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OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2021 Issue: 01 Volume: 93

Published: 29.01.2021 <http://T-Science.org>

QR – Issue



QR – Article



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ON THE ADVANTAGE OF USING PRODUCTION IN THE MANUFACTURE OF DEMANDED AND COMPETITIVE PRODUCTS, MESSAGE 1

Abstract: In communication 1, the authors reasonably assert the advantage of using digital production in the manufacture of import-substituting products for consumers in the Southern Federal District and the North Caucasus Federal District.

Key words: efficiency, profitability, competitiveness, demand, consumers, profit, technical and economic indicators, financial advantages.

Language: English

Citation: Blagorodov, A. A., Bordukh, D. O., Prokhorov, V. T., & Volkova, G. Y. (2021). On the advantage of using production in the manufacture of demanded and competitive products, message 1. *ISJ Theoretical & Applied Science*, 01 (93), 307-311.

Soi: <http://s-o-i.org/1.1/TAS-01-93-51> **Doi:**  <https://dx.doi.org/10.15863/TAS.2021.01.93.51>

Scopus ASCC: 2500.

Introduction

UDC 685.14: 519. 78.

The restructuring of the quality management organization became more significant. The quality control departments have been replaced by a quality audit service, focused on checking the validity of the quality assurance system by sampling small individual samples from the total batch of products. The next step in improving the standardization of production was the concept of "quality management" by E. Deming. It was formed and optimized for almost half a century, from 1950 to 1992. Based on

the ideas of W. Schukhert, E. Deming formulated three basic "pragmatic axioms":

- any production activity is reducible to a standard form of the technical process and contains reserves for improvement that need to be identified and mobilized;
- production has two standard forms of existence: stable and unstable, therefore the solution of specific (current) problems is ineffective, it is necessary to direct the vector of management activities to fundamental changes;
- the main responsibility for the failure in the development of production should be assumed by the top management.

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How naive does one need to be in order to rely on the sincerity, disinterestedness, and sympathy of competitors when planning economic policy? The President of the Russian Federation stated long ago that our Western partners do not want to strengthen Russia, they need an obedient Russia, such as the Baltic republics that were previously part of the USSR. I didn't want to grieve the politicians responsible for the economy, but following Aristotle, we were forced to state: "Friends in the East are also on their minds" - in the sense of "Plato is my friend, but the truth is dearer". They will help us as we benefit from such assistance.

Main part

E. Deming's doctrine 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 to accentuate the question: what does E. Deming owe his resounding success, which contributed to the effectiveness of the application of the provisions developed by him in the real economy? The years of creativity E. Deming fell on two critical events in the world economy. First of all, a project designed for the omnipotence of technical progress turned out to be a myth. History repeated itself with science in the Age of Enlightenment, when it seemed that humanity had found a full-fledged replacement for religion in the face of science. Science is universal knowledge, it will solve all problems. It is only necessary to turn the consciousness of the masses to face science, to make the Enlightenment scientific and universal. E. Deming understood and warned earlier than others: the opinion that mechanization, automation and computerization will make a breakthrough in the sustainability of production quality belongs to the sphere of difficulties in solving the problem of the effectiveness of quality management, as well as the attitude to obtain positive results in the shortest possible time. E. Deming offered his philosophy in the form of a "valuable reaction". The merit of W. Schukhert and E. Deming was that they resisted the platform of classical political economy, did not succumb to numerous "temptations" - technical, statistical and others. Their logic was distinguished by confidence in the historical power of the subjectivity of man as a person. Having weighed the technique and creativity of the individual on the "scales" of history, they confirmed that capital growth is carried out by man. Technique both existentially and functionally depends on a person. And here time worked on Deming's side. The time has come for a revival of Japan. The war destroyed the country's economy, but did not undermine the samurai spirit. Nature taught the Japanese to keep the blows of fate. The national will was ready to return the country to its former greatness in the Pacific region, the inhabitants of the state of the "rising sun"

well understood that the path of revival lies through the industrialization of the destroyed production potential. They just did not know how to implement it. At the very end of the 1940s, leading Japanese specialists united in the Japanese Union of Scientists and Engineers - JUSE. Within the Union, a group arose to study the industrial experience of the United States. She established the dependence of progress in quality management with an increase in labor productivity. We tried to understand the mechanism of the established connection.

E. Deming was invited to go towards the goal not in the American way, but in the Japanese way, moving not from big finances, but from the national mentality, in which the culture of work occupied the most important place. Domestic dem-reformers 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, on the other hand, decided in advance what they would do. They only needed specifics - a "road map" of movement, so they called E. E. Deming as a navigator or pilot. E. Deming coped brilliantly. E. Deming paid for lectures by the Japanese, our "foremen" - Sores. The Japanese saved the national prestige, ours cut the national historical roots and stole wherever they could. Not surprisingly, 30 years later (by the early 1980s) the Japanese produced 40% of the world's color televisions, 75% transistor receivers, and 95% VCRs. Thirty years later, the Russian Federation still cannot restore its damaged potential. The ideas of E. Deming, Ishikawa, Juran were realized, confirming the importance of counter courses of movement of national interests and innovative, creative, creative thinking of non-committed, honest specialists. The "Japanese miracle" is a product of the interaction of scientific thought, a critical analysis of the production experience of advanced economies and the characteristics of Japanese national identity. Ishikawa, Deming and Juran met happily in that very place and at a time when the situation had matured and objectively - it was necessary to save and return the economic potential of the country and the subjective Japanese nation has a high and cohesive responsibility for its image. Only the Japanese team, losing the 2018 World Cup match in the last seconds. She cleaned everything in her dressing room and left a note in Russian with the only word: "Thank you." Of course, this fact has no direct relation to the topic of our research, but it is indicative as a characteristic touch to the national character. The roadmap for the revival of the Japanese economy in the status of one of the world leaders in the quality organization of production was restored by B.S. Alyoshin with colleagues. We are more interested in the lessons of the movement of Japanese specialists towards the goal. There are quite enough of them not to pass by,

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but this is a feature of our fans to steer the economy along American routes after Gaidar and his students. They really do not like it when something does not want to move in the rut of liberal economic theory that excommunicates the state from production. So, what does the Japanese experience teach (it teaches, that is, it directs thought, and does not write out recipes):

- quality is time, years of consistent, hard work, coupled with the need to collect and analyze creative approaches;
- quality is a product of interaction with a consumer, built on a partnership of mutual respect. Consumerit is understood extremely broadly, including all participants in the production;
- the totality of participation in achieving quality results;
- systematically adjusted audit control;
- a key role in obtaining the stability of the quality of the work of foremen and foremen, their continuous retraining in various forms, including special programs of national and regional television;
- special attention to mobilizing the physical, moral and creative abilities of workers;
- promotion of quality and its key importance for the development of production;
- and, finally, what infuriates the liberals - managers - the need for a consistent state economic policy, especially in the production of export products; mandatory state certification of products for other countries. Attempts to sell non-certified goods outside the state are equivalent to smuggling. State support for exports, assistance in promoting goods to the world market. As the final touch in the Japanese quality management program, it is advisable to consider the idea of dividing problems into sudden and chronic, proposed by J.Juran. It is not realistic to foresee all possible problems in planning and therefore it is not necessary. It is enough to have mobilization reserves to ensure the stability of the movement. The goal should be chronic problems that have become part of the organization - in fact, disorganized production. Chronic problems are often latent in nature, they are, as it were, adapted by production. It is no secret that there is no waste-free technology, therefore, tolerances are a natural state of quality management. Orders, decrees, appeals, slogans are powerless here. Since chronic problems have become part of the organization of production, then they must be overcome within the framework of the existing order. In the 1970s, Japan's expansion into the markets of the world reached such a scale that for the United States, the "Japanese miracle" appeared as a "Japanese threat." The successes of Japan in the production of high-quality and comparatively (with the Americans and Western Europeans) inexpensive products in the range of high technologies forced to re-actively engage in the theory of quality management. The time has come for

the author of the program "Zero Defects" F. Crosby. Building on Deming's experience, Crosby developed his Fourteen Points. A. Feigenbaum's program was the development of Crosby's ideas. As a result, Total Quality Control (TQC) was formed, from which all subsequent quality standardization systems grew

There is no progress without retreats, slowdowns, recessions. The policy is designed to take active, purposeful actions to help overcome the obstacles arising in development. Politicians must stay ahead of the economic movement and direct it, stimulate domestic economic factors with political levers, and clear economic paths to efficient production. Instead, politicians continue to link development plans to the price of oil, the ruble size of the European and American currencies, referring to the integration trends in the world and globalization.

Integration of transnational relations is an objective reality, but for all its objectivity it does not deny the specifics of national economic advancement. Moreover, integration is objectively designed to promote national development. Why doesn't it work out as it should be? This question arises from a logical comparison of the policy in the field of strengthening the defense capability, the restoration of the country's international authority in the most difficult circumstances of the formation of a new world architectonics with the fact that from year to year Russians observe and fully feel on themselves in the sphere of the rest of the economy. two governments? The second one "steps on the gas and brakes" at the same time.

The protracted recession in the Russian economy can be explained in two ways. The first is that the people have lost the ability to work well, squandered "human capital", and the second is that the managers are helpless. The media assure that politicians know their business, keep events under control, take the necessary measures and promise changes for the better in the near future. Therefore, the reason is the poor performance of the performers and the unfavorable world situation.

How naive does one need to be in order to rely on the sincerity, disinterestedness, and sympathy of competitors when planning economic policy? The President of the Russian Federation stated long ago that our Western partners do not want to strengthen Russia, they need an obedient Russia, such as the Baltic republics that were previously part of the USSR. I didn't want to grieve the politicians responsible for the economy, but following Aristotle, we were forced to state: "Friends in the East are also on their minds" - in the sense of "Plato is my friend, but the truth is dearer". They will help us as we benefit from such assistance.

It is time to understand that all economic and political unions in the modern world space are an attempt to achieve national gain in the environment

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of transnational relations, i.e. you can count on partners as long as this cooperation is beneficial to them. From which the conclusion follows - it is necessary to face your economy. Only in this way, albeit with great effort, will it be possible to solve our problems. For example, there are no objective reasons that would justify the decline in production in light industry for a quarter of a century.

Politics is not done depending on the state of feelings - either like or not like the level of everyday perception of the world. It is harmful to be in the "political kitchen" with such an approach. Economic policy does not qualify as "good" or "bad", "effective" or "ineffective". It has the right to be called either "useful" or "harmful". The price of such a policy is too high, and accordingly the responsibility is not limited to the professional form. Politics is politics. It is anti-political and unprofessional to turn politics into a source of one's own income.

Whatever the economic situation develops, it is extremely dangerous to absolutize the meaning of economic criteria, to endow them with the property of universality. F. Engels sharply spoke out against attempts to reduce the teaching of Karl Marx about social development to "economic materialism", "economic determinism." The economic basis is the basis of social organization, but by no means a system-forming factor for its improvement. The most difficult component of economic reforms is the achievement of satisfaction in society by the distribution of the national product. The health of society depends on this satisfaction, and not on the form of ownership. And we have come to an important conclusion - the quality of reforms is assessed not by the changes themselves, but by the ability to impart features of stability to public life.

Conclusion

Integration, globalization is not a panacea for development. They do not cancel the competitive struggle, in which there are more than one winner. There are more losers. Hence the relevance of the old truth, the meaning of which became clear in dialectics. Movement in any conditions becomes self-movement. The Chinese closed themselves off rationally and won. The victory was ensured by the Eastern caution and skepticism about the unification. They realized before us that integration and globalization are types of "pyramids" and are conditionally useful for national development. From the outside, it might seem that the Chinese reformers have abandoned the curse mentality: "to live for you in times of change." From the inside, everything looked traditional - politicians did not betray with a sharp movement on a national scale, they were in a hurry, but with a constant linkage of actions to the state economic order, reforms in the economy subordinated traditional political dominants, did not repent and did not try to please. Nobody seriously thought about any economic shocks. They took finance as the circulatory system of the economic organism into "tight government mittens", introduced toughening for economic and corruption crimes, equating many of them with dangerous actions against the state, did not come up with new parties - they updated the existing one, as before, paid special attention to personnel policy. The Chinese took into account the Soviet party experience of "growing" personnel, which was based on the principle of progressive advancement depending on business efficiency and lifestyle.

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