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Article



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## ON THE IMPORTANCE OF THE MOTIVATION OF THE LEADER OF THE ENTERPRISE FOR THE PRODUCTION OF PRIORITY AND PREFERRED QUALITY PRODUCTS BY CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

**Abstract:** *in the article, the authors motivate the manufacturer to recommend to the market due to their motivation, managing quality, to produce import-substituting products for the consumer, to revise their concept of forming a market with demanded and competitive goods, taking into account their priority. Such mutual understanding will fully correspond to the desire of the consumer to satisfy his desire to make a purchase, taking into account his social status, to ensure that manufacturers sell their products in full and guarantee themselves sustainable TEP from their activities and financial stability. In the article, the authors reasonably focus on the historical component of quality, aiming manufacturers of priority and competitive products at the need for a qualitative use of the assortment policy.*

**Key words:** *quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, sustainable TEP, assortment, assortment fashion, technical regulation, certification, standardization, financial condition, profitability, preferences, priority.*

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### Introduction

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The modern economy is increasingly called "smart", "prudent", innovative. This is a more

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understandable definition in comparison with the “post-industrial”, but how adequately it characterizes its state is not an idle question. Character is manifested in development, determines the planning of economic policy. The latest crisis unequivocally testifies:

firstly, that planning is not only compatible with the market way of managing, it is necessary to prevent and mitigate negative phenomena born of undivided economic freedom bordering on arbitrariness;

secondly, the ongoing crisis has revealed the limitations of the desire to present the constructed economy as “smart”. There should be a smart economy, but it is impossible to build it with the mind alone.

The central figure of commodity production is not finance, as many politicians, including domestic ones, believe. Money is just the equivalent of the goods and will remain forever. The commodity creates labor, which in turn is also a commodity. Consequently, the movement of production is rooted in the cumulative expression of human activity, first of all, the work of consciousness, its potential.

Mind is not equivalent to consciousness. The mind is a tool for building consciousness. “Smart consciousness – knowing, cunning, mobile – but no more. The mind, like any force, needs a vector that directs the application of the mind, the construction of consciousness. The role of the vector is played by values: professional, national, universal. Consciousness fuses them into a unique personal expression. There is no “smart” economy, if you do not put it on a value foundation.

The main thing in the personality - the decisive factor of social reproduction - is its morality. Not everyone can be top - managers, general designers, VIP - persons in politics. Someone has to work with their brains, someone with their hands. The trouble comes when the “brains” and “hands” become sticky and something that is not supposed to stick to them. Immorality undermines the foundations of professional culture and professional activity is transformed from a creative force into its opposite - it destroys what has been created. A “smart” economy may turn out to be a terrible reality if it continues to be immoral. We are neither utopians nor idealists; we understand well the concrete historical position of morality. Now we are not talking about equality and brotherhood - only about conscience and responsibility. The economy can and should be, first of all, responsible and “conscientious”, then “smart”.

While free competition is subject to calculations of how to more effectively deceive a partner, consumer, competitors and the state; is built on corruption and lobbying, manipulation of the work of mass media sources, natural for the development of the market. Cyclical, economic crises will grow unnatural - systemic. The system-forming factor of the latter is the dishonesty and

irresponsibility of the largest manufacturers. The classic of the genre: “the greed of the fraer ruined” - looks like a childish prank against the background of what American and multinational companies have done.

The domestic light industry is not going through the best of times, and the consumer is offered products of dubious quality that have entered our markets in counterfeit and other illegal ways, that is, they do not have guarantees for buyers to exercise their rights to protect themselves from unscrupulous manufacturers and suppliers. It is necessary to revive the role and significance of a quality-oriented strategy, since only in this case, enterprise managers will subjectively and objectively be forced to improve their production using nanotechnologies and innovative processes so that competitive and sought-after materials and products fully meet the needs of domestic consumers. At the same time, the assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should dictate to manufacturers the need to increase the role of the state and consumers - to form a sustainable demand for domestic materials and products, namely: to maintain a range of goods, regulating it with federal, regional and municipal orders; encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create the basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to understand that improving the quality of materials and products cannot be associated only with rising prices, but also through technical innovations aimed at the use of new technological and engineering solutions.

Today, and even more so tomorrow, it is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what the consumer needs in the assortment that creates the basis for meeting demand.

It is equally important to understand the role and significance of quality activity, that is, to what extent leaders penetrated into the essence of things, learned to manage things, change their properties (range), form, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person, that is, in accordance with the requirements of the Federal Law “On Technical Regulation”.

Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions “immediate” and “indirect”. The saying “it’s all about him” owes its origin to quality. The problem of quality can be “forgotten” only because every fruitful and luminous activity is ultimately aimed at

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improving quality. Quality is either "on the mind" or "implied". From the relationship in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production.

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

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

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

It is believed that by knowing nature, its quality, state of quality, quality levels are revealed, embodying new knowledge in production. Post-classical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in a systemic sense - temporary, conditional. And here it is absolutely justified to believe that the main thing in production is the result, not the process. Consumption regulates the market. Therefore, the demands of the market must dominate production. The task of the society is to contribute worldwide to the development of demand in the market: to maintain the range of goods, stimulate price stability, increase purchasing power, improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, in the first place puts "production planning that is not focused on such goods and services for which the market shows demand." Try to answer him. Production in the transition from

industrial to post-industrial society of mass consumption is conceived as a function of the market.

And the authors fill these properties of quality with criteria, namely:

- ideology of quality - the prospect of development of production;

- quality management is an integrated approach to solving a quality problem;

- fashion and technical regulation - components of the quality of manufactured shoes;

- the quality systems "ORDER/5 S" and "THREE" NOT "- not only the basis of stability and production safety, but also a guarantee of quality;

- quality in the market is a paradigm of the formation of production that meets the needs of the market;

- advertising is always at the service of quality;

- an excursion into the past as a guarantee of quality in the future;

- a model for assessing product quality - these are production priorities;

- forecasting the cost of quality when developing a new range of footwear is the key to its demand and its competitiveness;

- a technique for business visual evaluation of a product - a means of assessing the effectiveness of quality;

- improving the quality and competitiveness of domestic special footwear;

- about indicators for assessing the quality of shoes - as a tool for the formation of demanded products;

- quality and market: a marriage of convenience and this is indisputable;

- the stability of the work of enterprises is a guarantor of the quality of the shoes they produce;

- all these aspects together provide a quality revolution that guarantees the manufacturer a stable success in a market with unstable demand.

The work presented to your attention is the fruit of joint reflections on topical problems of improving the activity of an important branch of the public economy by leading Russian and foreign experts. Authors always have an advantage over the individual form of creativity. A single author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on the problem under study, but to talk about how his colleagues "see" this problem, to state someone else's view of the order of things, to turn into the process of declared discussions in their opponents. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such an excellent thinker as G. Hegel sinned, voluntarily or involuntarily substituting his opponents in order to make it easier to criticize them.

The dynamics of the market development in the last decades of the last century and at the beginning of the third millennium invariably shows the growing

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interest of consumer demand in the quality of goods. With all the economic, social and political costs, humanity is getting richer and wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course for the quality of goods confidently and everywhere. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace the "social production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs. A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at the root concepts. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share their thoughts with you, dear reader, entrusted you with their judgments about the past, present and future of the business to which they devoted their lives, their research in order to answer the main question: what dominates in quality - advertising or the manufacturer and will combine them with a revolution in quality or will it be impossible to do this? But life will judge both. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share their thoughts with you, dear reader, entrusted you with their judgments about the past, present and future of the business to which they devoted their lives, their research in order to answer the main question: what dominates in quality - advertising or the manufacturer and will combine them with a revolution in quality or will it be impossible to do this? But life will judge both. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share their thoughts with you, dear reader, entrusted you with their judgments about the past, present and future of the business to which they devoted their lives, their research in order to answer the main question: what dominates in quality - advertising or the manufacturer and will combine them with a revolution in quality or will it be impossible to do this? But life will judge both. what dominates in quality - advertising or the manufacturer, and will the revolution in quality unite them or will it be impossible to do so? But life will judge both. what dominates in quality - advertising or the manufacturer, and will the revolution in quality unite them or will it be impossible to do so? But life will judge both.

### Main part

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

determined by the second. This formed the "cornerstone" in the foundation of economic theory, which replaced classical political economy. According to the dominant economic ideas of the 20th century, the driving force behind development is the demand for goods, i.e. not production, but the market drives the economy. The famous formula of K. Marx - one of the pillars of classical political economy - T-M-T is perceived locally today, i.e. as it looks in final terms: the sale of goods depends on the amount of money circulating in the market, in other words, the real purchasing power of consumers. From the proceeds received by the seller, in turn,

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

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

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

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

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source of tax revenues, a condition for a healthy lifestyle and safe consumption.

The market is a link in the normal development of regional and national production. It is this function of the market that should be written in the first line in all documents of the state economic policy. Economic activity itself must be built in the form of a policy aimed at consistently protecting the interests of producers, and not so much from foreign competitors, but from fellow countrymen-officials and all sorts of officials who have adapted to practice, legalized with the help of officials, criminal organizations.

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

And what should the state, called to be a social guarantor in a democratic society and a defender of the rights of citizens, have to do? It was forced to "add fuel to the fire" - to subsidize the business that went bankrupt on scams in order to avoid economic and social collapse. True, the European leaders simultaneously sent "firefighters" to the "sources of fire" - they made the further work of the offending firms dependent on moral principles - they introduced moral and financial regulations designed to sober up businessmen who had lost all measure. Symptomatically, it was France and Germany, the initiators of strict moral and financial monitoring, who were the first to feel the signs of economic recovery. England and the United States, more affected by corruption and less prone to moral diktat,

Russia, as expected, missed a real opportunity to use the crisis to revitalize the national industry. First they poured money into the banks, then they took very indistinct actions in order to awaken the conscience and responsibility of the bankers. As if forgetting that a banker without liquidity and with liquidity are "two big differences." There was a chance, at the expense of national funds, to force the banks to be the financial lever for raising industrial production, science, and technical creativity in the country. It was necessary not to pray for the banks - to educate the banks with the ruble (currency). He naively hopes that having had enough, the "wolves", instead of continuing to rob, will serve their savior. As a result, the currency earned on the world market has flowed back and everything must be "started from the beginning".

How many more opportunities do we have to step on the same rake, standing in the same corner? There is, of course, a margin of safety. The situation can be changed by uniting the mind, which we do not care about, and conscience, the deficit of which has grown remarkably rapidly over the years of democratic reforms. The reason for this alignment should be sought in the economic lawlessness and disproportionate growth of the administrative apparatus. It turns out strange: the more officials there are, the less effective management is, the dynamics are obvious, but the course remains the same. Our lagging behind someone is a natural thing. Subjects have their place in the historical "pelton", they change places - this is how it should be. It is a tragedy for the national development to be behind the times, to lose a place in the "pelton". In the "eight" we were eighth, but in the "eight".

Time will show what we will be in the G20 in 5-10 years. Economically, we are no longer eighth there, while maintaining a place in the top ten. But even in the memory of most Russians it is time when the USSR was the second line of the world economic rating.

History does not return, but this is no reason to forget history. Whatever the continuation of history is, it is its continuation. Abandoning national traditions, you can be at the "broken trough". Not only the Second World War is falsified, the country's scientific, technical and industrial achievements are distorted and hushed up. Faith in national forces is undermined, the people's ability to regain lost ground.

The current situation is daunting, yet it is no more critical than those turning points in Russian history that seemed to have no origin: the devastation after the civil war, the loss of the most developed territories in the early years of the Great Patriotic War, aggravated by the colossal casualties among the working-age population and specialists.

Then there was no finance available as seed capital today. Therefore, the solution to the problem of creating a modern economy rests technically on the need to develop an effective management system and control over the implementation of adopted programs.

The program has taken over from the plan. And what came to replace the responsibility for disrupting the plan? The absence of an effective system of control is the most serious defect in the current economic policy, which allows amateurs to lead, feeling themselves in business. The revival of the economy in the current conditions of professional irresponsibility is impossible. Only professionalism and the responsibility associated with it for the cause you serve are capable of making the necessary transition to a new economic quality, building an economical and mobile economy on the basis of the comprehensive development of science, stimulating technical progress and improving the professional training of personnel.

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The economy of the 21st century can be called differently. The essence of the definition is not in the name - in the content of the concept. The diversification of names shows the versatility of the modern economy. It is methodologically significant to single out the leading link or links in this set. Undoubtedly, among the obvious contenders is the quality of the economy.

The presence of quality in the description of any phenomenon is invariant, since quality combines the most essential features of it. At the same time, it should be clearly understood that the quality itself changes - it is historically specific. Correspondingly, the idea of quality also changes - should change. From the first attempts of A. Fayol, G. Ford and F. Taylor to put the quality of goods under control, which were crowned with serious success, it became theoretically clear: the future of the quality of the economy is in the activity. The determining factor for the economy will be not so much the quality of the goods accepted for production, but the quality of organization and management of its high-quality production. For handicraft and small-scale production, the quality of the sample and marketable products are combined with technology, as a rule, unchanged. Here, the quality depends entirely on the mastery of the technique and compliance with the declared technology in a limited production scale. Often the master, technologist, manager and marketer are one and the same person.

G. Ford for the first time put the production of a complex product on stream, dividing operations and responsibilities, and thereby determined a turn in the fate of quality. From now on, the fate of quality was determined by "introduced" factors - the organization of production, management and control. It was not the skill of the direct manufacturer that came to the fore, but the ability to skillfully organize production, including its expanded reproduction, that is, supply, marketing, and personnel management.

The diversification of activities revealed its special position in achieving a qualitative result. The Second World War confirmed: cadres and management decide everything!

Since the 1950s, the search for quality management programs through the quality of activities has been sharply intensified. If at the beginning of the 20th century the technical regulation of the product and components became relevant, then half a century later there was a qualitative clarification of the meaning of technical regulation. At the epicenter of interests is already the technical regulation of the organization and management of production, which is confirmed by the modern international system of quality regulation.

Historical parallels are conditional, but instructive. It is pointless to repeat history, it is reasonable to draw lessons from history, to learn from historical experience, mainly national, without disdaining the past practice of other peoples. As never

before, in the 21st century, the experience of Peter I is relevant. Peter I received the addition "Great", having resolved the no less difficult situation that had developed in the country by the end of the 17th century.

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

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

Peter I accepted Russia in a state of extreme backwardness, Europe was moving forward with acceleration, leaving Russia the fate of Asia. The greatness of Peter I, unlike his contemporary politicians and spiritual leaders, was manifested not in greater suffering and prayers, but in the ability to understand the intricacies of real life, to single out and take under personal control the key links of the socio-economic chain of events - past and present. He correctly assessed the situation, focusing his efforts on the economic revival of the country, and in essence began to build a new economy. Economic construction showed him a lack of enlightenment and education, a common cultural component. Peter launched a cultural "revolution".

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

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

The ideologists of the West are cunning, portraying the state as an intermediary between production and consumption. They argue that the task of politics is to ensure social justice in the distribution of national wealth, the state should not interfere in the economic movement - it is self-sufficient. The lies of such lobbying concepts become apparent during

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crises. As soon as a recession begins, a decline in production, debts grow, a shortage of liquidity forms, manufacturers, especially financial intermediaries, directly go to the state for help and are the first to receive it.

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

It is not God who lays down historical routes, they are not developed a priori, they have to be laid, mastering a new historical space. The professional traveler does not hide behind the laws of nature, exploring the unknown. And in politics, an innovative approach should be taken, the legal order of things should be improved. Laws are not absolute, they reflect reality generalized in legal terms. Politics, on the other hand, is the art of managing a historically specific, time-changing reality. Situational thinking is important here. Realizing that it is impossible to build a new industry, to activate agricultural production without free access to maritime transport, the first Russian emperor resorted to extreme measures. In our time, there is no such need - thanks to Peter I - which makes the fate of politicians easier,

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

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

A significant part of the traditional Russian crafts has developed in the Non-Black Earth region, primarily around Moscow. The geography of the

history of light industry is understandable. There was a stable sales market and there was no shortage of workers, and the Lord did not deprive the Russians of talent. During the twenty years of the return to capitalism, industries that have been improving for centuries have either already been lost or are living out, having lost hope.

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

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

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

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

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

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

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

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

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

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

Outdated VAZ products were exchanged for new cars, the state subsidized the exchange. An old suit cannot be exchanged for a new one, and shoes that do not meet the requirements cannot be taken back to the factory. There is another option - the state is able to compensate the buyer of domestic clothing and footwear, for example, 15 - 20% of the price. This particular form of protectionism will turn the buyer towards domestic goods, help to speed up the sale of products.

It is no secret that the Russian consumer of footwear products, unlike the manufacturer, expects to carry the purchased goods for more than one or two seasons. Products will need updating, repair. Why not, following the example of branded service stations, organize a branded network to support the operation of shoes and clothes. Repair would be cheaper and better. Just as importantly, such service would enhance the manufacturer's reputation. The average buyer, purchasing domestic shoes for 1500 - 2000 rubles, naturally thinks that he will wear them for a long time. His choice of repair addresses is small: do it yourself, go to a handicraft shoemaker or to a company workshop. It is advisable to make workshops consolidated, so it will be less expensive.

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

The program "Habitat" has been launched on television, debunking myths about the usefulness of foreign products. We need a similar program dedicated to the quality of light industry products. Rospotrebnadzor regularly restricts the import of food



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products into the country due to exceeding the maximum allowable standards for the content of harmful or hazardous ingredients. The dangers of shoes and clothing made in China are reported to Turkey occasionally in connection with any incidents of a resonant nature. Involuntarily, a suspicion arises about the oddities of such a policy. It is beneficial for someone to shield the main competitors of domestic producers. Lobbying in Russia is legalized and has become a good business for officials who hide behind world practice.

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

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

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

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

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

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

The quality of an object turned into a commodity is shaped by the interaction of the natural, the human and the social. As a result, a person has a natural right to see the quality of a product in the system of his own, human, values. From here we get the opportunity to make a very important conclusion: the quality of natural phenomena is given, the quality of created goods (products) is built simultaneously with the formation of the ability to feel the quality. The upbringing of qualitative ideas can be spontaneous, incidental, or directed, modulated. Once the famous French artist E. Delacroix was asked if he could paint a portrait of the Madonna with mud? Yes, he replied, only I need the right background. Consumer education is not only the consumer's business. It is also an opportunity for the manufacturer to have a regular customer.

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

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

The demand for goods produced (and not only!) by enterprises is determined not only by an expert assessment of the quality made by the production or at its request, because the fate of the goods is decided at the crossroads of the interests and financial capabilities of three subjects: the manufacturer, the consumer and the market connecting the first two. Specifically, it looks like this: everyone solves his

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own problem, but should not absolutize his status, remembering his systemic position, which obliges him to act with an eye on the potential of "partners" - whether they are ready for the proposed solution to the problem. That is why it is so important today to stay ahead of practical steps by balanced assessments of the current situation.

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

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

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

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

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

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

The new economic philosophy brings the producer and consumer closer, emphasizes the dialectic of their relationship - they are opposites, but those that exist only in unity. Initially, the producer and consumer were generally in one person. The division of labor and the increase in its productivity have physically separated one from the other, but the essence of the relationship has not changed. The

market opposed them, complicating the system of spatial relations with intermediary, transport and other tools. The task that unites the producer and the consumer is not to lose sight of each other, to clear market superstructures, to make themselves direct financial partners, reducing the financial burden on production.

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

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

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

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

The dominance of a pragmatic approach to the quality of goods by the consumer is a kind of cost in relations between the main market actors. We have to put up with this, otherwise, apparently, it is impossible to build a system-forming link in market practice. The consumer, as a buyer, is limited by the ability to pay.

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The manufacturer has certain theoretical resources, for example, to increase sales, working capital, reduce costs, etc. The consumer-buyer has no real reserves - loans will only increase his expenses, and in the Russian Federation very significantly. Based on his situation, the consumer looks at the quality of the goods through the sight of the number of rubles set by the seller as an equivalent of quality. To the above, let's add the skepticism that awakens in the mind of the buyer the annoying repetition: "the price corresponds to the quality." Price can be equivalent to quality only in a particular case. The market is fed by a pack of intermediaries.

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

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

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

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

reflecting the objective order of things, it is easy to trace the influence of cultural traditions in them.

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

Subjective, with unstable, multidirectional movement dynamics, the market is poorly predictable. Those attempts that are made in predicting the behavior of the market are unproductive precisely because of the insufficiency of objective indicators of a systemic type. So the reserves of the market, as an area of real quality management, are small, especially in the absence of the state's desire to actively intervene in the architectonics of market relations.

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

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

Among the main problems of European theorists and practitioners is satisfaction with the quality of consumer goods. The problem, in a schematic expression, is simple - it is necessary to qualitatively satisfy the need of the end buyer for the product. Upon closer analysis, simplicity turns out to be conditional - composite, in order to obtain the desired result, it is necessary to build an ensemble on the market from the value of the product (1), price (2) and the consumer's purchasing readiness. In this sense, the market really acquires a nodal significance for economic development. This emphasis on the economic policy

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of producers can explain the concentration of interests on the consumer. It is not important to wait for the consumer, he must be actively sought and "converted to one's faith."

In foreign analytical reviews, information has appeared that avant-garde marketers representing large companies producing consumer goods are proposing to significantly expand the format of complicity with consumers of products up to discussing the recommended price for an economy-class product. The idea is quite reasonable and practically feasible without much cost. Buyer conferences are not very real here, but the extensive practice of holding promotions, advertising actions with a device for displaying goods, reporting a calculated price and asking for a consumer assessment of plans are quite promising and can be effective. One should not underestimate the modern buyer, his financial readiness, just as one should not force him to pay for the unqualified policy of the manufacturer with overpricing. Agreed prices are also not fatal for the enterprise. There are always unused resources: materials science, technological, organizational, by activating which the manufacturer makes the process profitable. For a stable position in the market in the face of increased competition and volatility, you have to pay. Perhaps it makes sense to rationally modernize what is called "bargaining" in a "market" like a bazaar.

The quality of a product, in practical terms, is determined through its ability to meet the needs and expectations of a particular consumer. The quality of the product consists of many useful properties. The concept of "product value", new for economic theory, is defined as "a set of quality parameters expected by the consumer of the product he needs". From the concept of "product value" "grew" "Tree of consumer satisfaction".

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

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

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

There are two periods in the history of the quality problem. During the first, serious interest in what quality is was limited mainly to professional theory. Philosophers tried to define quality and its systemic position, however, in numerous philosophical disputes, the concept of "quality" was not one of the main problems.

The actualization of the theory of quality turned out to be dependent on the degree of development of the system-forming philosophical concept of "being" in the context of basic concepts derived from it, i.e. those concepts that help to carry out the ascent from the extremely abstract statement of existence with the only distinguishing property to be, to exist, to a concrete understanding with an established content, thanks to answers to derivative questions, such as "What is everything from?", "Due to what does everything exist?", "Is there non-existence?", "In what systemic forms does being find its certainty?"

Apparently, it was the last of the listed questions that brought philosophy to the "path" of that interpretation of quality, which "hooked" not only those who "equipped" a fundamentally new type of worldview in human history.

It is logical to assume that the problem of the substance of being, as the first step towards the theory of quality, was hardly of concern to anyone outside the limited community of philosophers. Everything indicates that it was interesting to those whose gaze was turned to the Cosmos, to the depths of its construction, and the vast majority of fellow countrymen - philosophers were in the grip of earthly problems.

The problem of the quality of life was solved in accordance with the socio-cultural architecture of the society. This problem undoubtedly took place, but it could not mature into an actual one for society. The reason is simple - the lack of a sufficient level of mass demand for a quality product.

The problem of quality has acquired the scale of social relevance in the context of the transition to an economy of mass production, the democratization of social relations, the development of education, the availability of education and other cultural values. In order for the question of quality to become one of the most important for a society, it was necessary for it to become relevant for the majority of those who form this society. Without the right to freedom and the purchasing power to make a choice, "quality" is not able to be among the priorities of the mass consciousness. Elite requests for quality are developed in exclusive, non-traditional theories, the main goal of which is not to achieve the truth, but to satisfy the needs of customers.

Of course, the qualitative and quantitative characteristics of phenomena of natural and artificial origin were known long before these signs were actualized in social life and consciousness reflecting its development, but, in the light of our study, the existence of knowledge of quality de facto is not so significant. The subject of research is not the awareness of quality, but the development of an understanding of quality at different horizons of social history.

Development is the universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both the quality and its

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quantitative expression were improved, the dependence of qualitative-quantitative changes was clarified. The emphasis shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not by number, but by skill." The struggle for survival was replaced by the desire for a quality standard of living in a wide range of interpretations. The struggle for a decent quality life began.

As history shows, having left savagery and barbarism, having laid the foundations of civilization, people have noticeably changed in the external forms of their manifestation, but civilization penetrates slowly and hard into the depths of human nature. Biological history has laid in the nature of man an active principle, combined with a developed ability of thinking, noticeably superior to all other types of reflection. But this whole superstructure was formed over a fairly rigid animal frame, subordinated to the systemic goal of surviving the struggle. The conditions of the struggle were transformed, making adjustments to the means and forms, but the natural base itself turned out to be very inertial.

The transition from the natural egoism of the biological level to rationally active egoism, despite the well-known civilizational means of cultivation, did not meet the forecasts of either the romantics or the realists-optimists. Civilization was marked by non-civilizational forms of relations in the movement towards a quality life, which further actualized the interest in quality. To be on a par with the most important problems, quality had to appear in several functions: as an end, as a means, as a condition for the development of all social subjects at all levels of life.

History for historians is events and participants arranged in time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and non-historian specialist see their interests in history. Philosophical and special interest in history is dictated by the need to understand the dialectics of the process in relation to human activity. The specialist seeks to discover in the past trends ways to solve his problem, sometimes far from private.

Intuitively, even at the dawn of civilization, the term history (historia) was interpreted in the sense of the study of the desired process, as opposed to a chronological description. Among the Ionians, the story, the story of the past, was called logos (logos). Only after a while, already in the works of the founders of philosophy, the logos acquired its modern meaning - a thought, an idea. Both Herodotus and Thucydides understood history as a comprehension of the course of events of the past, necessary for "instructions in the way of life" for those who live in the present. Having passed the test of time, historicism strengthened its positions and became the ideological basis of cultural memory. ON THE. Berdyaev argued: "From the first days of Creation... man is in the historical, and the historical is in man. Immersion into the depths of time is immersion within oneself.

The past dissolves into time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative. Goethe was right when he said that everything clever is already known, you just need to think it over again.

History is a treasure trove of ideas, a goldmine for a thinking person, no matter what he does. A different attitude to history is the combined result of two causes: the first is the interpretation of time, the second is oneself in time. In the pre-Christian period of history, time was interpreted cyclically, representing it as the sum of repeating cycles closed on itself. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, divided into finite terrestrial and infinite extraterrestrial. The opposition between cyclical and non-cyclical consideration of time is characteristic of the theological theory. We are not interested in it, however, as well as the properties of time in their abstract form.

After G. Hegel and K. Marx, what is relevant is not the idea of something in general, but immersion in a concrete-objective, or concrete-historical state of what turns out to be the object of research. In the case of time, it is important to analyze not only its universal properties, but to determine where and how it moves. What is important is that everything that exists in time can take place only if it corresponds to these objective characteristics of time. To exist in time means to have the properties of time. This position is universal both for the infinite variety of individual phenomena, and for the signs of being inherent in them, to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the view of their relationship. Both G. Hegel and F. Engels were far from the meaning that spread under the cover of the dialectical theory of development. Quantity does not translate directly into quality. A new quality, a qualitative state arises as a transition from the previous quality. In the changed quantitative conditions, the measure exhausts the reserve for the stability of functioning.

The measure is "qualitative quantity", it indicates the limits of quantity change without significant consequences for the given quality of the phenomenon. The output of quantitative indicators necessary for the achieved quality beyond the limits of the measure inevitably entails qualitative transformations. Simultaneously with the loss of the former quality, there is a process of birth from it, on its basis, of a new quality, commensurate with the changed quantity. The key position in the relationship between quality and quantity is the measure. On the same measure, quality specialists prefer not to talk seriously, reducing the measure to quantitative standards. As if the measure is some kind of passing state of the "quality-quantity" system. It is necessary to clearly understand the objective and functional role

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of the measure in the management of both quality and quantity.

"Measure" belongs to neither quality nor quantity. It expresses a systematic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through the measure, the measure mediates their connection. What "benefit" will the practitioner gain from this conclusion?

The market, in its essence, is not capable of being a controller of a measure that regulates relations in the "quantity - quality" system. With the acquisition of wholesale forms of development, the dominance of finance capital and its natural generation - large-scale speculation and mediation, the modern market has opposed itself to production and has lost interest in the state of production. The market, using the specifics of mass production, has become saturated to the extent of its perversity and can afford to set the qualitative characteristics of goods.

The state behaves in the market like a teacher in a kindergarten. It puts the interests of the market above the interests of producers and the mass consumer. Under the "roof" of the general idea - the market pulls production along with it, the market and the state are merging. Quality - quantitative assessments are stamped into the zone of subjective arbitrariness.

As long as the theory of quality is not systematically built, the theory of quality management will be based on empirical principles that are not able to cover the subject of management as a whole, and are relatively significant in the limited specifics of production. In the absence of anything better, they are used, extrapolating local experience to other conditions, getting the effect due to the added adaptation measures, unfortunately, again, temporary and partial.

In the kaleidoscope of the history of changing methods of quality management, one can discern a certain logic. Life, on the other hand, requires not a "certain" logic, but logical certainty in the form of a holistic, systematically sound theory of quality as a methodological basis for building universal principles of quality management theory. The starting point here should be the idea of a systematic quality-quantity relationship within the framework of the measure of their coexistence.

Quantity helps to reveal the full quality. A quality thing can be created in one copy, but in order to reveal the qualitative potential of the manufacturer, a single copy (or work) is clearly not enough. The Faberge firm secured fame for itself with the first branded product, but it became a brand through subsequent success in creating a collection.

An example of a systematic understanding of quality within the framework of a measure - dimensional certainty are small series, the issue of collectible coins, medals. Quality is fixed within the boundaries of a quantitative value, which serves as a measure of its expression. The point here is not only

to provide conditions of preference for the vip-consumer of products. The dependence of objective signs of quality on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. Measure is the frontier service of quality; going beyond the measured quantity is a crime against quality.

A mass domestic manufacturer is hardly interested in the theory of quality. She is irrelevant to him. If, nevertheless, by chance someone stumbles upon our reasoning, then, most likely, they will smile at their naivety. Trying to rebuild the Russian market with the help of theory, to give it a civilized look is classical quixoticism. First, it is necessary to organize the market space through political will, legislative initiatives and effective, rather than sham control over the legal order, to return the manufacturer of goods to the market, removing an unmeasured number of intermediaries.

A real manufacturer is not interested in speculative transactions. For sustainable development, he needs his own consumer, who, by the way, in turn, is not at all opposed to having his own specific and affordable producer within the framework of moral and legal relations.

A sense of national dignity is brought up by history and the existing reality. At school, you can learn from the best history textbook, but in addition to school history lessons, there is current life, which is more impressive than historical digressions. In the East they say: "how many times do not repeat halva, it will not be sweet in the mouth." Theory has always been considered the best practical guide, however, in the normalized circumstances of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from quality and, naturally, from the theory of quality. Further, the quality is replaced by pseudo quality and the costs of advertising props grow.

Quality does involve serious costs, but it guarantees a stable market position. By working for quality, the manufacturer creates confidence in his own and national future. A properly built understanding of quality guarantees a perspective even in the conditions of the domestic semi-market.

We will try to formulate practically significant fundamental provisions in the order of introduction to the theory of quality:

- Quality is not reduced to the sum of properties important for the existence of a product; it is their peculiar combination, built on the basis of usually two features - more general and more specific. For example, shoes are "clothes for the legs", a hat is "clothing for the head", muffler is "clothes for the nose and neck", etc. Therefore, the focus should be on them.

- Quality allows changes that do not lead to a loss of quality, but reduce or increase its consumer value; quality - a set of qualitative states that satisfy system-forming features to varying degrees. The "play" of quality allows you to maneuver in the process of

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creating a product with a given quality, depending on the specific capabilities of the manufacturer and consumer.

- Quality does not exist outside of quantity, they are dialectical opposites, their opposition is valid only within the limits of unity, from which it follows that, when creating quality, it is necessary to put into qualitative characteristics a quantitative expression both in relation to the individual properties of the goods and the quantity of marketable products. A.K. Savrasov, finding himself in a difficult life situation, made several copies of his famous painting "The Rooks Have Arrived". As a rule, author's copies have a high level of craftsmanship and are well paid for. The artist was also paid. When P. Tretyakov was asked a question: would he buy a copy of Savrasov, what would happen to the original? Tretyakov's answer turned out to be predictable in terms of categoricalness - no! Quality requires not only skill, but also inspiration. Inspiration with repetitions burns out. Quality is always quantitative

- Quality and quantity are connected by a measure that is most often forgotten. Meanwhile, when defining quality, one must simultaneously think about its dimensionality, both from the standpoint of market conditions and from the point of view of the very signs of quality. "Quality" is concretized in the concept of "quality". "Quality" - a concept that reflects the model image of the product, "quality" - determines the quantitative limits of reality and reasonableness of quality (the physical and moral status of the product).

- Quality and the idea of quality are stable phenomena, but time changes them too. Initially, quality was identified with meaning. The criteria of quality were the usefulness and size of the subject, relations. With the development of consciousness and practical possibilities, the grounds for comparison and choice have developed. Quality is relatively separate from quantity. The differentiation of usefulness is being made, participation is being rethought as quantitative features. The evolution of the understanding of quality is directly conditioned by the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the way for talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the specificity of the interpretation of quality, in particular, such a basic characteristic as objectivity. The social theory of being is built on a natural-historical basis - the canvas was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural

concretization. In connection with this, two questions are actualized: in what status and to what extent does consciousness enter what is traditionally called the quality of things (with the services of clarity more)? The social theory of being is built on a natural-historical basis - the canvas was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. In connection with this, two questions are actualized: in what status and to what extent does consciousness enter what is traditionally called the quality of things (with the services of clarity more)? The social theory of being is built on a natural-historical basis - the canvas was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. In connection with this, two questions are actualized: in what status and to what extent does consciousness enter what is traditionally called the quality of things (with the services of clarity more)? In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. In connection with this, two questions are actualized: in what status and to what extent does consciousness enter what is traditionally called the quality of things (with the services of clarity more)?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation has no direct relation to the theory of quality. It contains the keys to the methodology of constructing the theory of quality.

The shift in the center of gravity in the understanding of economic policy aimed at ensuring the qualitative sustainability of production in the direction of the technical regulation of activities did not pass without costs and dead ends, which, in principle, was expected. The activity united by production is not homogeneous and not autonomous,

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therefore, the solution of problems "stumbled" into the methodological and theoretical "imperfections" of professional thinking.

The concept of "key activities" was first substantiated by A. Feigenbaum. In 1951, his book "Total Quality Control" was published.

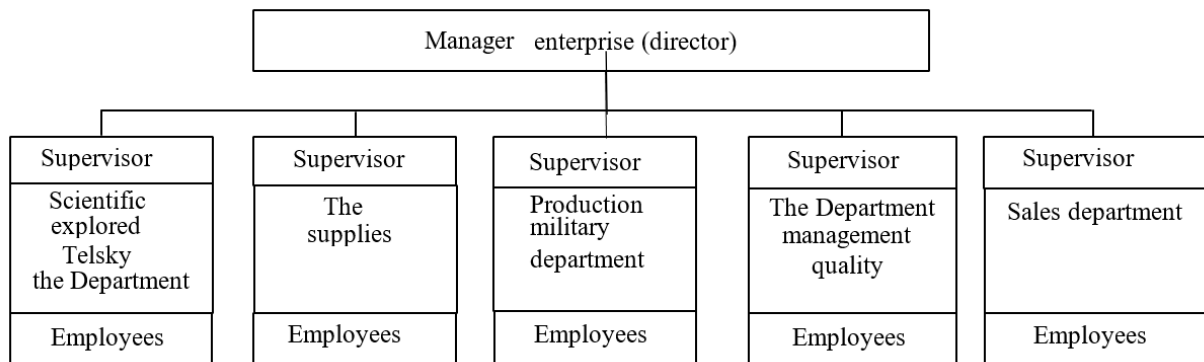
ISO 9000 and ISO 14000 were already developed on the basis of A. Feigenbaum's proposals. It was assumed that both series of international standards will help to move from "enterprises - conglomerates" to "enterprises - systems".

In the process of development of industrial production, under the influence of scientific and technological progress, a contradiction was rapidly formed and aggravated in the pace of change in the material side and the evolution of managerial thought regarding the organization and harmonization of the production process. The latter clearly did not keep up with the former, hindering progress, increasing risks and costs. The rigidity of central planning only worsened the situation, which explains the stagnation of the 1970s and the decline in the 1980s. The

organizational scheme of the "enterprise - conglomerate" did not fit well into the transition to a systemic organization of the work of the enterprise, primarily because it did not activate the initiative, creativity. It is no coincidence that "drummers", "innovators", "innovators" in the USSR were mainly engaged in party, Komsomol, trade union organizations,

A simplified organizational chart of such an enterprise is as follows (Figure 1).

The scheme of building management, in which the main production links are functionally autonomous and connected indirectly through a common manager, is anti-systemic. When someone designs something, others have to produce it, others have to control the quality, the fourth have to sell products on the market, it divides the participants in production, blocking the creative alliance. All are nominal accomplices in the process and have little idea who is doing what and why. There is no team spirit, everyone acts on his own, at his own peril and risk, often at the expense of his colleagues, substituting the latter.



**Figure 1. Organizational chart of the enterprise**

The fundamental misconception of the managers of "enterprises - conglomerates" is the belief that their "brains" should be enough to timely recognize and correct force majeure in the production process.

The "enterprise-conglomerate" management scheme essentially coincides, despite the presence of a specialized department, with the quality management scheme, because the functions of the quality management department are reduced mainly to control activities.

In 1924, W. Shewhart proposed to optimize this method of management using the principles of the theory of statistical variation, providing managers with a statistical control chart. Improvement of work was not slow to affect the results, but the matter was limited to partial changes for the better. The "philosophy of the theory of variation", instead of being used as a basis for management, was reduced to the level of statistical tools used by technicians with limited and very specialized areas of responsibility ... Ignorance of the theory of the behavior of industrial

processes made management unable to correctly recognize situations that require or do not require action. For this reason, management became extremely vulnerable to three kinds of costly management errors: attitude to all variations of the output parameters of the process as a surprise in behavior and suppression, in fact, of their imaginary causes, which leads to destabilization of the process; attitude to all variations of the output parameters of the process as natural manifestations and inaction regarding the detection and suppression of their causes, which leads to unstable behavior; the assumption that process optimization and stabilization are technical solutions for which a particular department is solely responsible, rather than an organizational problem that requires the full support of management and the efforts of several departments. attitude to all variations of the output parameters of the process as natural manifestations and inaction regarding the detection and suppression of their causes, which leads to unstable behavior; the



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assumption that process optimization and stabilization are technical solutions for which a particular department is solely responsible, rather than an organizational problem that requires the full support of management and the efforts of several departments. attitude to all variations of the output parameters of the process as natural manifestations and inaction regarding the detection and suppression of their causes, which leads to unstable behavior; the assumption that process optimization and stabilization are technical solutions for which a particular department is solely responsible, rather than an organizational problem that requires the full support of management and the efforts of several departments.

The restructuring of enterprise management on the principles of system organization provides:

1. The relationship of key activities so that various departments of enterprises are coordinated in coordinating actions, for example, to review product quality taking into account specific comments from consumers, improve staff training, promotions, etc.
2. Embedding other processes in key activities.
3. Integration of new key activities into existing ones.

A dangerous misconception in the construction of management "enterprise - system" - is the interpretation of optimality as the sum of optimal rearrangements of individual units. In this case, the enterprise is still considered as a conglomerate, the sum of departments that play their own special role. There is no view of activity as an integration of all its components.

In European literature, the new term "quality revolution" is increasingly common. We will not discuss how adequately it captures the dynamics of a policy aimed at improving the quality of production, we only note that the involvement of the concept of "revolution" in the study looks quite natural. Comparison of modern quality management practice with the not so distant past clearly indicates a radical restructuring of the understanding of quality technology. There are four stages in the "quality revolution":

1960s - the stage of self-determination of the quality of goods as the main factor in market competition;

1970s - shift from the dominant quality of goods to the quality of technology and production;

1980s - the transition from the quality of technology and production to quality

"quality systems" or "quality management systems";

1990s - ascent to the quality of education, the quality of intellectual resources.

The path of the Europeans to the Bologna agreements was long and difficult. He exposed many shortcomings and contradictions. In particular:

- the obvious gap between the requirements of the society of industrialized countries for the education system and its capabilities;

- the discrepancy between the fact that the most significant discoveries and inventions are made mainly at the intersection of sciences; and education is built on the division of subjects;

- insufficient mobility of the organization of retraining of specialists, its growing lag behind the acceleration of changes in engineering, technology, and science;

- inertia in the development of new educational paradigms, programs, methods, backlog in the development of new educational literature.

Nevertheless, there is also serious progress - three levels of education quality assurance have been identified and balanced: university, national and European.

The intellectualization of the economy, enhanced by the transformation of science into a direct force of production, which experts of the 21st century are so fond of talking about, has exposed the fundamental contradiction of human consciousness between intelligence and decency. Philosophers sought its resolution in the rationality of homo sapiens, emphasizing the basic function of morality. Hypertrophying the activity of consciousness due to the actualization of intellectual abilities, focusing attention on the creative forces of the mind, reducing consciousness to thinking, supporters of the "smart" economy do not see or do not want to see the dependence of the mind on morality, oppose the role of the mind to the value of moral values. We have already noted that the power of knowledge only on a private scale can have its own vector. In system terms, the power of knowledge is directed by indigenous, and not the private and corporate interests of the manufacturer. Morality was formed as the first derivative of labor as a way of first survival, then the development of mankind. The main criterion of social progress cannot be the efficiency of production - this is a purely economic parameter, Man is a social being and the degree of his achievements is determined by how much the movement strengthens human relations - first of all - moral.

Economic activity should be wise, when the mind is closed not on itself, but on the total, personal, national and universal interests.

It's time to understand that it's dangerous to hold humanity for the masses of idiots, to build corporate happiness with other people's "hands". Without a strict moral regulation that subjugates all other aspects of human existence, there is no historical perspective. The mind is valid only in the form of an operator clearing the way to the economy of the future. If someone likes to call the economy of the future smart, intellectual, then it is imperative to clarify that smart means a reasonable economy, built not on cunning and private benefits.

The current crisis has shown the vulnerability of democratic relations. The freedom to act that led to the crisis was opened up by the amorphousness of democratic postulates, not clever worship of the

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regulating abilities of the market, not an adequate perception of the actions of the “powerful ones”. Innovations in economic construction express the new thinking of mankind, fusing intelligence and morality.

The Chinese and Indians will be the first to build an innovative economy, that is, those peoples who have retained the authority of moral values in their minds, subordinating scientific and technical achievements to national interests. It is they who in the near future will “shod” both Europeans and Americans, and, apparently, us too!

One hundred and fifty years ago, K. Marx wrote: “In our time, everything seems to be fraught with its opposite. Even the pure light of science cannot, apparently, shine in any other way than against the gloomy background of ignorance. All our discoveries and all our progress, as it were, lead to the fact that material forces are endowed with intellectual life, and human life, deprived of its intellectual side, is reduced to the level of simple material force. This antagonism between modern industry and science on the one hand, modern poverty and decline on the other, this antagonism between the productive forces and the social relations of our era is a tangible, inevitable and indisputable fact.

It is possible not to share the communist conclusion of K. Marx, but one thing is indisputable - he is absolutely right in assessing the socio-economic situation in the middle of the 19th century. A restructuring in the public consciousness was and still is necessary. Money should not rise above morality, otherwise the main citadel - homo sapiens - his wisdom will collapse. The validity of K. Marx's conclusions is confirmed by the socio-economic situation that has developed today in the shoe industry in Russia.

The liberalization of foreign economic relations played a fatal role with her in the catastrophe that happened. On the one hand, a stream of better quality imported shoes poured in, as a result of which Russian shoes were no longer in demand. On the other hand, using the right to set any prices, our manufacturers raised them to the level of prices for imported shoes, while the quality level remained the same. And for this reason, they also stopped buying it.

The government would intervene, protect its producers (with cheap loans and customs barriers), but this was not done. The government did not help due to the prevailing erroneous beliefs: our light industry is uncompetitive, there is nothing to invest in it, it will cost less if it is brought from abroad. In general, the government considered the light industry, like agriculture, a “black hole” unworthy of investment. Both here and there we got what we have today.

When we hear about the protection of Russian manufacturers of anything: machine tools and cars, clothes and shoes, food and furniture, etc., we always think about the shadow side of the coin from such innovations: the quality of goods. Shoe companies lose their incentive to improve and update their range

of shoes, because in the absence of imports, people will take anything. But manufacturers have something else in mind: the decriminalization of clothing and footwear entering the domestic market.

The demand of the Russian light industry market with a total volume of 1,250 billion rubles is formed from the following sources: 230 billion rubles (18.4%) - Russian legal manufacturers; 240 billion rubles (19.2%) - legal imports; 780 billion rubles (62.4%) - illegally imported and manufactured counterfeit goods, the same picture is typical for the shoe market.

Today, the population of Russia purchases about 600 million pairs of shoes, the domestic industry produced only 52 million pairs (in 2017 - 46 million pairs), 100 million pairs come from official imports. Where do the other four hundred odd millions come from? They are imported by various illegal ways, i.e. there remains a huge volume of footwear that would be in demand if domestic shoe enterprises were provided with financial support and legal protection.

Why is there no end to those who want to invest in the oil and gas industry? Why are car companies going to Russia? Why, even in agriculture, there are those who want to invest? And why, against the backdrop of all these “why do investors not go into light industry?”

The general answer is that there is no favorable environment for investors. Because everything is fine with the creation of joint ventures in the oil and gas and automotive industries, because ministers and governors monitor each enterprise there. And here the officials will be afraid to take bribes and will not drive investors around the bureaucratic circle. And the opening of light industry enterprises, due to their small volumes, is entirely in the hands of officials. In addition, foreign firms argue: why create enterprises in Russia, take risks, when our goods are bought there so well?

And Russian and Western firms are going to China, where there are ideal conditions for investment; where is cheap, disciplined labor; where there is a stable favorable tax system ... Today, the equipment at light industry enterprises is extremely worn out. The renovation coefficient in recent years is 0.4 - 0.6% per year. While at foreign enterprises, technological equipment is replaced every 5–7 years, that is, 15–20% annually. How to compete here?

Funds are needed for the technical re-equipment of the industry. They can either be earned by the enterprises themselves, or provided in the form of loans, or come from foreign investors. The capabilities of the enterprises themselves are very limited. Loans from commercial banks are expensive, the government does not encourage concessional lending, foreign investors, as already mentioned, do not go into the industry.

Hence the answer to the question, what to do? First, to provide loans to enterprises at minimal interest, and even better - without interest (like food-producing farms, under the national project

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"Development of the Agro-Industrial Complex"). Secondly, to create conditions for foreign companies to enter the light industry, bringing, in addition to capital, their design, production culture, management, etc.

It should be noted that the last twenty years have shown that light industry enterprises are very responsive to the slightest attention of the authorities to them, to changes in the market situation. Take, for example, 1991, known for its default. Imports rose in price, and light industry immediately revived. There has been growth for three years. Another example. Exceptionally low export duties on raw skins led to their massive export abroad. Leather and shoe factories were left without raw materials. In 2000, a protective duty was introduced on the export of leather up to 500 euros per ton (instead of 100 euros). As a result, the production of finished leather in Russia increased from 1.1 to 2.2 billion square meters. decimeters. Instead of importing leather goods, their export began.

In favor of the fact that the resuscitation of light industry is not only necessary, but also possible, examples of the successful work of individual enterprises in the industry in the Southern Federal District and the North Caucasus Federal District, both old and newly created, speak today. Let's name at least a few.

The Novorossiysk shoe factory "Breeze - Bosphorus" (general director - I.K. Zykov), the enterprise was created from scratch, produces 16 million pairs of shoes a year and all shoes are in demand.

Rostov enterprise "Gloria Jeans" (general director - V.V. Melnikov). It is also new, it began with a cooperative. It gives products worth 7 billion rubles (up to 10% of all Russian clothing and up to 30% for children). His products go abroad, including the United States.

So, it's worth lending a shoulder to Rodina and its light industry, which finds itself in such a difficult situation, will start working, especially in the Southern Federal District and the North Caucasus Federal District.

*We are not talking about the fact that the revival of the light industry would help to solve the social problems of small and medium-sized towns in the Southern Federal District and the North Caucasus Federal District, in which more than 16 million people live today. Here, with the beginning of the reform, small factories (branches of associations) were the first to die. But they seem small on the scale of the country, or industry. While for a district center of 10–20 thousand people, a shoe factory with 300 employees is a large, city-forming enterprise that not only gave money to the budget and produced goods needed by the population, but also provided a decent life for many residents of a small town or the district center, and now the factory is gone.*

It is unlikely that automobile plants or branches of defense plants will ever be built in these cities, but Legpromovskie - please. But so far, as far as we know, the government has not even discussed the problem in such a formulation.

There is no concern about another problem, even the threat that arose in connection with the collapse of the light industry. Previously, every light industry enterprise, like any other, had mobilization reserves (equipment, tools, materials, etc.), which made it possible to switch to the production of the necessary products for the army within a day in the event of a war. Instead of model shoes, sew tarpaulin boots, instead of suits and coats - gymnasts and overcoats, instead of "fashionable sheepskin coats" - soldier's sheepskin coats, etc. God forbid this happens - we will have nothing to dress and put on our army, especially since the Southern Federal District and the North Caucasus Federal District border districts with a difficult situation.

This is another reason why light industry should be taken seriously.

A very acute situation has developed with the provision of children's shoes. Most Russian shoe companies continue to reduce the production of children's shoes due to high price increases due to the abolition of subsidies from the Federal budget, and some shoe factories, including those in the South and North Caucasian Federal Districts, have completely stopped production. In 2020, compared to 2017, the production of children's shoes decreased by 21%.

In the consumer market of the Southern Federal District and the North Caucasian Federal District of goods for children, domestic manufacturers have been actively forced out by foreign suppliers who can afford to transfer shoes for sale with the condition of payment after their actual sale. However, the flow of beautiful and fashionable children's shoes that has flooded our markets from abroad, for the most part, does not have certificates of conformity, not to mention hygiene certificates, which is a crime against children.

Consumer demand acts as the main factor influencing the formation of the assortment, which, in turn, is aimed at maximizing the expansion and satisfaction of the population's demand.

Consumer demand combines a whole group of indicators that will form their own niche for domestic footwear, namely:

*taking into account age characteristics and work activity:*

- children's footwear;
  - shoes for the elderly;
  - leisure shoes;
  - footwear for special purposes; - office shoes.
- for a socially disadvantaged group of people:
- shoes for the unemployed on welfare;
  - footwear for pensioners;
  - shoes for people with chronic diseases.

taking into account the peculiarities of the regions:

- national footwear;

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- exclusive shoes;
- Elite shoes.

Thus, the implementation of the requirements of the main parameters that form consumer demand will make it possible to form the distinctive features that the new range of footwear will have to satisfy.

Demand factors include:

**comparative competitive advantages:** the product must have distinct features, or distinct advantages, in comparison with analogues, products, or services of competitors existing on the market; social orientation; it is necessary that the product fits into existing social conditions, so that the proposed product corresponds to the existing lifestyle and value system of the consumer; ability to satisfy the consumer; the product must perform all the functions to meet the key needs and requests of the buyer.

The following set of measures is proposed:

- *creation* regional programs for the development and maintenance of domestic shoe production in the districts;
- *Adoption* measures to reduce imported shoes in the regions. These measures should include, first of all, the suppression of the trade in footwear smuggled in and without permission for its sale in local markets;
- *help* in the employment of young professionals, university graduates in existing and newly created shoe enterprises;
- *help* enterprises in the process of promoting domestic shoe brands in local markets. First of all, it is necessary to develop a competent marketing strategy for regional shoe enterprises;
- *creation* a special lending program for light industry enterprises in the regions, taking into account the specifics of production: the seasonal nature of the products sold and the peculiarity of the turnover of working capital of enterprises in the industry.

In our opinion, for the successful implementation of all these measures, the interest of both federal and regional branches of government in the organization and development of the shoe cluster is necessary, which will provoke a reduction in prices for component materials, energy costs and transport, providing the manufacturer with a price niche to offer domestic consumers demanded and competitive footwear. All this together will ensure that such a formation has a long life and stable positions not only in domestic, but, which is especially important, in foreign markets. All that is needed is the good will and interest of all participants in the implementation of the proposed activities. Such advances have been made; what is now required is the firm will and desire of the parties concerned. The assortment for the formation of a consumer niche is shown in Figure 2.

And again, the state of the quality of domestic goods is the main base, the basis for the success of modern domestic enterprises. Such a conclusion has the right to life, because quality is the most ancient value of mankind. And it is precisely in terms of the

quality of Russian goods, services, and the quality of management that we lose in world competition. Have you seen complex products with the inscription made in Russia anywhere in the world? We didn't see either...

Long hoped for a worldwide ISO system. Alas, in Russian conditions it has slipped into a crisis. Sorry, dear colleagues from the world of quality certification, but it's time to publicly list what it has become and what almost everyone recognizes among themselves:

- an immense number of documents, in which there is no strength to navigate;
- the meaninglessness of many of them (for example, under the terms of ISO, job descriptions are required, and everyone rushes to sketch something on the go, and then forget them without a trace);
- one entrepreneur once said: "We are ISO certified." And then he added: "Don't think, we were certified by such and such a Norwegian company." Guess what it's about? Yes, sale of certificates. Not everyone, of course, sells, but reputation does not happen by chance.

So what now, you say, and not to deal with quality? No, you just need to understand that the light on the ISO did not converge like a wedge.

Let's agree on terms. Quality is what? Compliance with standards, most will answer. Of course, where standards are possible, this is the case. Although the standards have tolerances. And the difference between the upper and lower divisions in these tolerances is significant. And there are limits to standardization. Let's say a customer contact. Everyone knows that the quality of such contact is critical for business success when prices, assortment, terms are aligned under the pressure of competition. A certain set of friendly words, a dress code, etc. can be considered the standard, although we know very well what is covered by them.

The current craze for describing business processes is also gradually approaching absurdity. And somewhere it has already reached it: in different companies we already meet a rigid description of the interview, not only when applying for a job, but even the standard for a meeting and for negotiating.

Now a different approach appears: quality is compliance with the needs of the client, the user. Who buys, he evaluates. You just need to understand exactly what he appreciates. If you hit - here it is, the required quality, that is, the degree of consumer satisfaction with the properties of the product.

But even this approach is limited and stretches from the last century. Then the formula was considered indisputable: the buyer is always right. In our time, another imperative is much more accurate: the buyer does not know our capabilities.

Where are we going? The understanding of quality as conformity (to a standard, a need) is becoming obsolete. Today, it becomes much more capacious to understand it as a comparison with another product or with the same, but the same one.

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Comparison gives the superiority of a product over a product, a service over a service, a specialist over a specialist, an organization over an organization. Comparison with a standard or need does not imply superiority. There is only equality. The standard and

the need indicate the minimum. Who needs the minimum? Few. But superiority is interesting to everyone, because the law of increasing needs is inexorable.



**Figure 2. Assortment for the formation of a consumer niche, taking into account the characteristics of the regions**

In practice, this means switching the quality assessment system to levels. For example:

A. **Sufficient quality**, below which the defect goes, i.e. the minimum allowable, the use of which will not cause damage.

B. **Reference quality** - according to the principle of compliance with the standard, that is, the best available. The standard may appear from the standard, but any sample can serve as it: from what we have in our company, from competitors, or at least somewhere in the form known to us.

C. **Vanguard quality**– what has been achieved for the first time surpasses the standards, but can count on solvent demand and profitability immediately or in the future.

Here is such a quality vertical. It may allow even more degrees. And further:

it is time to abandon the idea that any quality can be measured. Everything can be evaluated, but few things that are important to us can be measured.

Figure 3 shows a model of an integrated process for managing the quality of products and services

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produced both in individual regions and in the shoe industry as a whole.

The model is a closed control (regulation) system that implements the principle of regulation "by deviation". The quality of products in the consumer market can be characterized by a multidimensional quality indicator Q. In the process of conformity assessment, testing and certification of products, a documented indicator of product quality Q<sub>d</sub> is formed. The required high quality index Q<sub>0</sub> is set in the technical documentation for the world's best samples, in technical regulations, national GOST and international ISO standards.

In the process of comparing these two values, carried out by the competition commission, the deviation of the actual quality indicator from the given one is determined:

$$\Delta Q = Q_0 - Q_d \quad (1)$$

This deviation Q (mismatch in control systems) in our case is always non-negative (Q<sub>0</sub>), since a correctly chosen high level of Q<sub>0</sub> is always higher than or equal to the actual Q<sub>d</sub>, which is practically extremely rare. In this case, we have a system with a non-zero static error, which is most typical for static systems with their inherent stability and speed, the accuracy of which is determined mainly by the gain and power of the "proportional" controller. In our case, the function of the regulator is performed by the link "Measures to ensure a given level of quality of products and services", which models the quality management system of the enterprise, the quality service in production, whose actions take into account the assessment of product quality and the recommendations of the tender commission.

As can be seen from Figure 3, the quality Q of the products manufactured and supplied to the market is formed in the process of its production as a result of measures to improve production, improve the quality of products and services carried out by the quality service and quality management units, targeted actions, which in turn are determined by the results of the assessment products during their implementation.

In the new economic conditions, only such production is progressive, which actively and dynamically responds to emerging problems. The principle of "producing only what is needed, when needed, and as much as needed" requires shoe companies to adapt to the conditions of production in small batches with frequent changes in the assortment of shoes, i.e. to the conditions of many assortment small-scale production. The efficiency of the shoe enterprise, and in many respects the ability to survive in the competitive struggle, depends on the ability to quickly and cost-effectively adjust to the production of footwear in accordance with fluctuations in demand. Great opportunities for this are opened by the development and implementation of flexible production systems.

The technological and organizational flexibility of production systems determines the variable potential of enterprises, their ability to quickly and adequately respond to changes in market conditions and acts as a mechanism for optimizing the structure of the technological system in order to reduce the cost of footwear. Thus, the development of flexible technological processes for the production of leather products provides high efficiency with a large assortment of footwear and will provoke a sharp increase in demand for the products of footwear enterprises in the Southern Federal District. The same problems are typical for other branches of light industry. Sores are common, and their treatment can and does have some slight differences, but the consciousness and desire to get them out of this swamp is possible only if Rodina lends a shoulder and light industry starts working again,

- professional;
- national;
- universal.

From the above reasoning, it is clear that the authors are not idealists, rather they are balancing on the verge of pessimism and optimism. They are critical of the modern pragmatic approach of market liberals to scientific and philosophically based theory. A lighter version of the theory, when a fragment torn from the general theory is turned into the theory itself and adjusted to the design of a market distorted to please speculators, economists-theorists and suppliers of a high-quality surrogate to domestic shelves suits. How long the Russian economy will retain this configuration, we (and not only us) are not given to know, however, the world experience of economic development at various stages of economic relations shows that transition periods pass and over time economic life returns to normal.

The trajectory of the process of alienation of human creativity into something that exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of man is not substantial. It is not self-sufficient and can take place solely due to the interchange initially with nature, then with society, through which human relations with each other and interaction with nature are built. The tool that ensures the existence of a person is labor, the highest quality of labor is manifested in activity.

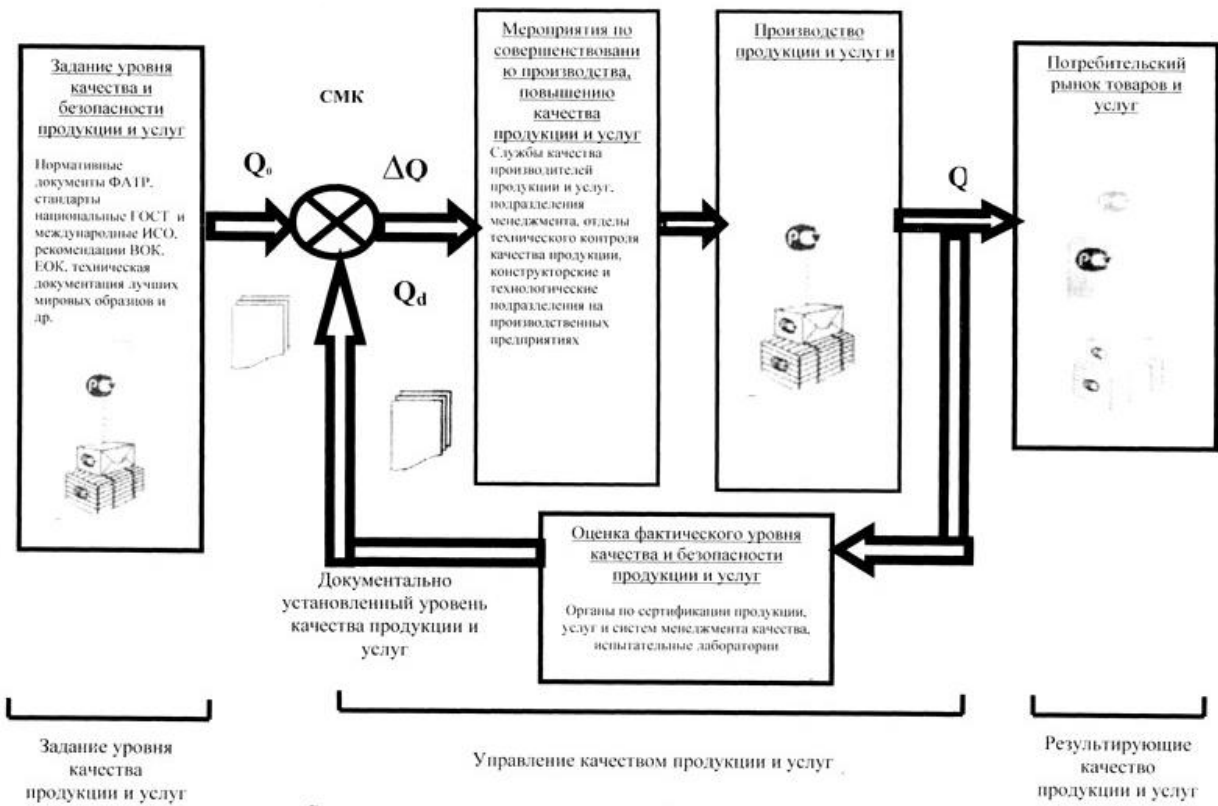
The quality of activity, on the one hand, is an indicator of the quality of a person's life (it should be so!), On the other hand, high-quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously.

The quality of the "second" (reconstructed, adapted by man to suit his interests) nature is synthetic. It appears as a double helix formed by the natural features of natural material (perhaps in people's relations, knowledge expressed indirectly) and the qualitative characteristics of human activity -

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knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, as opposed to the product itself, embodies the quality of the individual.



**Figure 3 . Model of an integrated process for managing the quality of products and services in the region**

The personality is alienated in quality, and therefore, in principle, alienation is natural and does not oppress the personality. The negative consequence of alienation is caused by the disproportionate compensation for the lost energy of activity. Having discovered the poor quality of the goods, a hidden production defect, the fraudulent actions of the seller, a normal buyer is upset, first of all, because of his own poor-quality solution. Other losses of the transaction are most often compensated. There is a feeling of imperfection of one's own taste and knowledge.

The quality of everything that is created by activity includes the properties of both practical and spiritual activity in an objectified (objective or functional) expression. From this follows the conclusion about the need to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: certain experience in the Soviet era was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systematic education of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, today on the air is clogged with aggressive advertising, the quality of which is not controlled or control is not commensurate with the

size of the deception. Who should be the main educator? The producer and only he, because only he, in full measure, according to the logic of the formation of understanding, should know what is quality. Taking on the production of goods without understanding the specific quality of this product means a professional failure in the market. The release of a product with fake quality is prosecuted by law, however, formally and ex post facto. Suppliers of pseudo-quality goods hope for the latter.

The problem of quality theoretically remains developed one-sidedly, because there is no normal organization of production and marketing of high-quality commercial products. Current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management is simplified to the concept of control over the conditions of quality production. While there is no systematic understanding of what the quality of a product is, the market is in charge of production. The market is ruled by speculators - intermediaries. The state seeks to minimize its economic function before collecting taxes. There is no real activity aimed at giving the market a civilized form of "purchase and sale" on the principles of real freedom of competition. For signs that are essential for quality, supervision is

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limited to the level of practical uselessness. The market dictates order to local and regional governments. The store manager ran the defense department. Few people are interested in the culture of the producer and consumer, not up to them. But the external order begins with the internal order, with the awareness of the "political moment" due to the economic situation.

Historically, the understanding of the quality and specificity of its reality, presented in the product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined by the conservatism of manufacturing techniques, but even at that time the municipal authorities strictly checked the quality of products, as well as the ability of the candidate for the manufacturer, there was an official position approved by the authorities of the city or country. Agricultural products were controlled by the consumers themselves.

The Industrial Revolution simplified the production process and created the conditions for mass production. Adequate quality control measures were required. As the social architectonics leveled out and greater accessibility to the range of goods, the ideas about quality changed in the direction of its quality - quality components. At the same time, the possibility of quality falsification was formed. Further, both de facto and de jure, there was only a step to replace the brand qualities. Going beyond the limits of measure opens the way for legal violations and a moral crisis, up to lawlessness.

Were the trends in the interpretation of quality and attitudes towards quality that developed in the economy of mass production inevitable? No, they were generated by the new nature of production, reflected this nature and, to a certain extent, were an objective reflection, but, in addition to the object reflected by consciousness, there is an angle of reflection, due to the position of the consciousness of the reflecting subject, his interests as a participant in the processes taking place in objective reality.

Objective reality itself, by definition, resides outside and independent of consciousness. Its reflection is subjectivized, which, in general, looks in accordance with the theory of reflection. However, it allows, in private, and subjective distortion - involuntary - due to misunderstanding, and conscious in order to obtain a temporary gain. Competition is always a struggle, unfortunately, the struggle is not always conducted according to the rules.

Quality has been and remains the subject of manipulation in the interests of those who control the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Consent is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in

production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him.

The seller stands on the way to consensus, the subject of relations, which, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and, as such, dictates the terms of relations through price interest and profit margins. In twenty years, not a single branded light industry enterprise has appeared in Novosibirsk, on the contrary, a lot of trade brands have appeared. Trade rows are multiplying, and consumers are assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "sales quality". The culture of trade is measured by the assortment, price and physical availability of goods, high-quality advisory support, the absence of queues, compliance with sanitary and hygienic standards, the appearance and behavior of staff, after-sales service. "Quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods sold with its certificate, and the demonstration of the goods. The seller's profit should not exceed the producer's profit. Both should not wait for an increase in consumer activity only by increasing consumers' wages, but create the most favored nation regime for the buyer (without colluding with another predator of the market - banks).

The rate of inflation is a necessary but not sufficient indicator of the state of the quality of life. The government has taken inflation reduction as its main benchmark. The indicator is actually socio-economically significant, it indicates the culture of the market and, indirectly, the state of production. The disadvantage of this indicator is the lack of quality in it. The quality of life is determined through the amount of products consumed in monetary terms. The qualitative composition remains constant and one can only speculate about quality, since quality erodes quality. The quality of shoes, clothes, cereals, fish, vegetables, fruits within the common name varies quite significantly. The reserve of quality manipulation is significant. The main thing is still in understanding the quality, not the name, but the systemic characteristic of the product, reflecting the assortment,

Quality is a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. Replacing properties or their consistency in a quality product. Essential properties are those that are not just inherent in the product, they determine its functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they



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are hidden from the unprofessional view of the consumer. In its “pure” form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. The development of the market stimulates the increase in production in the interests of the consumer within the infrastructural status of the market.

The monopolization of production led to the accumulation of financial capital, the latter's autonomy, and market control. As a result, the market has turned from an intermediary into a key subject, trying to replace the indicator function - to show the demand for goods - with the role of the organizer of economic activity as a whole, which distorts the economic system.

The economy of commodity production was created by the production of a product and the need for a mass product. The system-forming factor here is the production of goods as a product necessary for consumption by others, that is, the process of alienation of consumption. With natural production, the quality of the product was hardly an actual problem. Quality “dissolved” in the conservatism of technology and technology, traditional assortment. The question of quality was raised by the consumer when he got the opportunity to compare at the fair. The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the producer and the consumer. Management levers - financial policy, directions - the main ones - two: the impact on quantity and quality.

The quality of the product has become relevant in commodity production. It became clear that in the understanding of quality there are sensual and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not capable of directly (using its own mechanisms) influencing the objective properties of a product, but it can very well influence the objectification of subjective ideas. So the manipulation of quality was first included in the functions of the market, then became an element of economic policy.

A sound and healthy economic policy is called upon to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for the subjective perception of quality, to block the negative effect of advertising impact, which has long and thoroughly become an attribute of market speculation on the importance of quality for the buyer. The presence of choice and solvent opportunities do not serve as a basis for the indisputability of a quality acquisition.

In the existing market, price and quality are divorced even at auctions, famous for the thoroughness of the organizational culture. The buyer is turned into an expert and this grimace of the market is not so bad as illogical. The market forces the consumer to develop as a person, we involuntarily try to learn more about the subject of interest, improve our “purchasing qualifications”. The term is not new, it is used by journalists, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic holistic view.

“Purchasing qualification” includes, along with certain knowledge that helps to determine the location of the store, the price range for the goods, requires the presence of basic information about the manufacturer, quality features of the product, the manufacturer's market reputation, company traditions, scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond any reasonable measure, of being the victim not only of deceit, but also of his own carelessness, and therefore without any right to compensation.

The buyer in Russia is formally protected. In real life, one has to be guided by the famous rule “saving the drowning (“buying”) is the work of the drowning people themselves, read “buying”. Increasing “purchasing qualifications”, if there is a desire, is a mutually beneficial matter for the state, activating the cultural national heritage and the patriotic mood of the mass consumer.

We know how to make high-quality products and are quite able to regain “our” market. The issue is not even the price, the problem is the loss of control over the consumer (and not only consumer, judging by failures in rocketry, aircraft operation, etc.) market. They explain to us: we need economic measures. True, however, it is a half-truth. If you need it, then take it. The government should have power that is not nominal. It's time to understand that economics has always been politics, economics has always been political economy.

Economic movement is self-movement, but it does not take place in a vacuum. The economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to actively engage in the mechanisms of economic self-propulsion, directing the development of the economy in the interests of society.

The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along in the wagon train of the economy instead of being ahead of its development on the basis of objective socio-economic trends.

The time for political action—not decisions—is most propitious. The dope of the nineties and zero seemed to be on the decline. Awareness of the

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qualitative advantages of many Soviet products of the light and food industries is returning. There is a revival in consumer cooperation, which can stimulate the production of agricultural products in the countryside. There is a growing distrust of consumer imports, including due to their mass production in China. Migration flows are stabilizing.

Domestic producers need a "clear" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, which allows cutting off the many-sided arbitrariness of administrative bodies and "guardians" of order. Everyone is responsible for quality. And those who produce, and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light for national goods on the market of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate natural, and not advertising quality. By the way, a wonderful research topic is "real and "advertising" quality, i.e. created by advertising.

No less important, from our point of view, is to analyze the problem of quality in the coordinate system of the national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obvious difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration - interethnic interpenetration of various types of activities of a socio-economic, cultural and humanitarian scale. It may have an international size, for example - "Union State (RF and RB); local - Customs Union; regional (Shanghai Organization, EEC). Globalization indicates the worldwide scope of the phenomenon. Global problems include those that have arisen as a result of common, but not necessarily integration, processes, and require a consolidated solution.

Global problems, in contrast to the problems associated with integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the time of the event is postponed, but it itself is super relevant in terms of significance, then speculators, including financial oligarchs, actively rush into the resulting gap, trying to profit from uncertainty.

Quality is associated with globalization, but practically not so relevant. Quality is closely related to integration.

Consider the problem of "quality of consumer goods" in the coordinate system "national" and "international". First of all, it is necessary to find an answer to the question: is integration capable of replacing the national component of quality?

Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to objective reality. Technological progress is based on science, scientific knowledge is imperative in terms of

normativity. However, being in common is not sufficient on its own. General requirements are realized through a special development, due to the specific circumstances of the action. In other words, no matter how standardized the production of a commodity is, it will still show the originality of the conditions of production.

The specificity of the conditions - regional, national - is immanently present in the raw materials, climate, traditions, culture of the performers' consciousness. And in all this is the power of production, which determines the nuances of the quality of the product, creating a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said about Kenyan coffee, Bulgarian and Chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scottish whiskey, Russian linen, Egyptian cotton, Chinese silk, Argentinean leather, Greek olive oil and much more. The concreteness of the environment should be valued and preferences for its reproduction should be provided. In the founding treaties,

The Customs Union reinforces the interethnic division of labor built in the 20th century, contributes to the expression of the objective and subjective aspects of the development of production, mutually enriches the market, facilitating access to it for producers. But this is all theory. Theory develops into reasonable practice not only because it is correct. Activity makes theory a practice, and in order to get the desired result, the activity must be systematic and consistent.

Interest in the quality of goods, theoretically, should not begin in production. Its initial position is in a normalized market, more precisely, at a meeting between a manufacturer and a buyer. A normal market is an indicator of the quality of a product. Demand drives the production chain. But not the spontaneous demand of buyers abandoned to the mercy of fate. Demand is a state of mind determined by purchasing power, but not limited to the amount of money, especially when lending is stimulated in every possible way by banks. Demand farmed out to intermediaries, lobbyists, speculators is a deadly disease for Russia's national producer. Demand should be taken under control and formed, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future.

Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the system "manufacturer - seller - buyer". The seller is given the role of an active intermediary, but nothing more. It culturally provides a meeting point between producer and consumer. The

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system, on the other hand, must be functionally active, which implies not the presence of its constituent components, but their participation. The perfection of the system is not determined by aesthetics - a sign of design. It manifests itself in the maximum activation of the possibilities of that, the system of relations of which it acts. The perfection of the design of the system lies in the maximum realization of the potential of relations that create consistency.

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. He is perfect not by the size of his ability to pay, his complicity is determined by knowledge of the commodity-economic situation. The consumer is not the object of the application of the actions of the seller and the manufacturer. The consumer is a subject of the market and it is in his (and other subjects too) interests to be informed not by the advertising community, but by professional sources. The quality of a product starts in the mind of the consumer. Imposing the idea of quality is bad for all legitimate subjects of economic relations. It needs to be brought up again by everyone: the manufacturer, the seller, the buyer himself and the institutions of civil society, if the state is passive.

The transition to mass production of the second type - a "smart", "prudent" economy activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on knowledge of consumer tastes. To the perfection of the system, it remains to take only one, but not an easy, step - the whole world to take up the formation of a consumer culture.

The accusation of the current generation in the consumer attitude to life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of a consumer culture of the mass consumer, the trouble is really of a socio-cultural dimension. Another consequence of funding cultural progress. Why does one power replace another, while culture is still in power last in line for political relevance? It is time to understand that not only science has become a direct productive force. Culture is also a factor in the development of production, and the factor is multifaceted and very effective.

The Yeltsin-Gaidar reforms were bound to destroy, first of all, mechanical engineering and light industry. Yeltsin did not differ in theoretical preparation. Gaidar, on the other hand, had to be clearly aware that most of our achievements in these branches of production - we do not take into account the military-industrial complex and space technology - were "home" successes. Here we clearly lagged behind competitors, with whom the Democrats aimed at the common market.

We didn't have what the Poles or the Chinese had. Polish interests were actively lobbied in Europe, the USA and Canada, and the scale of Polish transformations is not comparable to Russian ones. In China, after the Cultural Revolution, it was possible to

minimize the cost of wages for the bulk of the working population. In addition, the Chinese leaders turned out to be clearly smarter, more honest and more patriotic. They were guided by the ideas of Deng Xiaoping about the parallel development of socialist gains and economic reconstruction, in fact they modernized the Leninist plan for the NEP. The experience of the growth of the industrial and financial might of the PRC in subsequent decades proved that it is not socialism that is economically weak, but those who manage socialist construction.

Reforms are rarely fruitful, but they are important nonetheless. Real, that is, scientifically based reforms, cannot be long-term. They are effective precisely because of the time limit. Time judges reforms and reformers. Pseudo-reforms, as a rule, take on a permanent expression, overgrown with references to the world situation, climatic anomalies, and so on. What happened in our country. However, one trouble does not come. The reformers had to explain to the people why they were testing their patience. They chose the same archival method - to shift from a sick head to a healthy one.

In the 2000s, myths about fools, roads, drunkenness, poor education, stagnation in science, engineering and technical creativity, managerial weakness, lack of ideas actively multiplied. The meaning of myth-making was simple: how difficult it is to manage such a people. Peter I, having inherited backward Russia, did not suffer. He acted and divided history into pre-Petrine Russia and Peter's Russia, forcing the whole world to reckon with its interests.

Domestic myths multiply and spread. They are also gaining positions in light industry, which is politically dangerous, because they threaten to step up measures to integrate the economies, cultures, and strategic interests of Russia and neighboring states. Such tales discredit Russians in the eyes of those who are serious about cooperating with us now and in the future.

Let us dwell on some myths, one way or another connected with the present and future of the domestic light industry. It is important to analyze this in the professional and educational process as well.

Let's start with what everyone is talking about, with the thesis that we are sitting on the oil and gas needle, trade in coal, timber and mineral raw materials. Indeed, our income from the sale of raw materials is almost 50 percent. The indicator is frankly undesirable. Nevertheless, it would be possible to build a perfect economy, as Norway, the Emirates, Kuwait did. The essence of the problem is not that Russia has become dependent on its natural wealth, but how the income is used. China is developing production, especially transport, construction, and light industry. In our country, only recently, attention has been paid to those who shoe, clothe, and manufacture textiles for Russians. It turned out that the "unpromising" industry is responsive. The total

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market for clothing, footwear, accessories in 2020 amounted to 2.8 trillion. rubles, and in the past (2021) it crossed the milestone of 3 trillion. rubles. Just the first steps have been taken.

Another common myth about the inability to compete with similar production in China. There is no dispute - low wages give the Chinese a head start in the fight for cost. But, the Chinese will be forced to raise wages, their other organizational expenses have already been optimized, the pursuit of quantity is accompanied by a loss in the quality of Chinese goods, hope for European brand orders should decrease due to crisis volatility and a reduction in external investment.

Europe and the US need China, but they need China working for them. The Chinese certainly think differently. Contradictions will grow as China gets stronger. Nobody wants to develop China into a world leader, except for the Chinese. The growth rate of the Chinese economy has slowed down.

There is another circumstance hindering the development of the production of consumer goods in China - remoteness from the consumer. Now transport services are growing at a faster pace, because energy prices are high and are not going to decline in the foreseeable future. When the Americans artificially devalued oil in order to undermine the economy of the USSR, they hardly thought that their policy would boost production in China so much. The Chinese skillfully took advantage of the struggle of the superpowers. And the 1980s, 1990s, 2000s passed. Together with them, the political and economic situation in the world has changed.

For some time, there will be cheap labor in the countries of Southeast Asia neighboring China - Cambodia, the Philippines, Malaysia, Thailand, Laos, Vietnam, Indonesia, but they do not have Chinese political stability that guarantees the safety of capital investments. In addition, they are maritime countries, rail and road communication with them is hampered by the underdevelopment of railroads, their regional scale. Sea routes are not safe. Pirates of the 21st century around Africa behave in a businesslike way. They understand the futility of trying to escort all the "merchants".

Let's add to the arguments a thesis that does not often come into view: the low qualification of the labor force in the region. The quality of goods of complex production can be maintained by limiting mechanization and automation. The circle is closing, as highly qualified engineers and technicians are needed. They are accustomed to a certain way of life and a decent reward for their much-needed work.

Costs pulled up and began to disappoint investors. First of all, they are upset by the logic of the futility of continuing to move along the knurled road. Turning is always difficult, but it is necessary. Changes in real conditions imply changes in business planning.

Returning from distant countries to their homeland and Russian businessmen focused on the production of consumer goods: textiles, footwear, clothing. There are not as many examples as we would like, but they are significant and contagious. Well-known designers Kira Plastinina and Alena Akhmadulina reached out with production closer to their fellow countrymen. Plastinina built a clothing production in the Moscow region, Akhmadulina opened a factory in the Northern capital. The owner of 48 clothing factories and the Gloria Jeans brand, V. Melnikov, closed factories in China and settled in Russia and Ukraine. He has been working for five years and is mostly satisfied with his decision.

Experts agree on the reality of Russian manufacturers to fit in between European firms and Chinese consumer goods, the demand for which is forced. Statistics confirm that in the second half of 2020, Russians reduced spending on purchases in this market sector. We are able to compete with the Turks and Eastern Europeans, who have noticeably sagged in the United Europe.

V. Evtukhov, Deputy Head of the Ministry of Industry and Trade of the Russian Federation, stated that our companies compete on an equal footing in the mass market in the sectors of men's suits, home textiles, bed linen, footwear, knitwear, finished leather and non-woven materials. One cannot but agree with the official's opinion about the presence of excellent designers in the country, the achievements of high Russian fashion.

Accession to the WTO has complicated the state's attitude to production. Essentially, it is separated from the production process. The participation of the authorities and the budget is limited by indirect influence through the creation of favorable and stimulating conditions for the development of production, such as government orders, customs duties, tax incentives, and improvement of the raw material base. And yet, the problems of the relationship between the authorities responsible for the well-being of the people and the production in which the people are employed and which feeds, shoes, clothes, and equips them are not contained in the restrictions imposed by WTO membership. The essence of the new situation lies in the organization of the activities of the authorities themselves.

The conditions for joining the WTO exposed the socio-economic extent of the vices of Russian managers - the corruption component, the low values of professional culture. The very ideological attitude to separate the managerial profession from the specifics of the object of management is also flawed. The "pure" manager brings us back to the attitude of the medieval scholastic realists.

There is a scientific theory of management, which has concentrated in itself the products of reflection on managerial experience. Like any theory,

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it is not a working tool for a manager. In it, the manager is looking for directions and possible methods of activity. Similarly, in a haute couture show, a businessman who understands fashion, economics and public sentiment is trying to capture significant ideas - a barometer of the market. The theory works only as an adapted application to the specificity of the control object. Those who do not know such specificity will be saved exclusively by the command method of management, which subordinates the management theory of production reality.

A "pure" manager is a hostage of finances. For him, production is a combination of cash flows, and not the organization of human reproduction within the framework of national development. He is detached from the case and a stranger, as a rule, in the team - the appointed commander from the "parallel" case.

The history of the 21st century with top managers clearly shows how significant they are. All top companies are the first to show signs of crises and the last to emerge from the crisis, despite state support. It's just that these companies are "national-forming", the face of the state. The state is interested in the fact that the face does not wrinkle prematurely. Most of the "VIP-persons" of the managers speculate on this. Yudashkin, who carried out the state order for the development and tailoring of uniforms for the Armed Forces, was rightly indignant at the fact that a company of "pure" managers headed by Serdyukov created with his models and instructions, which placed the manufacture of things in China and changed those conditions.

A "pure" manager everywhere is drawn not to production, but to finance. He needs a quick return. The market rules the quick returns. Real production cannot jump, it moves smoothly.

The normal development of production requires, along with smart solutions, strict control over the strict execution of instructions. Everyone knows at what point and how political initiatives are hindered. It is also clear that the management of the management mechanism - officials at all levels - is the prerogative of the government. Precisely in the way it manages managers, apparently, it is necessary to look for a criterion of the quality of government activity. And this mission is called very simply - political will. There will be no order without a proper - justified - measure of will.

Peacekeepers like to hide behind numbers, presenting them in a way that suits them. Figures, especially large volumes, impress the unenlightened. It is convenient and profitable to hide the alignment of affairs behind them - you can appear as a winner in the eyes of the public.

The government has developed and adopted the "Strategy for the development of light industry in Russia for the period up to 2025". Through the "seven years" the total share of domestic light industry goods

in the domestic market should be equal to total imports. It is planned to achieve a strategic turning point in the interests of the domestic manufacturer.

The market has its own war, different from the usual, similar to the "cold". Here it is impossible to bring the matter to the complete destruction of the enemy. Pike in the lake does not allow the rest of the inhabitants to stagnate, makes them move in real time - space. In the early 1990s, tens of millions of Russians looked longingly at the richness of the assortment of foreign production. Twenty years later, frustrated Russians are looking for something of their own making, realizing that genuine quality cannot be infinitely colorful.

The pursuit of rich assortment has little in common with the normal interests of the mass consumer. There is never too much good, because there cannot be. Beyond the measure of the present, objectively given quality gives way to advertising. "Similar" is a mathematical concept that formalizes the quality of objects. "Similar" in reality, as a rule, replaces the true quality. Why? Because it reduces the quality of the product.

Quality is identical to originality, to itself. Wine from the same manufacturer, made according to a centuries-old recipe, differs in price depending on the year the grapes were harvested. The assortment is justified when it implements a variety of original quality and quality conditions.

When pushing imports out of the market, one must be prepared to expand the dispersion of the qualities of one's own products. But here our socialist experience is not great and it must be built up by all available measures. In particular, it is proposed to increase the share of innovative products in the total volume up to 46 percent.

Progress makes you move forward, but it hardly makes sense to rush. There are laws in the mass consciousness. It is conservative. Managers do not make a smart economy, it will become smart when it meets the sustainable interests of public demand. It is necessary not to chase innovations, but to study common sense in the minds of the people.

The Chinese do not like political change. The Russians are afraid of changes in the assortment. Comparing the advertised benefits of the latest products with real materials and the properties of rather forgotten things, they understand the trajectory of quality: it will be worse and more expensive. The 1990s taught us something, at least the euphoria of the assortment has passed. The consumer is inherently striving for something new, but an experienced consumer is selective in his attitude to renewal, matching the variety of display cases with the taste developed by the experience of consumption.

A 3-fold increase in exports over the planned time and bringing it up to 3-5 billion dollars is a very optimistic commitment. Therefore, such an unusual spread of values for statistics. As for the task of

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reducing shadow production and illegal import by 10 percent, everything here looks real, reflects the demands of lobbyists. The logic is interesting: for us, the external market is a problem that can be solved, but what we have inside is beyond our power to change significantly.

Officials reluctantly fight illegal immigrants. A lot of money is spinning in the shadow business, you can't earn that much on exports. By the way, our "horse" in light industry, for the mid-2020s, is not the development of foreign space, but the construction of our own market, otherwise the transition period of the economy from socialism to capitalism will drag on for a long time, and our capitalism will be a model of the European beginning of the 19th century.

Among specialists in the world economy, there is an opinion about the beginning of a mass exodus of capital from China. More restraint should be exercised in the evaluation of statistics. World financial flows are like "capricious" rivers overflowing unpredictably, investments are overflowing in different directions and in waves. Even a significant observation time is not a sufficient basis for an unambiguous conclusion. In any case, China will continue to increase its production. The outflow of finance and curtailment of production will not scare them. China in the recent past has hardened, developing according to Mao's formula - "rely on one's own strength." We can position ourselves in the Chinese market by creating joint ventures. The Chinese will support such an initiative. It is easier to promote exports to neighboring countries by offering cheaper quality goods at lower prices. In young countries

Three hundred years ago, Peter I paved the trade route to Europe, providing domestic merchants with the movement to the West. Until the Soviet period, Russia remained a supplier of agricultural and natural raw materials to European partners. European light industry worked on our raw materials, of course, not only on it, but the domestic product was known in the West for its quality and was in steady demand. In the memory of Europeans, the history of economic relations with Russia has been preserved at the genetic level. You need to activate the memory. V.V. Putin is right in ordering to comprehensively improve the image of the country among foreigners.

Often, China's success in science, technology, and attracting investors is associated with a gigantic diaspora in all parts of the world. There are naturally fewer former Russians. However, there are many of them and they are also scattered by fate throughout the world. Most of the emigrants value their historical homeland and, for sure, do not mind helping, to the best of their ability, to create trust and interest in Russian manufacturers.

Humanity, fortunately, has not ceased to be surprised. Curiosity draws to the new, unusual, you want something good, necessary, beautiful and

inexpensive. The simple availability of goods has remained a criterion for purchasing in already very poor corners of the Earth, from the population below the poverty line. All the rest are taught by the "variety" of cheap, no one knows where and how manufactured goods.

Advertising flashiness of appearance and annoying advertising, assuring how beautiful they are, take the buyer into the recent past, which turned into complete disappointment and loss of money paid. Back in the 1980s, the Chinese authorities punished up to execution for counterfeit goods, rightly believing that speculation on national authority undermines the status of a power. It is not our business to look for the true motives for the liberalization of the state attitude towards the production of consumer goods, but it is absolutely clear that by the beginning of the third millennium, China's reputation as a country that once produced high-quality consumer goods had reached critical values.

History is the best of teachers. By learning from historical experience and adjusting activities in real time, much can be achieved. In no case should you lose control over the quality of goods, nothing can justify such a policy. Mass and variety can be combined with quality. We need a novelty of impression - from the type, material, capabilities of the product.

One should not be deceived by the favorable prerequisites for the prospect of developing new markets and strengthening positions in existing ones. Preconditions are just real possibilities. Opportunities "wait" for the activity that transforms them into actual reality. Unfortunately, activity does not only transform one level of reality into another. She intersects with different interests. It is the multidirectionality of interests that is the regulating factor of movement towards the economic goal.

Competition for the external market is not limited to external confrontation between subjects and economic interests. There are "fifth columns" in economic policy, representing and vigorously defending the goals of opponents. They process the finances spent on their actions. This is the world practice, therefore it is so important to combine good intentions with will and practical energy. The strongest survives. The strongest in the struggle for the market is the one who skillfully uses the current situation and does not save on the promotion of goods, remembering how much the miser pays.

Much, as foreign practice shows, is determined by political will. The state acts within the framework of international relations, but it always has legal levers for managing economic processes. The state defense order made it possible to increase the share of products of domestic light industry enterprises to 70%, leaving in the dark those who logically ask: why not 100? The question is not rhetorical.

Mass order promotes technological progress, reduces unemployment in difficult regions, and includes reserves of vocational education. If there was

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not enough production capacity, it was possible not to hurry with the transition. Prepare production first. It's not military time. And so a third of the production was placed with competitors, complicating the conditions for the development of the industry. A jump from the old 30% to the new 70% is undoubtedly a step in the right direction, but there is no consistency in the movement, because it is not logical to "feed" a competitor and hope for an accelerated conquest of the foreign market.

The market is a complex and heterogeneous system. The system-forming factor of the market is the opposite of the interests of the seller and the buyer. One seeks to sell goods and make a profit, the other - to buy and save. The resolution of the conflict of interests is based on the conformity of the price to the quality.

On the way of the buyer, as in a fairy tale, obstacles are placed. It is necessary to throw off the spell of advertising PR, to understand the signs of quality, since the market allows for almost unlimited technology of deception, for example, imitation of quality, to be aware of real prices (taking into account the fact that goods on the market are cheaper than in boutiques and supermarkets, costs are lower, illegal delivery, etc.). The buyer is saved by the art of choosing and thinking within the boundaries of "common sense". Common sense is a reliable "pilot" in moving through market rapids and shallows, but it also has a temptation when something unusual is offered that evokes meaningful associations.

Flax is a traditional Russian export product. Products made from linen or with the addition of linen are popular. They are hygienic, eco-friendly, pleasant in sensual perception, linen fabric is technological, aesthetic, does not require a delicate attitude, all-weather.

The production of flax and linen fabric fell sharply due to the depression of agriculture during the years of "fateful" reforms. We need to encourage the peasants. Flax is laborious to grow and manufacture. You can't do without special equipment. With the creation of technical conditions and economic incentives for the manufacturer, business can be established quickly. Russian craftsmen guessed to use flax in combination with nettle. Nettle does not need advertising. By its properties, it is quite competitive with flax. In addition, it has the authority of a strong and persistent antibacterial agent, a circulatory stimulator, and a neurostimulator. Mixed fabric products at Siberian fairs went with a bang! They brought a novelty from the non-black earth Russian west. There is no doubt that the Western consumer will be interested in new products. And in the East they will be in demand.

Our state plans to organize textile clusters in several regions. Probably, it will also take into account the agricultural characteristics of the places where the promised clusters will grow. Material-intensive production, organized on a large scale, should be as

close as possible to the raw material base. Especially in the conditions of growth of the rates for transportation at a faster pace. The separation of the producer of the final product and the production of the necessary raw materials places a double burden on the producer and on the seller. As a result, the retail consumer suffers, which, with the instability of the economy, will return to production like a boomerang. Why is it easier for the West to get out of crisis and depression than ours? Look for the answer in the market. Normally organized market for three centuries of existence of capitalism automatically responds to the decline in purchasing power. In difficult times for the economy, businessmen try to get the buyer's money by reducing the price burden on his "purse". The practice of destroying excess mass of goods to maintain prices is a thing of the past. The market stimulates the mass access of buyers to products by various promotions. Manufacturers figure out how to make old cheap new. The view of quality at such a time is simplified and loses its relevance until the next economic recovery.

We don't have anything like it on the market. The question involuntarily arises: do we also need to tune in to a three-hundred-year wait, or is there another way? For those who join the movement in the course of the latter, history gives a chance to noticeably accelerate. We must mobilize for the target installation. Again, political will is required. The self-propulsion of the economy becomes the main mechanism at the stage of a developed economy and a properly tuned national consciousness.

The public consciousness needs a clear, sympathetic goal and confidence that this goal is common and the fruits will be fairly divided. We have already built one social structure, the demo-reforms have ruined us. Question: who is to blame? stopped asking. The question remains: what to do? This question is eternal and a normal person is always looking for an answer to it, turning to social institutions and politicians that control social development.

Without an energetic agricultural policy, the Russian light industry will not be able to solve the set strategic tasks. In turn, it is unthinkable to raise agricultural production without scientific support in the 21st century. The process complicates the reform of Russian science. Therefore, it remains to hope that the costs will not be exorbitant and the time will not be endless. And it is also important not to lose positive experience in the inevitable bustle and financial shortage.

The collapse of the USSR deprived Russia of its cotton base and made it dependent on capricious suppliers with national ambitions. But it turned out that the country did not lose the ability to "produce its own newtons." Scientists-breeders opposed their cutting-edge developments to politicians. An early maturing cotton variety was created, which differs

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from world standards in greater resistance to drought - "AS-1". In 2012, the first cotton crop was harvested in the Astrakhan region, it was processed and high-quality cotton linen was made.

Logic shows that the task of creating in the country its own raw material base for the development of the light industry should be a priority. Technical and technological equipment, personnel training should be carried out in the context of it. Of course, all the presented actions are interconnected. The base will have to be built and improved by specialists, without modern equipment and technologies it will not be possible to provide production with raw materials. Clusters will remain good dreams without a balanced system of building that direction in the economy, which someone mockingly called "light" industry. Difficult years await the light industry, but in Russia "hard" and "successful" have always been in the same team.

To achieve certain results in his research activities, the researcher must master the "secret" of the method and possess the heuristic technology of scientific thinking. In this he should be helped by the results of research, the main task of which is to provide a heuristic form of cognition with a system of strictly verified and tested principles, methods, rules and norms. This system is formed on the basis of objective laws and patterns of reality.

Paradoxically, the methodology of technical sciences is poorly reflected in the specialized literature. Numerous philosophical works focused on expanding the worldview horizons touch upon its issues only in passing, limiting themselves to a historical analysis of the role of natural science in the change of epochs in the creative activity of mankind.

These studies are devoted to the history and methodology of transport science, research technologies in the interests of transport. The key stages in the formation of the Russian transport branch of transport science are given on the basis of the most important achievements of domestic transport scientists, the influence of the most successful developments on the formation of Russian transport is illustrated.

The work reflects the current state of development of transport in Russia. The goals, content, methodology and technologies of research in technical sciences are outlined, the specifics of objects and methods of transport research are shown.

Transport in a new format is considered as a phenomenon that is part of the basis of the systemic organization of reality. An analysis of the existing understanding of transport shows that the restriction of the content of the concept of "transport" by the industry engaged in the transport of goods within the exclusively social reality is in conflict with the initial premise of the definition of transport as a means of movement and the history of human transport, which began before the birth of differentiated production.

The traditional understanding of transport as a means of movement within the social life of a person has developed under the influence of the significance of this component of the world for him. Such a limitation of the scope of reality reflected in the content of the concept of "transport" violates the logic of the formation of a scientific concept. The volume of phenomena, fixed by the content of the concept, must be equivalent to the content. If it is argued that "transport" is the subject of the definition, and "movement of goods" is its specific feature, then we must qualify "movement of goods" as a universal action. When the "movement of goods" is reduced to the movement of the totality of products of human activity itself, then the characteristics of transport should also be sequestered. That is, here we should no longer talk about "transport" as such, its universality, but about "public transport", a component of which can be made "individual transport". When the "movement of goods" is reduced to the movement of the totality of products of human activity itself, then the characteristics of transport should also be sequestered. That is, here we should no longer talk about "transport" as such, its universality, but about "public transport", a component of which can be made "individual transport". When the "movement of goods" is reduced to the movement of the totality of products of human activity itself, then the characteristics of transport should also be sequestered. That is, here we should no longer talk about "transport" as such, its universality, but about "public transport", a component of which can be made "individual transport".

The problem is that the logical analysis of the inconsistency of the existing understanding of transport shows the formal side of the imperfection of the definition, while scientific, like philosophical knowledge, requires subject certainty. It is necessary not only to bring the scope of the concept into line with its content, but also to find that in the world of actual existence that is the subject reflected in the construction of the concept, that is, to load the concept with real content so that it works normally in scientific knowledge, thanks to its concreteness.

As a peculiar form of cognition, science arose in modern times (XVI-XVII centuries) in the era of the formation of capitalist production. Since that time, science begins to develop independently. But it is constantly connected with practice, receives from it tasks and impulses for development, and, influencing the course of activity, is objectified, materialized in it.

Science is a form of people's spiritual activity aimed at producing knowledge about nature, society and knowledge itself, with the immediate goal of comprehending the truth and discovering objective laws based on a generalization of real facts and their relationship. Science did not exist at all times and not among all peoples.



## Impact Factor:

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Unlike experiential knowledge (empiricism), science is not content only with the question "what", but also asks "why". Using analysis, science moves from the "whole" to the "particular", and vice versa when applying synthesis.

Science uses induction to move from experience and observation to concepts, judgments, and conclusions, and deduction to move from the general to the particular, always testing one with the other.

At the end of the Middle Ages, the concept of "science" began to be replaced by the concept of "natural science". Since then, the possibilities of science have increased dramatically due to the fact that mathematics has become the second of the two main tools, and experiment, which discovers and investigates patterns, its first tool. Even Kant judged particular sciences according to the extent to which they used mathematics.

Under the influence of experimental mathematical science, the outlook of the European changed and his influence on the spiritual life of other countries increased. This strengthening was especially due to the laying of a strict foundation for the technique that arose from medicine. Further development caused a deeper division of science into specialties. The rationalism of science is based on the principle of the supremacy of reason, faith in the unlimited power of human knowledge. Having conquered science, the scientist went further and has now become the main form of education and upbringing. This turned a scientist into a specialist, and a higher educational institution into a place for training a specialist.

Scientific research is characterized by objectivity, reproducibility, evidence and accuracy. Three of its interrelated levels are distinguished: empirical, theoretical and philosophical. At the first stage, new facts of science are established and empirical regularities are formulated on the basis of their generalization. At the second level, patterns common to a given subject area are put forward and formulated, which allow explaining previously discovered facts and empirical patterns, as well as predicting and foreseeing future events and facts.

Therefore, the main components of scientific research are:

- 1) formulation of the problem;
- 2) preliminary analysis of the available information, conditions and methods for solving problems of this class;
- 3) formulation of initial hypotheses;
- 4) theoretical analysis of hypotheses;
- 5) planning and organization of the experiment;
- 6) conducting an experiment;
- 7) analysis and generalization of the obtained results;
- 8) verification of initial hypotheses based on the facts obtained;
- 9) the final formulation of new facts and laws,

obtaining explanations or scientific predictions.

10) implementation of the obtained results in production.

For applied scientific research, an additional stage is allocated - the implementation of the results obtained in production. The structure of scientific research is determined by various combinations of the listed stages, which can be carried out in a different order with certain repetitions and changes. In some cases, certain steps may be missing.

Classification of scientific research can be done on various grounds. The most common is the division into fundamental and applied, quantitative and qualitative, unique and complex, etc. The mutual imposition of these classifications and their more careful division give a multi-stage classification hierarchy of scientific research.

An analysis of the activities of the institute of science in modern society gives grounds to assert that its main function is the production and multiplication of reliable knowledge, which makes it possible to reveal and explain the patterns of the surrounding world.

Mathematization of science is the basis for improving machines, tools, processes in any production, establishing patterns of interaction between elements of machines, systems, optimizing technological processes and parameters of complex objects. That is why teaching mathematics and physics should be the basis for training engineers in any industry.

Thus, the improvement of production and even mass production of well-known products is impossible without the use of knowledge contained in the theories of mechanics, chemistry, physics and other sciences.

The knowledge in question is reliable information about the creation, operation and efficiency of the entire transport system.

First of all, each science has a "hard core" - reliable knowledge that has been formed over the years. Further, science consists of the "science of the cutting edge", which includes both true, not yet consolidated, and not true, not yet dead, knowledge. The third part of science that penetrates both the "hard core" and the "cutting edge science" is the history of science, which is unimportant from the point of view of particular issues, but significant when it comes to generalizations.

The "hard core" of science consists of:

- factual material drawn from empirical experience;
- the results of its initial conceptual generalization in concepts and other abstractions;
- concepts and other abstractions based on given problems and scientific assumptions (hypotheses);
- laws, principles and theories "growing" out of them;

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- philosophical attitudes;
- sociocultural grounds;
- methods, ideals and norms of scientific knowledge;
- thinking style.

Often the structure of knowledge is considered in dynamics: "problem - hypothesis - theory".

A problem is a form of knowledge, the content of which is that which is not yet known by man, but which needs to be known. This is knowledge about ignorance, this is a process between setting and decision.

A hypothesis is a form of knowledge containing an assumption formulated on a number of facts, the true meaning of which is not defined and needs to be proven. Knowledge is probabilistic in nature and requires verification of the grounds. The advancement of a new hypothesis is based on the results of checking the old one, even if they were negative (for example, in physics, the concepts of "phlogiston", "caloric", "ether").

Theory is the most developed part of scientific knowledge, which gives a holistic display of the regular and essential connections of a certain area of reality. Any theory must meet two requirements:

- 1) consistency (internal and external);
- 2) falsifiability (providing for the possibility of refutation or experimental verification).

In addition, each theory must have the main elements:

1. Initial foundations - fundamental concepts, principles, laws, equations, axioms, etc.;
2. An idealized object is an abstract model of the essential properties and relationships of the studied subjects);
3. The logic of the theory, aimed at clarifying the structure and changing knowledge;
4. A set of laws and statements derived from the main provisions of a given theory in accordance with certain principles.

The main functions of the theory:

1. Synthetic function - combining individual knowledge into a single, integral system;
2. Explanatory function - identification of causal or other dependencies, connections of a given phenomenon;
3. Methodological function - formulation on the basis of the theory of diverse specific methods, methods and techniques for solving problems;
4. Predictive function - a function that allows you to evaluate the strength of the theory;
5. Practical function - translating the results of theory into practice, both technologically (direct production of new products) and intellectually (effective use of theory to create other theories); theory should be a guide to action.

The best theory should:

1. Communicate as much information as possible, i.e. have deeper content;

2. Possess greater explanatory and predictive power;
3. Be logically more rigorous;
4. Be more rigorously tested by comparing predicted facts with observations.

What are the criteria of scientific knowledge, its characteristic features? One of the important distinctive qualities of scientific knowledge is its systematization. It is one of the criteria of scientific character. Scientific systematization is specific. It is characterized by the desire for completeness, consistency, clear grounds for systematization. Scientific knowledge as a system has a certain structure, the elements of which are facts, laws, theories. Separate scientific disciplines are interconnected and interdependent.

The desire for validity, evidence of knowledge is an important criterion of scientific character. Justification of knowledge, bringing it into a single system has always been characteristic of science. There are different ways to justify scientific knowledge. To substantiate empirical knowledge in transport science, multiple checks, access to statistical data, etc. are used. When substantiating theoretical concepts, their consistency, compliance with empirical data, and the ability to describe and predict phenomena are checked.

The main methods of obtaining empirical knowledge in science are observation and experiment.

Observation is such a method of obtaining empirical knowledge, in which the main thing is not to make any changes in the studied reality during the study by the process of observation itself. In contrast to observation, within the framework of an experiment, the phenomenon under study is placed in special conditions. It is important to emphasize that empirical research cannot begin without a certain theoretical attitude. In the course of constructing a theory, scientists use various methods of theoretical thinking. In the course of a thought experiment, the theorist, as it were, plays out the possible behaviors of the idealized objects developed by him.

A mathematical experiment is a modern version of a thought experiment in which the possible consequences of varying conditions in a mathematical model are calculated on computers.

The methods and means used in different sciences are not the same. Differences in the methods and means used in different sciences are determined both by the specifics of subject areas and the level of development of science. However, in general, there is a constant interpenetration of methods and means of various sciences. The apparatus of mathematics is being used more and more widely.

Methods developed in one scientific area can be effectively applied in a completely different area. One of the sources of innovation in science is the transfer of methods and approaches from one scientific field to another. the question of the structure of scientific

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knowledge. It is necessary to distinguish three levels in it: empirical, theoretical, philosophical grounds.

At the empirical level of scientific knowledge, as a result of direct contact with reality, scientists receive knowledge about certain events, identify the properties of objects or processes of interest to them, fix relationships, and establish empirical patterns.

To clarify the specifics of theoretical knowledge, it is important to emphasize that the theory is built with a clear focus on explaining the objective reality of transport operation, describes directly real objects and is characterized by a very specific number of properties.

The theoretical level of scientific knowledge deals with the most abstract ideal objects and theories that describe a specific area of reality on the basis of fundamental theories.

The strength of a theory lies in the fact that it can develop, as it were, on its own, without direct contact with reality. Since in theory we are dealing with an intellectually controlled object, the theoretical object can, in principle, be described in any detail and obtain any far-reaching consequences from the initial ideas. If the original abstractions are true, then the consequences of them will be true.

The empirical and theoretical levels of scientific knowledge are organically linked. The theoretical level does not exist on its own, but is based on data from the empirical level. But it is essential that empirical knowledge is inseparable from theoretical ideas; it is necessarily immersed in a certain theoretical context.

In the history of science, there is a tendency to reduce all natural science knowledge to a single theory, to reduce it to a small number of initial fundamental principles. In the modern methodology of science, the fundamental unrealizability of such information is realized. It is connected with the fact that any scientific theory is fundamentally limited in its intensive and extensive development. A scientific theory is a system of certain abstractions, with the help of which the subordination of essential and non-essential properties of reality in a certain respect is revealed. Science must necessarily contain various systems of abstractions, which are not only not reducible to each other, but cut reality in different planes. This also applies to transport science.

Science is a system of human knowledge about the objective laws of the development of nature and society, and at the same time it is the activity of people.

In the course of the development of science, four trends are distinguished: in accumulation, in systematization, and in the use of acquired knowledge.

There are three stages in this process:

1. In the XVII-XVIII centuries. the main functions of science are generally considered: empirical (collection, description, establishment and systematization of facts) and theoretical (explanation,

generalization and forecasting of trends and patterns), and therefore, science explained only the nature of phenomena that have already found their application in light industry, and therefore science (if we can talk about science in this period) lagged behind the needs of the growing.

2. The emergence of specialized science, which begins to “catch up” with production, solving problems related to the implementation of existing needs in practice. There is a separation of science from the production labor of the light industry.

3. At the present stage, along with the empirical and theoretical functions, the functions of searching for and substantiating ways of practical use of scientific achievements in the light industry are being developed.

4. This trend is manifested in such factors as the growth of the capital-labor ratio of research workers, the automation of information, computing and design work, the increase in the share of materialized labor in the cost of light industry.

At the end of the 19th century, applied (industry) science, and then experimental design and design development, specialized, separated from institutions of a general scientific profile. Such a division of labor led to an increase in its productivity, a reduction in the period separating the promotion of a scientific idea from its implementation to the period of the creative life of one generation (15–30 years).

In the 1970s, implementation was singled out as an independent sphere of application of scientific work in the light industry, i.e. information service of production, technical assistance in installation, adjustment, operation and improvement of systems, consultation and retraining of personnel, transfer of experience. The costs of introducing scientific and technical achievements in the light industry are usually 8–10 times higher than the costs of science itself. In addition, the research itself becomes more complicated and becomes more expensive. At the same time, the period of their possible use in all types of light industry is sharply reduced, because the obsolescence of new technology and the revision of scientific concepts are reduced. Science ceases to be a free resource and turns into an unlimited but expensive resource.

This requires a transition in the light industry from extensive (due to the creation of new scientific institutions, growth in the number of personnel, involvement of resources from other industries) to intensive development of science.

Rapprochement of the sciences of nature (natural science) and society through their connecting link - the science of technology, including its organization (technology) in a broad sense.

It is at the junction of these two sciences that the most important discoveries occur, the use of which in the light industry can radically change the prevailing stereotypes.

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In the economic practice of the domestic light industry, the experience of countries that pursued a targeted innovation policy during the 20th century, which was under continuous state protectionism, was very little used. The spread of innovations was very insignificant and, as a result, led to the formation of prerequisites for reducing the incentives for scientific research and for an innovation crisis in the domestic light industry.

Science is among the young in the spectrum of technical sciences, and became its object only from the beginning of the 1930s.

Therefore, the theoretical foundations of technical sciences can be fully considered as the foundation of the light industry.

Considering the development of science in relation to research for the light industry, it is necessary, first of all, to analyze their specifics, associated with their pronounced operational orientation. When studying science in relation to other technical sciences, there are:

- the purely operational goals of the research being undertaken;
- operational issues (i.e. operational coloring of the subject of study under study);
- implementation of research and innovative proposals put forward based on their results in the field of activity of light industry enterprises.

Accordingly, science research for the light industry determines the operational goals, operational subjects and operational implementation of research in the light industry. When all three characteristic elements of the methodology of the completed study are of a pronounced operational color, they speak of the operational nature of the study, whether it is a commissioned research work or an exploratory study.

Therefore, we can only talk about the features of scientific research carried out for the light industry, which, in turn, are due to a combination of the expressed operational problems of the emerging socio-economic "order" for specific operational research and the unique nature of research objects for the light industry. This combination underlies the selection of research methods most suitable for light industry.

In operational research, a number of priority areas can be identified:

1. The study of light industry objects and their aspects that directly determine the results of transportation.
2. The study of changes in the operational properties and characteristics of light industry objects in the process and under the influence of their operation.
3. Research of management processes and functioning of technical and organizational facilities, the results of which are potentially realizable in the light industry and only as an exception - in industries that directly serve the light industry.

In the most general form, the specifics of the research methodology for the light industry can be determined by the following provisions:

1. The need to justify the relevance of the study (taking into account its capabilities to implement the expected results).
2. The focus of research on the study of a small sample of many of the same type.
3. The need to confirm the applicability of the results of the study to a set of the same type, differing in the spread of properties.
4. Obligation to prepare, based on the results of the study, an innovative project proposal applicable to the entire set of objects of the same type or its parts.
5. The need for an economic justification for the applicability of the project innovation proposal.

The uniqueness of the operational nature of the object of research in the light industry was predetermined by the combination of the production of these objects outside the operating industry under study, the mass operation of hundreds of thousands of the same type of objects, their multidimensionality and a significant spread of characteristics.

In the traditional sense, the methodology of science is the doctrine of the methods and procedures of scientific activity, as well as a section of the general theory of knowledge, in particular the theory of scientific knowledge (epistemology) and the philosophy of science. Moreover, the scientific method is understood as an ordered method of cognition, research, bringing the researcher closer to the truth. The system of operations, procedures, techniques, or their description for working with technical means or data, or for establishing facts, is called a technique.

In the applied sense, the methodology of science is a system (a complex of interdependent and interrelated set) of principles and approaches of research activity, on which the researcher (scientist) relies in the course of obtaining and developing knowledge within a particular natural science or technical discipline.

In this case, the methodology of sciences is considered precisely in the applied relation on the example of one of its branches - the methodology of the light industry.

The evolutionary development of the methodology and methods of science is based on tradition, which in turn serves as the foundation. However, it is not so much the methodology of science in its applied meaning that is undergoing development, but the understanding of its applications in the ever-emerging branches of technical sciences. The replenishment of ideas about the methodology of science and technical sciences, in particular, is an extremely slow process, in contrast to the replenishment of the amount of knowledge with the flow of new information that science provides.

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Today, the methodology of science is primarily aimed at solving such problems as:

- analysis of the structure of scientific theories and their functions;
- the concept of scientific law;
- procedures for testing, confirming and refuting scientific theories, laws and hypotheses;
- methods of scientific research;
- reconstruction of the development of scientific knowledge.

Despite the fact that methodological research is carried out on the basis of a wide variety of philosophical schools and trends, their results often do not depend on the philosophical orientation of the researcher and are of general value.

As you know, the same term "science" refers to the totality of knowledge, and the type of activity, and the very field of scientific activity. As a field of activity, science is usually divided into fundamental and applied. Technical sciences as a whole are referred to the field of applied science.

The amount of funding for civilian research in Russia as a share of GDP, and even more so in absolute terms, is less than 1% of the US figures.

The object of study of technical sciences are the created human technical objects, technologies and their properties

Technical objects are studied by technical sciences primarily in relation to their common fundamental aspects:

1. Purpose and effectiveness of the application.
2. structures or organizations.
3. functioning.
4. Management.
5. operational properties.
6. Dynamics of health, wear, performance properties as the resource develops and aging in operation.
7. Interactions with personnel and the environment.

Until the end of the 19th century, engineering and technical sciences were one and the same. The mass application of technology and industrialization led to the separation of technical sciences and the formation of engineering as a system of independent areas of activity in each of the areas of production in the light industry. Engineering in each of the industries has become massive. It is engineering that directs practical activity in the light industry. The authorities and the system of financing only regulate its balance by types of industries.

### Conclusion

The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions

of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of business leaders in the manufacture of demanded and competitive products

The authors outline the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of products, providing them with demand, attractiveness and pretentiousness in order to create prerequisites for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers provide demand for products based on the assortment policy with social protection of the interests of consumers, guaranteeing them a stable financial position, a price niche and an efficient cash flow policy, creating stable technical and economic indicators for enterprises.

The desire of researchers to draw the attention of federal, regional and municipal branches of government to the revision of the concept of the road map and the strategy for the development of light industry in Russia until 2025, approved by the government, is justified. Unfortunately, it does not contain the main thing - the role and significance of participation in its implementation by the authorities at all levels, without whose support both the road map and the strategy for the development of light industry are only intentions and nothing more. The absence of promises and responsible ones deprived them of being binding on these very branches of power, and without their interested participation, it is simply impossible to achieve the declared results. Another weighty doubt about its performance is not to have a significant impact on the restoration of light industry enterprises in the regions and municipalities as city-forming.

The implementation of all the proposed measures presupposes the active participation of these same branches of government, but especially regional and municipal ones, in order to create new jobs in small and medium-sized towns and guarantee their population all social conditions for a decent life, providing them with funding, including work. preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena. And the appearance on the demand markets of demanded products with a price niche acceptable for most consumers in these regions will reduce the migration of the population from these regions precisely by financing all socially significant institutions.

Forming import substitution, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products in demand, especially for children and socially vulnerable groups

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of the population of these regions, they - these same authorities - will directly implement their own promises to voters. and create confidence among the

population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

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