met, understanding product rationality and the market's assortment architecture through consumer preference research is entirely feasible. Economic, sociological, and psychological tools make this possible. One simply needs to be able to "peer into the soul" of a potential customer to get them to open up. A shared environment that fosters trust is essential. The public is quite tired of surveys, which is understandable. Their effectiveness is lacking, the questions are simply unclear, and the interviewing techniques are primitive, lacking application to the process. On the other hand, ongoing sales promotions aren't used for surveys. Surveys are conducted under specific sales conditions, depending on the opportunity to reduce costs, by specialists, not random strangers, naturally, with a reciprocal spirit. A survey should be considered as part of the promotion. Why not hold "buyer days" in specialized stores, offering extensive privileges to representatives of interested organizations. The composition of the question for the survey and interview should also not be handled by random "scientific departments" working on any order.

The market, considered abstractly as a necessary link in commodity reproduction, is a clear and important concept for political economic thinking, demonstrating the market's role in ensuring the

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sustainability of social progress. This market significance is exploited by those who objectify and materialize the concept, transforming it into socioeconomic reality. The concepts of economic theory are culturally shaped within the framework of general requirements, ensuring reproduction in its fundamental expression. This is the level of cultural abstraction.

The real market is defined by scientific cultural support; here, culture is historically concretized in time and space. What we cultivate is what we obtain on the market. Let's add to this the importance of attitude toward culture. It's one thing to understand culture as a single factor, quite another to see it as a source of social development. Pushkin's Oleg the Prophet was surprised by the Magi's prophecy regarding the cause of his death. Someone who has read the following will surely recall the surprise of the Grand Duke of Rus. The ability to be surprised is a sign of active thinking, an argument in favor of creative consciousness, but it requires caution and knowledge, not opinion. In an effort to understand what makes a product unattractive, we logically came to the question of originality. In exploring the concept of "originality," let's recall pretentiousness. Progress occurs in a spiral, so a return to the forgotten past is natural.

Politicians actively exploit the market, both in terms of demand and the range of offers, especially during periods of social uncertainty. This is particularly true today, especially for the rulers and their ideological supporters in Ukraine. Before the Maidan events of 2014, provoked by the radical nationalists of a Nazi regiment, shirts embroidered with national patterns were stored in chests, sometimes hanging as relics on people's lips. When it became necessary to galvanize the national spirit of the freedom-loving Ukrainian people, the Rada blossomed with embroidery. Meanwhile, democratic Europe, which had long ago defined a normal business suit for official attendance at government bodies, was blinded, failing to recognize such an obvious nationalist act. Coordination with the Council of Europe is not excluded.

Let's recall the birth of Nazism in Germany. German extreme radicalism was born in a brown uniform. Politicians seeking coups often seek flamboyance, namely:

- firstly, to achieve uniformity of the ranks, their cohesion;
- secondly, to oppose the essential order with which they intend to fight.

Along with negative examples of the use of "pretentiousness" in clothing and equipment, there are also positive experiences—the Scout movement in the USA and the Pioneer movement in the USSR. What conclusion can be drawn from an analysis of the political perspectives of design creativity in the form of creating a pretentious product? One conclusion

suggests itself: there is a "dialectic" between the individual and the general, usually shaped by the "particular." The debate over the primacy of the individual and the general is long-standing, dating back to Plato and Aristotle, and was the core ideology of medieval scholasticism, dividing it into "nominalism" and "realism." Hegel, using philosophical and mathematical thinking, considered what is what and how they are related in development; natural science confirmed the dialectical understanding of the unity of the individual and the general. However, speculation is one thing, and a practically oriented understanding, called "common sense," is another. "Common sense" is a pre-scientific form of knowledge production. It's appealing because of its ease of access and ease of use. However, its downside is the danger of becoming lost as one becomes immersed in the process of learning, substituting knowledge for opinion. Unscrupulous politicians exploit all of this for their own private gain. Pretentiousness in creativity is normal, indicating a working mind. However, creative vigilance is also needed to prevent a "pretentious boom." Everything must find its place. Manufacturers are called upon to go beyond satisfying the practical demands of the mass consumer, nurtured by advertising pressure. Through their sociocultural status, they are called upon to shape consumers' tastes and aesthetic priorities within the context of national and universal traditions.

The priority of goods is a relatively new concept for both production and science. It requires systematic research, which presupposes an appeal to the theory of conceptual thinking. Economic activity operates on two levels, relying on common sense, derived from years of experience, and on the generalization of practice into scientific concepts. Scientific knowledge grows through concepts! Common sense deserves high praise, but it provides guidance only within the limits of immediate experience. Theoretical understanding at the level of scientific methodology expands existing frameworks and opens up new perspectives. It is more reliable and universal. Reliability and universality are hallmarks of quality knowledge. Reliability minimizes risks, universality relieves the stress of searching for new solutions to problems – "you don't look for good from good." Quality comes at a price. This payment, as is commonly believed, is financially dependent, however, this is not always apparent. In the history of civilization, there are two outstanding achievements at the level of revolutions that clearly have not received equivalent recognition:

- the discovery of the value of knowledge, comparable to the value of things for a person, "knowledge is power";
- awareness of the special significance of theoretical knowledge in the form of concepts and related forms of abstract thinking – judgments,

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inferences.

This naturally led to the need to develop a specific technology for their production—a methodology for understanding the essence of the relationships between existing phenomena. The visible world is "designed" for the consumer, the invisible for the producer. Competition between producers can be formalized as a simple technical problem: penetrate the chaotic multitude of phenomena in the visible world to its hidden part, understand it, and, upon returning, understand chaos as the order of the coexistence and development of phenomena. Order is law. Laws exist in isolation only in textbooks. In reality, a law is stability, commonality, and the necessity of order in that with which we interact—we know, reproduce, change, and manage. Economic science in the 21st century found itself in a difficult situation, which by the end of the century had become critical.

Conclusion

History doesn't end with financial-oligarchic capitalism and its window dressing of mass consumer society. The "casting" of exemplary socioeconomic models continues and will continue as long as the current model is accessible to only a seventh of humanity. Six and a half billion of those same Homo sapiens can still, at best, afford a movie theater ticket and witness the dolce vita of their fellow humans. Seven with a shovel versus one with a spoon is a dangerous ratio, especially since the number seven itself holds a special place in the practice of public consciousness. The World Conference of the Scientific Elite in Rio strongly recommended a shift from business greed to sustainable development, warning that the intensification of intra-human contrasts will be joined by a global conflict with nature. Instead of a noosphere, the future generation born today will receive gas masks and protective suits, and the light industry will have to change its development path to provide endangered mammals with personal protective equipment. The characteristics of the dominant mode of production are certainly evident in the development of economics; however, they do not negate its political status. Moreover, before undertaking the next round of progress, economics is objectively obligated to determine the political preconditions for elevating the mode of production to a new level. Try to discern whether the heirs of A. Smith [and others] were left with more socio-political philosophy or economic knowledge. In their works, social history transitioned into political history, while they retained politics as the means and goal of economic programs for advancing social development. A communist

alternative to the bourgeois mode of production has objectively not yet matured. The desire to divide the history of communism into two political and economic stages and begin with the socialist one was blocked, on the one hand, by the politicization of the capitalist economy in the direction of strengthening socially significant milestones, and on the other, by aggressive economic policies designed to convince overly gullible communist leaders of the economic insolvency of socialism through protectionist conspiracies and ordinary political deception. The truth remains concrete—the political resources of economic science are conditioned by the objective historical time of the mode of production that gave birth to it. Economic science is united by its objectivity, but its objectivity reflects historical epochs and therefore takes the form of a chain composed of individual, concrete historical links, naturally interconnected. Perhaps, temporarily, such links coexist.

The modern history of economics, despite the numerous ploys of its opponents, has continued along the same political lines. The depoliticization of economic theory appears absurd in economic practice. One need only look at exchange rate movements and follow stock market news to appreciate the power of political influence on economic activity. Along with the evolution of economic science, economic concepts are also changing, namely:

- some are rebooted, filled with new content;
- others are expanding the scope of the application;
- others move to new positions;
- the fourth are losing their former significance;
- while the fifth ones appear, demonstrating the modernization of economic reality.

Moving from concept to concept, one can repeat the historical logic of the rise of production and identify qualitative historical leaps.

But the commodity was not and could not be the initial phenomenon of economic history. The commodity itself is a historical product. The commodity and the corresponding concept in political economy are indebted to a preceding stage of economic development. The history of material production began with the manufacture of products necessarily linked to the producer's livelihood, in the form and quantity in which they were obtained. The problem of alienation emerged and became a fundamental characteristic of the mode of production later, due to the possibility of obtaining products beyond the need to reproduce the conditions for continued labor.

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	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

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