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### SECTION 33. Advertising technologies. Creative. Innovations.

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## ON THE FEASIBILITY OF THE FORMATION OF CULTURE COLLECTIVES OF ENTERPRISES FOR EFFECTIVE RESULTS MAKING DIGITAL PRODUCTION OF IMPORT-SUBSTITUTING PRODUCTS FOR CONSUMERS IN THE REGIONS OF SFD AND NCFD (message 1)

**Abstract:** Production management, including standardization, should be carefully prepared with maximum reliance on the reserves of professional culture of specialists, but the dynamics of running production management is desirable to entrust the technical programs and tools. So everything will be more reliable. But technical management has its weaknesses. Among them: a high level of energy dependence, computer security is not absolute, the requirements for personal abilities of specialists in terms of personal and team responsibility increased, sometimes up to exclusive. Problems in production, as a rule, create people, but it is in the absence of qualified specialists there are the most serious problems. Technical standardized management is not a panacea. The authors formulated the rules of standardization. Basic, in their opinion, their two. First, standardization should be carried out in three directions, linking them into a complex - to determine the standard of the product within its functional purpose, taking into account a broad understanding of the safety of use; to regulate the production process and to form a consumer attitude to the product. standardization. Without proper consumer interest in the product, the product will not be in demand on the scale necessary for its sustainable production. Second, standardization of production is carried out on the basis of conceptual understanding of its position in the system of specific historical conditions, as it is due to the quality of the stage of economic development. No matter how it is perceived by the consciousness, it is necessary to put up with it. Third, the product must be in demand not exclusively, but on a mass scale, otherwise the production will cease to be mass, will waste its quality. The authors considered that the range of products of mass demand in the USSR was not great, but the quality of consumer goods satisfied and allowed the

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manufacturer to solve its problems. Departure from the standards of production developed in the USSR allowed to expand significantly the range of goods, at the cost of quality loss. Increasingly, in stores and advertising there are Soviet brands that were not in the USSR them, as ordinary products. Apart from the fact that digital production is built on the basis of physical impact on the object and requires a standardized re-quality. History known as the history of quality management, essentially there is a history of standardization of production, concretization of quality into sample production.

**Key words:** production management, technical management, standardization, digital production, identified and production management, consumer, commodity, assortment, quality, economic development.

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### Introduction

The need to tighten responsibility for the quality of imported products is confirmed by the results of the inspection of this very quality by specialists of Roskoshestvo. In their opinion, the quality of products does not depend on their price, it is necessary only in their production to strictly comply with the requirements of state Standards and technical regulations, increasing the level of responsibility of heads of enterprises for the results of their work and the level of individual responsibility of performers employed in the workplace in the digital production of

The most effective is the use of statistical methods of quality control using the Pareto diagram at the enterprises of the regions of the southern Federal district and the southern Federal district are presented below in the form of research results

### Main part.

The history of the market was formed as a relationship between the two movements. One of them caused the spread of the market, the other - its development. Both acted in the General direction – gave stability to the market, providing through stability of the market progress of production. The growth of the market was a consequence of the division of labor and increase in its productivity, which led to a decrease in cost, prices and opened up the availability of goods to consumers. Development of the market went at the expense of quality of goods and eventually found the continuation in policy of management of quality of production through improvement of the organization and standardization[1]

After saving capitalism, economic science abandoned its political function, reduced the methodological and ontological base, trying to get out by activating the mathematical apparatus, the fundamental concepts supporting scientific knowledge, were in the economic archive.

The modern history of economic science began in the minds of well-known philosophers. Classical political economy was developed not so much by economists as by philosophers: Sismondi, Smith,

Ricardo, Hume, Marx, mill. They adhered to different philosophical concepts, but were United in the understanding that the birth of science, the quality of scientific knowledge is primarily due to the methodology – General scientific and specific to each science because of its ontological originality.

The rejection of the political component in economic theory is explained by the need to achieve true freedom in knowledge, the independence of scientific thinking. The truth is that through political analysis, and only in this way, it is possible to give a system-historical character to economic analysis. History shows that social progress was carried out on an economic basis, due to the natural change of production methods.

When it came to the bourgeois way to replace the feudal, constantly the current market to change seasonal fairs, making them their private form, freedom fighters together began to praise democracy, to prove the historical legitimacy of the arrival of a new economic, social and political order. Now about natural process of change of economic orders amicably became silent. On the contrary, attempts are made to turn the historicism of development back into the past, presenting the recognition of its truth as limited in time, valid only until the period of formation of capitalism. The reserves of capitalism are sufficient to overcome the time limits.

In order to perpetuate capitalism, it was divided on a private basis – the industrial form of production. History under capitalism is part of the post-industrial formation, which will remain forever, and all other manipulations with its definitions will not go beyond the post-industrial stage of history, as you should not call it - Technotronic society, information, welfare, digital.

We specifically focused on the analysis of bourgeois philosophical thought, designed to identify the history of the future with the history of bourgeois society, to reveal the nature of the substitution of the methodology of economic analysis by statistical probability calculations, economic science by financial analysis, and to show what this substitution leads to. Private scientific methodology is the most

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important component of scientific knowledge and creativity, but its importance is revealed in the more General context developed by epistemology. Scientific and technical creativity is subordinated to the system of philosophical knowledge and design. It is the concretization of the ascent of knowledge from the abstract to the concrete, the process of filling the movement of thought with content that reflects the subject feature of scientific and engineering thinking. Such thinking is connected with the concept of quality.[1]

Development of production, improvement of the market, organization of distribution and disposal – all this is subject to the solution of the quality problem. Entering the world market in 1970-80 years and trying to win back a worthy place for the next ascent, Japanese scientists and engineers relied on the total – system – value of quality. They considered quality as a system of the most essential properties of production, requiring the mobilization of the national potential of spirituality: education, education, citizenship, concentration of scientific and engineering thought. Quality has become a symbol of Japan's return to the community of world powers. The Japanese did not look for symbols among historical figures, monuments, nature, achievements of creativity, they were not tormented by the search for a national idea. They closed the future on quality and won, within one - one and a half decades having wrung out at Americans the most technologically difficult sectors of the market, - automobile, electronic and, partly, textile. Japanese managers understood quality in two aspects: first, as the quality of production of goods, and secondly, as the qualitative organization of their implementation, including functional support of durable goods. In Japan, in pursuit of competitors, the end of the two thousand years was associated with the national movement for the quality of everything created in the country.

Having correctly understood that quality is the last technical problem, so we should start with the philosophy of quality, moving progressively to the scientific development of the concept of quality, then to its technical expression and, further, to the quality of consumption and utilization of quality goods, Japanese experts won the competition from the world's giants. Standardization and technical regulation in Japan was defined not instead and not next to quality, but after quality as products of the development of the doctrine of the quality of production and the importance of a quality economy for improving the structure of national consumption and achieving the authority of Japanese producers in the world.

"Quality", as well as "quantity", "measure", are universal philosophical categories for the characteristic of the subject world, its knowledge by science and transformation in practice of industrial, scientific – technical and social creativity. All other

concepts used are derived from the understanding of the above categories, which is developed in philosophy. It is not correct to identify them with the original concepts or to present them as equivalent. They are the product of their specification, so all derived concepts must meet some requirements. The main two: to be developed in the context of philosophical doctrine and to be particular-subject-specific – in relation to the basic concepts. Derived from the philosophical categories of special concepts such as "standard", "regulations", "technical measure", "terms of reference", etc., it is appropriate as a necessary simplification of universal concepts, "binding" to the practical specifics. Their crucial importance for the organization of production policy should not be questioned. In terms of solving problems directly in the workplace, they are the most effective tools. This, in particular, is taught by domestic experience – successful and not very – import substitution. However, one should always keep in mind the requirement of a systematic approach: particular problems are successfully solved in the light of the General context. It is not necessary to hope for the General as for God, it is impossible and to substitute the General private experience. Biblical texts look significant. They are written mainly not as an edification and indication of the only solution, but as information for reflection in a certain direction. The standard should be the quality standard.[2]

In the East there is a popular saying: "how Many do not hide donkey ears, they still get out.» Her excellent sense characterizes the economic science. All efforts to separate economic theory from politics and to replace political economy with "pure" economic theory are aimed at the simple-minded man in the street, satisfied with his achievements and confident in his future. Scientists economists, acting on conviction or according to political trends, are concerned about one thing – happy with their recommendations over time become less and more critical attitude is growing. In economic theory, there is nothing non-political, there is only something indirectly related to politics and openly serving politics. Even the course of economic thought is built in the political trend.

Take, for example, such an urgent and seemingly completely neutral problem as quality management. Everyone is interested in its optimal solution, with one invariant amendment – everyone pulls the "blanket over", hoping to get the maximum. Therefore, in the foreseeable future, the problem will remain, and its relevance will only increase with the availability of quality products. As a product, all the real forces involved in production are concentrated, it was and will be a "bone of contention", as well as that new, promised by economists, "civilization of quality". The most impressive thing is that it is unfair to accuse political regulators of the current situation, unless, of course, they act with an obvious steady shift in

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someone's direction, that is, unprofessional. The purpose of production – a product that makes a profit. Without profit, scientists and politicians teach, production cannot be sustainable, developing reproduction. And it really is. Only those who teach and rule, with varying degrees of skill mask the quantitative certainty of quality. As a rule, qualitative certainty is obtained in the values of a given range of quantities. And here the measure is already beginning to work. Knowledge of measure, a sense of measure – the most important condition for effective management. Within the measure there is also a certain freedom of variation, that is, the possibility of a certain expenditure of interests depending on the financial contribution.

Technical regulation, Cooling, GOST, ISO and all born of the desire to take control of the quality of goods other systems, already its diversity raise questions. The effect is designed for the action of the name, it is intended to cause respect, especially when the name has the authority of the industry, the state, international organizations of specialists concerned about the interests of consumers. The history of improvement of methods of production quality control is analyzed and advertised.

Unfortunately, behind the well-designed facade of the quality control policy hides some excellent content, due to the priority of political interests. When, during the frequent crises of different etiologies and stagnations that accompany the exit from crises, the rich invariably become richer, and the poor – poorer, the middle class, which is a social support, is reduced, involuntarily born doubts about the sincerity of economic promises and distrust of plans aimed at changing the situation in the economy for the better.

It is not modern to speak of the class nature of economic policy in a bad tone. The modern history is the era of social partnership, globalization, which requires mutual understanding. The world is tired of wars, revolutions, violence. Humanity is worthy of a way of life that corresponds to its reasonable status and the social orientation that have been formed historically. We should not underestimate the psychological need for a better life and the hope of being a part of it not once, but in the real future. Psychological mood is able to reduce the criticality of the mental reaction, block the analytical approach. How much objective information in advertising products? The question is clearly rhetorical. The business will be successful if the interests of the success of the business will be under the fifth margin. So it was at the dawn of capitalism and so it will be until the position of business in society and its reflection in the public consciousness will not change.

Marx put forward and justified the idea of the basic status of the economy in social progress. Then everything was as always: Marx left not his brains, but only an idea, a thought in a more or less systematic presentation. He would have had time to add to the

four volumes of "Capital" as much, still nothing has changed in essence. Each person has his own thinking head. The recognition of the right of Karl Marx in the analysis of capitalism and the understanding of capitalism, as it was the Marx – two very different things.

The most serious mistake that his ideological and closest friend F. Engels noted to whom the world is obliged to decipher drafts and texts of "Capital", their preparation for the edition, consists in so-called "economic materialism". This looks simplified in the absolutization of the importance of the economic factor in social development. Society does not build its structure freely, guided by the needs and in accordance with the abstract meaning. Real social creativity is conditioned by economic opportunities, which means that the reality of social reforms is of a concrete historical character.

You can dream about anything and how you want, but only those plans have a chance to come true, which are able to withstand the economic base. However, we are not talking about a rigid and single-version program of social transformations. There is a historical backlash in development and the possibility of one of the social dominants - the social orientation of sustainable development (1) and the rate of economic development, coupled with a focus on maximizing profits, ostensibly necessary to reserve the acceleration in subsequent social progress. Marx wrote about the economic basis, not the economic Foundation. The economic basis, unlike the economic Foundation, is mobile and its mobility can be used. Question: in whose interests?

99.9 percent of the time of its existence, mankind did not think about any socially significant systems of quality control of goods. There were no goods themselves, production and consumption were connected within the boundaries of a common subject. Ate, dressed, shod what he did. Quality control had an ideal form, focused on the producer who had a maximum scale of a family. During this time, there were decisive events in the fate of man: the ascent to the top of homo sapiens; proof of viability in the process of natural selection; the creation of a cultural environment and cultural self-development; sustainable social progress.

Human history can be compared to weaving. It the same two combined form the warp and weft. Basis - designing, ducks – resistance movement forward. Only knowing the history of mankind as a complex and contradictory process, a single person can become an optimist. Our trouble, like donkey ears, got out in the 1990s and, partly, in the following decades. The essence of it is that we snatch from the history of individual periods and take them to judge everything. To judge history is not given to anyone, it is reasonable to draw historical lessons from history in the form of "information for reflection".

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Progress in agricultural production was due to the knowledge and improvement of technical means. The success of the use of technology in the processing of agricultural products, increasing the need for construction, transport, arrangement of culture of life stimulated artisan activity. Someone could work perfectly on their own, as H. Huygens, designed the pendulum clock, due to the fact that he was both a great mechanic and an outstanding mathematician. In the Renaissance, there were many single masters and they moved the technical side of production progress, based on scientific knowledge. However, they could not move production, they needed those who with intelligence and production wit turned unique things into a series.

The objective regularity of the development of production split the Creator and the master, raising the question of quality assurance of reproduction of products. There is a version of the conversation between Huygens and the king of France, to whom he gave the constructed watch. The king asked the learned mechanic, "how Long will he enjoy the gift and how accurate will the clock be?". Huygens replied: "This watch will serve Your successors." What kind of public quality control could be judged if there was a professional reputation at stake. The mark of the wizard meant at the level to be master or not to be. The quality was identical to the case, and wizards have invested in this product all the best that I could.

The problem of product quality and the need for consumers to control the quality of products began to appear at the end of the late middle ages, closer to the XII-XIII centuries. The number of masters has grown, and with the increase in the mass of commodity products actualized and the difference between the masters. A person is unique in everything – in feelings, skills, needs, interests, attitude to mentality. Human differences are reflected in activities and products. In addition, the increase in production, due to the formation of a sustainable market with transnational, transregional elements, assumed the importance of comparing products. The development of common mandatory requirements for manufacturers was required. In turn, manufacturers have realized the benefits of combined actions.

In the most economically developed countries of Western Europe – Italy, France, England, Germany in the XII century there were associations of artisans by profession – shops. The shops operated mainly where there was demand for their products - in cities, some of which had state status. Everyone was comfortable. Some had the opportunity to learn from experience, to bring their work to perfection, others received control over the activities of organizations producing goods, others - certain guarantees that they will acquire a quality product. Shops quickly bred and strengthened the position, both in the market, and in society.

In most European cities there were shops of blacksmiths, armourers, weavers, cloth makers,

bakers, carpenters. Later they were joined by shop organizations of brewers, winemakers, manufacturers of leather goods. Each shop must have been a Charter, consistent with the authorities of the city logo, seal, office. In the statutes to prescribe the conditions of service of masters, journeymen, quality requirements of raw materials, production technology, conditions of procurement of raw materials, marketing of products, and even the conditions of discipleship. In fact, it is from the organization of shops that the time of public control over the quality of production of public consumption goods can be counted.

The transformation of seasonal fairs into sustainable markets has led to increased demand, demand has led to the rise and diversification of supply. The increase in the number of manufacturers required more control over the quality of goods. Local authorities have taken control of a number of key parameters of the shop activity, following the local authorities included the state. Until GOST History is not ripe, and the Skeleton history, we can say, began with the statutes of the shops. Technical regulation started with the organization of shop production, and at that time it was really effective, as it coincided with the main interests of all market participants, including self-government. Shop order was the best guarantee of quality, so self-control then could count. Employees watched each other and each of them began with himself, realizing the high price of violation of the rules of work defined by the Charter.

Of course the knowledge of the Late middle Ages, Renaissance and Modern times, which replaced the Revival is difficult to compare with the achievements of XX and XXI centuries. In those times, the birth of modern scientific knowledge began, scientific knowledge was intertwined with religious dogmas, myths, ordinary knowledge of "common sense". In the statutory canons of the shops reflected the originality of the time, the dominant worldview, they were, as we believe now, imperfect. At the same time, they were not pressed by the specifics of capitalism of the developed period, sharpened by margin at any cost. They were attended by the sincere desire of the manufacturer, the regulator to ensure the legitimate rights of the consumer to a quality product at its real price. The consumer was protected from the arbitrariness of the manufacturer to the extent possible - cognitive, technological, hygienic, aesthetic. And in this regard, the market relations were dominated by objectivity. Apparently even then there were some attempts to cheat, but they only confirmed the assessment of the ability to control quality by determining the technical and technological regulations.

The history of standardization was a continuation of the policy of regulation of shop activities. The initial technical regulation was quite consistent with the level of development of economic institutions. The workshops were organized in

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associations, not in order to standardize the production and produce the same item. Standardization of goods was carried out with an eye to the quality of the product. The basis of production was still "secrets of the company", "know-how", developed in the depths of family stories, carefully protected technological recipes.

In Western Europe, the Guild organization of production activity has long sunk into oblivion, and popular products of mass demand, in particular, beer, wine, tobacco, certain types of shoes, clothes, some fruits, vegetables retain the seal of those Guild times. Consumers prefer them, despite the market expanse of offers.

Market masquerade could surprise us, the Russians, at the end of the XX century, when the country flooded consumer goods from the West and the East, carried everything that was not in demand on the ground. Who then remembered the quality and tools of quality control, and if he thought, he would have knocked out the memory along with the brains of frisky reformers. During the period of "shock therapy" it is proportionate to think not about the quality - about how to survive with the hope that then will live better. Indigenous Europeans react poorly to the diversity of goods, most of them conservatives brought up by traditional family preferences. Conservatism has a healthy beginning, conservatives do not put themselves at risk of temptations by innovations. They believe in experience and experience justifies their choice due to the time-tested quality of the goods. Naturally, being a conservative is not cheap, but European conservatives are also not from the poor part of society.

We are no longer interested in the moral side of the matter, but in the organizational side, in particular, the question of the possibilities and limits of standards in the regulation of production. Thinking and aware of the measure of their own responsibility for the invented experts understand that standardization, no matter how perfect it is, will remain conditional, expressing the objective and subjective circumstances of the action – specifically -historical reality. Standardization – a systemic phenomenon itself and at the same time it is an integral part of the overall political and economic system. It necessarily has a systemic conditionality, both internal and external. It is naive to believe that standardization is developed for the benefit of all equally. First, all those who have sufficient financial resources for freedom of choice do not need standardization for most of the necessary goods. They are in direct contact with trusted manufacturers. Secondly, standards have long been determined not by producers, which does not mean objectivity, as we want to convince.

The most democratic government and the most impartial organizations authorized to draft standards are not as objective as they may seem. The policy will lose its effectiveness if it refuses to participate in such

a case without its own interest. Politics is driven by the economy and serves the economy.

In the systems of standards, the objectivity of the calculation bases is determined by the minimum values. Otherwise, production will SAG and there will be a crisis, or prices in the market will exceed so real purchasing opportunities, due to the increase in costs from producers that the market will freeze.

In the domestic luxury shopping fabulous wealth of variety not because of the whims of a gourmand. The reason here is the opposite – the low level of effective demand of the mass buyer. By and large with their purse to choose from nothing. Set mass range while the buyer does not require. At the time, refer to the standard sets of goods produced by the minimum standards to be cheaper. Sanpins are a wonderful thing, but they are due not only to the danger of excess health. They contain the time of action, socio-cultural, economic and political factors. Let the one who does not believe it, promonitorit sanpiny, compare and see the results.

The high values of subjectivity in the definition of standards can be judged by the standardization of time. "Standard time" is the official local time for a country or region. A region can be part of a country and, conversely, a number of countries can form a common region. There is one invariant feature in the standard time definition: it must be the same for all points on the same Meridian. Local mean solar time depends upon longitude; it grows on the East degrees each for 4 minutes. The earth is conventionally divided into 24 standard time zones, each of which is equal to  $\approx 15^\circ$  longitude. It is here that the administrative initiative of the local authorities is manifested. The boundaries of the zones are determined by them and in many cases significantly deviates from the normative  $15^\circ$ , which should not be qualified as arbitrariness. These costs are associated with administrative division, production activities. Time in different (adjacent) zones differ by 1 hour, minutes and seconds do not change.

Standardization is associated with limitations, so personal and public perception of standards are superimposed on the ideological background, which is very important for the functioning of standards. Worldview, dominant in historical time is different. It can be "black soil", fertile soil – stick a branch and do not doubt - will take root, but the worldview can slow down when, rolled out under the absolutization of freedoms by liberals, forms a militant attitude to any kind of restrictions.

The easiest way to implement the standards in practice was in the Middle ages. Mythology and religion are reflected in various taboos. To restrictions medieval consciousness was calm, with an understanding of the need. In the Statutory standards of craft shops restrictions were introduced not so much to simplify the technology, to make production more technological, but in order to preserve the

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developed concept of production, preserve it and facilitate continuity in the development of production.

The shop was primarily interested in the quality of its goods. The regulator tried to manufacture was not brought innovations capable of under different pretext to worsen the result. This became particularly relevant with the growth of production and division of labor. Increased productivity often threatened the quality of the goods. The negative scenario in the development of production restrained the tradition of shop activities. The history of the shop emphasized its social and economic situation. Zech – "Association, company". At the beginning of the shop was represented by class associations, emphasizing the special position in society of persons belonging to the shop. The development of the middle Ages was expressed in the change of the social status of the shop. The shop was historically concretized and appeared already by the Union of handicraftsmen of the General specialty.

We have a common simplified view of the shops. In fact, due to their social origin, shop masters were, as a rule, culturally formed individuals who possess related knowledge and skills. The conditions of the shop organization required a high level of creativity. It was not easy to become a member of the shop Association. For example, the painters were included in the shop of doctors and pharmacists as Junior members, because they used paints, which were prepared as medicines in pharmacies. Sculptors worked in the General shop with masons, masons with carpenters. Under the terms of the Charter, which standardized relations, the master could be a member of only one shop, but most of the masters sought to master different crafts. The owner of a large workshop Florentine L. Ghiberti, who carried out orders for bronze, hammered and jewelry works, was a sculptor, jeweler, caster, draughtsman and painter. In his Bottega (workshop) trained outstanding representatives of the Italian Renaissance: Donatello, Michelozzo, Uccello, filarete, Finiguerra. To obtain the title of master, apprentices had at the end of training to perform their own work on the approved model. The fact that the title of the work for the title of master was a "masterpiece" can be judged on the qualification of the performer.

To standardize shop production, on the one hand, was not easy, as it was a question of high performing skills and traditions, established on the basis of respect for the cause, which you serve. On the other hand, - it is easy, because the standards produced shop workers, random people in the shop could not be - did not allow the organization.

In the depths of standardization of shop production, two trends have developed: the first - deepening, tightening the requirements for the organization of production and quality of goods; the second - expanding the requirements, which eventually led to a change in the shop organization of

production to large-scale production of commodity products. In place of the shops came factory. The main reasons for the decline of the Guild organization of production and the change of shops in the manufactory should be sought in politics and Economics. In the XVI and XVII centuries in Europe intensified centripetal processes, formed in the modern form of the main state, concentrated wealth. Together with the growing capital needs of those in power.

Huge revenues were given to the colonies, from them came unique materials for construction and decoration. Luxury has become a symbol of power. Workshops guaranteed the highest quality and in turn did not require much effort and money to control the quality of work. However, in the new scale of the quantity of goods, the desire to have everything as quickly as possible, the shops clearly lost. In the organization of economic activity it is time to modernize.

The manufactory, from the technical and technological points of view, did not differ significantly from the shops, but the quantity is associated with a change in quality – this is the law of development. Quantity in itself, of course, does not pass into quality, it creates by increasing or decreasing the conditions in which the existing quality loses its qualitative status. To maintain the quality characteristics of the goods need additional measures.

The size of the shops, despite the diversity of the work performed were limited. And only at those scales that they satisfy the demand. However, such a clear increase in demand, as it happened at the beginning of the New time, the shops could not provide. At the same time, at the end of XVI – beginning of XVII centuries the technical prerequisites of the Industrial revolution have not yet developed. The most painful question remained about the energy source of production work. The sun's energy to use, basically, could not, the force of the wind and water did not differ in reliability. It was impossible to order wind, water, especially in Central and Northern Europe, froze. The interest of science and technology in the energy of steam, emerging long before the New time, has not yet promised the required results.:[3-4]

The manufacture was required to provide the required range of products as quickly as possible without technical and technological re-equipment. It is not surprising that the formation of manufactories not only took place on the basis of shop production, but also with the preservation of mainly the previous working conditions. Perhaps someone understood the auxiliary role of the manufactory, its historical futility, only such an understanding of the real history did not help much. When society does not have a fundamental recipe for solving the problem, it is always looking for reserves in what is already there, trying to stay in motion until the time in which the desired solution will be found.

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Manufactories appeared as the new scale of the old shops. The shop ceased to be quantitatively – on performers, technical and technological equipment, quantity of the made production – the necessary manufacturing institutions, the internal mechanisms of the organization of qualitative activity inherent in it lost the force. Shops have exhausted their quality reserves, focused on limited demand for goods. Manufactories, of course, maintained the quality due to the achievements of the shop practice, but the increase in the production of goods inevitably reduced the quality of the product.

The solution to the problem came: to divide the quality into ranks. It was a kind of knight's move. Privileged customers could count on high quality, the rest got quality products worse. And here the need for intervention in the Affairs of the manufactories of the external regulator was actualized. It is time to standardize the new order. The standardization function has evolved.

Public standardization duplicated the main internal, inscribed in the shop statutes. The manufacturing form of production has outgrown the potential of self-regulation and caused the need for intervention in quality control from outside the production is not formal, but in fact. Workshops regulated production cycles, established rules of production, work schedule, distributed orders, controlling the quality of products. Manufactories, in terms of production, could not rely on the internal system of the organization.

Large manufactories originated in the South of Europe, first in Italy, then in France. They arose on the initiative of the Ducal courts, located in the same places in the neighborhood. Basically, the manufactory produced expensive products: tapestries, furniture, utensils, jewelry. The products of the manufactories were mostly akin to works of art. An illustration of this can be the first European furniture manufacturer at Vaux-Le Vicomte (1658g.) and in Paris (1662r.), serving the needs of the Bourbons. At the junction of XVII-XVIII centuries they were added trellis, bronze, phasis manufactories. In 1710. In Meissen built a manufactory that produced the famous Meissen porcelain. The absence of machines and conveyors at the manufactories made the quantity and quality of products dependent on the quality and quantity of manual labor.

As for quality, to bring together in one place a shop of skilled craftsmen the big work does not make. It was harder with the quantity. Such masters are not enough, and orders had to perform. The order of shop preparation of masters was broken. As a result, it was necessary to increase the control function on the part of public institutions, taking into account the highest state status of customers. The quality had to match their position.

The shops and factories had a common essence, and distinguished their scale of its expression in the

phenomenon. In workshops and manufactories were created by the masters; the work was mostly manual, mechanisms provided manual labor; the perpetrator knew the fate of his product, and it is hardly frustrated. Production of shops and manufactories decorated the best buildings and their interiors, causing constant public delight. The time of the manifestation of alienation in the work of the individual artist has not yet arrived, although the process of alienation with the growth of production was. To make the essence of alienation obvious, it was necessary to realize the division of labor within production at the microeconomic level. Manual labor was becoming obsolete under the technical onslaught. Along with this, the attitude of the master to work changed.

"Mastery", like any concept, evolves. In the workshop, the master created a masterpiece, a unique work and understood that he objectifies his feelings, thoughts and skills in it. In the factory the relation of master and products were varied. They kept the creativity, but it is with the expansion of manufactories, appeared to be depending on the number of products. The number of pressed quality, reduced interest in the work. Creativity turned out to be subordinate to the plans of production. The responsibility of the artist, the Creator retreated from the previous dominant positions.

The initial idea of standardization was formed at the time of the latent form of manifestation of the phenomenon of alienation in the work of creative abilities of the performer of works. The art of the master still remained, on feelings, free, and continuity of creative work removed contradictions of production. The master alienated the product, but among the feelings accompanying the alienation there was no sense of social injustice. The product was created for consumption by others, for which the master received a reward, part of which was the opportunity to continue to reveal their creative potential, working in the shop or at the manufactory.

The standards were designed not to unify the product, its parts, production conditions, technological structure. Their goal was to preserve the achieved creative results. In the standards of the period of shop and manufacture organization of production coincided interests of producers, consumers and regulators, resulting in the effectiveness of their actions and minor maintenance costs.

Authoritative reference books omit the presented part of the history of standardization, apparently believing that it is not related to standardization. Such an interpretation can be accepted only on condition of a return to the Aristotelian approach to concepts. After Hegel justified the historicism of concepts, such a retreat seems to be a very unfortunate step in the past. In art theory, the "standard" is identified with the "stereotype" - a form that is repeated without changes, independent of conditions (eng. standard –



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"accepted", "approved"). "Stereotype," writes V. Vlasov, - an artificial entity, so it is different from both of the archetype, and creative thinking.[IX; C 246]. Limiting creative participation in production, the Statutes of shops and factories did not encroach on creativity as a creative force. The regulation was protecting the quality of the products, which conform to the model. The problem samples the standards were decided organically. In those areas where the required improvement has been recognized as high-quality products, allowed the development of new standards.

The organizers were forced to spin in the truest sense of the word in search of a rational solution to the contradiction between conservatism in production and the need to move on. The brewers conservatism was more, the masters, manufactures shoes, harness, saddle - less. As not slowly had life in the middle Ages, the movement was, and with him was changing. There are new materials that have varied tastes. All significant changes in public moods and views had to be monitored and reflected in the products of production.

The fact that, until the eighteenth century, the content of the concepts of "standard", "standardization", put a slightly different idea is not sufficient reason to make an audit aimed at denying the relevant policy. Standardization has its roots in the Medieval period, by the time the history of mobile artels of masters ended. The farm has acquired a fixed look, was enlarged and transformed in the end into the shops. The workshops strengthened the position of the creative component of the production of products on the commodity market and thus necessitated the control of creativity, so that the desire for a new one does not harm the traditions of quality production. [12]

Genius and control are not compatible, but the shops, as well as the manufacture were forms of relatively mass production, for which the stability of the range and quality of goods are particularly important. Workshops and factories were part of public life and in this status demanded control over their activities. Control, taking into account the specifics of the shop and manufactory production. The craftsmanship of care is not particularly needed. Folk wisdom says: "to teach the master, only to harm the cause," but in the production of approved samples requires a strict order, which was subordinated to the standard approach. The received certificate, whether it is good to act in accordance with the regulations. Standardization was more like regulation, but it was not something that did not fit into the understanding of the essence of standardization.

We have a classical demonstration, on the one hand, of the connection of the essence with the phenomenon, on the other - a misunderstanding of the historicity of the phenomena of social development. "... Nowhere: neither in heaven, nor on earth, nor in the spiritual world, nor in the world of nature, there is

that abstract 'or ' or' which is affirmed by reason, Hegel explained. All anywhere existing is some specific and therefore in itself a kind of different and opposite. The finiteness of things is that their immediate existence does not correspond to what they are in themselves[3].

Thinking homo sapiens has two types – rational and reasonable. The division was introduced by Hegel in his characteristic linguistic manner. F. Engels translated Hegel's thoughts and expressed them in a language understandable to non-philosophists who prefer to choose and use thinking simpler and more practical, referring to "common sense", which serves as a Navigator in knowledge. "Common human reason," wrote Engels, a very respectable companion within the four walls of his household, experiences the most amazing adventures, as soon as he dares to go out into the wide expanse of research. Metaphysical – common sense – way of understanding, although it is legitimate and even necessary in certain areas, more or less extensive, depending on the nature of the subject, sooner or later reaches every time the limit beyond which it becomes unilateral, limited, abstract and wrapped in insoluble contradictions, because for individual things he does not see their mutual connection, for their existence – their origin and disappearance..."[4].

To make our reflection clear, let's refer to another authoritative source – encyclopedia "Britannica": "Standardization, in industry, development and application of standards that make it possible to produce a large number of interchangeable parts. Standardization may focus on design standards, such as a property of the materials, their conformity and tolerances requirements of drawings or product standards that detail to paint properties of the produced items and are embodied in the formulas, descriptions, images or patterns..."[Britannica. Table illustrated encyclopedia. Per. with English. in 2 volumes, TII M.: "Astrel publishing House",2008.-2325s; c1816]. We turned to Britannice, because its materials are actively used by other information publications.

The author of the article in Britannice summarizes the understanding of standardization in our time. Britannica with the reissue of modernizarea. Without much mental effort, we can isolate the main considerations: the essence and purpose of standardization. We have already written about the essence of standardization, that is, its social significance. Standards and control over their observance are the most important conditions for the socialization of production. Production exists as a way to meet social needs. The function of the state, no matter how liberal economists clamored for the absolute freedom of producers from political control, has always been to stimulate production, to act not only in their own interests.

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The class character of power does not mean that it openly and directly protects the interests of the ruling class in the economy. Democracy is a historically polished mechanism of political activity of the state, creating the impression of its neutrality. Politics is the art of lobbying certain economic interests. Standardization is one of the technologies of such policy. The British are the founders of modern European democracy. They have long mastered the technology of political participation in public life. Introducing standardization with pure production side, the British experts obviously disingenuous. All that can be learned by reading an article from Britannici, however, there is no guile. It is behind text, it is simply not included, or considered unnecessary, or inappropriate.

"Standard" - the basic concept of standardization, the concept is not so much technical and technological order as political economy. Abandoning political economy, replacing the political economy of macro and microeconomics, rolled down to economic, you should try as little as possible to remember the history of economic theory, its philosophical roots. A. Smith, D. Hume, J. - Sh. Sismondi, K. Marx, K-A. Saint-Simon, G. Spencer, J. St. Mill, economic theory has been developed in a broad socio-political and historical context. Before becoming a technical and technological concept, the concept of "standard" was designed to regulate a certain level of quality of the goods. And then it was present technical characteristics, but they had an auxiliary value. Without historical analysis, it is hopeless to understand the essence of the basic categories.

Tools for managing economic phenomena, depending on their scale and subject certainty, may be within the limits of economic and production competence, or have a socio - economic scale of action. The second option requires analyzing them within the boundaries of social development, as a factor of social progress.

Standardization belongs from the beginning to the second type of management.

Moreover, it was in the original time of its social purpose was especially

it was noticeable and manifested both casually and universally. Beer brewing standards,

production of wines, household items, clothes, shoes were designed for public consumption, were a kind of protection of the interests of the General population. Furniture production, jewelry, was mainly addressed to the upper class. In both cases, we see the participation of the state and municipal authorities in protecting the interests of consumers by forcing producers to perform work qualitatively. The standard was taken as a criterion of quality. At the same time, in the initial standardization it is easy to distinguish the absence of petty care of producers, which is explained not by the sentimental approach of the

regulator, but by the quality of skill and professional responsibility of producers. Recall that even in the factories production has not yet reached the level of mass action.

The essence of standardization was determined from the very beginning of its history - to develop a mechanism to neutralize the opposition of the interests of the manufacturer and the consumer. Spontaneously there was a search of tools of repayment of the increasing process of alienation of the person in work. Hegel is right in asserting that essence is abstract and manifests itself in experience not by itself, but through phenomena conditioned by a concrete historical environment. In the period of origin standardization directly focused on the qualitative certainty of the result of labor - products. In the absence of intra-production division of labor, the greatest efficiency was achieved in the final expression of the process. Standardization partly regulated the production process itself, but the centripetal forces were in preference - it was necessary to guarantee the quality of the result. The qualitative side in the measurement of production efficiency was relegated to the background, given to the producer himself. The inspector regulated the quality of the result through the quality of the products.

The interpretation of the production efficiency corresponded to the historical and economic situation. This concept was not yet, it only matured. Efficiency became relevant much later, when production reached the frontiers of mass production of goods. On the change of competition of the qualities of the products came in competition the cost of production of goods. Manufactories did not increase the number of production goods so much that production costs came to the fore. As for the technology competition, it was hardly significant. Differences in technology naturally took place, but within the boundaries of the General manual form of production, where the benefits could be obtained through better skills and better organization, time savings, perhaps somewhere through a successful logistics alignment.

Manufactories temporarily solved the problem of meeting the increased demand for products, but production has not yet grown to measure efficiency. The quality of the products was still relevant, the quality guaranteed a high reward. Since in most cases the goods were made to order, the competition had a hidden form.

The potential need for standardization inherent in the development of production was revealed gradually, in proportion to the state of production. Its abstract form was loaded with concrete content. The process of formation of standardization was similar to the work of the master tailor, who first took the measure in the absence of any real signs of the future product, made the first fitting of something not very clear to the customer, and only at the end showing the product, embodied the specificity of the image. So

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was the process of climbing the initial appointment standardization to the specificity, which captures the modern scientific and news sources. The functions of standardization have changed, and its content has evolved as a tool for managing economic activity.

Standardization as one of the basic methods of economic policy drifted from the quality of the finished product to the production of goods that ensure its quality. The wind in the sails of standardization was blowing from another important concept of political economy - production efficiency. While efficiency is determined by satisfaction with the quality and price of the consumer, standardization driving is quality. The standardization was based on the regulation of the parameters of the technology of its production. The samples of goods agreed by associations of producers with regulators ruled the ball. The situation was quite balanced, but its stability was determined by the technological specifics of the manufacture.

Progress admits stagnation within certain limits. As in the mountains there are vast plateaus, and in the history of production - the field of active professional activity have a lull in the movement. They are natural, as they correspond to the social condition as a whole. The middle ages were not a sleepy Kingdom, as it is depicted in school textbooks, it simply reproduced itself equally accelerated, without jumps. At this time, humanity was gaining energy of action, creating approaches to obtaining critical values of the energy of impulse in various fields of activity. The specificity lies in the fact that in the public life of Europe and beyond, was dominated by religion and political - of the absolute monarchy, carefully keep the movement from making any alterations. The social consciousness was dominated by the calmness of the achieved, forced to tolerate the troublemakers within the confines of the vector of increment created by religion. No faith could become an impassable barrier to social progress. When this happened, the changes took place in the religion itself. Christianity was part of the middle Ages a single faith, and came out, turning around like a fan.

The peculiarity of the middle Ages affected the subsequent development of history. New time(XVII-XIX) could not come immediately after the Middle ages. It took a transitional historical stage - "Revival". It was necessary to clear the socio-cultural and political conditions for the free and independent movement of scientific knowledge, the methodology of scientific knowledge, education and technological progress.

In the XVII-XVIII centuries the development of scientific knowledge goes out of control of the Church. By this time include the completion of science as an independent field of culture. In Europe, there are associations of scientists, science management bodies. Scientific knowledge on a new scale is part of technical creativity. The engineer

becomes a "scientific Builder". Technological progress displaces manual labor. The manufactory is replaced by a factory-a new way of organizing production and labor. Production becomes mass, so more affordable.

Accessibility requires a different quality. Quality comes to the fore

the mass of the product. It should be and be inexpensive. Place name consumer replaces experimental, which could be anyone. The former quality control capabilities are crammed with new challenges.

In Russia there was a common saying: "Cheap and angry." Young people are unlikely to understand its essence, so let's explain: the product does not have to be expensive to be in demand, but not every product will be in demand, but only the one with the signs of a quality product. In recent times, the saying gave a modern form of expression: "Quality product - at a reasonable price."

The change in the nature of production forced to change the philosophy of standardization. Standardization of product quality as a result was replaced by standardization of production of high-quality products. "Synthetic idea" of control of a sample left, "analytical idea" came: all production and the product to decompose into components - knots, details, operations to the last screw, a seam, a nut, the compelled movement and to take all received under control. Bring differences to a minimum and versatility to make maximum. Similar for craftsmen workshops and manufactories could not dream about and in really the chilling dream.

Skill is closed to originality, it is unique. Even the master himself can not fully decompose the process of making his product. Creativity only begins with a common set of tools, actions, order, it is revealed in the fact that it is impossible to construct from a set of "designer". Reason acts according to logic, therefore there is a possibility and necessity of rationalization activity. The innovator does not invent, his thought is focused on bringing the invention to the perfection hidden in it. The mind and only the mind makes jumps from the known to the unknown. It focuses the creative power of man. Hence the name of the species - "sapiens".

Both manufactory and factory production combine creativity with rationality, but they do it in different ways. In the shops worked in the first place. The master was the Creator, the apprentice and the students provided the conditions for the inspiration of the master. At the factory, the master organizer of the production of the approved sample, in essence, the head of the Assembly operation of the product, or, if it is particularly complex, its individual parts. Creativity and production are bred to not have the temptation to deviate from planned and controlled manner. And in this order it is not necessary to look for unreasonableness, on the contrary, only by

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following rationally divorced and fixed order it is possible to maintain the rate of production when it is mass. The power of mass-availability of goods to a wide range of consumers. And no state will deviate from the philosophy of satisfying the mass need. Quality here is a payment for mass character, which is forced to make all participants in the process.

The history of mass production shows how to find a solution to the problem of quantity quality. This story is not a series of events and actions, it is primarily inscribed in the historical process of the logic of conflict resolution, the history of economic policy, which should be perceived as a higher school of Economics. Having mentally passed the historical experience, it is possible to avoid both romanticism and liberal illusions in the management of economic activity.

The beginning of the study history has affirmed the natural character of the development of economic progress. The story began where production turned out to be more Mature, the importance of science and technical creativity more in demand, and the political situation more democratic - in England. In this connection, we once again call for the help of Britannicy: "Industrial revolution" (industrial Revolution), the process of transition from an agricultural economy to an industrial, based on machine production. It began in England in the 18th century. The technological changes included the use of iron and steel, new energy resources, the invention of new machines that increase production (including spinning machine "Jenny"), the development of the factory system, important inventions in the field of transport and communication (including steam engine and Telegraph)... the Industrial revolution took place mainly in England from 1760 to 1830, then spread to Belgium and France. Other countries lagged behind temporarily, but when Germany, the US and Japan built a strong industrial base, they surpassed England's initial successes. Eastern European countries lagged behind in development until the early 20C...

The characteristics of the industrial revolution, apparently, was prepared taking into account the mass consumer of information services, is perceived, from a professional point of view, critically. There is no essential assessment of economic development, a bit strange is the beginning - the transformation of England from an agricultural country into an industrial one. England has long relied on its own agricultural Foundation, in which the transition to the industrial foundations was not without complications, as well as in industrial production, it is enough to recall the famous protest movement "ludites". At the same time, the historical path of the industrial revolution in Europe and beyond is traced.

We are interested in just what the author has not said, relying on professional logic and ingenuity. The industrial revolution led to the massive scale of production and the need to divide labor into the depth

of technological progress. Skill was replaced by performing discipline, and the internal motivation of the master gave way to external motivation. The industrial revolution led to an economic revolution. The way of production has changed, starting with the source of strength and internal motivation in achieving the quality of the goods and ending with the priority in the new way of production

technical division of labor. The organization of production has steadily become a leader in economic theory and practice of economic activity management. The art of the master was replaced by the art of the dispatcher, increased the importance of technological discipline, the ability to count and calculate, to risk to be a winner.

The period of economic history that followed the Industrial revolution is divided into two stages. At first there was a mass production of the classic model. We call it classical to emphasize the originality of the stage of maturity. Maturity as a stage of development, regardless of what has reached it, is characterized by transparency of the essence. The essence comes out of the shadow of the phenomena that hide it, it is revealed almost as it really is. All the most perfect, the best is presented at the stage of maturity. At the same time, the disadvantages and costs of development look more contrast.

At the Zenith of the classics of mass production, his philosophy was formulated quite clearly and tempting for the consumer: the buyer should save time on making a purchase, the store is not the best

a place of life responsible person to was exactly need in one place to focus maximum range. Who was the philosopher who has helped economists to determine the nature of shopping, we don't know his anonymity carefully guarded, but the philosopher vxlicinst was not modern. The mission of trade was presented methodologically flawed, outside the system approach. The temptation turned out like a spinner.

Economic science can be separated from politics, but even the proponents of simplifying it to Economics, proceed from the fact that it is about economy, not waste. Implementation of the philosophy of availability of goods in one place, involves unreasonable or economically, or humanitarian, or environmentally huge costs. It was impossible to write them off and they laid all their weight on the cost of goods, significantly raising the price and undermining the possibility of mass access to the market.

The basis of the philosophy of mass production laid closer to the end of the XIX century, well-known experts in the field of management: F. Taylor, A. fayol, A. Sloan, Ford Jr. They also have the initial experience of developing the theory of production management, in particular, the idea of the system-forming value of quality management through the standardization process. In the XIX and the first half

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<b>ISI (Dubai, UAE)</b>	<b>= 0.829</b>	<b>PIHHI (Russia)</b>	<b>= 0.156</b>	<b>PIF (India)</b>	<b>= 1.940</b>
<b>GIF (Australia)</b>	<b>= 0.564</b>	<b>ESJI (KZ)</b>	<b>= 8.716</b>	<b>IBI (India)</b>	<b>= 4.260</b>
<b>JIF</b>	<b>= 1.500</b>	<b>SJIF (Morocco)</b>	<b>= 5.667</b>	<b>OAJI (USA)</b>	<b>= 0.350</b>

of the XX century, the issues of humanization of the economy, the protection of the natural conditions of social progress were not included in the first line of relevance, therefore, as a rule, ignored when solving production problems.

The situation has changed dramatically towards the end of the second Millennium. Economic planning and design became dependent on higher-level relationships. To solve the question of how to live? Without answering the question: will there be life? Illogically. Management specialists thought about the historical logic of providing the consumer with the formula "here and now". B. S. Aleshin, L. N. Alexandrovskaya, V. I. Kruglov, A. M. Sholom and many others opposed to mass production the type of production called "lean production" - diligent, sparing production. Deciding that it will not be so massive, as the emphasis on market research will help to remove the undue burden on production, will make production targeted. It is not clear just why they came to the conclusion that if it ceases to be mass.

Mass character initially became not a brand, it merged with the essence of production. Other production will not be able in the foreseeable future. Naturally, in parallel with mass production artisanal and individual coexist side by side - heirs of shops and manufactories, however, unlike their ancestors, not limited in technology to hand tools, actively using scientific and technical products. "Sustainable production"- this is really a good trend for a more adekvatnoy form of continuation of mass production.

In its previous form, mass production looks like in the twenty-first century is clearly outdated. Among the global problems: "energy saving", "resource saving", "concern for the state of the natural environment", "world warming", "protection from the destruction of the ozone layer", economic philosophical strategy is developed in spite of. What kind of humanism is that? The very participation of science and philosophy in the development of mass production, which, as has been repeatedly noted, was essential for social progress - has created hundreds of millions of jobs, increased purchasing power, forced to learn, improve skills, enjoy civilizational achievements, gain freedom in the national and transnational space, etc., was undoubtedly a significant factor. But we should not forget that science and philosophy are initially perfect in comparison with the existing knowledge - mythological, ordinary. Their strength is not in what they have already done, but in what they can do if they are not disturbed. [5-6]

Even Pythagoras explained that he is not a sage and not omnipotent, his goal is to understand how wisdom works. At the origins of economic science were prominent representatives of philosophical thought, able to understand the essence of the matter and to predict the development within the historical specificity. They understood in detail the present,

determined the nature of the upcoming movement, developed a scientific methodology, philosophical foundations of scientific knowledge as a private search within the framework of the universal.

Science and philosophy are denied the ability to guess and seek truth in the Scriptures. Their destiny is to analyze what has grown. In the XIX and XX centuries grew much, but even more just beginning to grow. Here is these shoots and failed to adequately assess. The natural environment seemed an endless storehouse for thought. Dialectics could not be completed in time with a systematic approach.

"Zeal production" is not an alternative to mass production, but only its next stage of improvement. The essence in the case of a successful transition will remain the same, reduce costs related to unnecessary. Understanding the true nature of a "prudent, sparing" economy is important for the development of a valid economic policy.

The effectiveness of economic policy is primarily determined by how well the quality of existing production is assessed. It would seem, why actualize the obvious dependence, when everything should be clear to everyone without it. Let us explain: evidence is a dangerous state of consciousness. In it often the essence of what is happening is seen like a rod immersed in water. Even the mirror has its own character in the reflection, then what to do thinking in the reflection of the consciousness.

Physical reflection is devoid of intention, and reflection in consciousness is a way of understanding, therefore, along with the object of reflection, the state of consciousness - experience, interest-actively participates in reflection. An example is the categorical refusal of bourgeois economic thought in the XX century from the political essence and even from the bourgeois orientation. At the dawn of capitalism, the term "bourgeois" was honorary. It reflected the revolutionary restructuring of the economy, social relations, the transition to democratic freedoms. Everything was clear – the time of the feudal social order has developed its historical resource and is obliged, according to social progress, to give way to capitalism - a better social structure. The concept of "bourgeois" has historically been included in the definition of the most effective "great French bourgeois revolution". Then, why in the XXI century shyly hide domestic liberals the term "bourgeois" in relation to the definition of the state of the economy and its reflection in economic science? The reference to the objectivity of scientific knowledge is inappropriate, since it is not science that is defined, but its object. Scientific knowledge and scientific methodology in this context strictly retain their objectivity. Science is attached to a historically specific object and gives it a scientific understanding.

Nobody anywhere has not officially announced the completion of the bourgeois history. If such occurred, it was necessary to open a new Chapter

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of social progress, and tried to do in 1917 an Attempt was defined as a historical arbitrariness, unlawful violence over the history of capitalism, demanded the totalitarian character of the social order, the violation of individual rights, freedom of expression, etc. in short, capitalism has survived and is still here. But try to find the term "bourgeois" in the democratic media, modern scientific journals in relation to the economy. What is it that prevents the phenomenon to be called adequately? - Historical logic.

History is a naturally developing process of changing phases (stages, formations, civilizations, eras, etc.). Capitalism replaced the feudal structure of society, the basis of which was the agricultural and artisan type of management, built on manual labor, non-stationary commodity market, shop and manufactory organization of production. Management went through standardization focused on the certification of the final product rather than the manufacturing process. Whatever capitalism was not perfect, his perfection has historically regulated. Sooner or later the contradictions will "eat" his perfection and he will give way.

What will follow? While this is a mystery for science, it is absolutely clear that the bourgeoisie and those it contains, it is vital to reclassify the historical status of capitalism from concrete historical to non-historical, that is, universal. To remove the problem of the future society, to transfer it to the technical level of regulation, including through standardization.

Rate for lean production – a knight's move. It is designed to show the humanitarian and environmental reserves of the bourgeois economy and to draw attention to the need for a new paradigm of development within the existing economic platform – the bourgeois mode of production. We cannot share the satisfaction with the transition to "prudent production" of a number of authors of the late XX – early XXI centuries, when research was carried out on various grants, including the Soros Foundation, and the products of science were presented in a technical spectrum free from ideological influence. There can be no freedom from politics in political economy. The relationship was in the period of socialist history, it continues after. Self-determination of the state of the domestic economy as a transition convenient course. From what we leave it became clear since 1991. Try to find out where we are headed, and we are going exactly there – in the bourgeois mode of production, as it does not commune technological industrialization, the digital economy. And we were there at the end we will, in this connection, it should be clearly understood that all technical decisions are political in nature, just some of it sticking out like a donkey's ears, and somewhere behind mediation efforts.

The bourgeois economy was born as an alternative to artisanal, manufactory production, not able to be mass, but technologically very high quality.

The quantitative leap was to affect the quality, which led to a policy in the management to ensure acceptable quality of the goods. The vector here is possible only – the creation of standard conditions for obtaining high-quality products in large quantities. The heterogeneity of mass demand resulted in a wide range of product quality, which was reflected even in the scale of national and transnational planning.

In Western European countries, goods are marked for consumers from the Eastern part of the continent and especially for Russia. Quality, and together with quality and standards to a large extent are due to the political map. Standardization as a technique is indeed necessary and reasonable as an instrument of economic policy, but only beyond systemic understanding. In systematic consideration, it has political ears, which, like donkeys, how many do not hide, will come out.

Let us return to the paradigm of "prudent production". At first glance at the RP, writes B. S. Aleshin with colleagues, it may seem that the whole thing is in the wide implementation of the so-called "just in time" system, in which products are produced only when they are needed for the next stage of the production process, and only in the required amount for this. However, a closer examination shows that the case is not limited to the organization of proceedings under this system. It is necessary to rethink the logic and technology of production, which inevitably leads to changes in mentality or, as is now often said, to a change in the culture of the organization.

In the first approximation, the impression of the inevitability of the metamorphosis of standardization in the development of sustainable production. As long as the RP exists only as a project, one can indulge in reflection, the subject of which should take the main thing in any business regardless of its scale and value – the quality of the process and the product[6]

If you think strictly logically, the concept of "quality" - a specific philosophical category. In philosophy, it is the second in order, following the concept of being, reveals the essence of being. All the philosophical arguments quality modifieres acquires concreteproduct, very often sense-specific certainty. Economic science and production practice are no exception. The difference can be felt by comparing the understanding of quality in philosophy and beyond, focusing on the human explanation of what is quality. Quality, according to the famous German philosopher, is "that, losing that, the subject ceases to be itself". The philosopher has the right to define quality in this way, because he takes an object in its abstract form. In the abstract, the subject exists conditionally, and therefore ceases to exist subject also conditionally, taken in the system of philosophical abstractions. The commodity ceases to be a commodity only for the philosophizing specialist when it is deprived of consumer value. But who is going to organize the production of what no

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one needs. This can only be in a madhouse, and not in the actual production.

The definition of the quality of philosophical phenomena allows human formulation. The number one reason the quality of the investigation - more. Losing its quality, the consequence can become the cause of new changes. It does not disappear, but only transforms according to the natural order of motion. Chance, deprived of quality, turns into necessity; possibility into reality or impossibility. Product requires, as a necessity, the lack of it needs of the manufacturer, and is built to the placing on the market; and as an addition (if you are preparing it for sale) it should be something that someone really needs, it is for this came to the market. A product really ceases to be a product when it does not have what someone other than the manufacturer needs. Only such a "product" is not a standard of commodity production. In the production, designed for the market, the philosophical concept of quality is concretized in the context of the reality of the product and looks like a standard. This explains the fact that the whole history of quality management in the XX and XXI centuries, was developed in the form of standardization of mass production.

The modern history of production management is focused on the management of the quality of production of goods and is carried out through the improvement of standardization. This should be guided in the assessment of the economic efficiency of management. And it should begin in General with a clarification of the concept of economic efficiency. The reason is that there is a growing tendency to separate economic efficiency from the systemic functioning of the economic block of social life.

Scientists economists sequestered the methodology of knowledge and management to mathematical support, trying to implement the failed in the XIX century, the idea of O. Comte to make every science at the same time and philosophy. One of the attempts of this kind K. Marx called "poverty of philosophy", which is not destined to pay the bourgeoisie, and not those who serve it, to pay determined consumers. Therefore, the dynamics of the increment looks stable: the rich and the crisis become richer, the rest float on the real waves of economic movement. As those who are in a balloon in distress are trying to throw off the ballast to reach the right place, so the current theorists of the economic movement are trying to detach from the economy everything as they consider uneconomical, enrolling in the infrastructure activities aimed directly at the development of human capital, and at the same time declare that it is human capital that is the main source and reserve of the growth of the economy.

It is surprising, as professionals, lured by the term "humanization of the production," read the statistics. "Learning is becoming the norm, enthusiastically state the authors of the textbook

"Philosophical and social aspects of quality".[5] The Average spending of American companies on training is about 1, 4% of the payroll (!?)" When this one and a half percent was an indicator of special attention to anything. There is just a division of profits on the residual basis.

So, we highlight the essence of our thesis: standardization from the first steps of its history was aimed at determining and stabilizing the quality. At first, the product itself, since there was no special chance to affect the technology and organization of production, and with the transition to mass production, when the value of the organization of production increased significantly as a result of activities, the direction shifted to the manufacturing process. Standardization of production came to the fore. It was believed that if the organization of production meets the requirements of the developed standard, the result will be qualitative.

Turning the switch to standardization of production from the outside seems to be a justified action. In fact, where low-quality products when there are only high-quality actions. Naive people are convinced that it is enough to combine high-quality alcohol with high-quality water, and you get high-quality vodka. Chemists have a different opinion. They argue that to obtain a quality alcohol-containing drink, it is necessary to observe the order of combining water with alcohol to properly start the reaction.

Shop and partly of the manufacturing production was subject to the quality of the product. Manual labor was unproductive, but within qualifications highly mobile. Hence the absolute participation of creativity in the product. Quality of a product completely subordinated to itself technology and the organization of production. It is pointless to dream on: a Stradivarius or Amati would go for the change of the sample, if have experienced difficulty with the manufacturer? They would not step back from the idea of its material objectification, they would look for a solution in production and would find it. The mass production of any type is of a very different character – it is unattractive and prudent. If the product recommended for mass production can not be made without a serious restructuring of production, requires serious costs, it is easier to connect innovators to "improve" the product in the interests of production.

The Soviet experience can be cited as an illustration. Consumers knew that the premiere shipments would be perfect, but the further, the worse. German automakers are among the most qualified, however, and they went to the falsification of engine performance, admitted and were roughly fined. Similar cases have been repeatedly noted in the practice of Japanese manufacturers. Unfortunately, this is even worse in the Russian Federation. The main reason for the flourishing of corruption.

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It is necessary to understand the dual function of standardization. She has rallied a technology to politic. Its importance for the improvement of production is objective - it is the only main way to move the economy forward, but at the same time - it is the main means of objectification of economic policy, so the objectivity of standardization was and will be oriented by political interests. Standardization can be managed (and should!), therefore, can be and manipulate.

When he came to power, us President D. trump took measures to withdraw the country from the Paris agreements on environmental policy, despite the complication of relations with European partners, particularly sensitive to the effects of environmental change – the mainland is small, crowded population and large production. Trump is a man of business and business policy for him is the essence of politics. Everything else should be in subordination. Trump took up the restructuring of the economic movement of his country and the standards he will build on the basis of purely American interests, without straining infrastructure processes, which trump refers to the state of the environment. Through the technical form of standardization, its political essence is manifested.

And the last argument in favor of the dialectical perception of standardization - the President of the Russian Federation announced the Central economic task of creating digital production. Figures since the time of the Pythagoreans have been a symbol of ultimate abstraction, behind the figure is lost objectivity, it replaces the number, but not chaotic, but quite definitely. A single figure is pointless. The other thing is a combination of numbers, it, using a specific code that recreates the subject in its most exact expression, which opens up almost unlimited possibilities to identify and control. The emotional - motivational component of the subject activity, the costs of professional readiness of a specialist are withdrawn from the management, thanks to the transfer of actions to the sphere independent of the subjective factor. As they say: nothing personal, only in the interests of the case. It is bad when the role of the individual is underestimated, even worse when the fate of the common cause turns out to be depending on the individual.

Production management, including standardization, should be carefully prepared with maximum reliance on the reserves of professional culture of specialists, but it is desirable to entrust the dynamics of management of the launched production to technical programs and tools. So everything will be more reliable. In June 2018, the icebreaker fleet of Russia was replenished with the most modern diesel vessel of the Arctic class for conducting caravans along the Northern sea route in the annual mode. Height - with a five-storey house, the main engine power of 45,000 HP. The ship is operated by 19 people, which can be more convincing in favor of the

advantages of technical production management. But technical management has its weaknesses. Among them: a high level of energy dependence, computer security is not absolute, the requirements for the personal abilities of specialists in terms of personal and team responsibility increased, sometimes up to exclusive. Problems at work, as a rule, are created by people, but it is in the absence of qualified specialists that the most serious problems arise. Technical standardized management is not a panacea.

Let's try to formulate the rules of standardization. In our opinion, there are two main ones. First, standardization should be carried out in three directions, linking them into a complex - to determine the standard of the product within its functional purpose, taking into account a broad understanding of the safety of use; to regulate the production process and to form a consumer attitude to the product. The consumer is a full participant of standardization. Without proper consumer interest in the product, the product will not be in demand on the scale necessary for its sustainable production.

Second: standardization of production is carried out on the basis of conceptual understanding of its position in the system of specific historical conditions, as it is due to the quality of the stage of economic development. No matter how it is perceived by the consciousness, it is necessary to put up with it. The goods should be in demand not exclusively, but on a mass scale, otherwise the production will cease to be mass, will waste its quality.

The range of products of mass demand in the USSR was not great, but the quality of the consumer's goods satisfied and allowed the manufacturer to solve its problems. The departure from the standards of production developed in the USSR allowed to significantly expand the range of goods at the cost of quality loss. Increasingly, in stores and advertising meet the Soviet brands that were not in the USSR they are, as the ordinary products.

Concepts are expressed only in words, they can not be translated into numbers, unlike products. Once again, we draw attention to the fact that the concepts of "quality" and "standard" are correlated as General and particular in the characteristic of the phenomenon. Really manage the quality you can only use words, and the word, by definition, generalizes the reflected phenomenon, and takes it off sensually and subject specific, making it difficult practical impact, reducing the efficiency. Determining the quality of an item, we merely restrict it and pinpoint control, setting the control vector and the goal. To control has acquired a practical form, it is necessary to have no longer the image of the object, and its objective expression. Here is required subject or relevant to it sensitive, digitized sample, which, after technical processing takes the form of a program action. Digital production is built on the basis of physical impact on the object and requires a standardized reality of quality. History



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known as the history of quality management, essentially there is a history of standardization of production, concretization of quality into sample production.

The first experience of control intervention in the production process in order to give it stability and a certain increment can be found in the activities of shops, individual industries, schools of masters. Most of the famous Renaissance sculptors tried to work in teams of stonemasons, directly in the field of extraction of material. They were looking for in the quarries needed to create an image texture. That's when there was a joke: a masterpiece to make simple - it is necessary to remove all unnecessary, unnecessary, but first you need to find the basis. In shops for the sake of quality of the master carefully checked products, observed on a course of production at work of apprentices, actively attached to secrets of production of pupils, selecting from them the most capable. In spite of the fact that each product was individual, made by the master, it passed internal control behind which there was also external from the city shop organizations. In consequence, such work will be defined as the phase of rejection.

In content, it was much richer, synthetic, more like a "sample" than a "rejection". Creativity moved the masters, the masters studied no less than the students. They were looking for paint, soil, Foundation, perfect images and ... were wrong. Creativity does not spare anyone – neither great nor beginners. We had to work all, and especially the masters, the method of sticking. The concept of "marriage" is not as simple as it seems from the outside. Marriage is not always in sight, the masters got his hidden form, manifested over time. "Culling" was not an act as in mass production, but a technology. Today it is difficult for us to look beyond the achieved horizon in the development of mass production. What is clear is that a "diligent" form, while most the development direction than the phase. However, the logic of progress, built on continuity, does not exclude a return to some part characteristic of the shop organization. Mass character should not be a brake on creativity. It will eventually reveal the diversity under the General "roof" of the multiple result. Therefore, you should carefully examine the production process, improved in the shop form.

Modern rejection as an action aimed at standardization is counted from the last quarter of the XIX century. The experience of S. Colt plants is recognized as the beginning, it is believed that the idea of "standard quality" was born there. If we evaluate the system of our version of "quality – standard", it was a subconscious embodiment of Hegel's conclusion about the dialectics of the ascent of knowledge from the abstract concept of quality to the specific concept of "standard" of product quality.

Colt Assembly went without a preliminary adjustment of the parts. Specially trained inspectors

performed calibration in advance and rejected the noncondition, thereby accelerating the main – the Assembly part of the production. The experience of S. Colt at the beginning of the next century developed in the automotive production Of Ford and Leland ("Cadillac"). G. Ford, introducing the conveyor Assembly removed from the conveyor control components, logically believing that such work should be done before. As a result, the "input control" of compliance with the standard calibers was replaced by the "output control" in the adjacent production, which cleared the main production from defects, made it qualitatively cleaner.

Further, the standardization process has gone through improvement achieved, joined theorists F. Taylor, A. Fayolle., M. Weber. In Alliance with the managers, they identified the basic principles of the scientific approach to the organization of mass production: a systematic approach to management; personnel management; delegation of responsibility; scientific regulation of labor. The developed production management system went down in history as a Ford – Taylor production system. Having unquestionable advantages, the system of Ford, Taylor, and contained serious defects that a long time "asleep" in her potential. The development of production in the new socio-political conditions of activation of social-democratic interests inevitably pushed the Ford-Taylor system to a standstill. Technological progress, the process of turning scientific knowledge into a direct productive force, also contributed to this. The desire to implement the principle by all means not to allow defective products to reach the consumer could not but lead production into a technological structural crisis.

The lack of a clear understanding of quality and standard in the management theory led to the same. They were changed instead of being considered in development. The most noticeable and sensitive was the identification of quality and standard in the production of consumer goods, where the concept of product quality reflects the duality of the nature of the product. [7]

The product, intended to be subjective, or rather, the subjective use of the individual or social group should be of high quality is objectively, physically and subjectively, is to deliver satisfaction to its physical quality to the consumer. It is naive to believe that only advertising the physical perfection of the product, you can cause the location of the consumer. Such a consumer should be subjectively none. Interest in the physical quality of the product can be formed by demonstrating its capabilities, but in order to form an interest in the need to buy it is not enough. The product should capture the feelings of the buyer, and this process is irrational, deeply intimate in nature, expressing the individuality of the consumer. Especially if the consumer is attached to a significant range, picky and fastidious.

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The quality of consumer goods is not reduced to a system of physical parameters, but it exists in their quality as a kind of core. And also, as the atom is not limited to the presence of the nucleus, and the quality of such goods is not limited to the system of physical characteristics. On the contrary, the standard is a purely physical phenomenon and requires a clear description in physical units. The concept of "quality of goods" should go through the market, and the "standard of goods" is defined in terms of scientific and technical creativity.[18]

Subconsciously, the differentiation of the concepts of "quality" and "standard" came to the end of the first quarter of the XX century, when they felt the insidiousness of the absolutization of control over the standard conformity of products. In high-tech, complex production, the share of supervisors exceeded one third of those employed at the enterprise, which significantly increased the load on the cost of goods. The price has increased and the quality has not improved according to the price increment. The buyer had to pay for the previous level of guarantees. Quality began to slow down production efficiency. In fact, there was a contradiction between standardization and efficiency. We had to think about how to improve the physical model of the standard - about new materials, original design and technological solutions. Standard -technical image of product quality. And just as the quality of the product described in words depends on the knowledge and ability to use them, the standard is determined by the possibilities of technical modeling of the concept of quality. The understanding of quality is evolving, and the technical model of the quality standard is also

changing. Thinking has its own language and its own language owns technical creativity, designed to serve as a translator from scientific language to technical, understandable production. At the same time, the translator should feel well the organizational and technological capabilities of production, so as not to absolutize the value of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will bring the organization of production to a hellish state. When the desire for the totality of the organization of quality control came into conflict with the total goal of improving the efficiency of production and it became clear that the former way the conflict is not resolved, V. Schuhert, who worked in the Department of technical control of the American company "Western electric", proposed to shift the focus of quality management on the organization of the dynamics of the production process. Innovation B. Schuhert saw production and the quality of production as a movement, and in this context understood the main thing as a movement: first, the achievement of stability, and second, the inevitability of a deviation from the direction of movement(Fig.1). Translated the features of the movement to the solution of the problem to obtain a qualitative result and received two conclusions: the desired quality can be obtained only in conditions of sustainable movement of production, therefore it is necessary to stabilize production in certain qualitative parameters (1), and quality is a generalizing characteristic of the process, which really represents a variation. Variations must be enclosed in a certain framework (2)

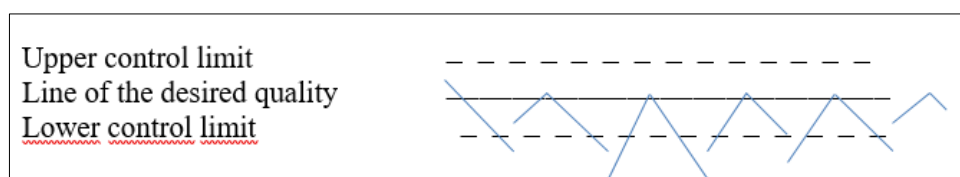


Figure. 1 quality Chart

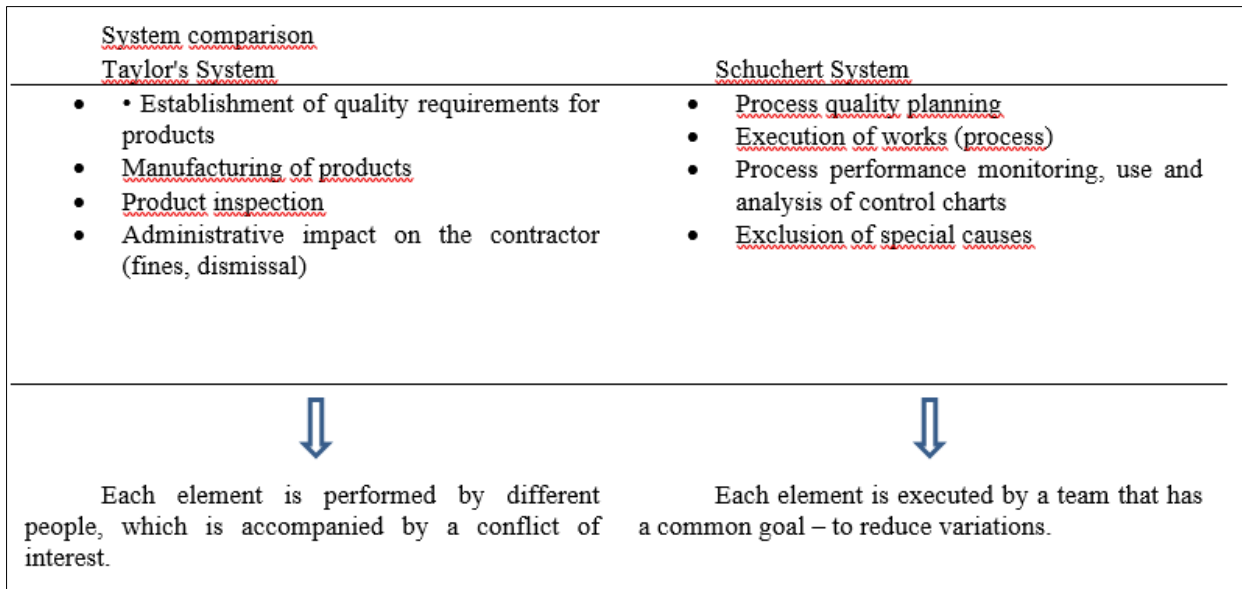
The task of achieving the quality of production has acquired Shewhart technical form and meaning: to avoid variations in the parameters of the resulting quality of products is impossible, you need to strive to reduce variations. The criterion of quality is the stability of production in the static sense, that is, the convergence of variations with the center line. One of the most important factors in the solution of the problem V. Schuhart called the reconstruction of personal interaction - cooperation, team organization.

Shewhart was the first to approach the interpretation of the standard in terms of mass

production, presenting the quality of production and goods as a statistical form, assuming a certain fluctuation, which was called tolerance. Shewhart did not introduce the concept of a statistical model of the standard, but it was necessarily formed on the basis of his innovative ideas. B. S. Aleshin, et al. a comparison of quality management systems of Taylor and Shewhart brought to the table, visually persuasive as advanced management thought(Fig.2).

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**Figure. 2 The comparison of the systems of Taylor and Shewhart**

V. Shuhart tried to give quality management a human face. He stressed the importance of internal, including personal, motivation. But he did not seek to radically change the position of the worker in production. The alienation of the individual remained essentially the same, so the motivation was supported mainly by financial evaluation of the activity. Researchers of Schuchert's experience clearly overestimated its content, introducing such a reaction of employees as "the joy of getting results"; "the pleasure of teamwork, recognition of the merits of colleagues and managers»; "feeling of importance", etc. Adequate to say that the method Suharto forced managers to learn what is referred to as humanitarian knowledge.

The restructuring of the quality management organization has become more significant. In place of the technical control Department came to audit service quality, focused on the verification of the validity of the quality management system through selective control of individual small samples from the total consignment of the goods.

The next step in improving the standardization of production was the concept of "quality management" E. Deming. It was formed and optimized for almost half a century, from 1950 to 1992. Based on the ideas of Schuchert, Deming formulated three basic "pragmatic axioms»:

- Any production activity is reduced to a standard type of technical process and contains reserves of improvement that need to be identified and loved;
- Production has two standard forms of existence: stable and unstable, so the solution of

specific (current) problems is ineffective, it is necessary to direct the vector of management activity to fundamental changes;

- The main responsibility for the failure in the development of production should be assumed by senior management.

The doctrine of E. Deming is well known, it has received wide practical application. We would like to draw attention not so much to the structural sections that make up the content of the concept, but rather to the question: to what does Deming owe its resounding success, which contributed to the effectiveness of the application of its provisions in the real economy?

The years of E. Deming's work fell on two turning points in the world economy events. First of all, it turned out to be a myth project designed for the omnipotence of technological progress. The history of science was repeated in the age of Enlightenment, when it seemed that humanity had found a full replacement of religion in the face of science. Science is universal knowledge, it will solve all problems. It is only necessary to expand the consciousness of the masses to face science, to make Education scientific and universal. Deming before others understood and warned: the opinion that mechanization, automation and computerization will make a breakthrough in the field of sustainability of production quality, belongs to the sphere of difficulties in solving the problem of quality management efficiency, as well as the mood of obtaining positive results in the shortest possible time. Deming proposed his philosophy as a "valuable reaction"(Fig.3).

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**Figure.3 "Chain reaction" (by E. Deming)**

Comparing the management philosophy of Schuchert and Deming, to see how much the economy and economic theory is dependent on the trends of social development. Shuhart, reflected in its concept of the socio-political and cultural attitude that emerged after the crisis caused by the First world war. Europe and the United States with Canada were difficult, because a war of extermination called into question the merits of democracy. At the same time, a certain part of thinking humanity tried to rethink the situation and save the image of democratic reforms, believing in the power of creativity homo sapiens.

Economists of the first half of the XX century felt a crucial role in the development of human factor production, questioned the rate of Taylor, Ford, Fayol on the technical factor. Before the concretization of the human factor in human capital was still half a century, but as in nature, in society, cataclysms are more harmful than beneficial. Revolutions really are locomotives in history, adjusted for the fact that it is not the time factor that forms the core of the revolution. Revolutions, whether in industry, technology, science, culture, social order - it is before just the process of changing the old quality to the new. Revolution is identical to the quality of transformation; it makes ideals the standards of practical life. The factor of time of revolutionary transformations is secondary and is caused by specificity of historical reality. But one thing is invariant in history – the decisive power of man as the primary historical factor. History is a process of human creativity, however, not always successful. All the same and then to correct, except the person, there is nobody.

Merit Suharto and Deming was that they stood on the platform, classical political economy did not succumb to the numerous "temptations" of technical, statistical and other things. Their logic was characterized by confidence in the historical power of human subjectivity as a person. Weighing on the "scales" of history the technique and creativity of the individual, they confirmed that the growth of capital is carried out by man. Equipment and existentially and functionally depends on the person.

And here time worked on the side of Deming. It's time for the rebirth of Japan.[9]

The war destroyed the country's economy, but did not undermine the samurai spirit. Japanese nature has taught to keep the blows of fate. The national will was ready to return the country to its former greatness in the Pacific region, the residents of the state of the "rising sun" well understood that the path of revival lies through the industrialization of the destroyed production capacity. They just didn't know how to do it. At the very end of the 1940s, leading Japanese experts United in the Japanese Union of scientists and engineers – JUSE. Within the Union there was a group aimed at studying the industrial experience of the United States. It has established the dependence of progress in quality management with increased productivity. Tried to understand the mechanism of the established communication.

The informal leader of this group was K. Ishikawa – the future initiator of the "Japanese miracle". In 1950, JUSE invited E. Deming to become better acquainted with the technology of American industrial development, but, unlike the Russian reformers of the 1990s-zero years, the Japanese themselves were well prepared. They did not expect a

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miracle from the Americans, and "information for reflection."

Ishikawa concentrated his thoughts in three conclusions: [10]

- all experimental engineering work should be defined statistically. In order to improve the level of knowledge of statistical methods of analysis, on the initiative of JUSE at the industrial faculty of the University of Tokyo introduced a mandatory course "how to use experimental data»;

- dependence on imports of raw materials and food can be overcome only by increasing and expanding the range of exports, and there must be a clear focus of industry on the production of high-quality products, so as not to squander resources;

- it is necessary to reorient the consciousness of specialists and society as a whole to the management of high-quality high-tech products. Japan did not have an alternative this path, as the financial reserves do not allow you to plan for a total modernization of production.

E. Deming was invited to go to the goal not in American, but in Japanese, moving not from large finances, but from the national mentality, in which the culture of labor occupied an important place.

Domestic demreformers failed amicably because they knew what to get rid of, but did not know how to do it in a civilized way and most importantly - what to replace, based on the Russian specifics of reality. The Japanese have decided in advance what they will do. They needed only specifics - a "road map" of the movement, so they called E. Deming as a Navigator or pilot. I. Deming brilliantly coped. Deming was paid for his lectures by the Japanese, our "foremen" - sores. The Japanese were saving national prestige, our - cut national historical roots and stole wherever he could. It is not surprising that the Japanese after 30 years (the early 1980s) produced 40% of world production of color television sets, 75% of transistor receivers, and 95% of the VCRs. Russia thirty years later still can not restore the ruined potential.

The ideas of Deming, Ishikawa, Juran were realized, confirming the importance of the counter courses of the movement of national interests and innovative, creative, creative thinking of unbiased, honest specialists. "Japanese miracle" is a product of interaction of scientific thought, critical analysis of production experience of advanced economies and peculiarities of Japanese national consciousness. Ishikawa, Deming and Juran met happily in the same place and at the time when the situation matured and objectively - it was necessary to save and return the economic potential of the country and subjectively-the Japanese nation has a high and cohesive responsibility for its image. Only the Japanese team, losing in the last seconds of the match of the world Cup 2018. all cleaned in his locker room and left a note in Russian with a single word: "Thank you." Of course, this fact has no direct relation to the topic of our study, but it is

indicative as a characteristic touch to the national character.[11]

The "road map" of the revival of the Japanese economy in the status of one of the world leaders in the qualitative organization of production was restored by B. S. Aleshin and his colleagues [from 40-41]. We are more interested in the lessons of the movement of Japanese specialists to the goal. Them enough not to pass by, but such is the peculiarity of our fans to steer the economy on the American sailing directions followed by Gaidar and his disciples. They do not like when something does not want to move in the rut of liberal economic theory, excommunicating the state from production.

So what, then, teaches the Japanese experience (that teaches, that is, directs the thought, not prescribers):[7-8]

- quality is the time, years of consistent, hard work associated with the need to collect and analyze creative approaches;

- quality - the product of interaction with the consumer, built on a partnership of mutual respect. The consumer is understood very broadly, including all participants in production;

- total participation in achieving quality results;
- systematic audit control;
- a key role in ensuring the sustainability of the quality of work of masters and foremen, their continuous retraining in various forms, including special programs of national and regional television;

- special attention to the mobilization of the physical, moral and creative abilities of workers;

- promotion of quality and its key importance for the development of production;

- and finally, what is infuriating the liberals - managers - the need of coherent economic policies of the state, especially in the manufacture of export products; mandatory state certification of products to other countries. Attempts to sell non-certified goods outside the state are equated with smuggling. State support of exports, assistance in the promotion of goods on the world market.

The final touch in the Japanese quality management program is advisable to consider the idea of dividing the problems into sudden and chronic, proposed by Th. By Juran. It is not possible to foresee all possible problems in planning and therefore it is not necessary. It is enough to have mobilization reserves that ensure the stability of the movement. The goal should be chronic problems that have become part of the organization - in fact, disorganization-of production. Chronic problems are often latent in nature, they seem to be adapted by production. It is no secret that there is no waste-free technology, therefore tolerances are the natural state of quality management. Orders, resolutions, appeals, slogans are powerless

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here. Since chronic problems have become part of the organization of production, it is necessary to overcome them within the framework of the established order.

The process of solving chronic problems Juran presented as a kind of "road map" movement with four nodal stations. Stations – stages of the decision, on

them certain actions in the sequence set by the organization of movement are made. The components of the problem at the stages Juran called "the main phases". The Scheme Th. Jurana is still relevant as "information for thought". We give it(Fig.Four)

<u>Problem solving phase</u>	Components of the problem (phases)
Development of the main provisions of the project	1. Making a list of problems and identifying priorities. 2. Definition of the composition, responsibility and powers of the working groups.
<u>Diagnostics</u>	3. Symptom analysis 4. Version formulation 5. Version verification
<u>Finding solution</u>	6. The identification of the causes 7. The search for optimal solutions 8. Development of necessary measures 9. Overcoming resistance 10. Implementation of solutions
Retention of the achieved results	11. Verification of the effectiveness of the implementation results. Regular comparison of the achieved results with the planned ones.

**Figure. 4 Problem solving phases (th. Gurano)**

In the 1970s, Japan's expansion in the world markets reached such a scale that the US "Japanese miracle" appeared "Japanese threat". The success of Japan in the production of high-quality and relatively (with Americans and Western Europeans) inexpensive products in the range of high technologies forced to re-engage in the theory of quality management. It's time for the author of the program "Zero defects" F. Crosby. Taking as a basis the experience of Deming, Crosby developed his "Fourteen points". The development of Crosby's ideas was the program of A. Feigenbaum. As a result, there was Total Quality Control (TQC), from which all subsequent quality standardization systems grew.

Did you finally manage to build a unified basic model of quality management based on the standardization of organizational and managerial actions? Yes, a comprehensive program has been developed and tested by international practice. As for its systematic assessment, we would refrain from a positive conclusion. There is still a lack of clarity in the interpretation of the concepts of "quality" and "standard".

Methodological reserve formed in the second half of XX century - the beginning of XXI approach to improving standardization, apparently exhausted. It is this factor that can explain the lack of breakthrough ideas after the works of A. Feigenbaum, which summarized the practical application of important findings of his predecessors – innovators. International standards ISO 9000-2000, domestic GOST 10 57189-2016/ISO/TS 9002-2016 are a linear

continuation, that is, in fact, the rationalization of what has been achieved. It is necessary in accordance with the new requirements, formed at the stage of post-non-classical development of science, to finalize the methodological foundations of the theory of quality and standardization. First of all, to separate the concepts of "quality" and "standard", to clarify the hierarchy of their relations, to combine in a new approach to solving the problem of quality management.

For clarity, we repeat: "quality" is a philosophical category, its use in a non-philosophical context – scientific, scientific, practical, practical – a phenomenon logically legitimate with the clarification that it will not bring direct pragmatic benefits. It is necessary to go down from the height of philosophical generalization to the level of practical action, to transform the concept of quality, filling it with specific content that reflects the specifics of the subject activity, in our case - the production of commodity products in mass production.

The philosophical concept is revealed in the verbal form of definition. The word has a special meaning here. Words should be a little and a lot, even so much that they convey the essence of quality. The essence of quality – not what is indicated in the guidelines, not a list of essential features, and their systematic coexistence. The quality of the goods reproduces – indirectly through the originality of the physical substrate – the essence of the market as a structural design of the two subjects – the manufacturer of the goods and the consumer of the

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goods (sellers make up the infrastructure and do not count). The goods are only what someone needs, except the manufacturer, therefore, along with the physical component, as a product there is a consumer interest as a superstructure over the physical basis of the phenomenon.

It is impossible to manage a philosophical category, it is used to develop a route of practical action, as a Navigator of movement from the idea to the subject (organizational) result.

The quality of the goods, after a balanced determination, must be translated into the form that corresponds to the production process, expressed in symbols of technical production management - to turn into a standard. Then begins the history of standardization. The concept of "quality" is revealed in dialectics and is controlled by dialectics. The concept of "standard" implies management at the production level. It is described physically, chemically, biologically, ecologically, hygienically and, finally, mathematically. At the level of the standard, a model is formed – physical and mathematical, and a systematic approach prevails. The system approach is the future of standardization management.[9-10]

Let us illustrate this by the example of goods produced by light industry enterprises. The range of products is so diverse and significant that the possibility of skeptical perception of our example is close to zero and there is enough reason to neglect it.

Let's start with quality as the highest form of abstraction in the definition of goods. Quality is the absence of which makes an object unremarkable from the point of view of its existence. At the places of sale of light industry products, at the exhibition demonstrations, a feeling is formed that the vector of creativity is one – to create something different, different. The fan has limitations, and creativity has no limits. The feeling is false, the limit is hidden in diversity, as Thales said: "all in one". We must always remember this and keep the quality in the work in the form of collecting reference point. Shoes, socks, stockings, tights are not similar to each other

outwardly, but they are all of the same quality - serve as clothing for the legs and hands, that is, are clothes in the broad sense of their quality. Its clothes are at the head of separate parts of the head, face, torso. There are different levels of clothing – internal, external. Legprom protects a person and refines its appearance. It so happened that the evolution of man, depriving him of much of the natural remedies, forced to solve the problem artificially.

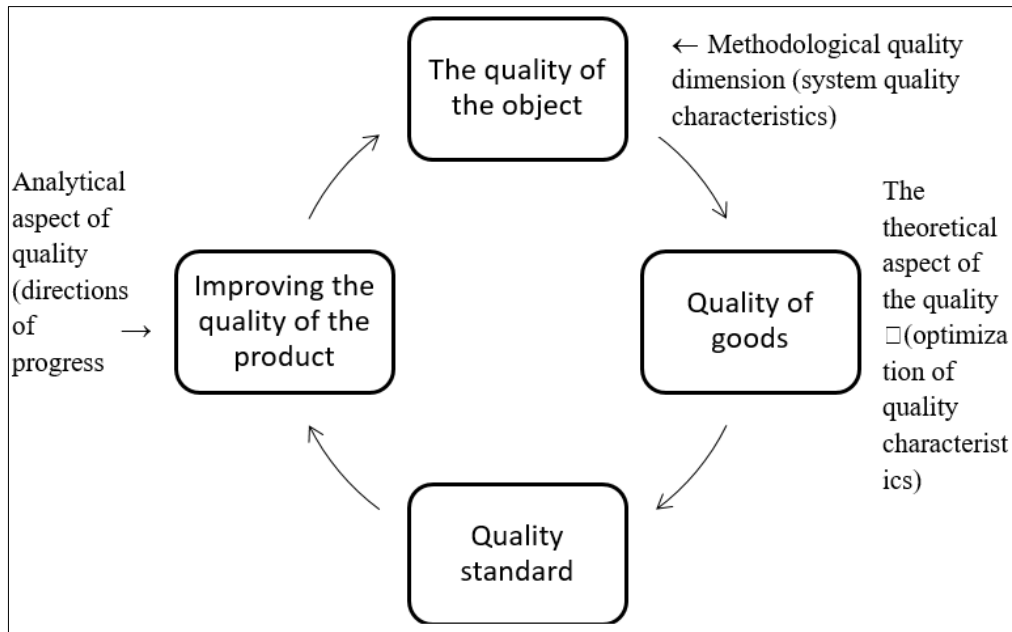
Manufacturers in search of a new must be guided by the requirements of the standard of product quality, due to the quality of the subject. Clothing should contribute to the preservation of natural forces (health), protect from the effects of harmful factors, to be, if possible, light, elastic, do not constrain movement in their natural expression, breathe with the skin, minimize the shortcomings of physical development and be massively accessible.

Next, the second level of the concept of quality of goods is formed, providing its consumer appearance. This "quality" has already a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product complements the objective quality of the substrate, it tells him what the product would have lost its consumer value without. Combined in a General way, the objective and subjective aspects of the quality of the goods represent the objective specificity of the quality.

As such, the philosophical interpretation of quality is complemented with economic and technical representation. Quality, being loaded with commodity specifics, is transformed into the standard of production assuming technical and mathematical expression in the form of quality model. The circle of quality movement from the abstract to the concrete expression is passed exactly by half. The second part of the history of product quality begins – the comparison is achieved with the ideal, the improvement of the standard (model) in accordance with the requirements of the quality of the object (Fig.5).

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**Figure. 5 The route of ascent of quality in the process of reproduction.**

**Conclusion.**

Let's summarize the analysis of the current situation in the production and market with the standardization of marketable products.

First, and apparently most important, standardization is an unavoidable attribute of economic activity. History clearly shows that production management is possible only through standardization. Through standardization increases the importance of scientific and political components of the progressive movement of the economy.

With methodological currents of view, this dependence is explained simply: any theory is a system of concepts that reflect the subject definition. The concept is formed as a form of knowledge, the content of which are the common features of a number of homogeneous phenomena. The concept standardizes professional thinking and at the same time creates the preconditions for the management of such processes in production. Before becoming a problem of economic policy, standardization became the algorithm of our thinking.

Second, "standard" is a production concept from the basic concept of "quality". Quality is commonly interpreted as a system of signs that make up the totality of these phenomena, for example, ninety percent of the most important producing enterprises belonging to light industry, belongs to the same General concept – to be a garment for the body, therefore, the quality of all these products is their ability to enable the adaptation of man (and animals) to external conditions of life. All other important features such as comfort, ergonomics, hygiene,

aesthetics, etc. p., characterize the level of basic quality.

Naturally, producers in the conditions of the developed, steady to volatility, market aspire to reach the known level of quality, but on their way there are serious obstacles – temptation to make something striking with the singularity, or in a pursuit of cost reduction to use dangerous materials, technologies, elements of designs.

The quality of natural origin is protected naturally by an objective natural order. Nature is not able to fake, to deceive. Quality control is not needed in nature. The quality of what a person does inevitably includes the products of human participation. Since, unlike nature, a person may be inclined to be crafty in the "interests of the cause", or just to do something bad, the quality must be standardized.

Quality standard – this is the gap that allows the quality to its dynamic performance. Quality has levels, quality levels were fixed in due time in the form of varieties. Having lost control of the market, the government decided at the same time and "tie" with the production, limiting itself to one indicator of quality – MPC.[11-12]

Liberal Economics remained silent, although as a "defender of the interests of the people", its freedom, it would be necessary to give a balanced assessment of the violation of the rights of consumers to free access to objective information.

Third, "quality" is a category of economic science and economic policy. Quality will make all to be reckoned with. Japan has proved this in practice, having carried out a socio-economic breakthrough in



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the leaders of world development, trusting the vector in full attention to quality.

There is, however, also China, with a reputation for producing low-quality goods, but we should not forget that we are talking about the mass consumer market. The Chinese, practically assessing the scientific, technical and industrial potential, just as carefully linked the breakthrough with their respective capabilities, the market sector and its prospect.

The world is not getting richer with progress. The distribution is due to property, the calculation of the Chinese is determined by the prospect of the market. The market will continue to grow in the foreseeable future with the accelerated development of the part visited by billions of people with disabilities. To the foresight of the Chinese, we will add that where they need, they seek to build quality production.

In contrast to the "quality", "standard" - the concept of scientific and technical creativity and production activities. The interest of politicians in standardization is determined ideologically, because in a democratic state the priority should be not private, but national interests. Economic policy has socially significant interests and is designed to create conditions for the availability of mass consumption to a quality market range. It is this indicator that integrates the assessment of the quality of regulators' work. Failing national anything meaningful to oppose the old ideological paradigm, gamefactory 1990s, he took the unprecedented decision to crazy. Thus, they doomed domestic production to stagnation.

In order for production to develop dynamically, it is necessary to activate consumer demand to the utmost, and this can be done only through solvent mass demand. Economic statistics in the Soviet era served as an instrument of cunning, in times of democratic change, it has become generally fabulous when politicians need to report on their achievements. As a result, the President has a special folder, which is so afraid of high officials and top managers.

Policy, based on the ideologization, sequestered qualitative characteristics of the product, identifying the quality standard, and standard with indicators acceptable standards of risk. The criterion of quality of goods in the domestic economic policy is its safety. From ideology, the core of which was and remains a philosophy, you can refuse. only you need to understand that you refuse, gentlemen of politics, not ideology. You refuse from its concrete development and are obliged to oppose to what renounced, something, worthy.

Criticizing Proudhon's book "Philosophy of poverty", K. Marx called his work "Poverty of philosophy". It is very appropriate to use the hint of the great economist to determine the current period in the "ideology", its interpretation of the concepts of "quality", "standard". Or as a "poverty ideology" to describe this condition.

The fourth – a chain of concepts: "technical regulation", "terms of reference", "standard", "quality", we add to this list also "level of quality status" with "measure of quality", it is necessary to build as a logical ascent from practical opportunities (and responsibilities) to the scientific and philosophical system of verification of the quality management tool of production. In order for the theoretical justification to be truly effective, it is necessary to first understand the operational capabilities of the dialectical methodology, supplemented by integrated and systematic approaches. Those who, together with the former ideology localized within national boundaries, rejected the conquests of world philosophical thought, had to justify their professional competence with an alternative concept.

You can try to mislead people, the head of state, but it is useless to "fight" with three thousand years of human wisdom. Arbitrary treatment of basic concepts leads to a dead end and production.

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	<b>JIF = 1.500</b>	<b>SJIF (Morocco) = 5.667</b>	<b>OAJI (USA) = 0.350</b>

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