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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: 05 Volume: 97

Published: 29.05.2021 <http://T-Science.org>

QR – Issue



QR – Article



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NEW COMPETENCIES FOR ASSESSING THE RELIABILITY OF THE RESULTS OF A SURVEY OF RESPONDENTS ON TOPICAL TOPICS

Abstract: The article outlines new competencies developed by the authors to assess the competence of respondents - survey participants on pressing problems of science and technology. At the same time, the authors consider the results of a questionnaire to assess the competence of survey participants in comparison with the so-called reference answer, which is formed both on the basis of literature data and in a survey of highly qualified specialists on the problems that are offered to respondents. Thus, the competencies with the help of which it is possible to rank the level of qualifications of respondents participating in the survey and to make a more objective decision about the results of the survey.

Key words: competencies, professionalism, qualifications, respondent, concordance coefficient (W), weight, survey, questionnaire, reliability, competence, decision-making, demand, competitiveness, demand, profit, financial condition, reference answer.

Language: English

Citation: Bordukh, D. O., Blagorodov, A. A., Shcherbakov, D. S., Prokhorov, V. T., & Volkova, G. Y. (2021). New competencies for assessing the reliability of the results of a survey of respondents on topical topics. *ISJ Theoretical & Applied Science*, 05 (97), 504-576.

Soi: <http://s-o-i.org/1.1/TAS-05-97-88> **Doi:**  <https://dx.doi.org/10.15863/TAS.2021.05.97.88>

Scopus ASCC: 3300.

Introduction

UDC 685.57: 519.43

A scientific experiment has always been costly, and scientists are constantly looking for ways to

reduce these costs through the so-called surveys of specialists in order to find out the most significant factors in order to conduct the experiment itself on the basis of the results of the survey. Today the authors of

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the article have developed software, the use of which provokes a better-quality receipt of answers to the questions posed in the questionnaires. But it turned out to be not so simple, it was necessary to pay more attention to the choice of these respondents, whose competence on the problem under study should not cause the experimenter to doubt their professionalism. To create such a technique for assessing the competence of respondents, we proposed to use the coefficient of concordance (W), the value of which, as you know, varies within $0 \leq W \leq 1.0$. If the respondent, according to the results of the prior ranking, has the value of the concordance coefficient in comparison with the reference value of the competence of the leading specialist within $0 \leq W \leq 0.5$, then the opinion of such a respondent can be neglected, that is, his opinion can be excluded from the survey results. In this regard, in order to reduce the number of such incompetent respondents, the researchers involved in the survey should be highly qualified specialists in this field, employees of scientific schools, whose results on this issue have been recognized by scientists of other scientific schools, scientists - experimenters, graduate students, masters and bachelors studying in similar scientific directions. The number of survey participants is not limited by anything, but only by the desire of the experimenters to get answers to the questions posed to them. Wherein, participation in the survey of young researchers is preferred, as this will definitely provoke the expected effect and reliable result. At the same time, it is possible to hear another version of the solution to the problem, which means that the experimenter will be able to remove doubts by clarifying the list of factors that influence the achievement of effective results, and, if necessary, re-question all the participants dealing with this problem in order to confirm or refute their assumptions and doubts. The use of a survey in any case will be less costly, and the effectiveness of the results obtained and their reliability are quite high, which will make it possible to formulate the only correct solution to the problem in front of him, and in which the solution will be achieved with minimal costs, which is especially important today and, ultimately, tomorrow. This opinion is due today not only to limited funding for the implementation of research work, but with its obligatory solution - this discrepancy between the need and the possibilities will help the experimenter to ensure the implementation of the task set before him and help young researchers to master the new method of organizing research work at the lowest possible cost, which is always relevant.

Main part

Increasing the demand and competitiveness of the products of domestic enterprises is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District.

Therefore, the current situation presupposes the need to produce products of the original assortment, taking into account the national and climatic characteristics of these regions and to improve the metrological support for testing footwear and leather goods to improve the quality of manufactured products within the framework of import substitution.

It is not enough just to produce products on the territory of the Southern Federal District and the North Caucasus Federal District, but it is necessary to ensure the development and expansion of their production in the future, which is possible taking into account the interests of all participants in this process in the development of a competitive assortment, in the introduction of an innovative technological process using more productive, universal and multifunctional equipment, in the improvement of metrological assurance of the quality of the production of footwear and leather goods and haberdashery, in the interest and support of regional, municipal and federal branches of government.

What is most important today for the success in the market of many new and long existing small, medium and large enterprises is their ability to provide the consumer with shoes of higher quality than before, and at the same time for the same or less price.

Modern production or, as it is also called, world-class production must meet the following requirements:

- have greater flexibility, the ability to quickly change the range of products. The product life cycle has become as short as never before, the variety of product assortments is higher, and the seriality of products, the volume of batch of one-time production is less. Hence, production focused on the release of mass, standardized products (strictly corresponding to standards, specifications, technical conditions), unable to constantly adapt to the needs of real, often small groups of consumers, is now doomed to extinction;

- use new forms of control, organization and division of labor, taking into account the more complex production technology;

- rely on comprehensive quality management. Requirements for quality not only increased, but also changed the nature of decision-making: it is not enough to produce good products, it is also necessary to think about organizing after-sales services, about providing additional branded services to consumers who are highly individualized in their requests;

- simultaneously improve product quality and reduce costs. If earlier it was possible to offer the consumer a lower quality product at a lower price and, conversely, a high price always corresponded to high quality, today the situation has changed. Higher quality of the product should be provided at the expense of the same lower price [5-6].

Now in our country there is a situation where most of the population has a very modest income, and

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it is she who is a potential buyer of mass-produced footwear.

Solving the problems of style, marketing, advertising will allow domestic footwear of mass production to be demanded by this wide sector of the population of Russia. Small and medium-sized shoe enterprises should provide footwear to a more profitable part of the population, however, as well as highly automated production complexes.

In recent years, the absolute increase in the production of leather footwear has been constantly increasing, the range of footwear is being updated at shoe enterprises, taking into account the demand of the population, the production of model and insulated footwear, footwear with a top made of white leather and genuine patent leather, smart shoes for children is increasing. The transition of the country's economy to market relations led to a sharp deterioration in the situation in the footwear industry in Russia due to a decrease in the effective demand of the population, deepening inflationary processes, a crisis of non-payments, which, in turn, caused an imbalance in production and circulation.

When organizing the sale of manufactured footwear, one should not forget that in the South and North Caucasian federal districts there have been and remain so-called "hot spots", which are territories with a crisis in the economic situation and a negative political situation.

Correct definition of quality, consistency and systematic quality management give the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally brilliant and deceiving. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - no more.

A product made by man is dual in nature, it combines the natural properties of raw materials and the characteristics brought into it by human labor. The product has a rental value and added value. In this context, it is not value that is important - it serves as a quantitative equivalent of the quality of a product in general, but the result of labor - in the form of a transformation of the natural state of an object. The product of human activity has a natural, basic, level and a superstructure, introduced. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the product is one, but the production duality of the product is associated with it.

Such two-sidedness of the quality of the goods misleads those who, having not yet understood the art of dialectical thinking, strive to sort everything out "on the shelves", forgetting about the structure of which these shelves are parts. The quality of a product is only determined by a natural basis, but it is built artificially.

The quality of the product has several creators. This is a fashion designer, constructor, technologist, manager; their qualifications, experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

The economic situation affects both producers and consumers, shakes the market on the waves of its uneven movement, and together with purchasing power and perceptions of quality.

Outwardly, determining the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but (mainly) diverging views. Krylov's Fish, Cancer and Pike are involuntarily recollected, who have undertaken to drag the cart. In our case, there are even more subjects.

The designer, technologist, manager develop their understanding of the quality of the goods (they can be combined), they are linked by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, conditioned by the real buying opportunity. There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary - a speculator - is able to form an image of quality in his own interests, in particular, through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer. As a result, we came to the "quality square",

Anything common exists objectively, but only through a single one: at the end of the process, there is always a separate, concrete buyer Pyotr Stepanovich Sidorov and boots, which Pyotr Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales assistant professionally explained to Petr Stepanovich that there are better quality boots in the same price range, but, being an independent person, he did not change his mind. This is why pre-sale preparation of products and the culture of the seller are important. The last word belongs to the buyer, his perception of the quality of the product. Everything else only plays up to him.

The most serious contradiction, apparently, remains the discrepancy in the images of product quality between the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and the consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - a product. The former make it, the latter consume it, but they have different motives due to their different

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position in the system and the culture of target perception.

The manufacturer creates the product, but not the product - the ultimate goal of the manufacturer, but the sale of the product. The direct connection between the producer and the consumer is local because it has a negative effect on the producer. The seller blocks the consumer from the manufacturer, and the manufacturer is forced to focus not on the market, but on the market situation, which is most often artificially formed by a speculator and advertising.

Money, perhaps, does not "smell", advertising policy frankly "stinks", it is so far from objectivity and free from professional honor. Being in a state of irresponsibility for information, advertising serves the market clearly and in any form.

The manufacturer, unlike the seller, is responsible for information both by law and by his professional reputation. The seller manipulates the information as he sees fit - the manufacturer is constrained by responsibility, moreover, the market often dictates the rules of relations to him.

What is the way out for the manufacturer? There is only one way out - a direct presence on the market and significant investments in education and education of consumers. It is difficult to overcome such a program alone, uniting is absolutely real. The domestic manufacturer has everything it needs to oust the speculator from the retail market. He has professional experience, qualified personnel, scientific and technical support, a certain trust of buyers returning to the old, pre-reform, priorities, which are actively exploited by unscrupulous manufacturers and to which the authorities shyly close their eyes, which does not want to return to the Soviet experience. Confectioners, meat-makers, wine-makers shamelessly use Soviet brands, replacing them with surrogates. Brands of Vyatka, Orenburg, Ivanovo are returning to the market, some Moscow and Leningrad enterprises. The tendency of the return of interest is gaining stability. Of course, clothes and shoes are not sausages and vodka or chocolate and confectionery products of natural origin.

Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern Federal District and the North Caucasus Federal District is costly. The use of universal and multifunctional equipment forms the technological process in such a way that it makes it possible to produce the entire assortment of high-quality footwear with different price niches.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of innovative processes. Such a solution is possible if, in each case, an efficiency factor is used for such an assessment, the value of which, as a concordance factor (W), will be

applied within the range $0 \leq K_{\phi} \leq 1$... If its value tends to one, then this means that the manufacturer has managed to find the most optimal solution, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result are required.

In the practice of expert assessment, the assessment of competence with the help of an expert's self-assessment has become widespread. There are various approaches to assessing this indicator. In accordance with one of the methods, the assessment of the competence of expert auditors is based on the calculation of the competence coefficient K_j , which is calculated on the basis of the expert auditor's judgment about the degree of awareness of the problem being solved and the indication of the sources of reasoning for his own opinion. Competence ratio, K_j , calculated by formula 1:

$$K_j = 1/2 \times (K_{uj} + K_{aj}), \quad (1)$$

where K_{uj} - coefficient of awareness of the problem; K_{aj} is the coefficient of argumentation on the same problem.

The expert's awareness coefficient is calculated based on the expert's self-assessment, namely:

- awareness of the state of the modern market economy (1);
- awareness of the state of affairs in the light industry (2);
- competence in the field of marketing communications (3);
- competence in advertising communications (4).

The experts gave preference to advertising and sales promotion as the main means of marketing communications for promoting light industry products in the sales market with unstable demand.

But if the customs commission (TC) needs to make sure that experts have professional competence, it is necessary to use the addition to the program for processing the results of a priori ranking developed by the authors, expanding its capabilities by giving it an evaluation function. This need arose due to a significant increase in the volume of customs work. Now the customs is forced to invite a wider and not always prepared group of specialists as experts to participate in assessing the quality of such a wide range of products without sufficient experience in a qualified assessment of their purpose and quality, which can provoke the entry of low-quality products into domestic markets.

To confirm the reliability of the proposed methodology in an objective assessment of the competence of experts, a survey was carried out of a group of experts and teachers of higher educational institutions of the Rostov region, who participate in the training of the specialists themselves involved in the examination by customs.

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To do this, we will expand the list of the most preferred advertising communications used to promote light industry products using the assessments of expert auditors, namely: radio, television, print, Direct Mail, Public relations, telemarketing, sales promotion, special advertising, advertising facilities, other types of product promotion (flyers, posters, handouts, balloons).

The results of the expert questionnaire are shown in Table 1, and the university professors - in Table 9. We were pleasantly surprised that the preliminary designated competence of the invited specialists for the questionnaire was confirmed by the final results - their assessment of the importance of the proposed competencies (the effectiveness of marketing communications for promoting light industry products to the consumer) basically coincided (tables 1 and 2). But, given that the main task of the customs is to obtain an assessment of the competence of each expert during their work in customs and to make a decision on their possible participation in the examination in the future or their refusal to do so, we conducted a comparative assessment of the results of the questionnaire survey on these marketing communications for all participants in the experiment, that is, for experts and for university professors.

The results of the questionnaire are shown in Table 3. The sum of the ranks for each competence

was compared among themselves both for experts and for teachers, and this made it possible, based on the value of the coefficient of concordance, to arrange them according to the degree of competence. The group of the most competent, whose concordance coefficient was $0.9 \div 0.97$, included 9 teachers out of 10, and only one teacher had a concordance coefficient lower than the normative one, namely, 0.54; but for expert experts - the results of their participation in the examination are much worse, none of them received the value of the concordance coefficient, which the teachers showed - they have it equal to 0.5 - 0.87, therefore,

Dear respondent!

What factors would you give preference to when evaluating advertising communications for promoting light industry products to domestic sales markets? Taking advantage of the privileges - to assign them the appropriate rank from the arithmetic series - preferable starting from 1, and not preferable - a higher digit, ensuring that the requirements of the arithmetic series are met, namely, by not allowing missing digits in the arithmetic series. If you have difficulties in choosing preferences, you can use the "linked ranks", assigning the same rank to two or more factors, but even here it is necessary to comply with the requirements of the arithmetic series (Table 1).

Table 1 - Characteristics of the most preferred advertising communications

No.	Characteristics of the most preferred advertising communications for promoting light industry products on the market of the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1.	Radio	
2.	A television	
3.	Printing	
4.	"Direct mail"	
5.	Public relations	
6.	Telemarketing	
7.	Sales promotion	
8.	Special advertising	
9.	Advertising constructions	
10.	Other Promotion: Product: Flyers, Posters, Handouts, Balloons	

Table 2 - The results of the questionnaire survey by student experts on the most effective advertising communications for promoting light industry products

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10

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8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4
Total:										
Output										

Table 3 - The results of the questionnaire survey by experts - teachers about advertising communications for the promotion of light industry products in the presence of "related" ranks (after processing)

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	10	1	2	3	5	4	6	7	8	9
2	8	1	3	2	4	5	6	7	9	10
3	10	1	3	4	5	6	2	7	8	9
4	10	5	1	2	3	4	6	7	9	8
5	10	1	3	4	5	6	2	7	8	9
6	10	1	3	4	5	6	2	7	8	9
7	4	1	6	7	9	10	2	3	5	8
8	10	1	6	3	4	5	2	7	8	9
9	10	1	3	4	5	6	2	7	9	8
10	10	1	2	5	3	6	4	7	9	8
Sum of ranks										
conclusions										

But at the same time, I would like to warn the heads of organizations that attract experts about their responsibility to provide concise, unambiguous information about goods, in the decoding of which the experts involved will participate. The advantages of this information are brevity, unambiguity, but the perception of symbols requires a certain professional training to decipher the information. The basic requirements for commodity information are the following basic requirements: availability, sufficiency, reliability.

These requirements became known as the "Three Ds".

-The first "D" - reliability - implies the truthfulness and objectivity of information about the product, the absence of misinformation. Unreliability of information is information falsification.

-The second "D" - availability - is associated with the principle of information openness of information about the product for all users. The Federal Law "On Protection of Consumer Rights" states that information about a product must be in Russian.

-The third "D" - sufficiency - is interpreted as a rational information saturation, i.e. both incomplete and redundant information should be excluded. Incomplete information, for example, the expiration date of a dairy product is not specified, can lead to damage to the health of the consumer. Excessive information is useless information about a product; it can irritate the consumer and prompt them to abandon a purchase.

Table 4 - Transformed matrix of ranks based on the results of questioning by experts - students and expert - teachers on the influence of advertising communications on the promotion of lightweight products and the results of calculating the coefficient of concordance W

Factor		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	W
Survey participants												
Expert students, graduate students and representatives of enterprises	1	4	1	6	7	9	10	2	3	5	8	0.59
	2	9	4	8	7	2	3	1	5	6	10	0.71
	3	6	1	2	5	4	3	7	8	10	9	0.85
	4	10	2	1	4	3	8	5	9	6	7	0.87
	5	10	1	3	2	9	7	4	5	6	8	0.82
	6	10	5	2	7	8	4	1	9	3	6	0.68
	7	2	1	3	9	8	7	4	5	6	10	0.64
	8	2	1	7	8	3	10	4	5	6	9	0.51

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	9	4	5	1	2	3	7	6	9	8	10	0.79
	10	10	5	6	3	7	1	2	8	9	4	0.75
Expert Teachers universities	11	10	1	2	3	5	4	6	7	8	9	0.87
	12	8	1	3	2	4	5	6	7	9	10	0.92
	13	10	1	3	4	5	6	2	7	8	9	0.96
	14	10	5	1	2	3	4	6	7	9	8	0.90
	15	10	1	3	4	5	6	2	7	8	9	0.96
	16	10	1	3	4	5	6	2	7	8	9	0.96
	17	4	1	6	7	9	10	2	3	5	8	0.96
	18	10	1	6	3	4	5	2	7	8	9	0.54
	19	10	1	3	4	5	6	2	7	9	8	0.96
	20	10	1	2	5	3	6	4	7	9	8	0.96
Places												
Expert opinions												
Teachers' opinions												
Rank sums												

The ideology of satisfying consumers of products and services of higher education will burst into the life of universities more and more energetically every year. Quality becomes a universal criterion in a competitive environment. Quality is the main measuring instrument by which comparisons will be made. The first steps have already been taken in Russia, an independent system of attestation and quality control of education is being formed on the basis of the concept of multidimensional quality management of an educational institution, and project competitions are being held on the problem of "Management of the quality of education". We are confident that universities that have declared quality as their main goal will live and fight for prosperity, while those that have abandoned the quality program face an unclear future.

The formation of a Common European educational space requires significant efforts from Russian universities to bring the educational process in line with the criteria in the field of higher education in order to facilitate independent recognition of degrees and the development of student mobility. For this, universities are recommended to undergo international certification. One of the most important ways to improve the educational process, taking into account the common European principles, is the introduction and improvement of the system for ensuring the quality of education.

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

According to ISO standards, quality is the set of characteristics of an object related to its ability to meet the stated and anticipated needs of customers. An

object can be an activity or a process, a product or a result of a service, an organization or a system.

In this context, one can say:

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

The quality of the educational services provided presupposes their ability to meet the needs and expectations of a particular consumer.

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

This quality, in turn, is determined, on the one hand, by the content of training, and on the other, by the provision of resources: material and technical, educational, methodological, informational, and personnel.

The most important component can be considered the content side of education.

ISO standards are based on eight principles of quality management, one of which is the process approach. The introduction of a process approach allows you to more effectively manage activities and related resources to achieve a given result. In accordance with this principle, ISO standards require that the processes in the institution be defined, identified and described.

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

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quality meters are installed, requirements for the quality of input data, processes, resources and output data are fixed.

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

The transition to new management schemes and the involvement of the entire team in quality management processes involves continuous retraining of employees. This task of transforming the university into a continuously learning organization is the most difficult (there are few teachers-managers who know the basics of quality management).

A global computerization of all spheres of the university's activity will be required. At the university, the solution to this problem is complicated by the different paces of movement of the departments towards the creation of electronic teaching materials.

As a rule, each professional at the university, instead of paying more attention to coordinating work with his colleagues, focuses on his own person. In a relatively calm environment, this principle can be proud of. This kind of freedom is a defining moment in the creative process. However, autonomy comes with significant costs. These costs lie in the fact that the institution sometimes begins to function as a disorderly collection of elements moving in different directions without any unifying idea, or without clear goals of what the team members are doing and why. Of course, it's not news that universities are conservative institutions, indecisive in terms of making changes to established processes. In a stable environment with no competition, this lack of innovation has little impact. Universities can live quietly, solving problems as they arise. Today it is necessary to limit the autonomy of departments and staff, no matter how paradoxical it may sound. The time for brilliant personalities has passed. The era of brilliant organizations, teams working together is coming. A clear focus on working in teams, which is an integral part of the philosophy of strategic quality management, allows people to work towards common rather than independent goals.

The process approach involves the design of a quality management system as a set of interrelated processes, while for each process the main characteristics should be provided: inputs, outputs, consumers of each of the processes, their requirements should be identified, and their satisfaction with the results of the process should be studied in the course of the system's activity.

For the effective operation of a set of basic processes, it is necessary to establish ways of interaction between them, to clearly determine which material or information objects are the outputs of previous processes and, at the same time, the inputs of

subsequent ones. Such a relationship should be determined primarily in order to be able to exercise effective control and measurement of educational processes in order to determine the degree of their compliance with the requirements of consumers.

In a university, the object of study is always a "student" and is at the entrance and exit of the educational process. The task of training: meeting the consistently growing needs of the student and other consumers of university graduates (employers, the state, etc.).

The release of specialists who meet the requirements of modern production, possessing advanced design tools and methods, is one of the main tasks of training modern highly qualified personnel.

The quality of training of specialists is largely determined by the perfection of the equipment used in training, the use of modern information and pedagogical technologies.

If the Ministry of Education and Science finances the training of specialists in full, then we can confidently expect that the goals and objectives formulated by the fourth generation Federal State Educational Standard of Higher Education will be achieved.

But the constant reorganization of higher education carried out by the Ministry of Education and Science of the Russian Federation has stumped the best forces of higher education not only in the so-called elite universities of the Russian Federation, as officials from the ministry like to call them, but also in those others, most of which are not baked. What did they want to have in the end? No sooner had the "pouring rain" for the funeral of the list of specialties, and the directions of masters and bachelors were born, as the ministry has already approved another new list, either retaining the methodological content for previously approved, prepared by universities, or prolonging them, or universities again it will be required feverishly and in a short time before the next September 1, they must be developed and approved, and such a fever is already what a year!?!?

Who needs it? Regrettably, there is no intelligible answer to all these questions from the ministry, and this is confirmed by the fact that universities have already begun to issue bachelors and masters, and there are no qualification requirements for them, as well as for specialists who will come to be hired at enterprises and institutions to work, , not...

Who will be responsible for such a situation? Again, it will be passed on to universities that they did not get through, did not decide, did not insist, did not approve, etc. etc. And this is how many times. You might think that the opinion of employees of universities and employers once wanted and someone else to hear ???

Why did it so easily, for the sake of the Bologna Agreements, we lost independence in assessing the results of our work, when our specialists were

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reasonably considered the best and demanded by many enterprises, organizations and scientific institutions? Why break what was functioning? First, they destroyed the industry, and then, when there was only a place for specialists in the free labor market, universities were again to blame, that there was not enough engineering personnel, technicians disappeared, but the saddest thing and skilled workers and this whole chain collapsed when highly qualified workers who prepared the so-called SSTU and vocational schools became qualified middle-level specialists, and already middle-level specialists made up the elite of high school graduates. What about now? Some competencies,

But what is the use of the stalking??? And to the fact that none of us objects to reasonable and justified reforms that would have been tested and received universal support in society, but when this is shyness for the sake of only reducing the number of universities and funds for their maintenance. Prime Minister of the USSR A.N. Kosygin, when meeting with the student activists of Moscow universities about their small scholarships (22 - 26 rubles per month), confirmed that this is indeed insufficient amount. But at the same time, he noted that the scholarship can never be sufficient for their normal social protection. But what is now paid to students is, of course, completely insufficient and the Politburo of the CPSU Central Committee decided to increase it for 1-3-year students to 35 rubles a month, and for 4-5-year students, respectively, up to 40 rubles a month. Alexey Nikolaevich, to high school?! The answer was immediate - the most positive. In Japan, everyone can get a higher education, and this is right, and we have made the same decision - we'll better prepare an "average" engineer than such a schoolchild will turn into a drug addict, a hooligan or a bandit - after all, the costs of his re-education will many times exceed the costs of his education in vocational schools, technical schools or higher education - we will never allow this!!!

But with regret today you cannot say that about modern leaders, and the negative consequences of such an unjustified policy are already making themselves felt. Therefore, it would be justified for all forms of training to exist and this would be the prerogative of the university - which is preferable for them, taking into account the demand for their graduates. But to monitor this demand, namely: who is better taken by the heads of organizations, industrial enterprises and scientific institutions - specialists, masters or bachelors and based on these results make decisions on adjusting the admission of applicants to the number of students.

But let's get back to the Federal Educational Standards of Higher Professional Education. Who and who called the qualifications "Academic Bachelor" and "Applied Bachelor" - we have no words at all - this is something that needs to be invented?

When it was said about the second stage of the master's degree and two years of study - everyone took heart - this is instead of five years in six, you can really prepare a specialist of the highest qualification. And the characteristics of professional activity seemed to confirm this intention, namely:

- area of professional activity of masters:
- rational;
- resource-saving, competitive technologies for the design and manufacture of products for the light industry and the fashion industry (leather, fur, clothing, footwear, accessories and other products from different materials).
- objects of professional activity of masters:
- methods and systems for designing garments, footwear, leather, fur, leather goods, technological processes and equipment for their production; normative and technical documentation and standardization systems, methods and means of testing, quality control of materials and products of light industry,
- types of professional activities of masters:
- research;
- production and technological;
- organizational and managerial;
- project and design;
- scientific and pedagogical.

The specific types of professional activities for which the master is mainly prepared are determined by the higher educational institution together with the students, scientific and pedagogical workers of the higher educational institution and associations of employers,

- tasks of professional activity of masters;
- management of the results of research activities and the commercialization of intellectual property rights;
- drawing up work plans and programs for scientific research and technical development, preparation of individual assignments for performers;
- collection, processing, analysis and systematization of scientific and technical information on the research topic, the choice of methods and means for solving the problem;
- conducting patent analysis;
- implementation of the results of research work, innovative technology and advanced technology;
- production and technological activities;
- ensuring the manufacturability of clothing, footwear, leather, fur, leather goods and their manufacturing processes;
- organization of technological preparation of production;
- assessment of the economic efficiency of products and technological processes;

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– development of measures for the rational use and replacement of scarce materials for clothing, footwear and leather goods;

– introduction of new materials and technological processes into production for the release of products in accordance with market requirements and industry development trends; research of the causes of defects in production, development of proposals for its prevention and elimination, the choice of systems for ensuring the environmental safety of production;

– organizational and management activities:
– organization of marketing and sales structures for business development, increasing its stability and competitiveness, merchandising of fashion industry products;

– management in terms of a spectrum of opinions, determination of the order of work;

– preparation of applications for inventions and industrial designs of products;

– professional development and training of employees;

– development of plans and programs for organizing innovative activities at the enterprise;

– design and design activities:

– preparation of assignments for the development of project and design solutions;

– preparation of generalized options for solving emerging problems, from analysis,

– predicting the consequences, finding compromise solutions in conditions of multi-criteria;

– development of sketches, projects of technical specifications, standards, technical descriptions of new products, technological processes and business plans using information technology;

– study and implementation of domestic and foreign experience, development of rationalization and invention;

– assessment of the innovative potential of the project;

– scientific and pedagogical activity:

– performing pedagogical work in educational institutions of secondary vocational and higher vocational education as a teacher and assistant under the guidance of a leading teacher, professor or associate professor in the disciplines of the direction;

– development of teaching materials used by students in the educational process.

And if by this time the ruined branches of the national economy had risen from the ruins, and graduates with the qualification only "Academic Bachelor" could have recruited branches of departments, which, according to the order of the Ministry of Education and Science No. 958 of 08/14/2013, were to be created on the basis of organizations, carrying out activities in the profile of the relevant educational program, namely:

– the procedure for the creation of departments and other structural units by professional educational organizations and educational organizations of higher education, providing practical training of students, on the basis of other organizations carrying out activities in the profile of the corresponding educational program.

This procedure determines the rules for the creation by professional educational organizations and educational organizations of higher education (hereinafter referred to as educational organizations) departments and other structural units providing practical training of students (hereinafter referred to as structural units), on the basis of other organizations carrying out activities in the profile of the corresponding educational program (further - organization).

Structural units are created for the purpose of practical training of students in the corresponding educational program, through the implementation by the educational organization of a part of the educational program of the corresponding profile, aimed at the formation, consolidation and development of skills and competencies, and including the possibility of conducting all types of training sessions and carrying out scientific activities.

The structural unit in its activities is guided by the Federal Law of December 29 2012 year... No. 273-FZ "On Education in the Russian Federation", other federal laws, regulatory legal acts of the President of the Russian Federation and the Government of the Russian Federation, this Procedure, constituent documents of an educational organization, regulations on a structural unit.

The regulation on the structural unit is approved by agreement with the organization in the manner prescribed by the charter of the educational organization.

A structural unit is created subject to the following conditions:

– compliance of the educational program implemented by the educational organization with the profile of the organization's activities;

– availability of property necessary to achieve the goals of the structural unit;

– ensuring the conduct of practice, practical classes, seminars, laboratory workshops and other types of educational activities, provided for by the curriculum, in the structural unit;

– providing organizations with conditions for the preparation of graduate qualification works and other types of work stipulated by the educational program, including participation in the formation of topics of graduation qualification works and other works, provision of scientific guidance and reviewing of graduation qualification works and other works, free provision of access to information to students required for the preparation of final qualifying works;

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- creating a safe learning environment;
- observance of special conditions for receiving education by students with disabilities.

Then one would expect that the bachelor will come to his university after 2-3 years of highly qualified work as a middle manager or a workplace requiring a high level of training, with the desire to continue his studies in the master's program with the corresponding basic educational program - agreed and with the university and with enterprises. Then it is not clear the role and significance of the competencies formed, which are listed in Table 4. We proposed to express their importance for the formation of the quality of training of specialists for schoolchildren - graduates of 11 grades of 2017, bachelors - graduates of the university in 2017, teachers of universities in the Rostov region and specialists - graduates of universities, working at light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District.

The results of the questionnaire are shown in Table 2. They were obtained when processing the questionnaires according to the program developed by the authors for processing the results of a priori ranking.

Example. No linked ranks

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

Example. With related ranks

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

Since the number of related ranks is 8, then in the arithmetic series from 1 to 19 places will remain 19-8 = 11, i.e. there will be only 11 places in the new arithmetic series.

Table 5 - List of indicators for ranking

room	Competence	Rank
1	2	3
PC-1	— independently solve the tasks of their professional activities at a modern level	
PC-2	— the ability to professionally use modern equipment and assess the economic efficiency of technological processes (in accordance with the objectives of the master's program)	
PC-3	— use in-depth knowledge of legal and ethical norms in assessing the consequences of their professional activities, in the development and implementation of socially significant projects	
PC-4	— ability analyze the received production information, summarize, systematize the results of production works using modern equipment and technology	

Questionnaire

to assess the most significant competencies in the preparation of masters within the framework of their qualification characteristics formed in the Federal State Educational Standard of Higher Professional Education

Dear respondent!

You are invited to fill out a questionnaire - a questionnaire, which contains a list of competencies that form the level of training of specialists. We would like to ask you to rank the ranks according to the degree of their importance on the quality of training of these specialists. The peculiarity of the filling is that it is necessary to use the rule of the arithmetic series, namely: to assign ranks from 1 place to n (the number of competencies n = 19), without missing numbers, but at the same time they should be exactly n = 19, the sequence of ranking - any. In case of your doubt, it is allowed to assign the same rank-place (related ranks) to two or more competencies, but at the same time, the rule of the arithmetic series must be fulfilled, i.e. again - from 1st place, but with a smaller number n of the arithmetic series by the number of related ranks.

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PC-5	— readiness to study scientific, technical information, patent documentation and make practical recommendations for its use	
PC-6	— use the knowledge of fundamental sciences in research and the creation of new methods for the design of products and processes of light industry	
PC-7	— the ability to set research objectives, choose methods of experimental work, interpret and present the results of scientific research in the form of reports, abstracts, publications and in public discussions	
PC-8	— the ability to use modern information technologies for the organization and effective implementation of technological processes for the production of clothing, footwear, leather, fur, accessories and leather goods for various purposes	
PC-9	— to develop measures for the integrated use of materials and their replacement with promising ones in the production of light industry products	
PC-10	— carry out production control of the stage-by-stage production of parts of products, semi-finished products, conduct standard and certification tests of clothing, footwear, leather goods and materials for them, investigate the causes of defects in production and develop proposals for its prevention and elimination	
PC-11	— choose technical means and technologies taking into account the environmental consequences of their use	
PC-12	— analyze the technological process as a control object, develop regulatory methodological and production documents	
PC-13	— use elements of economic analysis when creating products, taking into account the requirements of quality, reliability and cost	
PC-14	— systematize, summarize information on the formation and use of enterprise resources	
PK-15	— make management and economic decisions based on a constructive dialogue, taking into account different approaches and opinions in small and large teams of performers on the principles of marketing	
PC-16	— to develop design and technological documentation and develop sketches of light industry products, taking into account the constructive and technological, aesthetic, economic, environmental and other parameters	
PC-17	— use information technology and computer-aided design systems in the development of new products for light industry	
PK-18	— to form students' professional qualities in the chosen direction of training, civic position, attitude to work and life in the conditions of modern civilization and democracy	
PK-19	— choose teaching methods and tools that ensure high quality of the educational process	

Table 6 - Results of the survey of bachelors - graduates of 2021

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

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

Table 7 - The results of processing the a priori ranking of bachelors - graduates of 2021 by assessing the importance of competencies that form the level of quality of training of future specialists

Factor	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	Tj	QC
Expert																					
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
1	1	8	4	12	5	14	13	16	7	9.5	18	9.5	11	19	2	15	17	6	3	6	0.49
2	6	3	19	4	16	7	8	2	9	1	13.5	5	11	13.5	18	12	15	17	10	6	0.63
3	1	2.5	4.5	4.5	2.5	6.5	8	9	10	11	6.5	12	13	14	15	16	17	18	19	18	0.91
4	1	2.5	4.5	4.5	2.5	6.5	9	8	10	11	6.5	12	14	13	16	17	15	18	19	18	0.91
5	6	4	5	11	18	19	12	14.5	3	14.5	7	1	2	10	9	13	17	16	8	6	0.40
6	5.5	4	12	5.5	7	2	13	15	8	14	16	1	3	18	9	11	10	17	19	6	0.73
7	7	1.5	18	17	9	10	16	3	15	4	19	5	12	13	14	6	1	8	1.5	6	0.44
8	9.5	2	7.5	4.5	12	13	14	2	9.5	4.5	15.5	6	17	18	11	7.5	15.5	19	2	48	0.55
9	1	5	2	3	6	8	4	10	18	11	15	7	14	17	9	12	16	13	19	0	0.91
10	8	2	9	3	10	11	4	55	12	7	13	1	14	17	18	15	16	19	6	0	0.80
11	2	9	17.5	3.5	10	11.5	8	3.5	5	7	11.5	1	13.5	19	6	17.5	13.5	15.5	15.5	30	0.67
12	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16.5	16.5	18	19	6	0.91
13	1	9	2	3	13.5	4	6	10	18	13.5	17	15	11	12	19	5	8	16	7	6	0.59
14	1	6	11	7	16	8	12	2	13	3	9	18	17	14	19	3	10	5	15	0	0.52
15	2	1	3	5	6	4	9	7	8	11	15	16	14	12	18	13	10	19	17	0	0.91
16	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	13	18	16	0	0.91
17	1	6	12	10	3	2	9	7	8	11	5	19	4	16	17	14	15	18	13	0	0.86
																				156	
Rank sums	55	77.5	137	105.5	143.5	133.5	161	130	169.5	154	212.5	150.5	195.5	256.5	234	209.5	235.5	260.5	209		
Sum of ranks without heretics	6	18	18	22	18	24	42	40	44	54	53	62	66	70	88	77.5	71.5	91	90		
The importance of competence	1	2	6	3	7	5	10	4	1	9	15	8	12	18	16	14	17	19	13		
The Significance of Competence Without Heretics																					
Coef. concordations	1	2	3	5	4	6	8	7	9	11	10	12	13	14	17	16	15	19	18		
Crete. Pearson		0.37		0.91																	
		113.42		24.31																	

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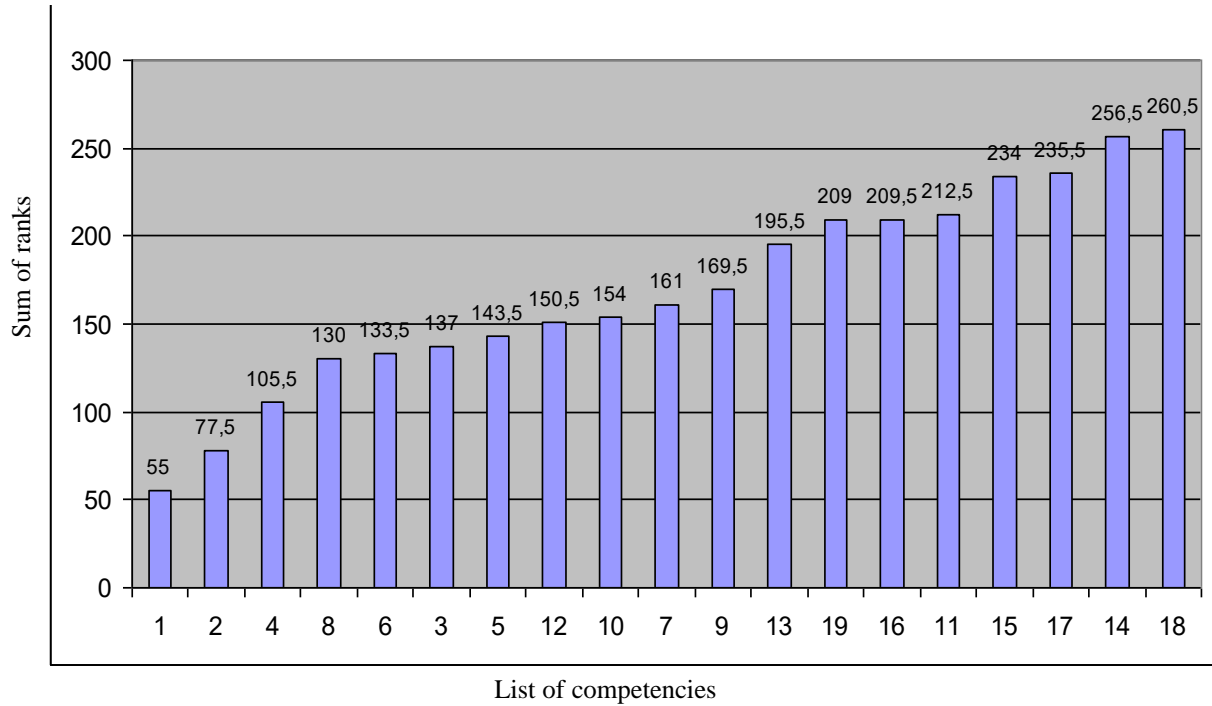


Figure 1 - Characteristics of the importance of competencies that form the level of quality of training of specialists, expressed by bachelors - graduates of 2021

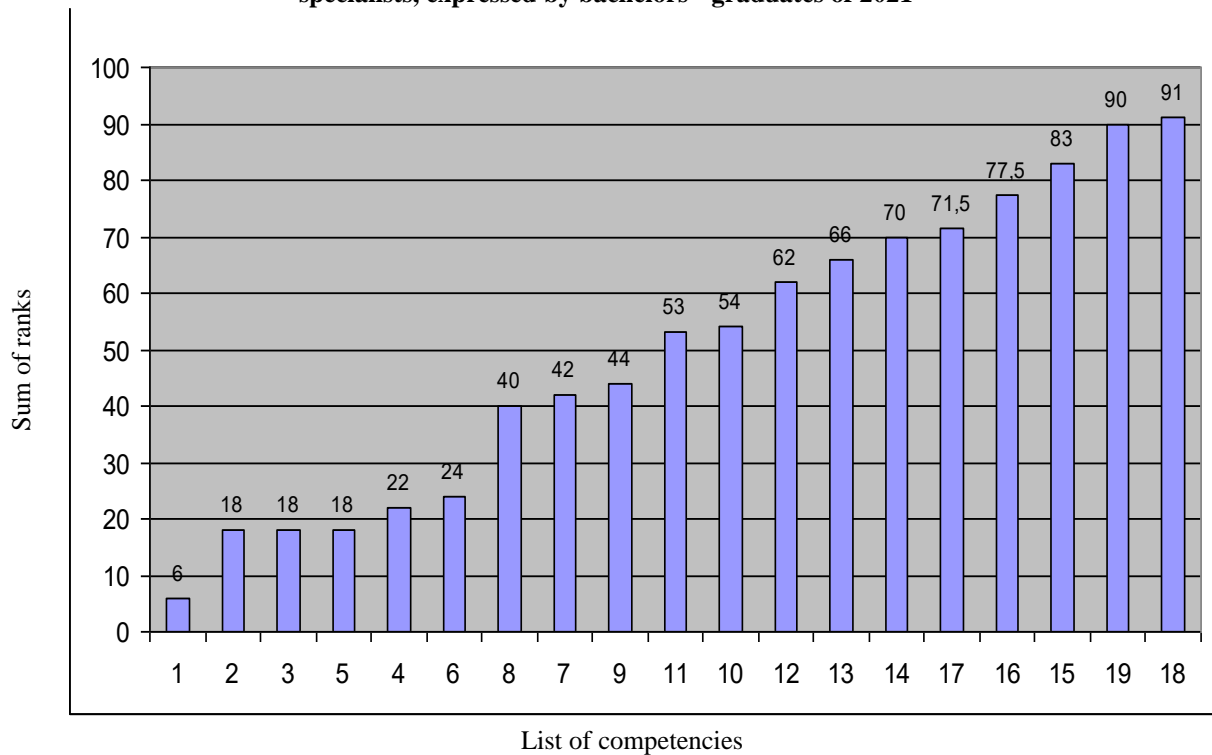


Figure 2 - Characteristics of the importance of competencies that form the level of quality of training of specialists, expressed by bachelors - graduates of 2021, but without heretics, i.e. whose opinion differs significantly from the larger number of respondents participating in the survey

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Table 8 - The results of the survey of schoolchildren - graduates of 11 grades of 2021

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

Table 9 - The results of processing the a priori ranking of schoolchildren - graduates of grade 11 in 2021

Factor	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19	Tj	QC
1	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6	0	0.43
2	7	11	19	14	2	16	3	15	1	12	18	5	17	9	4	8	6	10	13	0	0.19
3	4	5	7	8	16	17	3	9	10	1	19	14	18	6	2	11	15	13	12	0	0.59
4	13	6	14	5	15	4	7	16	1	12	1	19	17	18	10	8	9	3	2	0	0.30
5	5	3	11	14	17	8	13	1	16	4	18	9	12	19	2	15	6	10	7	0	0.38
6	14	17	18	19	16	15	13	8	12	7	1	11	6	5	4	3	10	2	9	0	0.17
7	13	1	2	5	9	6	14	7	15	10	1	17	18	16	8	3	12	4	19	0	0.59
8	3	1	2	4	7	6	5	8	10	9	12	11	14	15	13	19	17	16	18	0	0.59
9	1	7	15	11	6	2	8	12	3	14	5	16	4	19	10	17	18	13	9	0	0.34
10	1	3	2	5	4	6	7	9	10	14	18	8	19	13	15	16	12	11	17	0	0.59
11	9	11	4	2	15	5	10	1	14	7	16	18	13	17	19	6	12	8	3	0	0.50
12	1	4	3	5	2	6	10	11	9	15	12	17	19	8	13	18	7	14	16	0	0.59
13	1	17	12	16	9	14	18	2	15	11	13	3	19	10	4	8	5	6	7	0	0.22
14	2	10	18	16	9	13	6	3	14	7	8	19	4	17	1	5	15	1	12	0	0.26
15	5	12	3	9	11	1	2	16	6	18	17	8	15	4	13	19	7	14	10	0	0.59
																				0	
Rank sums	90	12	14	13	14	12	12	12	15	14	18	17	21	19	14	17	15	14	16		
Rank sums without heretics	14	25	17	31	40	36	27	53	45	57	78	58	85	46	65	83	58	68	73		
The importance of competence	1	2	8	6	10	3	5	4	13	11	17	16	19	18	9	15	12	7	15		
The Significance of Competence Without Heretics	1	3	2	5	7	6	4	10	8	12	17	13	19	9	11	18	14	15	16		

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Coef. concordations	0.12	0.59																	
Crete. Pearson	31.24	17.71																	

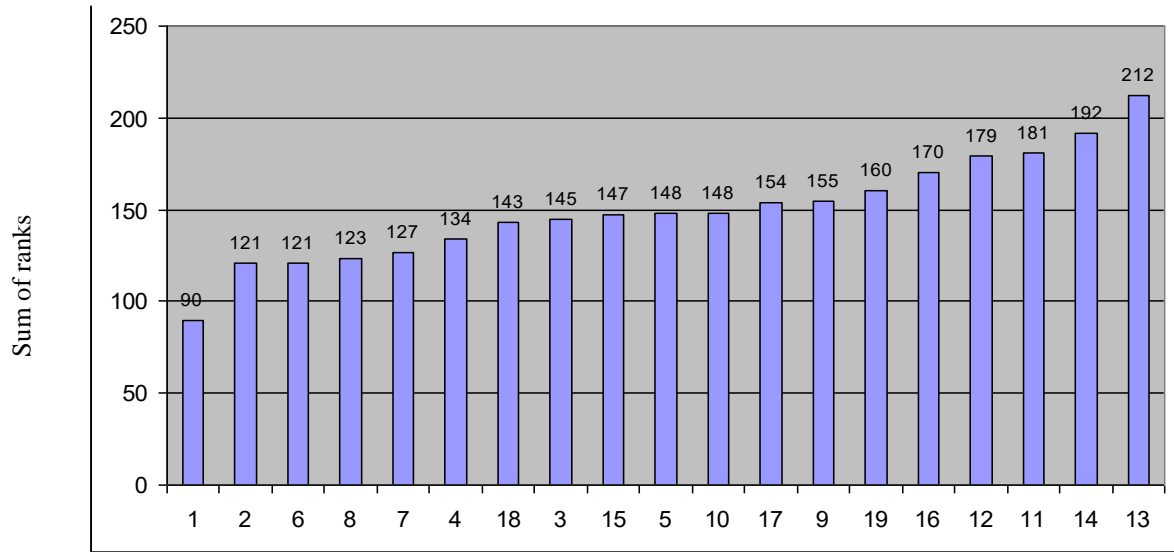


Figure 3 - Characteristics of the importance of competencies that form the level of quality of training of specialists, expressed by schoolchildren - graduates of 11 classes of 2021

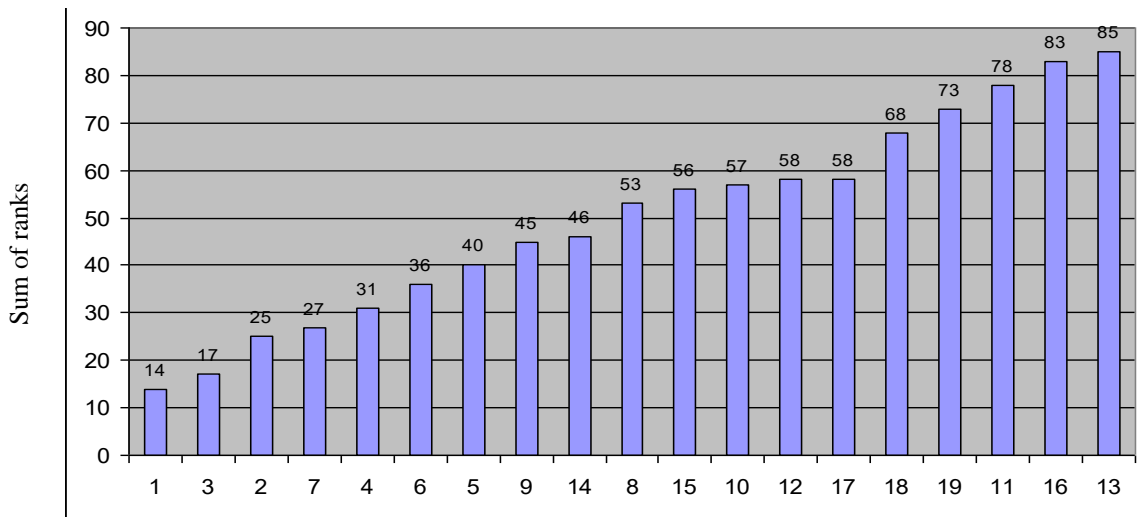


Figure 4 - Characteristics of the importance of competencies that form the level of quality of training of specialists, expressed by schoolchildren - graduates of the 11th grade of 2021, but without heretics, i.e. whose opinion differs significantly from the larger number of respondents participating in the survey

Table 10 - The results of the questionnaire survey of teachers of universities in the Rostov region

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

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

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

Table 11 - The results of processing the a priori ranking of teachers of higher educational institutions of the Rostov region

Factor	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19	Tj	Q C	
Expert																						
1	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19	0	0.73	
2	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19	0	0.77	
3	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19	0	0.77	
4	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3	0	0.53	
5	2	5	12	10	5	2	13	8	8	10	14	14	17	19	17	8	5	2	5	10	0.56	
6	17	7	16	8	5	6	1	1	5	10	4	11	3	19	12	18	13	9	14	15	0.65	
7	1	3	6	5	2	11	4	12	5	17	18	6	13	14	19	16	15	9	10	8	0.60	
8	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9	0	0.47	
9	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19	0	0.77	
10	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19	0	0.77	
11	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19	0	0.77	
12	6	8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11	0	0.50	
13	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19	0	0.45	
14	15	7	5	17	2	3	16	1	5	10	7	10	13	13	13	5	4	6	18	19	0.71	
15	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14	0	0.77	
16																				13	8	
Rank sums	63	74	17	78	11	11	84	87	19	15	21	17	22	21	19	14	13	19	21			
Rank sums without heretics	6	23	70	21	27	19	30	31	69	71	84	63	68	61	60	fifty	44	59	95			
The importance of competence	1	2	11	3	6	7	4	5	13	10	16	12	19	17	14	9	8	15	18			
The Significance of Competence Without Heretics	1	4	16	3	5	2	6	7	15	17	18	13	14	12	11	9	8	10	19			
Coef. concordations		0.43		0.77																		
Crete. Pearson		11		23																		

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

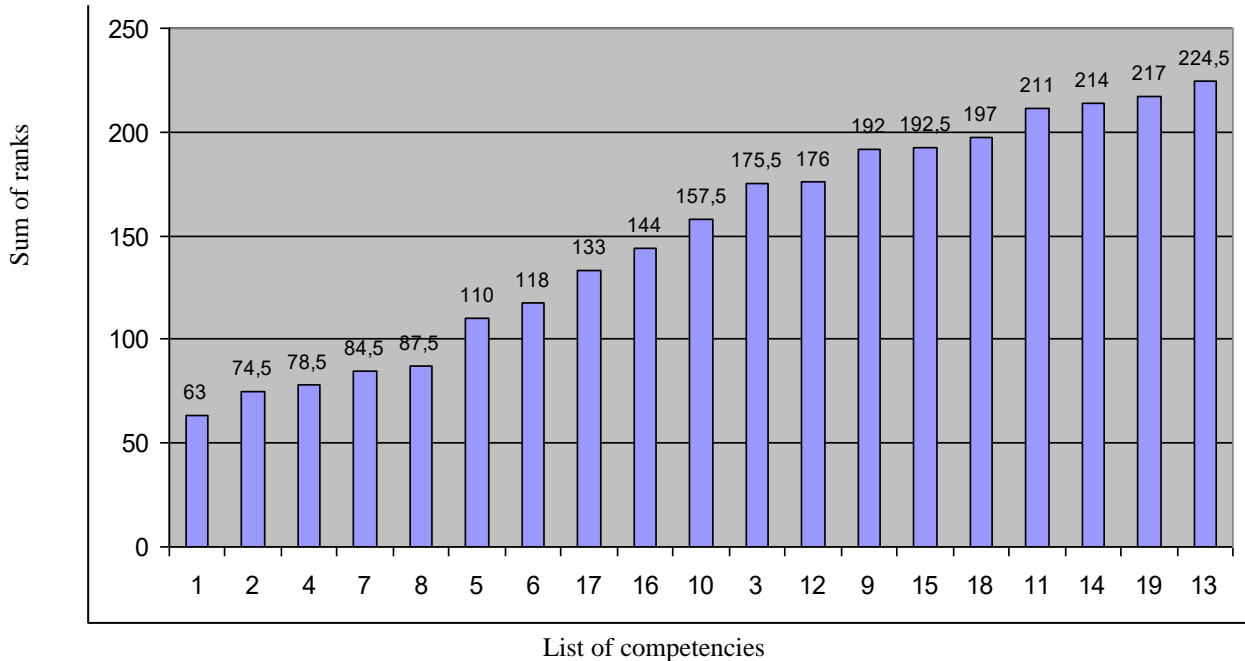


Figure 5 - Characteristics of the importance of competencies that form the level of quality of training of specialists, expressed by teachers of universities in the Rostov region

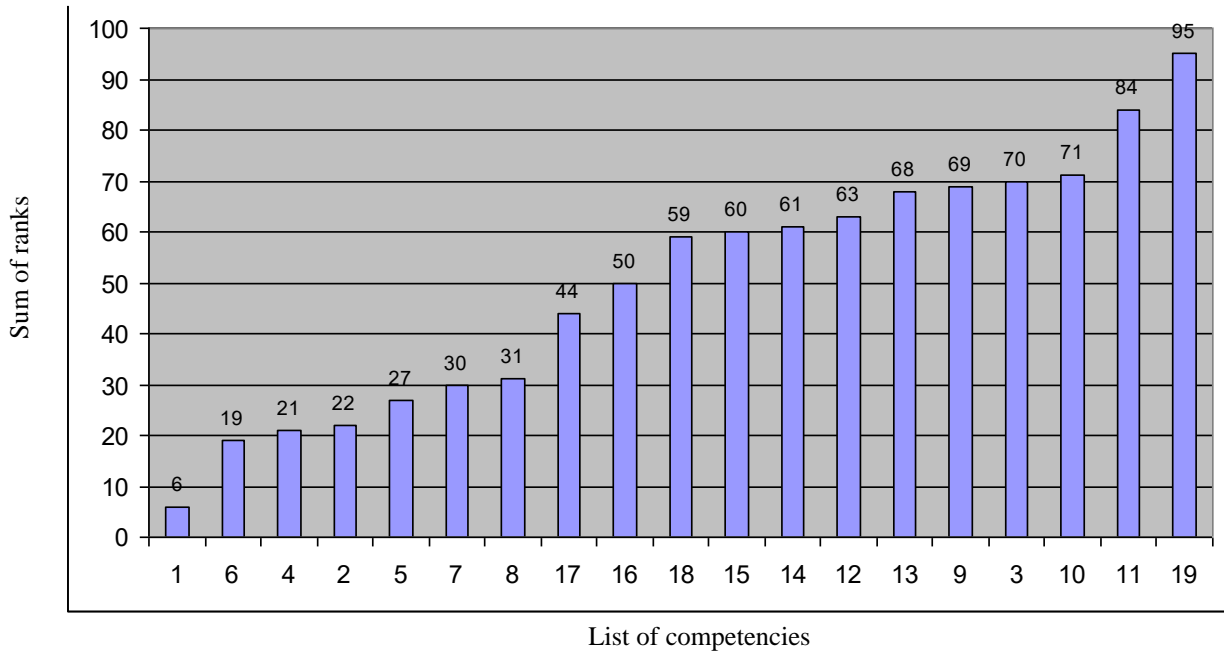


Figure 6 - Characteristics of the importance of competencies that form the level of quality of training of specialists, expressed by teachers of universities in the Rostov region, but without heretics, i.e. whose opinion differs significantly from the larger number of respondents participating in the survey

Table 12 - The results of the survey of specialists - university graduates working at light enterprises industry of the regions of the Southern Federal District and the North Caucasus Federal District

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

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

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

Table 13 - Characteristics of the results of the survey of schoolchildren-graduates of 2021, graduates - bachelors of the university, teachers of universities of the Rostov region and specialists - graduates of the university, working at light industry enterprises of the regions of the Southern Federal District and the North Caucasus Federal District by the importance of competencies that form the quality of education

Significant Competencies Considering Heretics							
Pupils	1	2	6	8	7	4	18
University graduates	1	2	4	8	6	3	5
Teachers	1	2	4	7	8	5	6
Specialists	19	17	12	11	8	14	6
Significant competences without heretics							
Pupils	1	3	2	7	4	6	5
University graduates	1	2	3	5	4	6	8
Teachers	1	6	4	2	5	7	8
Specialists	17	19	12	11	7	6	8
Insignificant competences without heretics							
Pupils	12	17	18	19	11	16	13
University graduates	13	14	17	15	15	19	18
Teachers	12	13	9	3	10	11	19

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

Specialists	18	16	15	10	9	5	4
Insignificant competences considering heretics							
Pupils	9	19	16	12	1	14	13
University graduates	19	16	11	15	17	14	18
Teachers	12	9	15	18	11	19	13
Specialists	18	16	15	10	9	5	4

Table 14 - The results of processing the a priori ranking of specialists - university graduates working at light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District

Factor	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19	Tj	Q C
Expert																					
1	8.5	12	12	12	12	5.5	7	5.5	15.5	15.5	4	1	12	8.5	18	18	3	18	2	16	0.97
2	7.5	11.5	14	11.5	11.5	5.5	7.5	5.5	15.5	15.5	4	3	11.5	9	18	18	1	18	2	10	0.97
3	8	12	12	12	12	6.5	6.5	5.5	15.5	15.5	4	5	12	9	17.5	17.5	3	19	1	14	0.97
4	6.5	12	14	12	12	8.5	8.5	5.5	15.5	15.5	4	3	10	6.5	17.5	17.5	1	19	5	1	0.97
5	8.5	13	10.5	13	13	6.5	6.5	5.5	15.5	15.5	3.5	3.5	10.5	8.5	17.5	17.5	1	19	2	60	0.99
6	7	12	12	14	12	8.5	8.5	5.5	15.5	15.5	3	3	10	6	17	18	1	19	3	60	0.98
7	9	12	10.5	12.5	14	7.5	7.5	5.5	15.5	16	5	5	10.5	6	17	18	5	19	5	30	0.99
8	9	15	15	15	15	9	9	4.5	15	15	3	5	7	6	15	15	1	15	2	75	0.96
9	8.5	10.5	12.5	12.5	15	6.5	6.5	4.5	15	15	3	5	10.5	8.5	17.5	17.5	2	19	1	60	0.99
10	10	13	10	13	13	8	7	5.5	15.5	15.5	5	1	10	5	17.5	17.5	3	19	2	84	0.97
11	6.5	13	13	13	13	8.5	8.5	5	13	13	4	3	13	6.5	17.5	17.5	2	19	1	35	0.97
12	8.5	13.5	13.5	13.5	13.5	8.5	8.5	5.5	13.5	13.5	5	3	8.5	5	18	18	2	18	1	31	0.97
13	10	15	15	15	15	4.5	6.5	8.5	15	15	4.5	3	8.5	6.5	15	15	2	15	1	73	0.96
14	9.5	13.5	13.5	13.5	13.5	5.5	7.5	5.5	18	18	3	5	9.5	7.5	13.5	13.5	2	18	1	27	0.96
15	10	11	12	13	14	7.5	5.5	5.5	15	16	3.5	3.5	9	7.5	17	18	1	19	2	18	0.99
16	8	11	12	14	13	9.5	9.5	5.5	16	15	5	5	6.5	6.5	18	17	1	19	2	18	0.98
17	9.5	11	12	12	14	5.5	5.5	7.5	15	16	4	3	7.5	9.5	17.5	17.5	1	19	5	36	0.99
18	8	11	12	13	14	10	9	5	15	16	4	1	6.5	6.5	17	18	5	19	5	12	0.97
19	10	11	12	13	13	6	6	6	15	16	4	3	8.5	8.5	17.5	17.5	1	19	5	48	0.99
20	10	1	12	13	14	8.5	6	6	15	16	4	5	2	8.5	17	18	5	19	1	36	0.99
21	6.5	11.5	11.5	13.5	13.5	9	10	6.5	15	16	8	3	4.5	4.5	17	18	2	19	1	24	0.96
22	9.5	1	12	13	14	4.5	9.5	7	15	16	5	3	7	7	17	18	2	19	1	36	0.98
23	10	12	11	14	13	6.5	6.5	6.5	15	16	3	4	9	6.5	18	17	1	19	5	66	0.99
24	8	11	12	13	14	9	10	6.5	15	16	5	1	6.5	4.5	17	18	5	19	5	18	0.97
25	10	11.5	11.5	13.5	13.5	7	7	9	15	15	4.5	3	7	4.5	17.5	17.5	5	19	5	60	0.98
26	9.5	11	12	13	14	7	5	7	15	16	4	3	9.5	7	17	18	1	19	5	36	0.99

Impact Factor:

ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 PIHII (Russia) = 0.126 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

27	10	11	13	12	14	8.5	8.5	5	17.5	15.5	4	1.5	6.5	6.5	15.5	17.5	1.5	19	3	30	0.97	
28	7.5	11	12	13	14	9.5	9.5	5	15.5	15.5	4	2.5	6	7.5	17.5	17.5	2.5	19	1	30	0.98	
29	6.5	11	12	13	15	8.5	10	5	15	15	3.5	3.5	8.5	6.5	17.5	17.5	2	19	1	48	0.98	
30	7.5	12.5	12.5	12.5	12.5	5	5	5	15.5	15.5	10	3	9	7.5	17.5	17.5	2	19	1	10	0.97	
31	10	11	12	13	14	5.5	5.5	7.5	15	16	3.5	3.5	9	7.5	17	18	2	19	1	18	0.99	
32	10	12	12	12	14	8.5	8.5	6	15	16	3.5	3.5	6	6	17	18	2	19	1	60	0.99	
33	10	11.5	13.5	11.5	13.5	6	6	6	15.5	15.5	3.5	3.5	8	9	17.5	17.5	2	19	1	54	0.99	
34	9	11	12	13	14	6.5	9	9	15	16	4	4	6.5	4	17	18	2	19	1	54	0.97	
35	10	11	12	13	14	7.5	7.5	7.5	15	16	4	4	7.5	4	17	18	2	19	1	84	0.98	
Rank sums	30	41	45	47	25	26	20	53	54	14	10	29	23	59	61	65	53					
Sum of ranks without heretics	49	55	60	69	31	27	33	75	80	19	16	43	40	86	89	7.5	95	7.5				
The importance of competence	10	11	12	13	14	7	8	5	14	16	4	3	9	6	17	18	2	18	1			
The importance of competence without heretics.	10	11	12	13	14	6	5	7	15	16	4	3	9	8	17	18	1	18	2			
Concordance factor		0.95		0.99																		
Crete. Pearson		60.1		12.7																		
		61		3																		

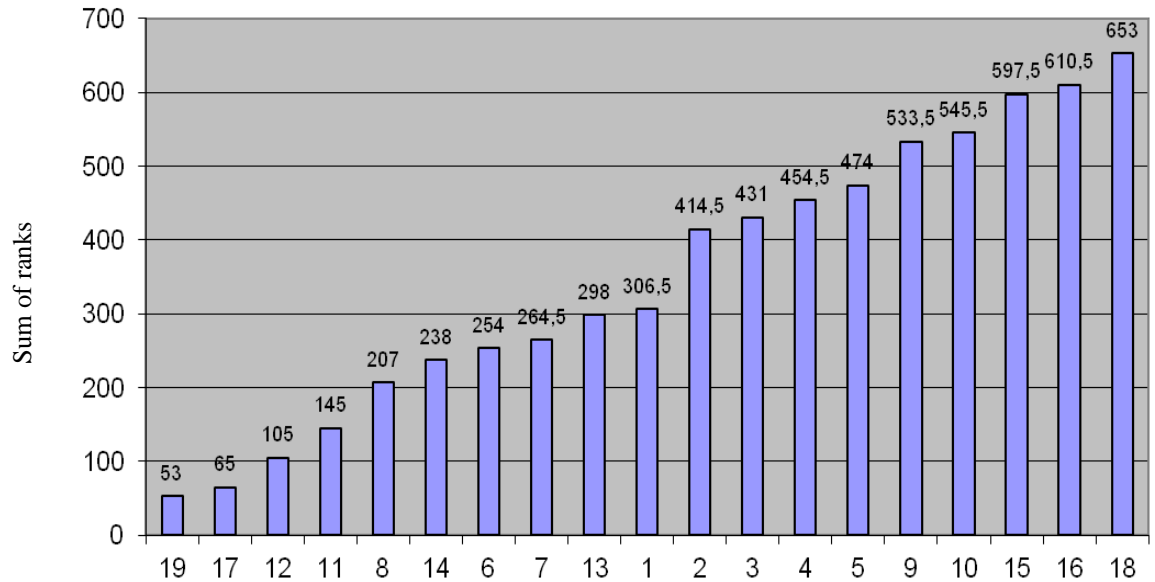
Table 15 - The sums of the ranks formed for the competencies, which were obtained according to the results of a survey of schoolchildren - graduates of the 11th grade of 2021, bachelors - graduates of the university in 2021, teachers of universities in the Rostov region and specialists - graduates of the university working at light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District

Factors	Competence of professional activity																		W 1	W 2	
	1	2	3	4	5	6	7	8	9	10	1	12	13	14	15	16	17	18			19
Sums of ranks of high school graduates	55	77.5	137	105.5	143.5	133.5	161	130	169.5	154	212.5	150.5	195.5	256.5	234	209.5	235.5	260.5	209	0.12	0.59
Rank sums for university graduates	90	121	145	134	148	121	123	127	123	155	148	181	179	212	192	147	170	154	143	0.37	0.91
Sums of ranks of university professors	63	74.5	175.5	78.5	110	118	84.5	87.5	192	157.5	211	176	224.5	214	192.5	144	133	197	217	0.43	0.77

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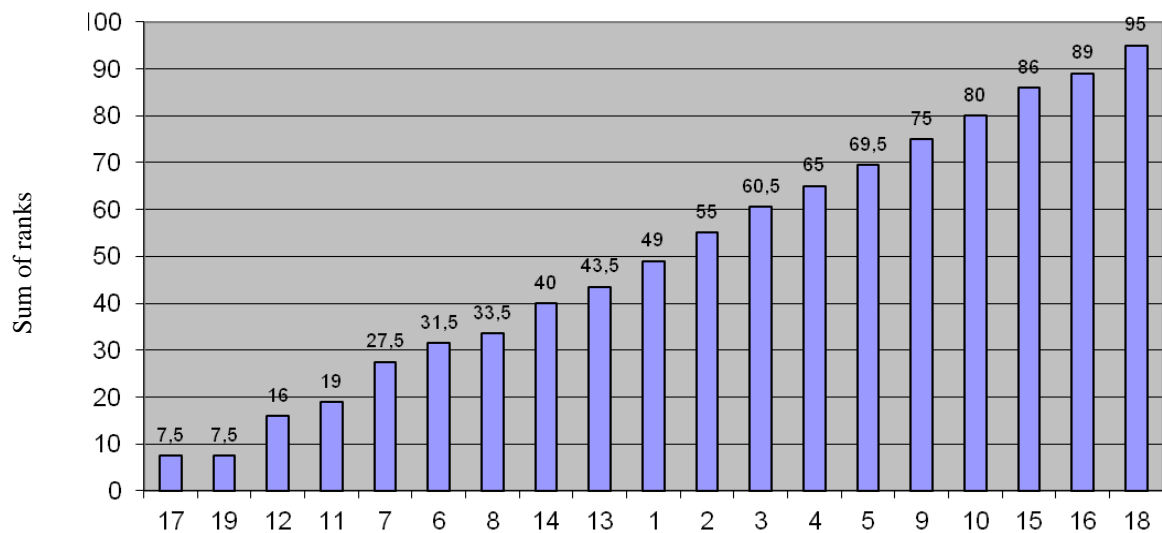
ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
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GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

The sum of the ranks of specialists working at light industry enterprises	3	41	43	45	47	25	26	20	53	54	14	10	29	23	59	61	65	65	5	0.	0.
	0	4.	1	4.5	4	4	4.5	7	3.5	5.5	5	5	8	8	7.5	0.5		3	3	95	99
	6	5																			5
	5																				5



List of competencies

Figure 7 - Characteristics of the importance of competencies that form the level of quality of training of specialists, expressed by specialists - graduates of universities working at light industry enterprises of the regions of the Southern Federal District and the North Caucasus Federal District



List of competencies

Figure 8 - Characteristics of the importance of competencies that form the level of quality of training of specialists, expressed by specialists graduates of universities working at light industry enterprises of the Southern Federal District and the North Caucasus Federal District, but without heretics, that is, whose opinion differs significantly from a larger number of respondents participating in the survey

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JIF = 1.500

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SJIF (Morocco) = 7.184

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PIF (India) = 1.940
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If you look at the results of the survey of schoolchildren - graduates, university graduates and teachers, an interesting pattern can be traced, namely:

- there is no consistency between the survey participants, about the degree of importance of the presented competencies on the formation of the quality of training (the coefficient of concordance does not exceed 0.5, and for schoolchildren-graduates, in general, it is 0.2, which indicates a lack of consistency between them on the problem under study);

- the list of competencies assigned by them to the category of significant and insignificant coincide, their choice was made randomly, depending on the place he occupied in the questionnaire, if they were mixed and rearranged, then the result of the questionnaire would be completely different;

- the lack of profound knowledge of the survey participants about the state of affairs in the sectors of the national economy of Russia, about their level of equipment with modern innovative equipment, provoked the respondents to be indifferent to those competencies that, in the opinion of the developers, should have been significant for the formation of highly qualified specialists, and this Did not work out. The efforts of the media that light industry is not needed at all for modern Russia has further exacerbated their negative attitude to these competencies. Yes, most of these problems are provoked by the depressing state of these very light industry enterprises, the low culture of advertising itself about the advantages of production activities at these enterprises in comparison with other types of offered labor activities, and if we take into account,

Of course, the family can be blamed for the fact that children are incorrectly oriented about the realities of life, but society itself is largely responsible for a biased assessment of the real state of affairs in the education system, does not take an objectively active, offensive life position, which led to a lack of information and the knowledge of schoolchildren about the real state of affairs and the possibility of an informed choice of their future profession.

Today, all this is still provoked by the incorrectness of the decision of the Ministry of Education and Science on the introduction of compulsory USE in disciplines, among which for technical specialties the exam in physics is approved as a mandatory exam, the teaching of which today in secondary schools is humiliating at a low level, or is absent altogether. The only fault in this is secondary schools and teacher training colleges, whose graduates do not want to work in schools. A similar situation is with doctors, educators in child care facilities, communications workers and other industries due to their low demand and low wages. Unwillingness to see, and even more so to solve these problems by the government has already provoked an engineering crisis, and inviting foreign specialists to

our living conditions is an even greater crime, because they do not and cannot have the desire to make a significant contribution to the development of our sectors of the national economy. And this is already being confirmed that there is no one to work at the most advanced enterprises equipped with the most modern multifunctional and universal equipment, and this is at such a level of unemployment in the country. And it is sad that no one is responsible for such a state of affairs, but on the contrary, everything is being done to destroy the higher school with such an abundance of PLOs that do not carry anything but harm to education, squeezing out the most talented part of the teaching staff from the higher school that and provokes a low level of training of specialists for the most socially significant industries - teachers, doctors, engineers, highly qualified workers and middle managers who know and want to work at home, and not to be outcasts and flee abroad in search of means of subsistence, agreeing to any and most often not qualified work. In Portugal, Spain, Italy, France, Switzerland, Austria, there are already whole towns of Russians who clean the streets, wash and lick the local population, take care of the sick, work as governesses only because there is a demand for these species and you can earn the minimum that allows them to live, not exist. But we cannot do it at home, and the saddest thing is that we do not want to do it, assuming that all this is not about us. It is so convenient, but to whom and who will be responsible for this and will it be - a big question? Or it will again be a "voice in the desert", which is a pity - this is the fate of our children and grandchildren, and by and large, the fate of our country. agreeing to any and most often not qualified work. In Portugal, Spain, Italy, France, Switzerland, Austria, there are already whole towns of Russians who clean the streets, wash and lick the local population, take care of the sick, work as governesses only because there is a demand for these species and you can earn the minimum that allows them to live, not exist. But we cannot do it at home, and the saddest thing is that we do not want to do it, assuming that all this is not about us. It is so convenient, but to whom and who will be responsible for this and will it be - a big question? Or it will again

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be a “voice in the desert”, which is a pity - this is the fate of our children and grandchildren, and by and large, the fate of our country. they wash and lick the local population, take care of the sick, work as governesses only because there is a demand for these species and it is possible to earn the minimum that allows them to live and not exist. But we cannot do it at home, and the saddest thing is that we do not want to do it, assuming that all this is not about us. It is so convenient, but to whom and who will be responsible for this and will it be - a big question? Or it will again be a “voice in the desert”, which is a pity - this is the fate of our children and grandchildren, and by and large, the fate of our country. they wash and lick the local population, take care of the sick, work as governesses only because there is a demand for these species and it is possible to earn the minimum that allows them to live and not exist. But we cannot do it at home, and the saddest thing is that we do not want to do it, assuming that all this is not about us. It is so convenient, but to whom and who will be responsible for this and will it be - a big question? Or it will again be a “voice in the desert”, which is a pity - this is the fate of our children and grandchildren, and by and large, the fate of our country. but to whom and who will be responsible for this, and will it be - a big question? Or it will again be a “voice in the desert”, which is a pity - this is the fate of our children and grandchildren, and by and large, the fate of our country. but to whom and who will be responsible for this, and will it be - a big question? Or it will again be a “voice in the desert”, which is a pity - this is the fate of our children and grandchildren, and by and large, the fate of our country. but to whom and who will be responsible for this, and will it be - a big question? Or it will again be a “voice in the desert”, which is a pity - this is the fate of our children and grandchildren, and by and large, the fate of our country.

And yet, hope dies last: “Colleagues, let's wake up, stop being afraid of everything, and be indifferent for the fate of our own children, rise and fight and we will be able to alter and reorganize a lot in ourselves, in colleagues, and in the country as a whole ...

If the state of higher education in Russia is more or less clear, then the attitude to the learning process itself is ambiguous. This is alarming, which can provoke indifference and unwillingness to spend efforts to turn these very competencies into knowledge, which would be for them evaluative criteria for making a decision when hiring them. Such anxiety is due to the fact that when communicating with schoolchildren-graduates and students-graduates to prepare them for filling out the questionnaires, indifference was frankly traced, and the question - Why? More often than not, the answer was the same. There is no certainty that their efforts will be needed. Realizing that this is passing, we took a chance on an experiment, the essence of which was that we mixed the sequence of competencies using random numbers and included them in the questionnaire with new numbers.

Our presence when filling out the questionnaires convinced us that the prevailing stereotype worked on

the questionnaires, namely, if the factors are listed in a certain sequence, then their significance corresponds to this sequence and they assign places taking into account this stereotype. This conclusion is confirmed by the low results of the questionnaire - the concordance coefficient does not exceed 0.15, which indicates a lack of agreement between schoolchildren - graduates and bachelors - graduates. Of course, this is not an absolute conclusion, since today, due to the shortage of applicants and the lack of competition, this situation has provoked a decline in interest in higher education itself. Since today's enterprises are family clans, where the heads of the main positions are relatives of the owners of the enterprises, sometimes even without an educational base, therefore, both schoolchildren and their parents go to the least resistance to help their child get a specialty that will be in demand at all times: an economist, a lawyer, an accountant. If this is not possible, or the child has a desire to get an engineering education, then the parents provide him with the opportunity to acquire knowledge of a foreign language, computer technology with the confidence that it will be useful abroad, and, unfortunately, this practice is becoming ever larger. And the conversations of our leaders of the country that we will invite foreigners to leading directions in science only worsens the interest of their homegrown Russians to receive this very education. And this is confirmed by the results of the questionnaire, given in the tables and figures of this message. Out of this picture, the results of the questionnaire survey of teachers, since their high professionalism and work experience did not allow them to be misled, which was confirmed by the results of the first and second polls, they are identical, more consistent, although the attitude towards the competencies themselves is negative, considering that it is more important for assessing the quality of training of specialists - its ability independently solve the tasks assigned to them. And with confidence that the results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist. what is more important for assessing the quality of training of specialists is their ability to independently solve the tasks assigned to them. And with confidence that the results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist. what is more important for assessing the quality of training of specialists is their ability to independently solve the tasks assigned to them. And with confidence that the results of their work will be assessed not only by their salary, but also by the solution of their social problems: housing, authority, promotion and simply respectful attitude towards him as a specialist.

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When communicating with them, the respondents, who were teachers, graduate students, bachelors and masters of the department, expressed their regret about the lack of engineering training, considering this form more effective and in demand - and we agree with it. We believe that all the best that was in the higher education of the USSR and Russia will be reanimated and will take its rightful place.

One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with parties interested in the successful functioning of this enterprise. Each enterprise, even small ones, has several groups of subjects with different interests, with which it can be in temporary or permanent cooperation. The research of the authors is devoted to the issues of studying these interests, ways of solving emerging problems between external and internal participants, establishing relationships between partners, in order to guarantee to all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respect.

Partnerships can be divided into two groups: external and internal. External include: buyers, suppliers, competitors, government agencies and organizations, regional governments, financial intermediaries.

Buyers. Strategies and tactics for working with important customers include joint meetings to identify the drivers of business change, mutual efforts

to develop products and the market, increase communication, use common space, and joint training and service programs. Strengthening customer relationships often provides significant benefits.

Internal partners include managers, employees, owners, and a board of directors or board, which represents managers and owners. One of the most significant internal partners is a senior executive.

Thus, the success of an organization is determined by the degree of satisfaction of the interests of interested parties, therefore, in order to increase the competitiveness and efficiency of activities, an enterprise must take into account not only its own interests, but also the interests of interested parties.

Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of stakeholders is proposed.

Stage 1. Selection indicators for assessing competitiveness factors enterprises. For each factor, a system of indicators can be determined based on the analysis of scientific literature (Table 16).

So, taking into account the analysis of the system of indicators for assessing the competitive potential of an enterprise, the following system of indicators for assessing internal factors of competitiveness can be proposed enterprises (table 16).

Table 16 – The system of indicators for assessing the competitive potential of shoe enterprises

Competitive potential factors	Assessment indicators
1	2
1. Marketing Effectiveness	The ratio of the quality of the product and the costs of its production and marketing
	Growth rate of marketable products
	Growth in sales and profits
	Profitability
	Market share, image
2. Quality of management	The quality of partnerships
	Return on total assets, return on equity; return on investment
3. The financial condition of the enterprise	Net profit for 1 rub. sales volume; profit from product sales per 1 rub. sales volume; profit ex. period for 1 rub. sales volume
	Equity ratio; current liquidity ratio; coverage ratio, autonomy ratio, fixed asset index, total profitability of the enterprise, return on equity, profitability of products
4. The level of organization of production	Production capacity utilization rate; production and sales facilities; volume and directions of investments
	The share of certified products in accordance with international standards of the ISO 9000 series
	Depreciation of OPF, growth of labor productivity

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5. Efficiency of MTO	The quality and prices of the supplied materials. Material return, turnover, allowing direct connections; the coefficient of uniformity of the receipt of goods; profitability of transaction costs; profitability of purchasing goods
6. Activity of innovation activity	Annual expenditure on R&D, number of patents for inventions
	The share of innovative products, the share of product exports, the number of advanced technologies created
	The volume of shipped innovative products (services), the number of patented technologies, the number of patented technologies, the cost of innovation, the number of acquired and transferred new technologies, software
7. staff competitiveness	Personnel turnover rate, coefficient of advance of labor productivity in relation to wages, educational level of the labor force, level of professional qualifications of workers

Stage 2. Determination of the importance of indicators in the overall assessment of competitiveness. The significance of indicators for assessing each factor of competitive potential are presented in Table 17.

Table 17 - Recommended system of indicators for assessing the competitiveness of an enterprise and their significance

Enterprise competitiveness factors	Indicators	Significance,%
1	2	3
1. Competitiveness of goods	Weighted average for the product range of competitiveness of the goods	40
2. Marketing Effectiveness	Exceeding the permissible level of stocks of finished goods	3
	Market share of the enterprise	3
	Sales growth rate	3
	Assessment of the level of partnerships with stakeholders of the enterprise	10
	Total	19
3. Quality management	Return on investment	3
	Return on Total Assets	3
	Total	6
4. Financial condition of the enterprise	Coefficient of provision with own circulating assets	3
	Current liquidity ratio	3
	Costs per 1 rub. products sold	3
	Total	9
5. The level of organization of production	Capacity utilization rate	2
	Labor productivity	2
	Depreciation of fixed assets	2
	Total	6
6. Efficiency of MTO	Reducing the level of material consumption	3
	Material efficiency	3
	Total	6
7. Activity of innovation activity	Share of innovative products	4
	Cost of innovation	4
	Total	8
8. Competitiveness of staff	Coefficient of advancing labor productivity growth in relation to wage growth	3
	Employee turnover rate	3

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	Total	6
	Total importance of competitive potential	60
	Total maximum significance score	100

Stage 3. Calculation of dimensionless estimates indicators of the competitiveness of the enterprise.

To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method. Indices of dimensionless indicators are determined by formula (2) for positive indicators that have a positive trend - growth (for example, profitability of sold products, labor productivity) and according to formula (3) for negative indicators that have a positive trend - decrease (for example, depreciation of fixed assets, excess of balances of finished products in the warehouse in comparison with the norm, staff turnover rate), taken mainly from the indicators that form the cost of production:

$$O_i = X_i / X_i^{\max}, \quad (2)$$

$$O_i = X_i^{\min} / X_i, \quad (3)$$

where O_i is a dimensionless (index) estimate of the i -th indicator of enterprise competitiveness,

X_i - the value of the i -th dimensional indicator for assessing the competitiveness of the enterprise,

$X_{i\max}$ - the maximum value of the i -th dimensional indicator for assessing the competitiveness of an enterprise,

$X_{i\min}$ - the minimum value of the i -th dimensional indicator for assessing the competitiveness of the enterprise.

Stage 4. Assessment of the competitiveness of the product. It is carried out for light industry goods according to their demand in the domestic market.

Stage 5. Calculation of the generalizing indicator of the competitiveness of the enterprise. It is proposed to determine a quantitative assessment of

the competitiveness of an enterprise according to the following formula (4).

$$K_{II} = \sum_{i=1}^m \alpha_i \times O_i, \quad (4)$$

where KP is an assessment of the competitiveness of the enterprise in percent,

α_i - the significance of the i -th indicator of competitiveness in percentage,

O_i - index (dimensionless) assessment of the i -th indicator of competitiveness,

m - the number of indicators for assessing the competitiveness of the enterprise.

The values of assessing the competitiveness of an enterprise can theoretically vary from 0 to 100 (ratio 5).

$$Kp = 0 \div 100 \quad (5)$$

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, they use the principle of constructing scales with an equal step, progressive and regressive scales. Progressive and regressive scales are most often used for material incentives. We believe that the most appropriate is a scale with an equal step, since it, firstly, corresponds to solving a practical problem (specification of the qualitative level of competitiveness), and secondly, it is easy to build and use. The scale step is defined as 100 (maximum estimate): 4 (number of levels) = 25. A choice of another step value is also possible, which is determined by the goals and objectives that the enterprise itself forms.

Table 18 - The scale for assessing the qualitative level of competitiveness of the enterprise

Percentage score	Quality level
from 0 to 24.9	very low
from 25.0 to 49.9	low
from 50.0 to 74.9	middle
from 75.0 to 100	tall

The economic meaning of the obtained generalized assessment of competitiveness is that, on the one hand, it shows the degree of satisfaction with the product, and on the other hand, the degree of use of the competitive potential of the enterprise itself.

The proposed methodology for assessing and analyzing the competitiveness of an enterprise, in

contrast to the existing ones, firstly, takes into account the specifics of the shoe industry, secondly, reduces the subjective factor in the assessment, and thirdly, allows for an in-depth analysis, thanks to the proposed directions and indicators of analysis competitiveness of enterprises.

Dear respondent!

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What factors would you give preference to when assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, taking advantage of the privileges - to assign them an appropriate rank from the arithmetic series - preferable starting from 1, and not preferable - a higher figure, ensuring that the

requirements of the arithmetic series are met, namely, not allowing missing digits in the arithmetic series. If you have difficulties in choosing your preferences, you can use “linked ranks” by assigning two or more factors to the same rank, but here, too, the requirements of the arithmetic series must be observed.

Table 19 - Criteria for assessing the competitiveness of light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	The ratio of the quality of the product and the costs of its production and marketing	
2	Sales growth rate	
3	Exceeding the permissible level of stocks of finished goods	
4	Assessment of the level of partnerships with stakeholders of the enterprise	
5	Market share of the enterprise	
6	Return on investment	
7	Return on Total Assets	
8	Cost of innovation	
9	Equity ratio	
10	Capacity utilization rate	
11	Labor productivity	
12	Material efficiency	
13	The share of certified products in accordance with international standards of the ISO series	
14	Reducing the level of material consumption	
15	Share of innovative products	
16	Commodity turnover allowing direct links	
17	Coefficient of advancing labor productivity in relation to wage growth	
18	Coefficient of uniform supply of goods to sales markets	
19	Depreciation of fixed assets	
20	Employee turnover rate	
21	Costs per 1 ruble of products sold	
22	Weighted average for the product range of competitiveness of the goods	

Table 20 - The results of the questionnaire survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the impact of competitive potential on the performance of light industry enterprises in the Southern Federal District and the North Caucasus Federal District

Factors Experts	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22
1	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1
2	3	2	14	13	8	9	15	5	16	10	12	17	1	18	4	19	6	10	20	21	11	7
3	8	16	21	5	2	10	6	7	11	17	12	14	1	20	3	13	15	17	19	18	4	9
4	10	13	21	14	2	6	11	4	5	7	9	19	1	18	3	15	16	7	17	20	8	12
5	15	2	16	14	17	3	2	5	6	13	7	10	1	8	18	21	9	20	19	11	4	12
6	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18
7	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4
8	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15
9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	15	1	2
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4
20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3
22	10	1	18	11	5	12	20	19	6	15	7	8	2	9	4	13	17	15	16	21	3	14
23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15
30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21
38	1	6	7	5	4	13	10	9	12	11	4	8	2	14	16	4	15	18	17	19	3	20
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13
40	1	2	15	12	13	14	6	16	3	3	4	7	5	4	8	9	10	11	18	17	20	19
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3
43	10	8	3	6	7	9	10	10	1	4	1	3	1	5	3	3	2	1	2	8	5	5
44	10	2	4	10	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3
47	3	11	16	8	12	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10
48	7	4	15	5	3	16	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1
49	6	5	15	6	18	7	19	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2
53	14	17	18	12	5	6	2	19	7	16	1	11	15	10	20	4	19	3	8	13	9	1
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11
55	7	8	13	14	9	18	11	19	10	1	1	12	15	2	16	17	2	5	4	3	5	6

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 0.126 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

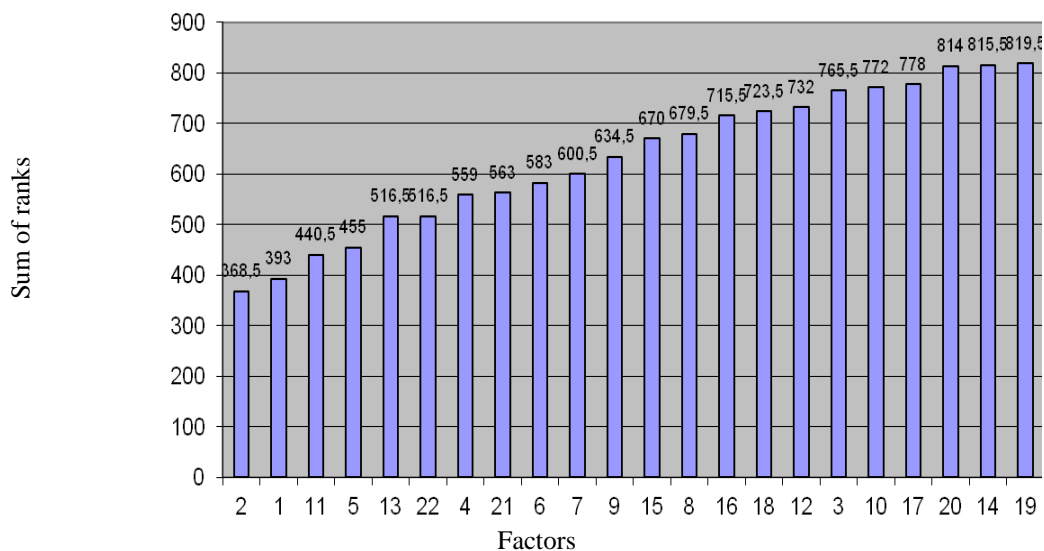
Table 21 - The results of processing the a priori ranking of bachelors, masters, teachers and specialists - university graduates, on the impact of competitive potential on the performance of light industry enterprises in the Southern Federal District and the North Caucasus Federal District

Factors	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	K	
Experts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	K	
1	5	8	6	2	7	9	10	4	11	16	18	12,5	15	14	3	19	20	21,5	17	12,5	21,5	1	0,3	
2	3	2	15	14	8	9	16	5	17	10,5	13	18	1	19	4	20	6	10,5	21	22	12	7	0,4	
3	8	16	22	5	2	10	6	7	11	17	12	14	1	21	3	13	15	17,5	20	19	4	9	0,57	
4	11	14	22	15	2	6	12	4	5	7,5	10	20	1	19	3	16	17	7,5	18	21	9	13	0,35	
5	16	2,5	17	15	18	4	2,5	6	7	14	8	11	1	9	19	22	10	21	20	12	5	13	0,28	
6	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18	0,34	
7	12	11	14	16	10	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4	0,29	
8	2	19	9	12	8	3	11	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15	0,26	
9	10	4	18	3	8	19	9	14	21	15	5	17	1	12	11	16	20	22	13	6	2	7	0,49	
10	6	7	17	18	16	14	5	19	13	8	4	9	10	11	22	3	21	12	20	1	5	1	2	0,30
11	10	5	4	9	3	12	11	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15	0,33	
12	8	3	9	13	2	22	14	11	15	19	4	17	6	16	20	10	18	21	12	1	5	7	0,37	
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11	0,27	
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8	0,21	
15	7	14	3	11	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10	0,24	
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9	0,39	
17	6	15	7	8	11	10	9	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5	0,24	
18	3	1	22	6	19	13	14	11	17	18	2	21	12	16	4	5	10	15	20	7	8	9	0,37	
19	2	3	6	7	12	11	17	13	18	16	1	20	5	14	19	8	15	9	10	22	21	4	0,43	
20	2	12	8	11	14	7	15	10	17	9	16	18	1	20	5	19	4	13	22	6	21	3	0,23	
21	1	14	21	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3	0,35	
22	10	1	19	11	5	12	21	20	6	15,5	7	8	2	9	4	13	18	15,5	17	22	3	14	0,54	
23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	0,38	
24	9	1	10	11	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6	0,69	
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19	0,28	
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11	0,69	
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4	0,69	
28	8	3	16	9	1	17	6	7	19	18	2	10	15	20	14	4	22	12	13	21	11	5	0,69	
29	4	11	7	10	1	9	2	17	14	21	8	19	6	20	13	22	3	18	12	16	5	15	0,41	
30	1	3	21	10	8	9	7	14	12	13	11	22	15	17	6	18	19	16	5	20	2	4	0,63	
31	13	4	14	16	3	22	7	21	8	17	5	15	6	12	11	18	10	9	20	1	2	19	0,26	
32	9	2	10	14	1	16	15	19	17	20	3	4	11	13	12	18	5	21	7	22	6	8	0,46	
33	1	9	10	12	11	7	6	5	15	14	13	17	16	18	19	8	21	4	22	20	3	2	0,42	
34	12	2	13	11	10	1	18	8	19	17	9	7	14	20	6	3	21	16	22	15	4	5	0,69	
35	4	3	15	5	6	7	14	16	8	11	1	20	17	21	12	9	10	2	22	13	18	19	0,36	
36	2	4	11	12	1	14	19	20	21	5	18	17	6	22	7	8	10	3	9	13	15	16	0,23	

Impact Factor:

ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 0.126 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

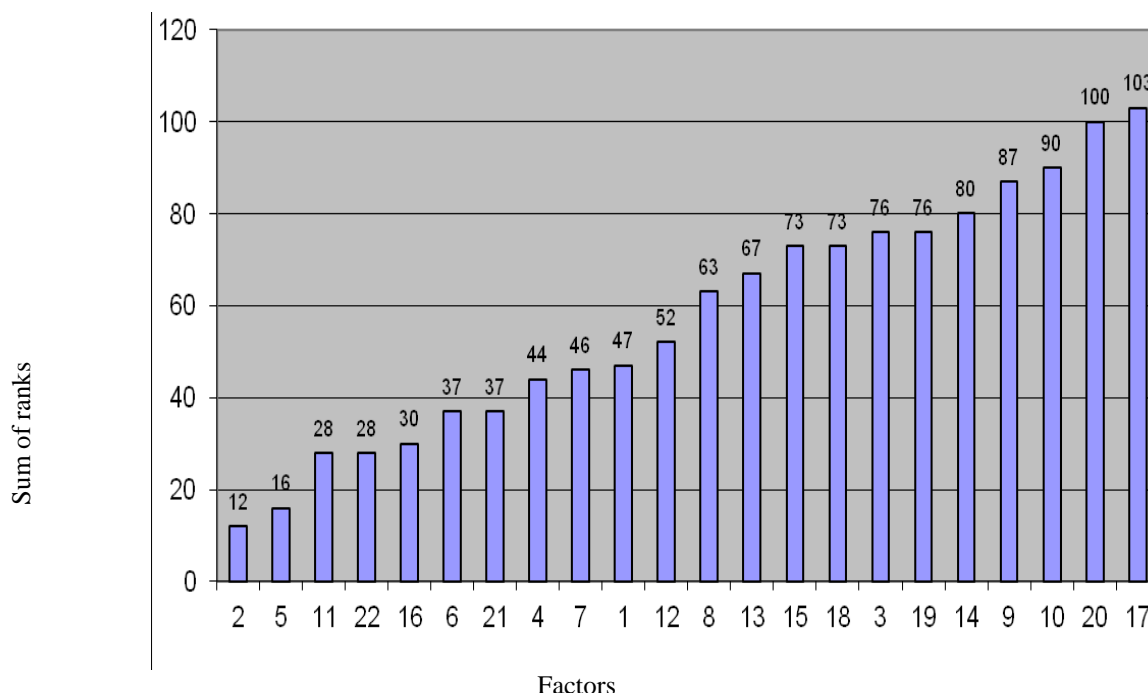
37	10	9	17	11	4	5	15	14	16	13	1	2	19	22	3	18	6	7	8	12	20	21	0,20
38	1	8	9	7	5	15	12	11	14	13	5	10	2	16	18	5	17	20	19	21	3	22	0,48
39	2	5	16	10	9	15	19	11	8	7	1	18	6	21	14	22	12	17	4	20	3	13	0,45
40	1	2	17	14	15	16	8	18	3,5	3,5	5,5	9	7	5	10	11	12	13	20	19	22	21	0,25
41	1	3	22	4	2	5	6	13	15	16	17	18	7	19	20	8	9	10	11	12	21	14	0,40
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	21	12	22	3	0,20
43	21	17,5	8,5	15	16	19	21	21	2,5	11	2,5	8,5	2,5	8,5	8,5	5,5	2,5	5,5	5,5	5,5	13	13	0,17
44	21,5	8,5	12,5	21,5	17	18	19	8,5	4	20	4	4	4	12	4	4	15	4	10	15	15	12	0,19
45	11	4	18	5	1	2	3	16	17	20	6	19	10	9	15	14	21	12	13	22	7	8	0,69
46	4	2	21	7	18	17	12	6	11	10	5	1	19	9	8	15	22	14	16	20	13	3	0,32
47	3	13	18	9	14	1	2	4	6,5	21,5	10,5			10,5	8,5	21,5	6,5	5	16	20	19	12	0,27
48	8	5	17	6	3,5	18	9,5	5	7	12	11	14	2	13	3,5	22	21	15	16	20	19	1	0,51
49	6,5	5	16	6,5	19,5	8,5	21,5	3	9	21,5	10	15	2	14	17,5	19,5	4	11	13	18	12	1	0,32
50	17	14	21	1	22	8	9	20	5	7	6	10	12	13	11	15	2	16	18	19	3	4	0,21
51	13	1	22	15	9	8	21	6	10	7	12	11	16	14	17	2	20	18	19	5	4	3	0,30
52	3	1	22	12	4	9	8	10	5	15	6	13	16	14	11	17	20	7	18	19	21	2	0,60
53	15	18	19	13	6	7	3,5	20,5	8	17	1,5	12	16	11	22	5	20,5	4	9	14	10	1,5	0,22
54	8	1	21	2	10	4	13	12	5	20	19	6	18	7	22	9	17	16	15	14	3	11	0,31
55	10	11	16	17	12	21	14	22	1,5	1,5	15	18	3,5	5	19	20	3,5	7,5	5	6	5	7,5	0,18
Rank Totals	39	36,5	76,5	55	45	58	0,5	67,5	63,5	44	77	0,5	73	6,5	5,5	67	77	72	81	81	56	6,5	
The sum of the ranks without heretics.	47	12	76	44	16	37	46	63	87	90	28	52	67	80	73	30	10	73	76	10	37	28	
Concord Coef.		0,16		0,69																			
Pearson's criterion.		18,3		6,55																			



Picture. 7 -The results of the questionnaire survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the impact of competitive potential on the performance of light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350



Picture. 8 -The results of a survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the impact of competitive potential on the performance of a light industry enterprise in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, the opinion of those respondents that does not agree with most of the participants poll

Dear respondent!

What priorities would you give preference in assessing the high performance properties and quality of fur products, taking advantage of the privileges - to assign them the appropriate rank from the arithmetic series - preferable starting from 1, and not non-

preferred - a higher figure, ensuring that the requirements of the arithmetic series are met, namely, not allowing missing numbers. If you have difficulties in choosing preferences, you can use the "linked ranks", but even here it is necessary to satisfy the requirements of the arithmetic series. (table 22).

Table 22 - Criteria for assessing the impact on the quality of domestic fur products, formed according to the results of a survey of leading experts

No.	The list of high performance indicators and quality of fur products	Rank
1	Lightfastness to fur dyeing	
2	Fur resistance to moisture	
3	Dry cleaning resistance	
4	Lack of color variation in the product	
5	Absence of lifetime diseases and injuries, confirmation by sanitary and ecological certificates	
6	Fur type	
7	Resistance to low temperatures, heat-shielding properties	
8	Price	
9	Duration of the warranty period	
10	Weight (product weight)	
11	Wrinkle resistance of the product	
12	Shine of the hairline of a fur product	
13	Hairline height (length)	
14	Hair density	
15	Hair softness	
16	The elasticity of the hairline in a wet and hot state (ensuring the product is given the desired shape)	
17	The strength of the bond of the hairline with the skin tissue	

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

18	The size of the dressed skins	
19	Dry friction fastness of the hairline	
20	Skin grade	
21	Compliance of fittings and other accessories in the manufacture of fur products with the requirements that apply to them	
22	The presence of a "chip"	

If the number of related ranks is 8, then in the arithmetic row from 1 to 22 places will remain 22-8 = 14, i.e. there will be only 14 places in the new arithmetic series.

Table 23 - Results of the questionnaire survey of bachelors, masters, teachers and specialists working at light industry enterprises, on the criteria for assessing the impact on the quality of domestic fur products

Factors Expts	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19	X 20	X 21	X 22
1	1	3	2	6	7	8	4	10	20	15	18	21	11	14	16	17	12	13	19	5	19	9
2	16	3	2	17	1	18	19	6	4	7	8	20	9	10	11	12	20	13	5	14	15	20
3	8	7	6	9	15	1	16	2	10	3	11	20	17	12	21	18	19	5	14	4	13	22
4	8	9	4	11	13	1	7	3	12	10	20	14	15	6	5	19	16	17	18	2	21	22
5	15	14	1	16	1	1	3	2	5	4	9	6	7	8	17	18	19	10	21	11	20	21
6	7	13	8	4	1	20	18	2	10	6	21	5	3	9	11	14	12	22	19	17	16	15
7	11	13	1	2	14	1	1	1	2	3	4	16	7	5	6	19	21	8	18	9	20	10
8	12	13	1	1	1	1	4	2	9	3	20	8	7	6	5	18	21	22	16	15	17	19
9	3	2	6	7	10	1	1	5	13	11	22	4	8	17	15	14	9	19	18	21	16	20
10	7	13	1	1	2	6	5	1	20	12	19	16	22	17	18	4	8	21	3	11	9	10
11	10	2	9	8	2	1	1	1	1	7	18	6	5	4	3	17	14	15	16	12	20	21
12	10	9	1	1	1	1	8	1	2	6	7	5	4	3	2	14	15	21	18	16	17	20
13	3	7	4	1	1	5	6	1	9	10	11	12	12	13	14	15	19	18	8	2	20	20
14	10	4	14	5	2	1	1	2	9	15	21	12	17	16	6	18	7	19	13	3	8	22
15	1	1	1	1	2	3	1	1	1	4	19	20	22	18	5	6	7	1	9	8	10	21
16	1	1	1	3	2	2	5	1	1	1	19	6	8	7	9	11	10	12	20	4	13	22
17	5	6	17	2	1	7	3	1	1	10	12	15	16	11	20	19	4	13	9	8	21	22
18	3	2	1	1	1	2	4	2	1	5	6	8	18	17	16	7	10	9	12	11	2	1
19	4	1	1	7	2	1	8	3	6	5	15	13	14	9	10	17	16	20	19	18	21	22
20	1	3	1	2	2	1	5	1	1	17	14	13	12	1	2	6	7	9	9	11	20	4
21	1	1	1	9	8	1	1	6	7	13	2	4	3	1	5	12	11	20	18	19	21	22
22	3	5	1	7	2	8	6	2	1	22	15	4	17	19	18	9	12	11	14	20	10	16
23	2	1	3	6	1	1	7	1	4	17	12	20	13	15	5	21	8	22	18	9	19	10
24	1	1	1	1	1	1	2	4	3	18	17	19	20	10	9	8	7	6	11	5	21	22

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **PIHII (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

25	17	15	16	14	4	18	13	2	1	3	19	20	6	7	8	10	9	12	11	21	5	22
26	5	4	15	6	14	7	1	2	2	3	18	9	16	17	8	11	12	10	13	19	20	21
27	3	6	2	1	4	2	1	9	1	10	5	15	13	14	19	16	17	18	7	8	22	21
28	2	4	1	1	1	1	1	3	1	8	15	17	16	9	19	20	6	7	21	5	22	12
29	5	2	3	4	6	2	9	1	8	7	15	10	21	11	12	16	18	20	13	14	17	19
30	5	2	2	1	8	1	3	7	6	9	10	15	13	14	12	18	1	19	22	4	21	16
31	6	1	5	1	1	1	7	2	1	3	4	21	11	9	10	14	15	16	2	8	22	19
32	1	9	2	1	1	1	8	1	1	3	13	18	21	19	4	5	6	14	7	15	20	22
33	6	4	5	2	2	1	1	7	2	3	16	8	9	10	11	13	14	12	15	17	18	22
34	9	7	8	1	1	1	6	2	1	11	17	15	5	4	3	18	13	21	20	12	19	22
35	2	8	9	1	4	5	1	3	13	14	16	15	18	17	19	1	22	6	7	21	20	
36	3	2	4	5	1	1	1	1	6	6	7	15	14	17	19	9	8	8	13	16	18	20
37	8	1	1	4	1	5	6	1	1	7	16	17	1	2	18	19	20	6	21	3	10	9
38	3	1	5	8	1	1	6	1	1	9	21	2	20	7	14	19	10	17	13	4	18	22
39	1	1	1	5	1	1	1	2	3	4	22	19	8	6	7	14	9	10	11	12	20	21
40	4	1	1	5	2	1	1	3	1	2	22	13	14	6	15	16	8	7	17	9	19	20
41	7	8	9	1	2	1	1	3	2	1	13	14	15	16	17	18	4	19	6	5	21	22
42	6	9	8	7	2	4	5	3	1	2	15	10	14	11	13	12	16	17	18	19	21	22
43	1	1	2	3	4	5	6	9	7	8	13	12	11	10	10	18	14	14	15	16	19	20
44	1	1	1	9	1	1	8	1	2	15	16	17	2	3	4	19	5	6	6	7	18	19
45	6	6	8	3	1	2	1	5	7	14	7	9	3	10	10	4	12	11	4	13	16	
46	6	6	6	5	1	1	3	1	7	9	15	8	3	13	14	10	4	3	11	12	17	2
47	5	7	8	6	9	2	1	4	2	3	15	14	11	13	12	17	20	21	18	1	19	16
48	1	1	1	1	1	1	1	1	2	2	11	5	6	3	4	19	7	4	9	8	20	10
49	6	7	6	5	2	1	8	2	1	1	9	10	11	12	14	13	10	3	4	4	5	1
50	3	4	8	7	9	2	6	1	1	18	10	13	14	11	12	5	1	2	2	15	16	20
51	1	3	4	2	7	3	1	1	1	15	14	10	13	19	20	16	18	17	6	5	8	9
52	1	1	1	1	1	1	1	2	2	21	17	4	3	6	5	18	7	22	8	10	9	19

Table 24 - The results of processing the a priori ranking of bachelors, masters, teachers and specialists working at light industry enterprises, on the criteria for assessing the impact on the quality of domestic fur products

Factor	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19	X 20	X 21	X 22	Q C	
1	1	3	2	6	7	8	4	0	1	5	8	2	1	4	6	7	2	3	19.5	5	19.5	9	0.45	
2	1	6	3	2	7	1	8	9	6	4	7	8	1	9	0	1	2	1	3	5	4	5	1	0.33
3	8	7	6	9	1	5	1	6	2	1	1	2	1	7	2	1	9	5	1	4	4	3	2	0.54

Impact Factor:

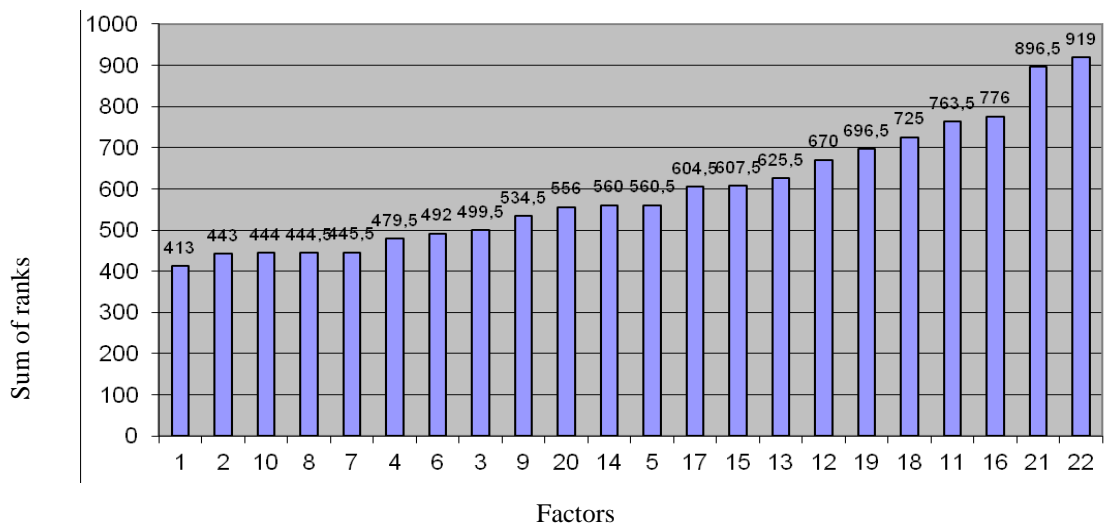
ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **PIHIQ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

4	8	9	4	1	1	1	7	3	1	1	2	1	1	6	5	1	1	1	1	2	2	0				
5	1	1	1	1	1	1	1	3	2	5	4	9	6	7	8	1	1	1	1	21	1	2	21	0		
6	7	3	8	4	1	0	8	2	0	6	1	5	3	9	1	4	2	2	9	7	6	5	40			
7	1	1	1	21	1	1	1	1	2	3	4	1	7	5	6	9	21	8	1	9	2	1	0	31		
8	1	1	1	1	1	0	1	4	2	9	3	2	0	8	7	6	5	1	2	2	1	1	1	0	76	
9	3	2	6	7	0	1	2	5	3	1	2	4	8	7	5	4	9	9	8	1	2	1	2	0	62	
10	7	1	1	1	2	6	5	1	0	2	1	1	2	1	1	4	8	1	3	1	9	0	1	0	24	
11	1	0	2	9	8	2	1	1	9	3	7	8	6	5	4	3	7	4	5	6	2	0	1	2	0	49
12	1	0	9	1	2	3	9	8	1	2	6	7	5	4	3	2	4	5	1	8	6	7	0	2	0	39
13	3	7	4	1	8	5	6	7	9	0	1	12	12	1	1	1	2	1	9	8	2	21	21	0	53	
14	1	0	4	4	5	0	1	1	2	9	5	1	2	7	6	6	8	7	9	3	3	8	2	0	57	
15	2	1	5	4	3	2	3	6	1	1	7	4	9	0	2	8	5	6	7	1	9	8	0	1	25	
16	1	4	6	5	3	1	2	5	7	8	1	9	6	8	7	9	1	0	2	0	4	3	2	0	40	
17	5	6	7	2	1	7	3	4	8	0	2	5	6	1	0	9	4	3	9	8	1	2	2	0	47	
18	3	2	1	1	1	2	4	2	1	9	5	6	8	8	7	6	7	0	9	2	1	2	1	0	21	
19	4	1	1	2	7	2	1	8	3	6	5	1	1	1	4	9	0	7	6	0	9	1	2	0	76	
20	1	9	3	8	1	2	6	5	0	5	7	4	3	2	1	2	6	7	8	9	1	0	4	0	22	
21	1	5	0	6	9	8	7	4	6	7	3	2	4	3	1	5	2	1	0	8	9	1	2	0	34	
22	3	5	1	7	2	8	6	2	1	3	2	5	4	7	9	8	9	2	1	4	0	0	6	0	26	
23	2	1	3	6	1	4	7	6	4	7	2	1	2	1	1	5	1	8	2	8	9	9	0	0	44	
24	1	1	6	4	3	1	2	2	4	3	8	7	9	0	0	9	8	7	6	1	5	1	2	0	35	
25	1	7	5	6	4	4	8	3	2	1	3	9	0	6	7	8	0	9	2	1	1	5	2	0	29	
26	6	5	6	7	5	8	1	5	5	4	9	0	7	8	9	2	3	1	4	0	1	2	2	0	71	
27	3	6	2	1	4	0	1	9	2	0	5	5	3	4	9	6	7	8	7	8	2	1	2	0	46	
28	2	4	1	3	1	0	4	3	8	8	5	7	6	9	9	0	6	7	1	5	2	2	1	0	42	
29	5	2	3	4	6	2	9	1	8	7	1	5	0	1	1	2	6	8	0	3	4	7	9	0	50	
30	5	0	2	1	8	7	3	7	6	9	0	5	3	4	2	8	1	9	2	4	1	6	4	0	43	
31	6	1	5	2	3	7	7	0	8	3	4	1	1	9	0	4	5	6	2	8	2	9	1	0	38	
32	1	9	2	0	1	6	8	2	7	3	3	8	1	9	4	5	6	4	7	5	0	2	2	0	41	
33	6	4	5	2	2	0	1	9	7	2	3	6	8	9	0	1	3	4	2	5	7	8	2	0	60	
34	9	7	8	0	4	1	6	2	6	1	1	7	5	5	4	3	8	3	1	2	2	1	2	0	76	
35	2	8	9	0	1	4	5	2	3	3	4	6	5	8	7	9	1	2	6	7	1	0	2	0	52	
36	3	2	4	5	3	4	1	2	6	5	6	8	7	6	9	1	9	9	5	5	8	2	2	0	50	
37	9	1	3	4	4	5	5	5	2	6	8	7	8	1	2	9	0	1	5	2	3	1	1	0	36	
38	3	1	5	8	1	5	6	2	6	9	1	2	0	7	4	9	0	7	3	4	8	2	2	0	51	
39	1	1	1	5	7	1	8	2	3	4	2	2	1	9	8	6	7	4	9	0	1	2	0	1	68	

Impact Factor:

ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 0.126 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

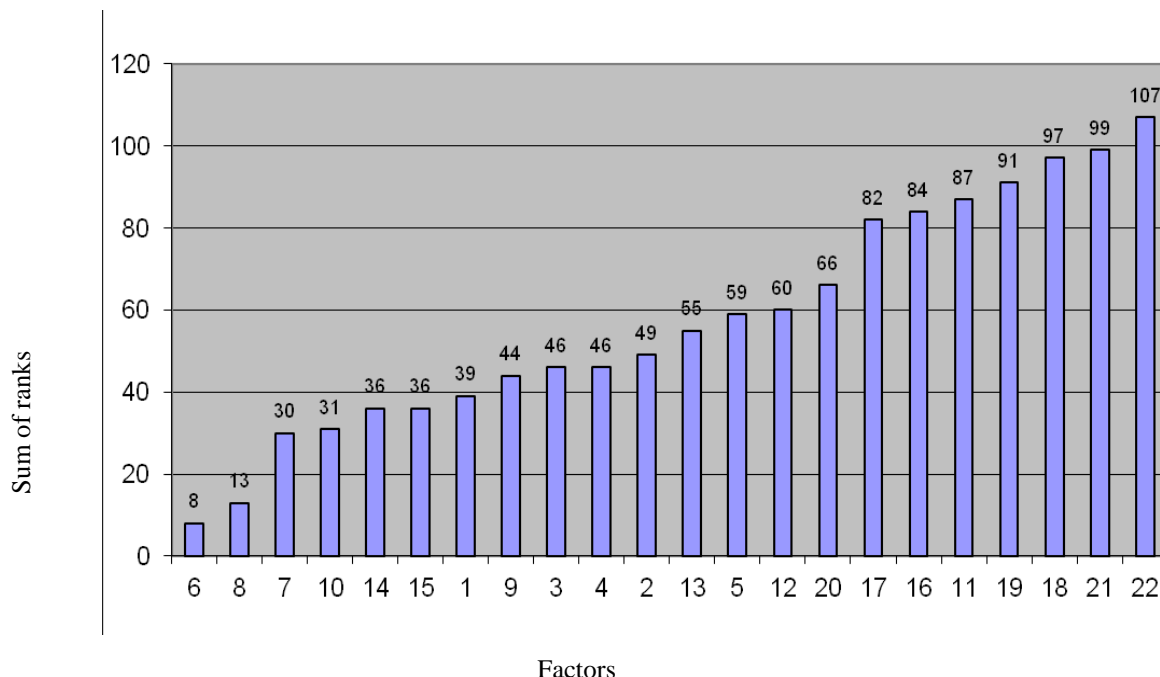
40	4	0	1	1	5	2	1	1	2	3	1	2	2	1	1	1	1	1	8	7	1	1	2	0	0.65
41	7	8	9	0	1	2	1	1	2	3	2	1	1	1	1	1	1	1	4	9	6	5	2	2	0.56
42	6	9	8	7	0	2	4	5	3	1	2	5	0	4	1	3	2	6	7	8	9	1	2	2	0.76
43	1	1	1	2	3	4	5	6	9	7	8	1	1	1	10	10	2	15	15	1	1	2	2	2	0.64
44	1	1	1	1	0	1	4	9	5	2	6	7	8	2	3	4	20	5	6	6	5	8	1	20	0.32
45	9	9	1	4	2	1	5	3	1	11	2	11	1	4	15	15	6	1	1	6	1	2	2	2	0.76
46	9	9	9	7	1	19	5	4	1	1	19	1	2	4	7	8	4	6	4	1	1	2	2	2	0.24
47	5	7	8	6	9	2	0	4	2	3	5	4	1	3	2	7	0	2	2	1	8	1	9	6	0.59
48	1	1	1	1	2	1	1	1	2	2	1	2	1	1	1	1	2	2	5	1	1	0	2	1	0.30
49	12	1	12	10	5	2	1	5	2	2	1	17	1	2	2	2	17	7	8	8	10	2	2	2	0.27
50	4	5	9	8	0	2	7	0	8	9	1	1	4	5	2	3	6	1	2	2	1	1	2	0.25	
51	1	3	5	5	2	8	3	1	1	11	1	1	11	1	2	2	1	2	1	9	7	6	9	0.37	
52	1	1	1	1	1	1	1	1	2	2	1	7	4	3	6	5	8	7	2	8	0	9	9	0.28	
Rank sums	41	44	49	47	56	49	44	44	53	76	62	67	56	60	77	60	72	69	69	55	89	6	91		
Sums of ranks without eritics	39	49	46	46	59	8	30	13	44	31	87	60	55	36	36	84	82	97	91	66	99	10	7		
Coef. concord .		0.19		0.76																					
Crete. Pearson		20	7	7																					



Picture. 9 -The results of the questionnaire survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the criteria for assessing the impact on the quality of domestic fur products

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350



Picture. 10 -The results of the questionnaire survey of bachelors, masters, teachers and specialists - university graduates working at light industry enterprises, on the criteria for assessing the impact on the quality of domestic fur products without heretics, i.e. opinions of those respondents who do not agree with the majority of survey participants

Dear respondent!

What factors would you prefer when assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District through the eyes of children, taking advantage of the privileges - to assign them the appropriate rank from the arithmetic series - preferable starting from 1, and not preferable - a

higher figure, ensuring that the requirements of the arithmetic series are met, namely without skipping digits in the arithmetic series. If you have difficulties in choosing your preferences, you can use “linked ranks” by assigning two or more factors to the same rank, but here, too, the requirements of the arithmetic series must be observed.

Table 25 - Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of the child

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Toe shape	
2	Quality of children's shoes	
3	The flexibility of children's shoes	
4	Price of children's shoes	
5	Comfort	
6	Service level for parents and children in shops and shopping centers	
7	Color	
8	Warranty period for children's shoes	
9	The height of the heel is up to 40 mm	
10	The height of the heel of the shoe is over 40 mm	
11	Weight	
12	Repairability of children's shoes, its expediency	
13	Materials for the bottom of shoes	
14	Upper materials	
15	The place of sale of shoes for children is the interior of a store or a shopping center	
16	What types of children's shoes are preferred: winter	

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

17	Autumn	
18	Spring	
19	Summer	
20	Bottom fastening strength	
21	Variety of assortment of shoes for children in shops and shopping centers	
22	Compliance with the direction of fashion	

Table 26 - The results of the questionnaire survey of children on their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

Fact ors Expe rts	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19	X 20	X 21	X 22
1	5	8	6	2	7	9	10	4	11	15	17	12	14	13	3	18	19	20	16	12	20	1
2	3	2	14	13	8	9	15	5	16	10	12	17	1	18	4	19	6	10	20	21	11	7
3	8	16	21	5	2	10	6	7	11	17	12	14	1	20	3	13	15	17	19	18	4	9
4	10	13	14	1	2	6	11	4	5	7	9	19	1	18	3	15	16	7	17	20	8	12
5	15	2	16	14	17	3	2	5	6	13	7	10	1	8	18	21	9	20	19	11	4	12
6	1	2	10	12	7	13	11	3	14	15	8	16	17	21	4	9	20	22	5	6	19	18
7	12	14	1	16	1	9	2	20	8	19	7	18	1	13	22	15	17	6	21	5	3	4
8	2	19	9	12	8	3	1	20	4	22	7	13	5	17	21	10	14	18	16	1	6	15
9	10	4	18	3	8	19	9	14	2	15	5	17	1	12	11	16	20	22	13	6	2	7
10	6	7	17	18	1	14	5	1	13	8	4	9	10	11	22	3	21	12	20	15	1	2
11	10	5	4	9	3	12	1	8	1	22	2	13	14	16	17	6	20	18	21	7	19	15
12	8	3	9	13	2	22	14	1	15	19	4	17	6	16	20	10	18	21	12	1	5	7
13	4	1	9	6	13	15	3	19	14	8	18	20	17	21	5	16	10	2	22	12	7	11
14	13	14	10	3	1	2	16	15	20	5	21	17	4	11	19	7	18	6	22	9	12	8
15	7	14	3	1	17	19	4	12	9	21	1	18	5	20	22	15	8	16	2	13	6	10
16	2	3	5	6	8	4	10	15	7	11	18	16	1	12	21	19	13	14	17	22	20	9
17	6	15	7	8	11	10	8	1	21	20	16	17	2	12	3	22	19	13	4	18	14	5
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19	2	3	6	7	12	11	17	1	18	16	1	20	5	14	19	8	15	9	10	22	21	4
20	2	12	8	1	17	1	15	1	17	9	16	18	1	20	5	19	4	13	22	6	21	3
21	1	14	2	9	8	15	16	7	5	6	4	18	19	17	10	20	22	11	12	13	2	3
22	1	1	18	1	5	12	20	2	9	15	7	8	2	9	4	13	17	15	16	21	3	14
23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
24	9	1	10	1	3	2	13	12	15	19	8	7	14	18	20	4	17	22	16	21	5	6
25	20	4	11	18	5	6	2	17	15	16	1	8	10	14	13	7	12	22	9	21	3	19
26	3	1	10	14	4	5	12	7	19	17	6	21	13	22	8	16	9	20	18	15	2	11
27	7	2	19	8	1	15	6	20	17	16	3	9	14	13	18	5	22	11	12	21	10	4

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **PIHIQ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

28	8	3	1	9	1	1	6	7	1	18	2	10	15	20	14	4	22	12	13	21	11	5
29	4	1	7	1	1	9	2	1	1	21	8	19	6	20	13	22	3	18	12	16	5	15
30	1	3	2	1	8	9	7	1	1	13	11	22	15	17	6	18	19	16	5	20	2	4
31	1	4	1	1	3	2	7	2	8	17	5	15	6	12	11	18	10	9	20	1	2	19
32	9	2	1	1	1	1	1	1	1	20	3	4	11	13	12	18	5	21	7	22	6	8
33	1	9	1	1	1	7	6	5	1	14	13	17	16	18	19	8	21	4	22	20	3	2
34	1	2	1	1	1	1	1	8	1	17	9	7	14	20	6	3	21	16	22	15	4	5
35	4	3	1	5	6	7	1	1	8	11	1	20	17	21	12	9	10	2	22	13	18	19
36	2	4	1	1	1	1	1	2	2	5	18	17	6	22	7	8	10	3	9	13	15	16
37	1	9	1	1	4	5	1	1	1	13	1	2	19	22	3	18	6	7	8	12	20	21
38	1	6	7	5	4	1	3	0	1	11	4	8	2	14	16	4	15	18	17	19	3	20
39	2	5	1	1	9	1	1	1	8	7	1	18	6	21	14	22	12	17	4	20	3	13
40	1	2	1	1	1	1	6	1	3	3	4	7	5	4	8	8	10	11	18	17	20	19
41	1	3	2	4	2	5	6	1	1	16	17	18	7	19	20	8	9	10	11	12	21	14
42	1	1	1	1	9	1	1	1	6	7	15	2	14	5	4	20	11	8	21	12	22	3
43	1	8	3	6	7	9	1	1	1	4	1	3	1	5	3	3	2	1	2	8	5	5
44	1	2	4	1	6	7	8	2	1	9	1	1	1	4	1	1	5	1	3	5	5	4
45	1	4	1	5	1	2	3	1	1	20	6	19	10	9	15	14	21	12	13	22	7	8
46	4	2	2	7	1	1	1	6	1	10	5	1	19	9	8	15	22	14	16	20	13	3
47	3	1	1	8	1	1	2	4	6	19	9	5	13	9	7	19	6	14	18	17	15	10
48	7	4	1	5	3	1	8	8	6	10	9	12	2	11	3	20	19	13	14	18	17	1
49	6	5	1	6	1	7	1	3	8	19	9	14	2	13	16	18	4	10	12	17	11	1
50	1	1	2	1	2	8	9	2	5	7	6	10	12	13	11	15	2	16	18	19	3	4
51	1	1	2	1	1		2	6	1	7	12	11	16	14	17	2	20	18	19	5	4	3
52	3	1	2	1	4	9	8	1	5	15	6	13	16	14	11	17	20	7	18	19	21	2
53	1	1	1	1	5	6	2	1	7	16	1	11	15	10	20	4	19	3	8	13	9	1
54	8	1	2	2	1	4	1	1	5	20	19	6	18	7	22	9	17	16	15	14	3	11
55	7	8	1	1	9	1	1	1	1	1	1	12	15	2	16	17	2	5	4	3	5	6

Table 27 - The results of processing the a priori ranking of children-respondents according to their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

Factor	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Q
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	C
1	5	8	6	2	7	9	10	4	11	1	6	18	12	15	4	3	19	20	21	1	12	21	0
2	3	2	15	14	8	9	16	5	17	10	5	13	18	1	9	4	20	6	10	2	22	12	0

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

3	8	16	22	5	2	10	6	7	11	17,5	12	14	1	2	1	3	13	15	17,5	2	0	19	4	9	0,57
4	11	14	22	15	2	6	12	4	5	7,5	10	20	1	9	1	3	16	17	7,5	1	0	21	9	13	0,35
5	16	5	17	15	8	4	5	6	7	1	4	8	11	1	9	19	22	10	21	0	2	12	5	13	0,28
6	1	2	10	12	7	13	11	3	14	1	5	8	16	17	2	1	4	9	20	22	5	6	19	18	0,34
7	12	11	14	16	0	9	2	20	8	1	9	7	18	1	3	22	15	17	6	2	1	5	3	4	0,29
8	2	19	9	12	8	3	11	20	4	2	7	13	5	7	1	21	10	14	18	1	6	1	6	15	0,26
9	10	4	18	3	8	19	9	14	21	1	5	17	1	1	2	11	16	20	22	1	3	6	2	7	0,49
10	6	7	17	18	6	14	5	19	13	1	8	4	9	10	1	22	3	21	12	2	1	5	1	2	0,30
11	10	5	4	9	3	12	11	8	1	2	2	13	14	1	6	17	6	20	18	2	1	7	19	15	0,33
12	8	3	9	13	2	22	14	11	15	1	9	4	17	6	1	20	10	18	21	1	1	5	7	7	0,37
13	4	1	9	6	3	15	3	19	14	2	8	18	20	17	2	5	16	10	2	2	12	7	11	11	0,27
14	13	14	10	3	1	2	16	15	20	2	5	21	17	4	1	19	7	18	6	2	9	12	8	8	0,21
15	7	14	3	11	7	19	4	12	9	1	1	18	5	2	2	22	15	8	16	2	13	6	10	10	0,24
16	2	3	5	6	8	4	10	15	7	1	1	18	16	1	2	21	19	13	14	1	7	22	20	9	0,39
17	6	15	7	8	1	10	9	1	21	2	0	16	17	2	2	3	22	19	13	4	18	14	5	5	0,24
18	3	1	22	6	9	13	14	11	17	1	8	2	21	12	1	4	5	10	15	2	7	8	9	9	0,37
19	2	3	6	7	2	11	17	13	18	1	6	1	20	5	4	19	8	15	9	0	22	21	4	4	0,43
20	2	12	8	11	4	7	15	10	17	9	16	18	1	0	5	19	4	13	2	6	21	3	3	3	0,23
21	1	14	21	9	8	15	16	7	5	6	4	18	19	1	7	10	20	22	11	1	13	2	3	3	0,35
22	10	1	19	11	5	12	21	20	6	15,5	7	8	2	9	4	13	18	15,5	1	7	22	3	14	14	0,54
23	1	2	3	4	5	6	7	8	9	0	11	12	13	1	4	15	16	17	18	1	9	20	21	22	0,38
24	9	1	10	11	3	2	13	12	15	1	9	8	7	14	8	20	4	17	22	1	6	21	5	6	0,69
25	20	4	11	18	5	6	2	17	15	6	1	8	10	4	13	7	12	22	9	9	21	3	19	19	0,28
26	3	1	10	14	4	5	12	7	19	1	7	6	21	13	2	8	16	9	20	1	15	2	11	11	0,69
27	7	2	19	8	1	15	6	20	17	6	3	9	14	3	18	5	22	11	1	2	21	10	4	4	0,69
28	8	3	16	9	1	17	6	7	19	1	8	2	10	15	0	14	4	22	12	3	21	11	5	5	0,69
29	4	11	7	10	1	9	2	17	14	2	1	8	19	6	2	13	22	3	18	1	16	5	15	15	0,41
30	1	3	21	10	8	9	7	14	12	1	3	11	22	15	7	6	18	19	16	5	20	2	4	4	0,63
31	13	4	14	16	3	22	7	21	8	1	7	5	15	6	2	11	18	10	9	0	1	2	19	19	0,26
32	9	2	10	14	1	16	15	19	17	2	0	3	4	11	3	12	18	5	21	7	22	6	8	8	0,46
33	1	9	10	12	1	7	6	5	15	1	4	13	17	16	1	19	8	21	4	2	20	3	2	2	0,42
34	12	2	13	11	0	1	18	8	19	1	7	9	7	14	0	6	3	21	16	2	15	4	5	5	0,69
35	4	3	15	5	6	7	14	16	8	1	1	20	17	2	12	9	10	2	2	13	18	19	19	19	0,36
36	2	4	11	12	1	14	19	20	21	5	18	17	6	2	7	8	10	3	9	13	15	16	16	16	0,23
37	10	9	17	11	4	5	15	14	16	1	3	1	2	19	2	3	18	6	7	8	12	20	21	21	0,20
38	1	8	9	7	5	15	12	11	14	1	3	5	10	2	6	18	5	17	20	1	9	21	3	22	0,48

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

39	2	5	16	10	9	15	19	11	8	7	1	18	6	2	14	22	12	17	4	20	3	13	0,45		
40	1	2	17	14	1	5	16	8	18	3,3	5,5	9	7	5	10	11	12	13	2	0	19	22	21	0,25	
41	1	3	22	4	2	5	6	13	15	1	6	17	18	7	9	20	8	9	10	1	12	21	14	0,40	
42	1	18	10	17	9	13	16	19	6	7	15	2	14	5	4	20	11	8	2	22	1	22	3	0,20	
43	21,5	8,5	15	15	6	19	21	21	2,5	1,5	2,5	8,5	2,5	1,3	8,5	8,5	5,5	2,5	5,5	17,5	5	13	13	0,17	
44	21,5	8,5	12,5	21,5	1,7	18	19	8,5	4	2	0	4	4	4	2	4	4	15	4	1	0	15	15	0,19	
45	11	4	18	5	1	2	3	16	17	2	0	6	19	10	9	15	14	21	12	3	22	7	8		
46	4	2	21	7	8	17	12	6	11	1	0	5	1	19	9	8	15	22	14	6	20	13	3	0,32	
47	3	13	18	9	4	1	2	4	6,5	21,5	10,5	5	15	10,5	8,5	21,5	6,5	16	2	0	19	17	12	0,27	
48	8	5	17	6	5	18	5	9,5	9,5	1	7	2	11	14	2	3	5	22	21	1	6	20	19	1	0,51
49	6,5	5	16	6,5	19,5	8,5	21,5	3	9	21,5	10	15	2	4	17	19,5	4	11	3	1	18	12	1	0,32	
50	17	14	21	1	2	8	9	20	5	7	6	10	12	3	11	15	2	16	1	8	19	3	4	0,21	
51	13	1	22	15	9	8	21	6	10	7	12	11	16	4	17	2	20	18	1	9	5	4	3	0,30	
52	3	1	22	12	4	9	8	10	5	5	6	13	16	4	11	17	20	7	1	8	19	21	2	0,60	
53	15	18	19	13	6	7	3	20,5	8	1,7	1,5	12	16	1	22	5,5	4	9	14	10	5	1,5	0,22		
54	8	1	21	2	0	4	13	12	5	2	0	19	6	18	7	22	9	17	1	5	14	3	11	0,31	
55	10	11	16	17	2	21	14	22	13	1,5	1,5	15	18	5	19	20	3,5	7,5	6	5	5	7,5	9	0,18	
Rank sums	39	36	76	55	45	58	60	67	63	44	77	0,73	51	81	67	71	72	81	3,9	81	56	51			
No heretics	47	12	76	44	16	37	46	63	87	90	28	52	67	80	73	30	10	73	76	10	0	37	28		
Coef. concord		0,16		0,69																					
Pearson's criterion		18		6,55																					

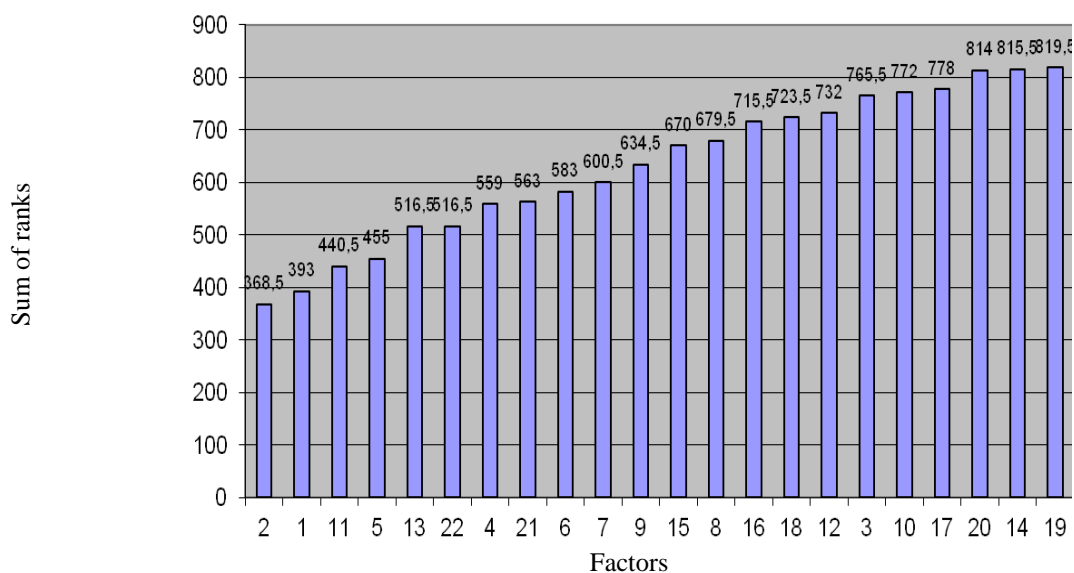


Figure 11 - - The results of processing the a priori ranking of children-respondents according to their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

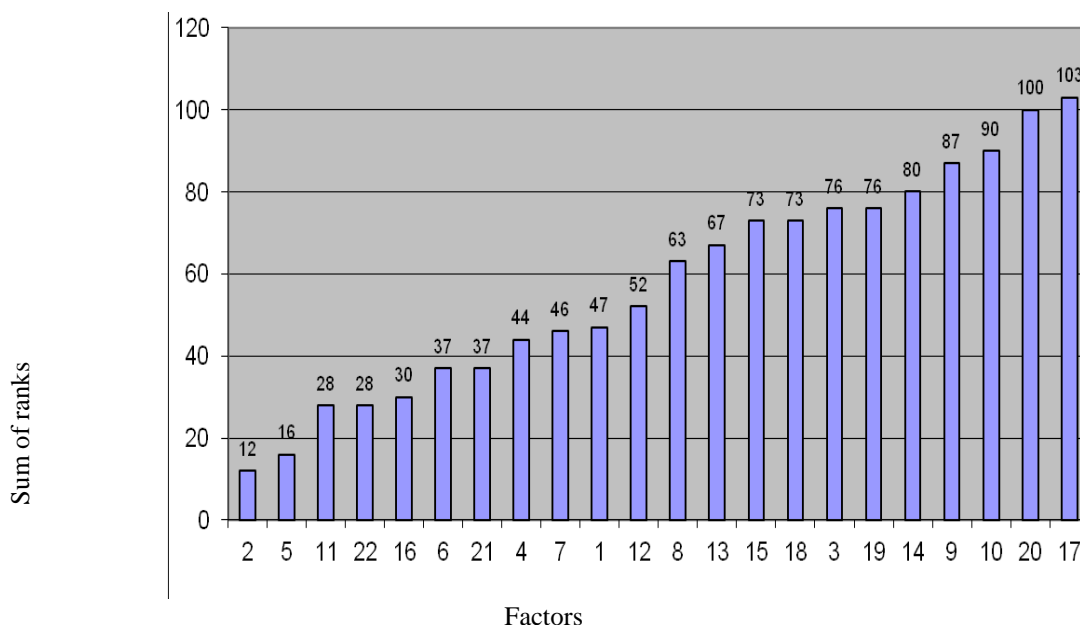


Figure 12 - - The results of processing the a priori ranking of children-respondents according to their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for children's shoes made for them without heretics, i.e. without those respondents whose opinion does not coincide with the majority of survey participants

Dear respondent!

What factors would you, as a buyer, give preference to when assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District that produce footwear for children, taking advantage of the privileges - to assign them an appropriate rank from the arithmetic series - preferable starting from 1, and

not preferable - a higher figure, ensuring the fulfillment requirements of the arithmetic series, namely, avoiding missing numbers in the arithmetic series. If you have difficulties in choosing your preferences, you can use "linked ranks" by assigning two or more factors to the same rank, but here, too, the requirements of the arithmetic series must be observed.

Table 29 - Criteria for assessing the competitiveness and relevance of children's shoes through the eyes of ordinary buyers

No.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	Weight	
2	Color	
3	Quality of children's shoes	
4	Functionality of children's shoes	
5	Characteristics of materials for the upper shoes	
6	Compliance with the direction of fashion	
7	Price	
8	Characteristics of materials for the bottom of shoes	
9	Comfort	
10	The height of the heel of the shoe - up to 40 mm	
11	The height of the heel of the shoe is over 40 mm	
12	Maintainability	
13	Warranty period for children's shoes	
14	What types of children's shoes are preferred: winter	
15	Autumn	
16	Spring	
17	Summer	
18	Bottom fastening strength	

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 30 - The results of a survey of random buyers according to their assessment of the competitive potential of the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Factors Experts	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
1	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10
2	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6
3	3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18
4	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11
5	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11
6	5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10
7	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7
8	11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8
9	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9
10	4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15
11	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18
12	5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15
13	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18
14	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18
15	3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17
16	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8
17	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8
18	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10
19	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12
20	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12
21	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11
22	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16
23	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8
24	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16
25	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7
26	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16
27	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12
28	13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12
29	8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11
30	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16
31	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18
32	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18
33	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18
34	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9
35	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7
36	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11
37	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11
38	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10
39	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6
40	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 0.126 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

41	13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18
42	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12
43	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16
44	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7
45	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16
46	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8
47	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16
48	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11
49	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12
50	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12
51	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10
52	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8
53	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8

Table 31 - The results of processing the a priori ranking of random buyers according to their assessment of the competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by children

Factor	X 1	X2	X 3	X4	X 5	X 6	X 7	X 8	X 9	X1 0	X1 1	X1 2	X1 3	X1 4	X1 5	X1 6	X1 7	X1 8	Kk
1	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0,60
2	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0,52
3	3	2	4	9	10	1	5	6	8	11	17	12	7	13	16	15	14	18	0,59
4	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0,64
5	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0,68
6	5	13	1	3	4	2	11	12	6	7	18	9	8	14	15	16	17	10	0,66
7	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0,71
8	11	12	3	2	9	10	4	5	1	13	15	6	7	14	16	17	18	8	0,60
9	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0,61
10	4	3	16	5	7	1	2	8	9	10	11	12	14	13	18	17	6	15	0,54
11	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0,50
12	5	11	1	4	9	10	3	7	2	12	13	6	14	8	16	17	18	15	0,72
13	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0,69
14	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0,63
15	3	2	4	5	7	9	11	10	12	6	13	1	14	8	15	16	18	17	0,53
16	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0,56
17	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0,84
18	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0,57
19	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0,91
20	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0,78

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

21	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0,65
22	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0,89
23	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0,81
24	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	0,91
25	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0,67
26	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0,59
27	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0,76
28	13	6	1	5	17	2	3	14	4	15	18	7	16	9	8	11	10	12	0,56
29	8	17	1	5	9	3	2	7	4	10	18	6	12	14	13	15	16	11	0,73
30	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0,91
31	6	9	8	2	3	5	7	11	4	10	13	1	12	14	16	17	15	18	0,62
32	2	4	1	5	7	3	8	11	6	12	9	10	13	15	14	17	16	18	0,69
33	11	4	3	10	12	13	2	1	9	8	15	14	17	16	6	5	7	18	0,49
34	18	17	1	2	5	3	4	6	7	10	11	8	12	16	14	13	15	9	0,61
35	1	9	4	3	8	10	5	6	2	11	13	12	15	14	16	18	17	7	0,70
36	4	3	5	7	2	1	6	12	8	9	10	13	15	14	18	17	16	11	0,67
37	8	13	4	3	9	1	10	12	2	5	14	6	7	15	16	17	18	11	0,63
38	13	11	9	1	2	6	3	5	7	4	12	14	8	17	15	18	16	10	0,60
39	4	18	5	17	1	16	3	13	2	12	11	15	14	8	7	9	10	6	0,53
40	5	13	2	10	9	3	4	12	1	11	8	17	18	7	6	14	15	16	0,91
41	13	6	1	5	17	2	3	14	4	15	7	16	9	8	11	10	12	18	0,55
42	8	16	2	3	5	7	1	6	4	10	17	9	18	11	14	13	15	12	0,74
43	5	3	4	11	13	1	2	12	6	15	7	14	18	10	8	9	17	16	0,58
44	5	13	6	12	4	2	1	11	3	10	18	14	17	8	15	16	9	7	0,66
45	7	9	6	8	10	1	2	11	3	12	13	17	18	5	4	14	15	16	0,91
46	7	10	2	6	4	3	9	5	1	11	14	15	18	12	13	16	17	8	0,79
47	7	12	2	6	4	1	11	5	3	18	8	13	17	10	9	14	15	16	0,86
48	10	15	1	2	5	6	8	16	3	4	17	18	12	9	7	14	13	11	0,64
49	15	14	6	5	3	1	7	4	2	8	13	16	17	10	9	11	18	12	0,77
50	10	9	5	4	8	1	7	11	3	14	6	17	18	13	2	15	16	12	0,91
51	6	7	8	11	12	5	2	13	1	14	4	17	18	9	3	15	16	10	0,57
52	5	13	1	6	11	2	3	12	4	18	9	10	16	15	7	14	17	8	0,82
53	4	11	3	10	16	1	9	15	2	17	5	14	18	7	6	12	13	8	0,55
Rank sums	387	538	208	331	395	224	272	503	216	585	624	643	773	611	578	750	781	644	
Sum of ranks without heretics	34	53	21	40	46	9	16	57	11	60	48	85	90	37	22	71	76	76	.

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Coef. concord.	0,47	0,90																	
Crete. Pearson	427,6	7,3																	

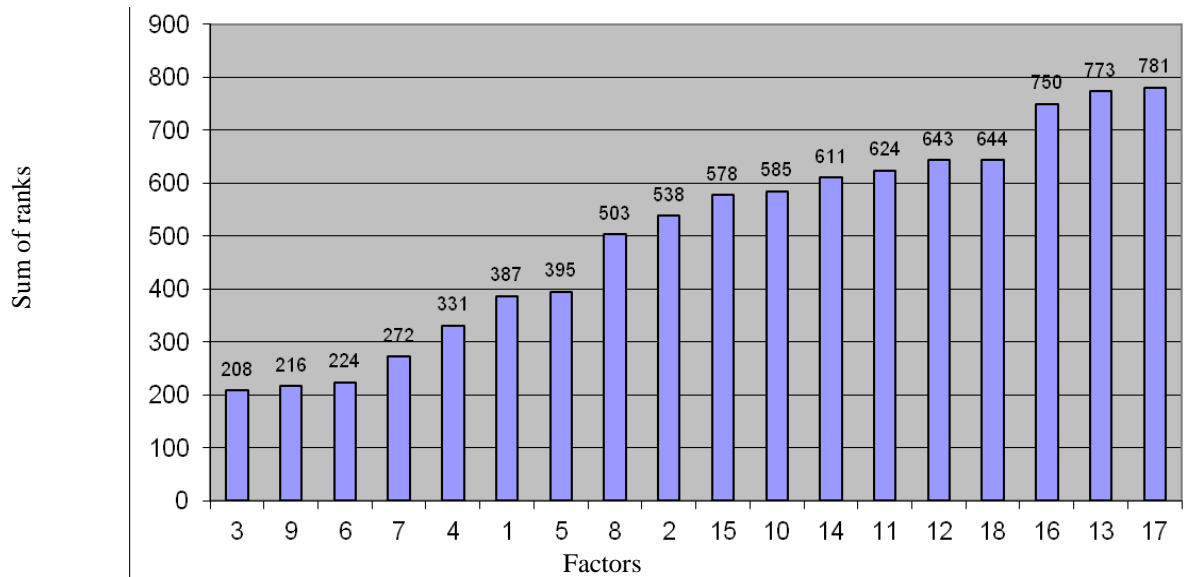


Figure 13 - The results of processing a priori ranking of random buyers according to their assessment of the competitive potential of the criteria for ensuring competitiveness and the demand for shoes made by children

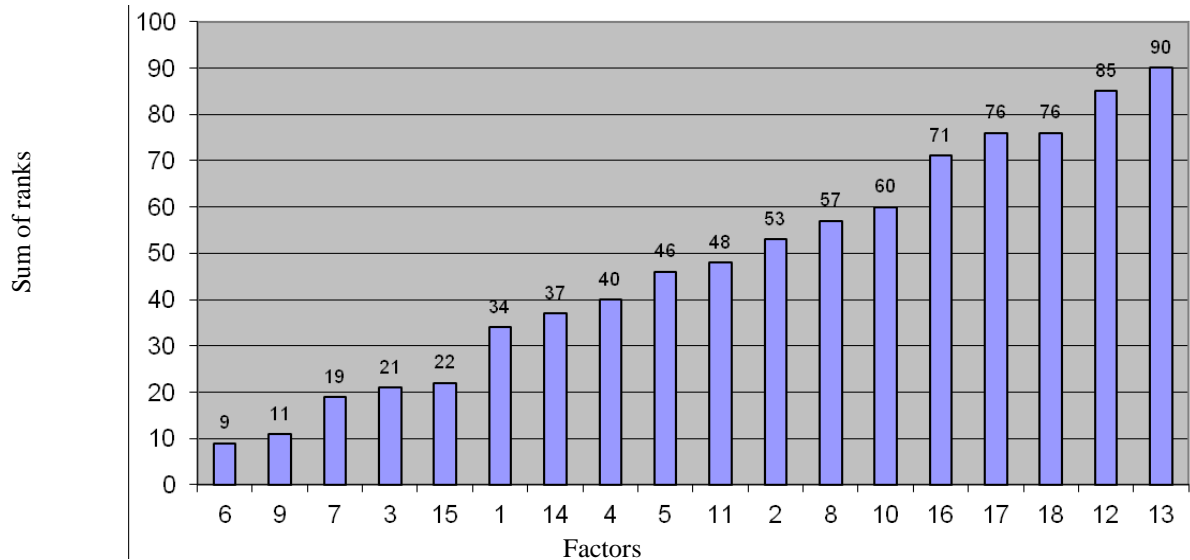


Figure 14 - The results of processing a priori ranking of random buyers according to their assessment of the competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by a child without heretics, i.e. without those respondents whose opinion does not coincide with the majority of survey participants

Table 32 - Assessment of the competence of buyers about the demand for the assortment of footwear for children

		АНАЛИЗ	Исключить	СТАРТ																			
		Factor	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	W _i
Experts																							

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **PIHII (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

1	3	1	9	1	2	6	3	5	7	4	1	1	8	1	1	1	1	1	0			0,62
2	4	1	5	1	1	1	3	1	2	1	1	1	1	8	7	9	1	6				0,68
3	3	2	4	9	0	1	5	6	8	1	1	1	7	1	1	1	1	1	8			0,72
4	8	1	4	3	9	1	1	1	2	5	1	6	7	1	1	1	1	1	1			0,64
5	4	3	5	7	2	1	6	1	8	9	1	1	1	1	1	1	1	1	1			0,72
6	5	1	1	3	4	2	1	1	6	7	1	9	8	1	1	1	1	1	1			0,65
7	1	9	4	3	8	1	5	6	2	1	1	1	1	1	1	1	1	1	7			0,73
8	1	1	3	2	9	1	4	5	1	1	1	6	7	1	1	1	1	8				0,63
9	1	1	1	2	5	3	4	6	7	1	1	8	1	1	1	1	1	9				0,62
10	4	3	1	5	7	1	2	8	9	1	1	1	1	1	1	1	6	1				0,67
11	1	4	3	1	1	1	2	1	9	8	1	1	1	1	6	5	7	1				0,68
12	5	1	1	4	9	1	3	7	2	1	1	6	1	8	1	1	1	1				0,78
13	2	4	1	5	7	3	8	1	6	1	9	1	1	1	1	1	1	1				0,76
14	6	9	8	2	3	5	7	1	4	1	1	1	1	1	1	1	1	1				0,66
15	3	2	4	5	7	9	1	1	1	6	1	1	1	8	1	1	1	1				0,60
16	4	1	3	1	1	1	9	1	2	1	5	1	1	7	6	1	1	8				0,84
17	5	1	1	6	1	2	3	1	4	1	9	1	1	1	7	1	1	8				0,82
18	6	7	8	1	1	5	2	1	1	1	4	1	1	9	3	1	1	0				0,91
19	1	9	5	4	8	1	7	1	3	1	6	1	1	1	2	1	1	1				0,90
20	1	1	6	5	3	1	7	4	2	8	1	1	1	1	9	1	1	1				0,83
21	1	1	1	2	5	6	8	1	3	4	1	1	1	9	7	1	1	1				0,81
22	7	1	2	6	4	1	1	5	3	1	8	1	1	1	9	1	1	1				0,84
23	7	1	2	6	4	3	9	5	1	1	1	1	1	1	1	1	1	8				0,82
24	7	9	6	8	1	1	2	1	3	1	1	1	1	5	4	1	1	1				1,00
25	5	1	6	1	4	2	1	1	3	1	1	1	1	8	1	1	9	7				0,81
26	5	3	4	1	1	1	2	1	6	1	7	1	1	1	8	9	1	1				0,89
27	8	1	2	3	5	7	1	6	4	1	1	9	1	1	1	1	1	1				0,79
28	1	6	1	5	1	2	3	1	4	1	1	7	1	9	8	1	1	1				0,81
29	8	1	1	5	9	3	2	7	4	1	1	6	1	1	1	1	1	1				0,74
30	5	1	2	1	9	3	4	1	1	1	8	1	1	7	6	1	1	1				0,96
31	6	9	8	2	3	5	7	1	4	1	1	1	1	1	1	1	1	1				0,66
32	2	4	1	5	7	3	8	1	6	1	9	1	1	1	1	1	1	1				0,76
33	1	4	3	1	1	1	2	1	9	8	1	1	1	1	6	5	7	1				0,68
34	1	1	1	2	5	3	4	6	7	1	1	8	1	1	1	1	1	9				0,62
35	1	9	4	3	8	1	5	6	2	1	1	1	1	1	1	1	1	7				0,73

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

10	The height of the heel of the shoe - up to 40 mm	
11	The height of the heel of the shoe is over 40 mm	
12	Maintainability	
13	Warranty period for children's shoes	

Table 34 - The results of the questionnaire survey of manufacturers to assess their competitive potential on the criteria for ensuring the competitiveness and demand for manufactured children's shoes

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

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 35 - The results of processing the a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for footwear made by children

Factor	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	QC
Expert														
1	7	10	1	2	8	6	4	9	3	11	13	5	12	0,84
2	9	7	1	4	8	6	2	10	3	11	13	5	12	0,84
3	1	3	5	2	8	7	4	9	12	6	13	11	10	0,5
4	2	3	1	5	4	8	9	6	10	7	11	13	12	0,52
5	9	10	6	7	8	2	1	4	3	5	11	12	13	0,65
6	10	9	1	4	3	2	5	6	7	11	12	8	13	0,84
7	5	6	1	9	10	13	7	8	2	12	11	4	3	0,46
8	5	11	4	1	10	2	3	12	6	9	13	8	7	0,74
9	2	7	4	5	6	1	9	3	8	12	13	11	10	0,60
10	7	13	2	11	1	6	12	10	3	4	9	8	5	0,43
11	9	13	5	1	2	4	3	6	7	8	12	10	11	0,81
12	12	13	1	6	7	3	2	8	5	4	9	10	11	0,76
13	5	8	2	4	7	10	1	12	11	13	3	9	6	0,45
14	5	2	11	4	7	13	8	12	1	6	9	3	10	0,41
15	10	13	2	4	6	5	3	11	1	7	12	8	9	0,84
16	5	3	1	2	7	6	4	10	8	11	12	9	13	0,68
17	3	4	1	7	9	8	5	10	2	11	13	12	6	0,62
18	5	6,5	1	2	6,5	9	8	3	4	12	13	11	10	0,66
19	9	13	2	4	7	5	6	3	1	8	10	12	11	0,78
20	10	11	1	2	5	7	3	6	4	12	13	9	8	0,84
21	3	8	4	6	10	5	12	7	1	13	9	2	11	0,48
22	9	8	2	7	5	6	1	10	3	11	12	13	4	0,72
23	2	10	13	11	9	6	8	12	7	5	1	3	4	0,38
24	12	4	1	2	8	9	3	7	5	10	13	11	6	0,70
25	10	9	1	2	12	3	4	6	5	11	13	7	8	0,84
26	5	6	1	7	11	13	2	10	3	9	12	4	8	0,54
27	11	10	5	4	1	3	9	2	7	12	13	8	6	0,58
28	7	6	5	2	1	8	9	3	4	12	13	11	10	0,63
29	9	10	2	3	6	11	8	7	4	12	13	5	1	0,55
30	8	10	4	5	1	3	9	2	11	12	13	7	6	0,57
Rank sums	206	246,5	91	135	193,5	190	164	224	151	287	337	249	256	
Sum of ranks without heretics	46	50	6	14	39	27	16	42	16	42	64	34	49	
Quad. off	16	133,225	141,61	562,5	272,25	400	211,6	196	348,1	592,9	161,29	152,1	211,6	
Coef. concord.		0,33		0,84										
Crete. Pearson		117,14		8,37										

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

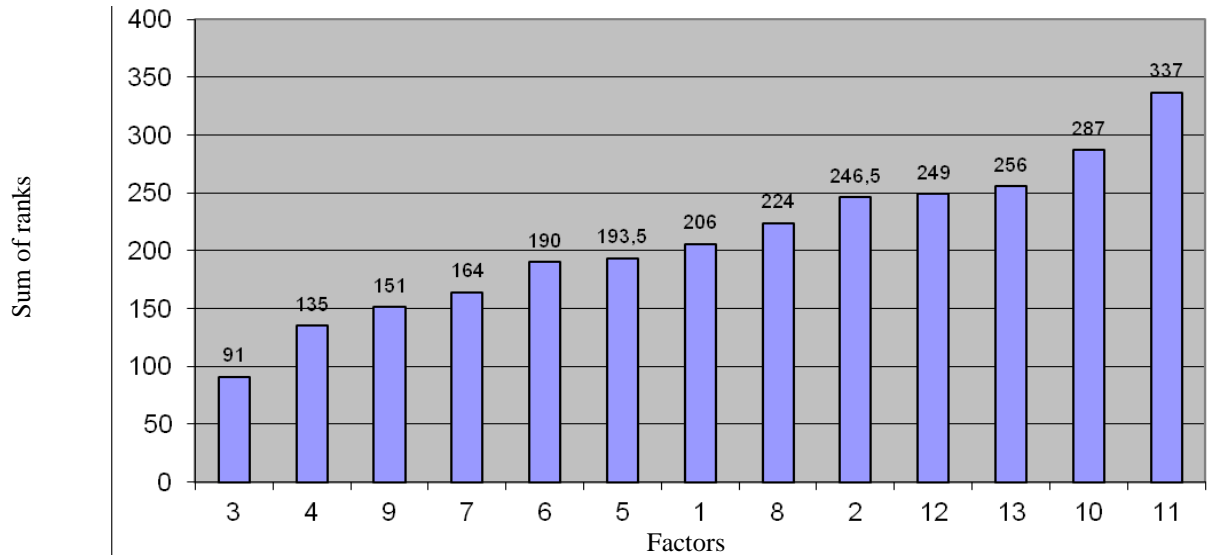


Figure 15 - The results of processing a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for footwear made by children

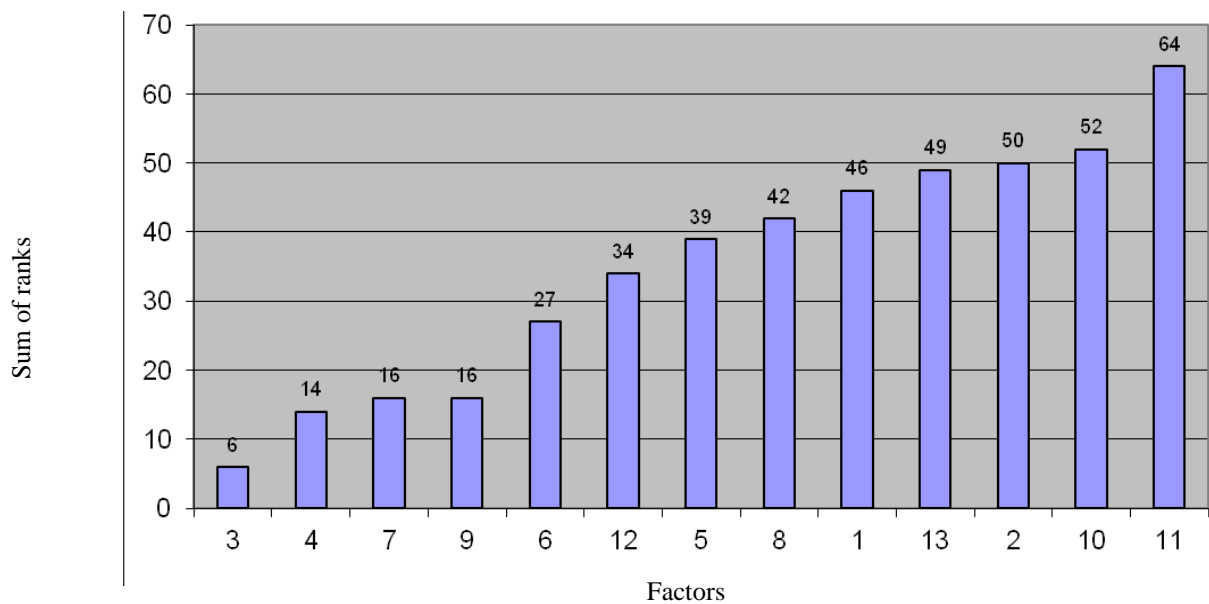


Figure 16 - The results of processing the a priori ranking of manufacturers according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by children without heretics, i.e. without those respondents whose opinion does not coincide with the opinion of the majority of survey participants

Table 36 - Assessment of the competence of manufacturers on the demand for the assortment of footwear for children

		АНАЛИЗ	ИСКЛЮЧИТЬ			СТАРТ															W _i	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Experts	Fac tors																					
1		9	7	1	4	8	6	2	10	3	11	13	5	12								0,97
2		1	3	5	2	8	7	4	9	12	6	13	11	10								0,66
3		2	3	1	5	4	8	9	6	10	7	11	13	12								0,63
4		9	10	6	7	8	2	1	4	3	5	11	12	13								0,73

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

6	Bottom fastening strength	
7	Price	
8	Comfort	
9	Toe and heel deformation	
10	Maintainability	
11	Warranty period for children's shoes	

Table 38 – The results of the questionnaire survey of parents on their assessment of the competitive potential of the criteria for ensuring the competitiveness and demand for manufactured children's shoes

Factors Experts	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11
1	4	11	2	3	7	5	6	1	8	10	9
2	3	4	1	7	8	6	5	2	11	10	9
3	3	4	1	5	6	8	7	2	10	9	11
4	2	6	1	7	4	11	5	3	9	10	8
5	4	8	1	5	7	9	3	2	10	11	6
6	4	8	1	7	6	5	3	2	11	10	9
7	3	5	1	8	6	9	2	4	11	7	10
8	2	3	4	10	5	8	9	1	11	6	7
9	3	4	1	7	2	6	5	10	11	8	9
10	2	8	1	7	3	5	6	4	10	9	11
11	3	7	1	6	5	8	4	2	10	9	11
12	2	6	3	5	7	9	4	1	11	8	10
13	4	6	3	5	7	10	1	2	11	8	9
14	4	7	3	6	5	10	1	2	11	8	9
15	3	8	4	6	5	7	1	2	11	10	9
16	2	5	4	6	7	10	3	1	11	9	8
17	5	9	2	8	6	4	1	3	10	11	7
18	3	7	2	8	4	9	6	1	10	11	5
19	6	5	1	8	4	7	3	2	9	10	11
20	3	7	4	6	5	8	1	2	9	11	10
21	3	7	4	6	5	8	2	1	9	10	11
22	1	3	5	4	8	7	9	10	2	11	6
23	9	10	1	8	4	3	5	2	11	6	7
24	4	2	3	1	6	7	5	8	11	10	9
25	5	11	1	4	2	3	10	6	7	9	8
26	1	7	6	8	5	9	10	2	11	3	4
27	4	9	6	7	5	3	10	2	1	11	8
28	2	1	3	8	10	9	4	7	6	11	5
29	4	7	1	2	8	3	5	10	6	9	11

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 39 - The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for shoes made by children

Factor	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	Kk
Expert												
1	4	11	2	3	7	5	6	1	8	10	9	0,81
2	3	4	1	7	8	6	5	2	11	10	9	0,86
3	3	4	1	5	6	8	7	2	10	9	11	0,86
4	2	6	1	7	4	11	5	3	9	10	8	0,88
5	4	8	1	5	7	9	3	2	10	11	6	0,89
6	4	8	1	7	6	5	3	2	11	10	9	0,90
7	3	5	1	8	6	9	2	4	11	7	10	0,92
8	2	3	4	10	5	8	9	1	11	6	7	0,80
9	3	4	1	7	2	6	5	10	11	8	9	0,74
10	2	8	1	7	3	5	6	4	10	9	11	0,84
11	3	7	1	6	5	8	4	2	10	9	11	0,92
12	2	6	3	5	7	9	4	1	11	8	10	0,84
13	4	6	3	5	7	10	1	2	11	8	9	0,94
14	4	7	3	6	5	10	1	2	11	8	9	0,94
15	3	8	4	6	5	7	1	2	11	10	9	0,94
16	2	5	4	6	7	10	3	1	11	9	8	0,93
17	5	9	2	8	6	4	1	3	10	11	7	0,83
18	3	7	2	8	4	9	6	1	10	11	5	0,85
19	6	5	1	8	4	7	3	2	9	10	11	0,87
20	3	7	4	6	5	8	1	2	9	11	10	0,94
21	3	7	4	6	5	8	2	1	9	10	11	0,94
22	1	3	5	4	8	7	9	10	2	11	6	0,55
23	9	10	1	8	4	3	5	2	11	6	7	0,72
24	4	2	3	1	6	7	5	8	11	10	9	0,77
25	5	11	1	4	2	3	10	6	7	9	8	0,64
26	1	7	6	8	5	9	10	2	11	3	4	0,61
27	4	9	6	7	5	3	10	2	1	11	8	0,59
28	2	1	3	8	10	9	4	7	6	11	5	0,70
29	4	7	1	2	8	3	5	10	6	9	11	0,67
Rank sums	98	185	71	178	162	206	136	97	269	265	247	
Sum of ranks without heretics	17	35	18	29	27	43	6	9	51	47	48	
Coef. concord.		0,52		0,94								
Crete. Pearson		149,5		8,1								

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

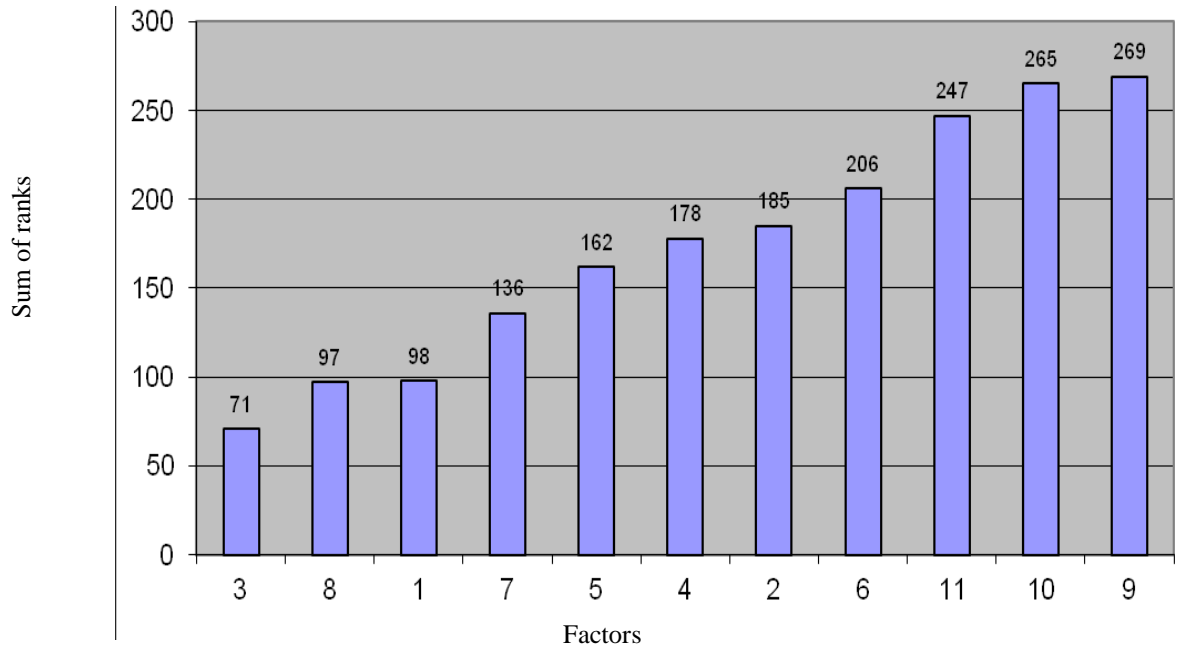


Figure 17 - The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring competitiveness and the demand for shoes made by children

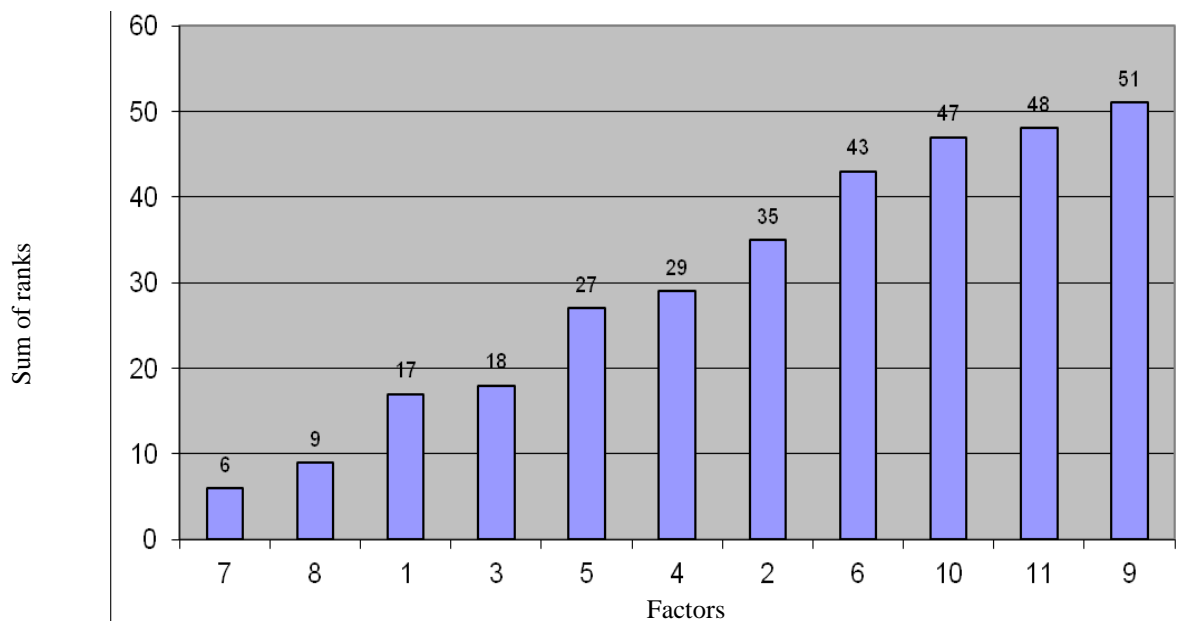


Figure 18 - The results of processing the a priori ranking of parents according to their assessment of their competitive potential on the criteria for ensuring the competitiveness and demand for shoes made by children without heretics, i.e. without those respondents whose opinion does not coincide with the opinion of the majority of survey participants

Table 40 - Assessment of the competence of parents about the demand for the range of footwear for children

		АНАЛИЗ	Исключить	СТАРТ																		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	W _i
Experts	Factors																					

Impact Factor:

SIRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHII (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

13 -- Materials for the bottom of shoes	5 - Flexibility	4 - Functionality of children's shoes	6 - Compliance with the direction in fashion
22 - Compliance with the direction in fashion	4 - Color fastness of materials used for shoe uppers to dry and wet friction and to perspiration	1 - Weight	5 - Characteristics of materials for the upper of the shoe
4 - Price of children's shoes	2 - Color	5 - Characteristics of materials for the upper of the shoe	1 - Weight
21 - Variety of assortment of shoes for children in shops and shopping centers	6 - Strength of fastening of the bottom of the shoe	8 - Characteristics of materials for the bottom of the shoe	8 - Characteristics of materials for the bottom of the shoe
6 - The level of service for parents and children in shops and shopping centers	11 - Warranty period for children's shoes	2 - Color	2 - Color
7 - Color	10 - Maintainability	15 - What types of children's shoes are preferred: autumn	12 - Maintainability
9 - The height of the heel is up to 40 mm	9 - Deformation of the toe and heel	10 - The height of the heel of the shoe - up to 40 mm	13 - Warranty period for children's shoes
15 - Place of sale of shoes for children - the interior of a store, or a shopping center		14 - What types of children's shoes are preferred: winter	10 - The height of the heel of the shoe - up to 40 mm
8 - Warranty period for children's shoes		11 - The height of the heel of the shoe is over 40 mm	11 - The height of the heel of the shoe - over 40 mm
16 - What types of children's shoes are preferred: winter		12 - Maintainability	
18 - What types of children's shoes are preferred: spring		18 - Strength of fastening of the bottom of the shoe	
12 - Repairability of children's shoes, its expediency		16 - What types of children's shoes are preferred: spring	
3 - Flexibility of children's shoes		13 - Warranty period for children's shoes	
10 - The height of the heel of the shoe is over 40 mm		17 - What types of children's shoes are preferred: summer	
17 - What types of children's shoes are preferred: autumn			
20 - Strength of fastening of the bottom of the shoe			
14 - Materials for the upper shoe			
19 - What types of children's shoes are preferred: summer			
0.16 <W <0.69	0.52 <W <0.94	0.47 <W <0.91	0.33 <W <0.84

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	PIHIQ (Russia) = 0.126	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 42 - Summary characteristics of the results of the survey of respondents - children, their parents, buyers and manufacturers on the assessment of the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, but without heretics, whose opinion does not coincide with the majority of respondents who participated in the survey

Results of the survey of children	Parent Survey Results	Customer survey results	Producer survey results
2 - Quality of children's shoes	7 - Price	6 - Compliance with the direction in fashion	3 - Quality of children's shoes
5 - Comfort	8 - Comfort	9 - Comfort	4 - Functionality of children's shoes
11 - Weight	1 - Weight	7 - Price	7 - Price
22 - Compliance with the direction in fashion	3 - Quality of children's shoes	3 - Quality of children's shoes	9 - Comfort
16 - What types of children's shoes are preferred: winter	5 - Flexibility	15 - What types of children's shoes are preferred: autumn	6 - Compliance with the direction in fashion
6 - The level of service for parents and children in shops and shopping centers	4 - Color fastness of materials used for shoe uppers to dry and wet friction and to perspiration	1 - Weight	12 - Maintainability
21 - Variety of assortment of shoes for children in shops and shopping centers	2 - Color	14 - What types of children's shoes are preferred: winter	5 - Characteristics of materials for the upper of the shoe
4 - Price of children's shoes	6 - Strength of fastening of the bottom of the shoe	4 - Functionality of children's shoes	8 - Characteristics of materials for the bottom of the shoe
7 - Color	10 - Maintainability	5 - Characteristics of materials for the upper of the shoe	1 - Weight
1 - Toe shape	11 - Warranty period for children's shoes	11 - The height of the heel of the shoe is over 40 mm	13 - Warranty period for children's shoes
12 - Repairability of children's shoes, its expediency	9 - Deformation of the toe and heel	2 - Color	2 - Color
8 - Warranty period for children's shoes		8 - Characteristics of materials for the bottom of the shoe	10 - The height of the heel of the shoe - up to 40 mm
13 -- Materials for the bottom of shoes		10 - The height of the heel of the shoe - up to 40 mm	11 - The height of the heel of the shoe - over 40 mm
15 - Place of sale of shoes for children - the interior of a store, or a shopping center		16 - What types of children's shoes are preferred: spring	
18 - What types of children's shoes are preferred: spring		17 - What types of children's shoes are preferred: summer	
3 - Flexibility of children's shoes		18 - Strength of fastening of the bottom of the shoe	
19 - What types of children's shoes are preferred: summer		12 - Maintainability	
14 - Materials for the upper shoe		13 - Warranty period for children's shoes	
9 - The height of the heel is up to 40 mm			

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
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GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

10 - The height of the heel of the shoe is over 40 mm			
20 - Strength of fastening of the bottom of the shoe			
17 - What types of children's shoes are preferred: autumn			
0.16 <W <0.69	0.52 <W <0.94	0.47 <W <0.91	0.33 <W <0.84

Dear respondent!

What indicators would you give preference to when analyzing and researching the status of the concept of "Product attractiveness", using the privileges - to assign them an appropriate rank from the arithmetic series - preferable starting from 1, and not preferred - a higher digit, ensuring that the

requirements of the arithmetic series are met, namely, avoiding missing digits in the arithmetic series. If you have difficulties in choosing your preferences, you can use "linked ranks" by assigning two or more factors to the same rank, but here, too, the requirements of the arithmetic series must be observed.

Table 43 - Analysis and study of the status of the concept "Attractiveness of goods"

No.	Product attractiveness indicators	Rank
1	Feeling the need to buy a product	
2	Reliability of goods	
3	Manufacturer's responsibility for the quality of the goods	
4	Completeness of goods	
5	Service courtesy	
6	Trust in the seller, manufacturer	
7	Impressive warranty period	
8	Product availability	
9	Communication with the seller	
10	Mutual understanding with the seller, his interest	
11	Service culture	
12	Affordability	
13	Customer satisfaction	
14	The level of readiness of the consumer to make a purchase	
15	The level of interest of the manufacturer in the formation of the attractiveness of the product	
16	Consumer buying opportunity	
17	Manufacturer credibility	
18	Consumer communication	
19	Presence of opinion of an earlier made purchase of an ideal product	
20	The consumer's need to buy an attractive, original product	
21	The relevance of this purchase to the buyer	
22	Possibility of subsequent exchange of goods	
23	Availability of several necessary functions for the product	
24	Modern design	
25	Payment method for purchase	
26	Ease of operation of the product	
27	Organization and availability of service support for purchased goods	

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Table 44 - Results of a survey of leading experts, teachers and merchandising students on the impact of the status of the concept "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

Factors Experts	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	X 9	X 10	X 11	X 12	X 13	X 14	X 15	X 16	X 17	X 18	X 19	X 20	X 21	X 22	X 23	X 24	X 25	X 26	X 27
Lecturer 1	2	1	3	6	1	1	1	9	2	1	2	4	1	2	1	2	7	1	1	2	5	1	2	2	1	8	2
Leading 2	2	1	3	2	9	8	2	1	2	1	7	4	1	2	1	2	1	2	2	1	5	2	1	1	1	1	6
specialist 3	5	6	7	1	1	1	1	4	1	1	5	3	1	1	1	2	2	2	7	1	1	2	8	9	1	1	2
4	2	4	8	1	1	3	1	7	2	2	1	2	1	2	1	5	9	1	1	2	1	1	1	2	2	6	2
5	2	4	5	1	1	3	1	6	1	1	1	1	2	2	2	2	1	1	1	2	2	1	8	2	9	7	1
6	7	2	1	3	1	1	4	8	2	2	2	9	1	1	1	1	5	2	1	2	1	2	6	2	1	2	1
7	2	5	4	3	2	1	6	1	2	2	1	1	1	2	1	7	8	2	4	9	1	0	2	1	2	3	4
8	1	3	1	1	1	5	6	5	1	1	4	6	7	8	9	1	1	5	3	2	1	1	1	1	1	2	3
9	1	3	1	2	5	1	1	1	4	8	6	2	1	1	1	2	1	1	4	2	2	7	2	9	1	2	2
10	1	7	1	1	1	1	1	8	2	2	1	2	9	6	2	1	1	1	1	1	3	2	4	2	2	5	2
11	1	1	3	5	1	1	6	7	2	2	1	2	2	1	1	1	2	2	8	9	1	2	4	2	2	1	1
12	2	8	9	1	2	2	7	1	2	2	2	1	4	5	2	1	6	1	1	1	3	2	1	1	2	1	1
13	1	2	1	1	1	1	1	1	1	1	1	9	1	2	2	8	7	2	2	6	5	2	2	3	2	4	2
14	3	1	4	1	7	5	6	8	1	9	1	2	2	1	2	1	2	2	2	1	1	4	5	6	3	4	7
15	1	1	1	1	2	4	6	3	2	2	2	2	2	1	1	1	1	1	5	1	6	2	7	1	9	8	
16	1	4	8	2	2	7	1	1	1	1	1	2	2	2	9	2	5	2	3	1	1	2	1	6	2	1	
17	1	5	1	1	1	7	1	2	1	1	1	8	3	1	2	2	4	2	2	2	2	2	9	6	2	1	
18	1	3	1	1	2	2	1	7	2	9	8	2	6	2	1	1	2	1	1	1	1	2	2	5	4	2	
19	4	1	8	9	3	1	1	7	1	2	1	6	1	1	1	1	2	1	2	2	2	2	2	2	2	5	2
20	4	2	3	1	1	7	5	6	1	1	1	9	8	1	2	1	1	1	1	2	2	2	2	2	2	1	1
21	1	5	6	2	2	7	2	2	2	2	1	3	1	1	1	1	2	1	1	1	4	1	2	8	2	9	
22	4	1	2	3	6	5	7	8	2	1	9	1	1	2	2	1	2	1	2	1	1	1	1	1	2	2	2
23	9	1	2	4	1	1	2	3	1	1	1	4	1	1	1	5	6	1	1	2	7	2	8	2	2	2	2
24	5	1	2	2	2	6	2	4	2	2	2	2	1	7	8	3	9	1	1	1	1	1	1	1	1	1	2
25	2	5	1	1	6	2	1	7	1	2	2	1	2	2	1	1	8	2	9	3	4	2	1	1	1	2	1
26	7	5	1	4	8	6	1	9	2	1	2	2	1	1	2	1	1	1	7	3	2	1	2	1	2	1	1
Leading 27	5	3	1	1	2	6	2	1	7	1	2	2	2	1	1	1	2	2	2	1	1	4	8	2	9	1	4

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **PIIHQ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

specialist 28	1	3	1	1	1	2	2	6	2	2	5	2	1	1	1	4	7	9	8	1	1	2	1	1	2	2	2
Lecturer 29	1	3	1	1	1	2	2	6	2	2	5	2	1	1	1	4	7	9	8	1	1	2	1	1	2	2	2
Student 30	1	3	1	1	1	2	2	6	2	2	5	2	1	1	1	4	7	9	8	1	1	2	1	1	2	2	2
31	1	3	1	1	1	2	2	6	1	2	5	2	1	1	1	4	7	9	8	1	1	2	1	1	2	2	2
32	1	1	7	1	1	1	8	3	1	1	2	2	2	2	1	2	4	2	2	1	1	2	6	5	2	9	1
33	2	8	1	2	2	1	9	5	2	2	2	6	1	1	1	1	2	7	1	4	1	1	3	2	1	1	1
34	5	6	1	1	1	9	1	3	2	1	2	4	8	1	2	7	1	2	1	1	2	4	5	1	6	7	2
35	3	3	1	9	9	8	8	5	1	1	1	4	1	1	1	1	2	1	1	1	2	6	7	1	1	1	7
36	3	3	1	1	1	1	9	5	2	2	1	4	2	1	2	9	1	2	2	1	2	6	7	1	1	1	8
37	3	2	1	1	1	1	9	5	2	2	1	4	2	2	2	9	1	2	2	1	1	6	7	1	1	1	8
38	1	2	1	4	4	2	5	1	1	1	1	6	3	1	2	1	7	8	1	1	1	1	9	2	2	1	1
39	9	2	8	1	2	1	2	1	1	2	1	3	2	1	7	2	6	1	2	2	1	2	1	4	5	1	2
40	1	1	9	2	6	2	1	7	1	2	2	2	1	1	1	8	1	2	1	1	3	2	2	4	2	5	1
41	1	4	1	2	5	1	2	1	1	1	2	2	1	6	1	3	2	1	2	7	8	1	2	9	1	2	2
42	2	5	2	1	2	4	1	1	1	9	2	1	1	1	1	2	3	2	2	6	2	1	7	8	1	1	2
43	1	5	6	1	2	1	1	1	2	2	2	2	7	8	1	2	1	2	1	2	3	1	4	1	2	9	1
44	9	1	2	1	6	1	7	2	2	1	5	1	1	2	1	2	2	1	1	2	4	1	2	1	8	3	2
45	3	1	1	7	1	1	2	1	1	2	2	2	2	2	1	6	2	1	8	2	2	1	4	2	9	1	5
46	2	1	1	1	2	2	1	2	2	2	2	3	1	4	1	9	5	1	1	6	2	1	2	7	1	1	8
47	2	3	8	6	2	1	1	1	2	2	2	5	9	6	1	8	9	4	7	1	1	1	1	3	1	1	1
48	1	6	7	1	1	8	1	9	2	2	2	1	1	2	1	3	2	1	2	4	5	2	1	2	2	1	1
49	5	1	2	4	1	1	6	7	2	2	2	8	1	1	1	9	1	2	1	1	3	2	1	2	1	1	2
50	1	3	4	5	7	6	2	8	1	9	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	1
51	1	3	2	9	1	1	1	4	1	8	5	1	6	7	1	1	1	2	2	1	2	2	2	2	8	2	1
52	1	1	2	6	4	2	5	6	2	7	2	8	9	2	2	1	1	2	2	1	1	1	1	1	1	1	1
53	1	3	7	9	1	1	1	8	1	1	1	4	1	1	2	6	2	2	2	2	2	5	1	2	2	2	1
54	1	2	6	3	1	1	1	1	1	1	1	4	2	9	5	1	2	2	1	7	1	2	2	8	2	2	2
55	1	2	1	1	1	1	1	1	1	1	9	8	1	2	2	2	7	2	2	3	4	2	5	6	2	1	2
56	1	2	1	1	1	1	1	1	1	1	9	8	1	2	2	2	7	2	2	3	4	2	5	6	2	1	2
57	6	7	8	2	2	2	9	1	2	2	1	1	2	1	1	1	2	2	1	1	2	5	3	4	1	1	1
58	3	1	1	1	8	2	2	9	1	1	2	7	2	4	1	2	5	1	2	2	1	6	2	1	2	1	1
59	1	6	5	1	4	7	3	8	2	9	1	2	1	1	2	2	1	2	1	2	2	1	2	2	1	1	1
60	3	5	1	6	2	2	2	2	2	2	2	2	2	1	1	7	1	1	1	1	1	1	8	1	9	1	1
61	1	4	3	2	5	1	2	1	1	2	1	6	1	1	1	2	1	1	2	1	9	2	2	2	1	7	8

Impact Factor:

ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 PIHII (Russia) = 0.126 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 9.035 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

62	1	1	1	3	1	2	1	9	2	4	2	1	2	1	1	2	5	2	2	1	1	2	2	6	8	1	7
63	0	7	8	1	3	3	1	2	4	5	2	1	9	5	7	5	0	6	4	1	2	2	1	1	2	1	1
64	6	2	1	1	2	8	7	2	2	2	2	3	1	1	1	9	4	2	2	1	5	1	1	2	2	4	5
65	3	2	3	4	4	2	1	4	5	4	5	3	2	5	8	6	7	4	5	5	4	7	8	5	4	3	8
66	1	2	1	7	4	8	1	5	1	9	6	3	1	2	1	2	1	2	2	1	1	2	1	2	2	1	2
67	4	7	6	2	2	9	1	1	2	1	1	5	8	1	1	4	2	2	2	3	1	1	2	1	2	1	1
68	6	7	1	1	2	3	1	2	8	1	2	1	2	1	2	4	2	5	1	3	5	2	2	7	4	3	6
69	7	1	4	0	8	4	4	3	7	3	9	0	0	3	5	2	5	5	7	7	6	6	6	1	2	1	1
70	3	1	1	1	2	4	2	2	2	1	6	4	2	2	2	1	1	1	1	1	5	6	1	1	8	7	9
71	1	1	2	1	2	2	1	3	2	2	2	4	5	2	1	6	7	1	2	8	9	2	1	1	1	1	1
72	1	3	4	1	2	5	3	3	4	5	4	5	6	6	6	6	7	7	0	7	7	0	8	1	9	2	
73	2	9	2	3	1	1	2	1	1	1	1	1	1	2	2	4	2	1	2	5	6	2	1	2	1	7	8
74	5	1	4	1	1	1	1	1	1	1	1	6	7	2	1	2	3	2	2	8	2	2	9	2	1	2	2
75	1	1	1	2	1	1	1	1	1	1	1	3	8	2	2	2	2	7	2	2	2	6	5	4	9	1	2
76	4	2	1	4	5	1	2	6	2	1	2	2	3	1	2	1	7	8	1	1	9	1	1	1	1	1	1
77	2	5	2	1	4	4	4	1	1	1	8	1	2	3	1	6	5	2	2	2	9	1	2	1	2	1	1
Student	1	1	2	1	1	1	1	1	1	1	1	1	3	8	2	2	2	7	2	2	2	6	5	4	9	1	2
Etalon	1	9	2	2	1	8	2	4	2	1	2	5	6	1	1	1	7	8	9	1	1	2	1	1	3	1	1
n	2	1	3	4	1	5	1	1	1	1	1	1	6	1	7	8	9	9	1	2	6	1	7	3	1	5	4

Table 45– Results of processing questionnaires received with participation in a survey of leading experts, teachers and students-commodity experts on the impact of the status of the concept "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

Factor	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	QC
1	2	1	3	6	9	1	5	9	2	4	3	4	2	7	7	5	7	8	3	0	5	6	6	1	0	8	4	8
2	2	1	3	4	9	8	1	7	2	0	7	4	6	6	2	3	8	0	5	9	5	7	1	5	4	3	6	2
3	5	7	8	5	1	1	1	4	1	2	5	3	0	2	3	2	2	4	5	0	1	5	0	1	2	3	6	6
4	2	4	8	1	1	3	2	7	5	2	1	7	8	0	9	5	9	3	6	1	4	5	7	2	3	6	6	7
5	2	5	4	5	0	1	3	2	6	3	4	5	1	0	2	2	6	6	7	3	4	8	8	7	9	7	9	9
6	7	2	1	3	7	6	4	8	5	6	7	9	0	1	9	2	5	4	3	3	4	0	6	2	5	1	8	5
7	2	5	4	3	6	7	6	6	7	5	8	1	9	0	5	7	8	4	9	1	0	2	1	2	3	4	3	5
8	8	6	5	5	0	1	2	1	0	5	6	5	4	5	6	7	5	0	6	5	5	5	7	5	5	5	6	6
9	1	3	2	3	6	6	7	5	5	9	7	2	4	0	8	5	3	9	5	4	2	2	8	7	0	1	1	8

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

10	1	7	1	1	1	2	1	8	2	2	1	2	9	6	2	1	1	1	1	1	1	3	2	4	4	2	2	5	5	2	7	0,55		
11	1	1	3	5	1	1	6	7	2	2	1	2	3	2	1	1	1	2	2	5	8	9	4	2	4	2	2	0	1	1	0	0,50		
12	2	8	9	3	2	2	7	2	1	2	2	2	1	4	5	2	4	1	6	9	1	8	4	3	5	0	1	2	1	1	7	0,75		
13	1	2	8	6	1	1	5	1	1	3	2	0	9	9	6	2	2	8	7	5	4	6	5	1	2	2	3	7	4	3	4	0,44		
14	3	1	4	1	7	5	6	8	1	0	9	0	2	6	5	1	5	3	3	1	2	2	1	4	5	7	4	5	8	9	1	0,51		
15	1	2	1	1	2	4	1	3	2	2	2	2	2	2	5	1	5	5	1	4	1	1	3	5	1	6	1	7	0	9	8	4	0,34	
16	1	3	4	8	2	0	7	9	1	2	1	0	8	2	1	4	9	2	5	2	5	3	4	1	6	5	6	7	6	7	1	4	0,41	
17	1	5	0	1	1	6	7	2	1	4	7	8	5	8	3	9	7	3	4	5	2	2	1	2	0	9	6	6	3	4	9	0,59		
18	1	3	4	0	2	2	1	7	2	0	9	8	2	6	3	3	8	5	9	2	1	1	6	6	6	7	5	4	4	5	6	0,36		
19	4	1	8	9	3	1	0	9	7	1	2	8	6	5	1	7	6	2	1	4	6	3	1	2	2	2	2	0	5	5	6	0,36		
20	4	2	3	1	1	6	7	5	6	1	4	7	3	9	8	5	9	2	1	2	1	5	3	2	2	2	5	5	7	1	1	0	4	0,33
21	1	5	6	2	2	3	7	2	2	2	4	1	0	8	3	6	9	7	5	4	5	3	2	4	1	7	8	6	9	0	7	0,47		
22	4	1	2	3	6	5	7	8	2	0	9	1	1	2	2	5	0	4	3	5	1	2	1	3	6	8	7	9	7	4	6	5	0,45	
23	1	0	1	2	5	1	5	4	2	7	3	6	7	8	5	1	2	9	6	7	3	0	1	8	2	9	4	3	5	6	4	4	0,54	
24	5	9	0	1	2	7	6	3	4	2	6	5	4	2	1	7	8	3	9	0	1	1	2	3	8	4	7	6	5	2	2	1	3	0,31
25	2	5	2	9	6	6	3	7	8	0	1	1	3	2	2	7	6	8	7	9	3	4	4	4	0	1	1	5	5	4	0	0,50		
26	7	5	1	4	8	6	4	9	4	5	6	0	6	0	1	5	7	1	1	2	7	3	2	8	2	2	2	3	9	3	4	4	0,44	
27	5	3	1	5	2	6	0	2	7	9	2	2	7	0	3	6	6	4	3	8	1	7	4	8	5	9	4	7	4	7	0,47			
28	1	4	3	5	3	2	2	6	6	0	1	5	2	8	9	7	4	7	9	8	0	1	5	6	1	3	4	7	0	0,40				
29	1	4	3	5	3	2	2	6	5	6	2	0	1	5	2	8	9	7	4	7	9	8	0	1	5	6	1	3	4	5	9	0,39		
30	1	4	3	5	3	2	2	6	6	0	6	0	1	5	2	8	9	7	4	7	9	8	0	1	5	6	1	3	4	7	0	0,40		
31	1	4	3	5	3	2	2	6	6	0	6	0	1	5	2	8	9	7	4	7	9	8	0	1	5	6	1	3	4	7	9	0,39		

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

32	1	1	7	1	1	1	8	3	1	1	2	2	2	1	2	2	2	1	2	1	2	6	5	2	0	9	1	0	0,52													
33	2	8	1	2	2	1	8	5	2	2	2	1	8	5	0	1	1	1	3	1	2	1	7	4	4	2	0	5	3	2	1	1	7	0,62								
34	5	6	1	1	1	1	1	9	4	3	2	2	2	4	8	1	1	7	0	2	1	1	5	7	2	5	6	2	2	2	1	1	8	5	4	0,74						
35	4	4	1	1	1	1	1	7	2	2	2	6	5	6	5	1	5	5	5	2	2	2	3	1	5	8	5	0	5	5	5	5	5	5	1	0,71						
36	3	3	1	1	1	1	0	6	2	2	1	2	5	5	1	6	5	7	1	2	2	2	3	1	2	7	8	0	9	8	9	9	9	9	9	0,67						
37	3	2	1	1	1	1	9	5	2	2	1	2	4	4	2	2	2	9	1	2	2	2	0	1	6	7	8	9	9	7	8	8	8	8	8	5	0,65					
38	2	2	2	9	9	9	1	1	1	2	1	2	8	5	2	2	1	1	1	4	1	2	2	4	5	5	5	6	6	6	3	6	6	6	6	6	7	0,57				
39	9	2	8	1	2	1	2	1	1	1	1	1	3	2	2	1	3	7	4	6	1	2	2	3	1	6	7	4	5	8	0	8	8	8	8	8	8	0,38				
40	1	1	9	2	2	2	1	2	7	5	2	2	4	2	0	1	8	4	8	9	2	1	7	3	3	2	4	0	5	6	6	6	6	6	6	6	8	0,48				
41	1	4	1	2	5	1	2	1	1	8	2	2	5	2	9	6	3	3	6	4	0	7	8	5	1	9	6	2	2	7	5	5	5	5	5	5	5	0,35				
42	2	5	2	1	2	4	1	1	1	7	9	6	1	1	1	2	3	3	3	5	1	6	2	1	4	7	8	5	6	2	2	2	2	2	2	2	2	3	0,31			
43	1	5	6	1	2	1	1	1	2	3	4	5	7	8	6	0	8	1	2	1	7	7	2	3	9	4	1	2	9	0	0	0	0	0	0	0	0	1	0,61			
44	9	1	2	1	4	6	7	7	2	3	6	5	0	1	4	5	5	1	3	2	0	4	8	6	9	8	3	7	2	2	2	2	2	2	2	2	2	2	2	0,32		
45	3	4	1	7	7	1	1	2	6	9	1	2	2	3	5	8	6	4	5	8	7	0	6	4	1	9	0	3	5	6	6	6	6	6	6	6	6	6	6	0,26		
46	2	1	1	1	3	1	2	2	1	2	2	2	2	3	4	4	0	9	5	8	7	6	0	6	6	7	5	9	8	4	4	4	4	4	4	4	4	4	4	0,34		
47	2	3	3	7	5	2	2	1	2	2	2	2	6	7	6	5	2	7	1	5	5	9	4	1	5	8	5	1	2	2	2	2	2	2	2	2	2	2	2	2	0,47	
48	1	6	7	1	3	4	8	5	9	4	3	2	0	1	2	2	3	6	6	7	4	5	5	7	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	0,49	
49	5	1	2	4	0	6	6	7	2	3	4	5	8	1	1	2	3	9	5	6	9	4	3	7	0	1	5	5	2	2	2	2	2	2	2	2	2	2	2	2	2	0,75
50	1	3	4	5	7	6	2	8	0	9	1	2	6	3	4	7	5	8	2	2	3	1	0	4	7	6	5	9	6	6	6	6	6	6	6	6	6	6	6	6	0,36	
51	1	3	2	9	2	1	1	0	4	8	5	9	6	7	3	5	4	1	2	4	3	7	7	6	5	2	2	8	0	6	6	6	6	6	6	6	6	6	6	6	0,37	
52	1	9	1	2	3	4	0	5	6	2	7	1	8	9	3	6	0	1	1	7	5	2	1	3	4	6	5	7	1	2	1	1	1	1	1	1	1	1	1	1	0,45	
53	1	3	7	9	1	1	1	0	8	4	1	5	6	4	7	8	5	6	0	4	5	6	2	5	3	3	7	5	9	0	0	0	0	0	0	0	0	0	0	0	0	0,60

Impact Factor:

ISRA (India) = 6.317 **SIS (USA) = 0.912** **ICV (Poland) = 6.630**
ISI (Dubai, UAE) = 1.582 **ПИИИ (Russia) = 0.126** **PIF (India) = 1.940**
GIF (Australia) = 0.564 **ESJI (KZ) = 9.035** **IBI (India) = 4.260**
JIF = 1.500 **SJIF (Morocco) = 7.184** **OAJI (USA) = 0.350**

54	1	2	6	3	1	1	1	1	1	1	1	1	4	4	2	9	5	7	2	2	1	7	1	2	2	8	7	2	2	2	3	0,46		
55	1	6	2	7	1	1	1	1	1	1	1	9	8	1	2	2	2	7	7	2	2	3	3	4	4	5	6	6	5	5	2	0,44		
56	1	6	2	7	1	1	1	1	1	1	1	9	8	1	2	2	2	7	7	2	2	3	3	4	4	5	6	6	5	5	1	0,44		
57	6	7	8	3	2	2	2	1	2	2	1	1	2	1	1	1	2	2	1	0	3	1	2	5	3	4	4	4	5	6	4	0,33		
58	3	0	6	1	8	2	2	9	8	3	2	7	5	4	7	6	5	1	2	1	1	4	2	6	0	5	3	4	9	0	0,33			
59	1	6	5	0	4	7	3	8	2	9	3	4	2	1	2	2	3	4	1	6	7	6	1	2	2	5	7	9	8	8	0,28			
60	3	5	4	6	2	2	2	2	2	2	2	2	0	1	9	8	7	5	6	7	1	1	2	3	8	4	9	1	1	0	0,34			
61	1	9	5	4	3	2	5	1	5	5	1	4	6	3	6	2	1	8	1	1	2	7	0	6	4	5	9	2	3	1	7	8	0,37	
62	1	0	7	8	3	3	3	1	9	4	4	5	2	2	9	5	7	5	0	6	4	1	2	2	1	6	8	6	7	2	0,32			
63	6	2	1	6	2	8	7	3	5	6	7	3	7	1	8	9	9	4	0	1	0	5	3	1	1	2	2	1	1	5	5	0,75		
64	6	5	3	5	5	3	1	5	8	5	8	5	6	3	8	8	5	5	8	8	5	5	5	8	8	5	5	5	5	5	5	5	0,33	
65	1	4	2	1	7	4	8	5	5	1	9	6	3	0	5	9	1	2	1	2	3	0	8	3	4	7	7	6	6	2	2	4	3	0,43
66	2	6	7	6	0	2	9	0	8	7	1	1	5	8	9	4	4	5	1	3	3	5	3	5	2	2	7	4	3	6	9	0,22		
67	7	1	4	2	1	2	4	3	3	7	8	9	0	0	3	5	2	4	5	5	7	6	6	6	6	6	1	9	2	1	1	3	0,33	
68	3	1	5	6	1	2	2	2	2	7	7	5	4	5	6	3	0	9	8	4	2	5	5	3	1	1	9	8	0	7	0	1	3	0,37
69	1	3	2	4	1	2	5	3	3	4	5	4	5	6	6	6	7	7	0	8	9	7	0	8	9	7	0	8	1	1	2	5	0,55	
70	2	5	1	5	4	1	3	2	1	2	4	5	6	7	3	7	5	6	8	1	6	7	5	9	4	0	8	9	9	9	9	9	0,39	
71	5	1	4	2	1	1	1	1	1	1	1	1	6	7	2	6	9	2	3	0	7	3	8	2	2	1	9	5	0	5	6	0,56		
72	1	4	1	3	2	1	2	9	5	6	7	8	3	8	0	1	2	2	3	7	6	5	4	6	5	4	9	0	7	0	0	3	0,30	
73	2	7	1	4	5	4	6	6	2	9	5	4	3	8	3	0	7	8	2	3	6	9	6	0	0	1	1	6	2	2	2	5	0,52	
74	2	7	1	3	7	4	4	8	5	5	8	6	3	3	5	6	5	2	4	6	1	9	2	5	1	7	0	0	9	1	1	3	0,31	
75	1	1	1	2	2	7	3	3	0	6	5	4	9	4	3	5	1	2	6	7	8	9	4	8	5	7	0	2	2	6	4	0,64		

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.126	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

76	1 2 5	9	2	2 6	1 6	8	2 7	4	2 2	1 7	2 4	5	6	2 0	1 4 5	2 1	7	2 3	1 8	1 9	1	2 5	1 4 5	1 2 5	3	1 1	1 0	0, 3 8
77	3 5	1 5	5 5	7 5	2 1	2 2	9, 5	2 3	2 4	2 5	2 6	1 5	1 5	2 7	1 3 5	1 5	1 6 5	1 8	3 5	1 5	1 9	1 5	1 3 5	3 5	2 0	9 5	7 5	0, 5 3
Су мм ы ран гов	5 4 9	3 5 8	2 5 5	8 9 5	1 1 2	1 0 5	0 8 1,	6 6 8	1 4 5	1 3 5	2 5 9	1 5 5	1 0 6	1 3 4	1 0 2	1 7 2	1 0 1	1 4 5	1 3 3	1 1 1	1 1 4	1 4 5	1 4 7	1 0 2	1 4 2	1 1 2	1 1 2	1 3 2

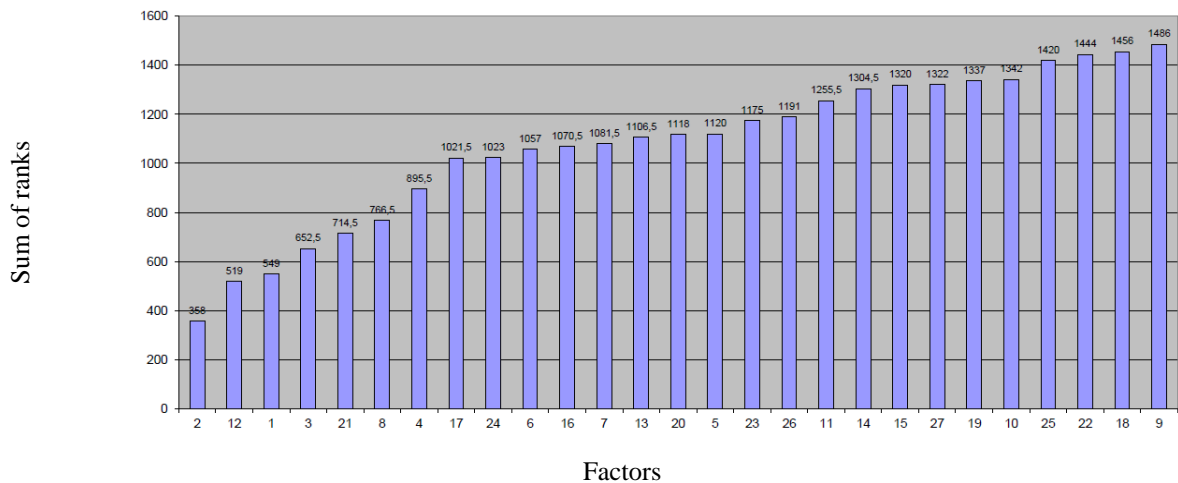


Figure 18– The results of processing questionnaires received with participation in a survey of leading experts, teachers and students-commodity experts on the impact of the status of the concept "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

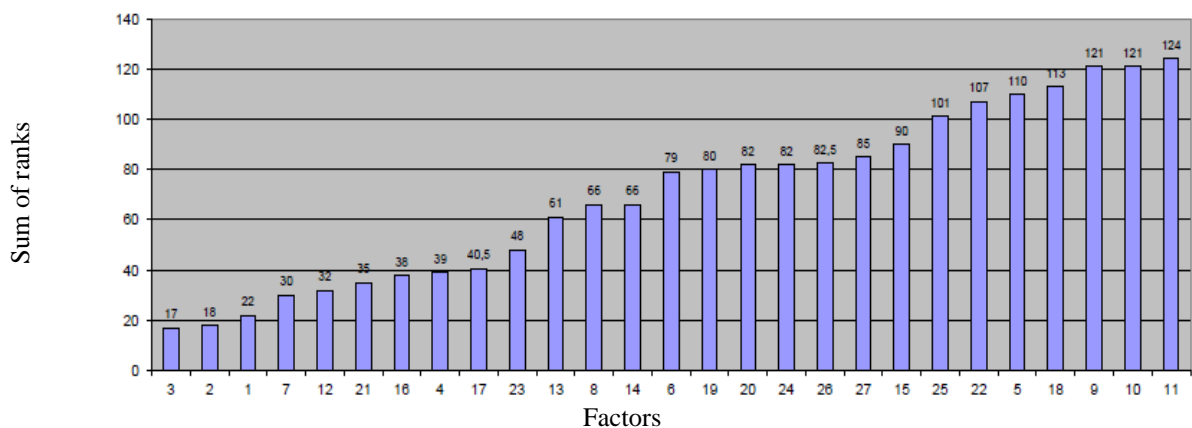


Figure 19– The results of processing questionnaires received with participation in a survey of leading experts, teachers and commodity students on the impact of the status of the concept "Attractiveness of goods" on import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District without the participation of so-called heretics, that is, those respondents whose opinion does not coincide with the majority of survey participants

Table 46 - Comparative characteristics of experts' opinions on the impact of the status of the concept of "Product attractiveness" on the competitiveness and demand for products

No	Indicators of "Product attractiveness"	Results of a survey of teachers and students on the importance of criteria for assessing the impact of the concept of "Product attractiveness" on its demand						
		1*	2*	3*	4*	5*	6*	7*
1	Feeling the need to buy a product	3,5	3	3	3	3	3	1
2	Reliability of goods	1,5	2	1	1	1	1	2
3	Manufacturer's responsibility for the quality of the goods	5,5	1	4	4	2	4	3
4	Completeness of goods	7,5	8	7	7	9	7	9
5	Service courtesy	21	23	15	12	24	18	20
6	Trust in the seller, manufacturer	22	14	10	15	13	8	16
7	Impressive warranty period	9,5	4	12	10	6	14	13
8	Product availability	23	12	6	6	1	5	10
9	Communication with the seller	24	25	27	27	25	24	24
10	Mutual understanding with the seller, his interest	25	26	23	2	26	20	25
11	Service culture	26	27	18	20	27	19	23
12	Affordability	1,5	5	2	2	5	2	4
13	Customer satisfaction	11,5	11	13	11	12	16	11
14	The level of readiness of the consumer to make a purchase	27	13	19	19	20	21	12
15	The level of interest of the manufacturer in the formation of the attractiveness of the product	13,5	20	20	21	18	22	21
16	Consumer buying opportunity	15	7	11	14	14	9	5
17	Manufacturer credibility	16,5	9	8	9	16	10	7
18	Consumer communication	16,5	24	26	25	21	23	17
19	Having an opinion about an earlier purchase of an identical product	18	15	22	26	23	11	14
20	The consumer's need to buy an attractive, original product	3,5	16	14	13	8	17	18
21	The relevance of this purchase to the buyer	11,5	6	5	5	4	6	6
22	Possibility of subsequent exchange of goods	19	22	25	22	19	27	27
23	Availability of several necessary functions for the product	13,5	10	16	16	7	15	8
24	Modern design	5,5	17	9	8	10	13	19
25	Payment method for purchase	20	21	24	24	22	26	26
26	Ease of operation of the product	9,5	18	17	17	15	12	15

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27	Organization and availability of service support for purchased goods	7,5	19	21	18	11	25	22
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* Note: 1 - reference answer; 2 - the general opinion of the experts participating in the survey; 3 - the opinion of experts without heretics, that is, those experts whose opinion does not coincide with the majority of experts; 4 - opinion of student experts participating in the survey; 5 - the opinion of those student experts without heretics, whose answers do not coincide with the opinion of the majority; 6 - opinion of expert teachers participating in the survey; 7 - the opinion of expert teachers without heretics, whose answers do not coincide with the survey participants.

Analysis of the questionnaire survey on the influence of the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District and on the increase in the competitive advantages of domestic fur products over imported fur products regrettably confirmed the lack of consistency of respondents on the criteria for the quality of light industry products formulated in the questionnaires. So, for example, the basic answer, the first expert, expressed by competent experts, received, according to the results of the survey, the value of the concordance coefficient equal to (W) 0.34, i.e. less than 0.5, and the basic answer about the quality of domestic fur products is the eighteenth expert, expressed by competent specialists - experts, although he received a higher value of the concordance coefficient, equal to (W) 0.47, but still less than 0.5. That is, in our case, the fact is confirmed that the survey participants are respondents, not competent in the issues under study. In this regard, the authors are engaged in the development of additional changes to the software product, with the help of which the competence of the survey participants - respondents will be assessed and weeding out those who do not have the same opinion with the reference answers expressed by an authoritative and competent expert commission - creating the basis for a more effective assessments of invited specialists as experts to work in customs commissions and improve their qualifications, which will allow our consumers to be confident in the high quality of products that have passed customs examination and offered for their sale on demand markets.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of the developed innovative technological processes. Such a solution is possible if we use the efficiency coefficient for such an assessment, the value of which is considered as the value of the concordance coefficient for assessing the results of the prior ranking (W), which changes - Keff from 0 to 1. If its value tends to one, then this means that the manufacturer managed to find the most

optimal solution to the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result and ways to eliminate the mistakes are required.

The efficiency factor of the technological process is calculated by the formula 6:

$$K_{ef} = K_1 K_2 K_3 K_4 K_5 K_6 K_7 K_8 K_9 K_{10} K_{11} K_{12}, \quad (6)$$

where K_{ef} is the weighting coefficient of assessing the effectiveness of innovative technological processes, formed for the production of competitive and demanded products

- K_1 - the weight of labor productivity (PT);
- K_2 is the weight of the workload of workers (ZR);
- K_3 - weight of footwear production (Ps);
- K_4 is the weight of the equipment cost per unit of flow assignment (C);
- K_5 - the weight of the total price per unit of production (Stotal);
- K_6 - the weight of the financial strength margin (Zfp);
- K_7 - the weight of the break-even point (Tb.y);
- K_8 - the weight of the profit of a unit of production (Ex);
- K_9 - weight of product profitability (R);
- K_{10} - the weight of costs per 1 ruble of marketable products (31p.t.π);
- K_{11} - the weight of conditionally variable costs (total variable costs of production of a unit of production) (Zusl.per.units);
- K_{12} - the weight of conditionally fixed costs (total fixed costs of a unit of production) (Zusl.pos.units)

Also, software was developed to select the optimal power

At the same time, the criteria that have the greatest impact on the cost of the finished product were justifiably chosen as the criteria for a reasonable choice of the optimal power when forming the algorithm, namely:

- losses on wages per unit of production, rubles;
- shoe production, 1 m2;
- percentage of workload of workers,%;
- labor productivity of one worker, a couple;
- unit reduced costs per 100 pairs of shoes, rubles;
- the cost of equipment per unit of flow assignment (C)
- total price (Stotal);
- financial strength margin (Zfp);
- break-even point (TB.y);
- unit profit (Ex);

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- product profitability (R);
- costs for 1 rub. marketable products (31p etc.);
- conditionally variable costs (Zusl. per.units);
- conditionally fixed costs (Zusl. settlement units).

From the above criteria, in our opinion, the manufacturer has the opportunity to give preference to those that, from his point of view, would guarantee him the production of import-substituting, competitive and demanded products, namely:

- labor productivity of 1 worker is the most important labor indicator. All the main indicators of production efficiency and all labor indicators, to one degree or another, depend on the level and dynamics of labor productivity: production, number of employees, wage expenditure, level of wages. To increase labor productivity, the introduction of new equipment and technology, extensive mechanization of labor-intensive work, automation of production processes, advanced training of workers and employees, especially when introducing innovative technological processes based on universal and multifunctional equipment, are of paramount importance;

- specific reduced costs - an indicator of the comparative economic efficiency of capital investments, used when choosing the best option for solving technological problems .;

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

- the margin of financial strength (Zfp) shows how many percent the company can reduce the volume of sales without incurring losses;

- the break-even point allows (Tb.y) to determine the minimum required volume of product sales at which the enterprise covers its costs and operates without loss, giving no profit, but also does not suffer losses, that is, this is the minimum volume of production at which income equality is achieved from sales and production costs;

- profit (loss) from the sale of products (Pr) is defined as the difference between the proceeds from the sale of products in the current prices of VAT and excise taxes and the costs of its production and sale;

- the profitability of production (R) reflects the relationship between the profit from the sale of a unit of production and its cost;

- conditionally fixed costs (total fixed costs of production of a unit of production) (Zusl.pos.units), which change in proportion or almost proportional to the change in the volume of production (1st - costs of raw materials and materials; 2st - costs of auxiliary materials; 3st - costs of fuel and energy for technological needs; 4st - the cost of additional and basic wages of production workers with insurance premiums to off-budget funds);

- conditionally variable costs (total variable costs of production of a unit of output) (Zusl.trans.units), which do not depend or almost do not depend on changes in the volume of production (5st - costs of preparation and development of production; 6 st - costs of expenses for the maintenance and operation of equipment; 7st - expenses for general production needs; 8st - expenses for general business expenses, they, together with conditionally fixed costs, constitute the production cost; 9 st - expenses for commercial expenses. All these items are forming conditionally variable costs and semi-fixed costs make up the full cost, that is, semi-variable costs can be defined as the full cost minus the semi-fixed costs, and vice versa, conditionally fixed costs can be defined as the total cost minus the conditionally variable costs);

- costs for 1 rub. commercial products show the relative amount of profit per ruble of operating costs, that is, this is the ratio of the unit cost to the wholesale price, which characterizes the effectiveness of measures taken to increase the competitiveness and demand for products in demand markets.

With the help of the software, the calculations of the optimal power for the range from 300 to 900 pairs for men's and women's shoes of the entire range of footwear were given. The analysis of the obtained characteristics for three variants of a given technological process in the manufacture of the entire assortment of footwear has confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using universal and multifunctional equipment. So, with a range of 300 - 900 pairs, the best according to the given criteria is the production volume of 889 pairs of men's shoes and 847 pairs of women's shoes.

When calculating dimensionless estimates of the efficiency coefficient using software, it becomes necessary to formulate these very criteria as their evidence base. So, for example, the profit per unit of production is calculated depending on the profitability of the product, that is, first the size of the profitability is formulated from 5% to 25%, and then the size of the profit per unit of production is laid down. The same feature exists with the definition of the criterion of labor productivity, because at first they use innovative technological processes formed on the basis of universal and multifunctional equipment, the maintenance of which must be entrusted to highly qualified and responsible performers who empathize with the overall result of the entire technological cycle. guaranteeing them the production of demanded and competitive products, which are in high demand among consumers on domestic markets. The calculation of conditionally fixed costs for the production of a unit of product and conditionally variable costs for the production of a unit of production is interconnected with the peculiarities of organizing the production of competitive and demanded products, including for children. An analysis of the

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results of the activities of leading foreign manufacturers confirms the fact that if the conditionally fixed costs make up 20% - 40% of the production cost, then, naturally, the conditionally variable costs - 60% - 80%. At the same time, it is again necessary to focus on the peculiarity of production products for children, when and profit, profitability, conditionally fixed costs and conditionally variable costs are formed on the basis of the implementation of the requirements of technical regulations and normative documents and acts, guaranteeing them the safety of life when using them. And if this is due to the need to produce them with such stringent characteristics, the state and manufacturers are obliged to be interested in each other and provide manufacturers with compensation for the additional costs of observing them and a guarantee that the manufactured products will not harm the health of children.

Of course, if the criterion for the loss of wages per unit of production should tend to zero, and the volume of footwear production from 1 m² - to its maximum possible value, and the costs per 1 ruble of marketable products should tend to their minimum possible value and the cost of equipment per unit of flow assignment also strive for its minimum possible value, and other criteria - for their maximum possible value - in the aggregate, a dimensionless assessment of the effectiveness of the developed innovative technological processes (K) should always strive for unity and thereby confirm that the designed innovative technological process for the enterprise for the production of import-substituting products will be successful in their activities for the benefit of the population of those regions where they will operate, being city-forming for these small medium-sized cities and in which all branches of government are interested - both federal and regional and municipal.

Thus, the software developed by the authors for assessing the effectiveness of the formed innovative technological processes for the production of an import-substituting assortment of footwear, taking into account the calculated calculation components for the production of the planned assortment, allows us to make a justified decision on its launch, a decision on its balance, guaranteed demand and ensuring the enterprise a stable financial position.

An important factor affecting the level of costs for the production of footwear is the change in the assortment and the technological process.

Choosing a technology that is capable of efficiently realizing unmarked goals in a highly competitive environment will ensure that the developed range of footwear will be chosen by the buyer and will allow the enterprise to get the maximum profit.

To solve this problem, it is necessary to most widely use the injection method, which ensures the manufacture (production) of the entire assortment of high quality footwear with different profitability of

certain types of footwear to meet the demand of various groups of the population.

In the cost of manufacturing footwear, the largest share is made up of costs for raw materials and basic materials, and then for wages and depreciation deductions.

The production of footwear by the molding method is possible with the use of artificial and synthetic leather and textile materials, which will reduce the cost and get a large profit, because the range of these materials is cheaper and much more varied.

Decrease in cost due to changes in prices for materials (ΔC_{Π}) is determined by the following relationship:

$$\Delta C_{\Pi} = \left(\frac{N_{\text{отч}}^i \cdot \Pi_{\text{пл}}^i}{N_{\text{отч}}^i \cdot \Pi_{\text{отч}}^i} \cdot 100 - 100 \right) \gamma_{\Pi}, \quad (7)$$

where $N_{\text{отч}}^i$ is the consumption rate of the i -th type of material before the introduction of the new method

- $N_{\text{отч}}^i$ - fasteners;
- $\Pi_{\text{пл}}^i$ and $\Pi_{\text{отч}}^i$ - the price of 1 dm² of the type of material before and after the introduction of a new $\Pi_{\text{пл}}^i \Pi_{\text{отч}}^i$ method, respectively, rubles;
- γ_{Π} - the proportion of materials for which the price has changed, %.

Another factor in reducing the cost is the reduction in labor intensity, which is provided by the injection method, on which the costs depend on the item "Basic and additional wages of production workers with insurance contributions to extra-budgetary funds."

Savings on wages (ΔZP) is determined by the following relationship:

$$\Delta ZP = (\rho_1 - \rho_2) \left(1 + \frac{D}{100} \right) \left(1 + \frac{SVVF}{100} \right), \quad (8)$$

Where ρ_1 and ρ_2 - the price before and after the introduction of the new method, rubles;

- D - additional wages of production workers, %;
- $SVVF$ - insurance contributions to off-budget funds, %.

At the same time, for the introduction of the injection method, it is necessary to use more expensive equipment (injection molding machine), which will affect the increase in the cost of footwear by increasing the cost of depreciation and repair funds (under the item "RSEO").

The increase in cost due to the use of expensive equipment ($\Delta C_{\text{PCЭO}}$) is calculated according to the following relationship:

$$\Delta C_{\text{PCЭO}} = \frac{\Delta K \cdot f}{100}, \quad (9)$$

where K is the cost of equipment necessary for the injection method, thousand rubles;

- f - the amount of depreciation and repair funds, %.

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Overall cost reduction

$$\Delta C_{\text{общ}} = \Delta C_{\text{II}} + \Delta 3\Pi - \Delta C_{\text{PCЭO}} \quad (10)$$

Glue method	Injection method	
$t_1 = 1.1$ h.	$t_2 = 0.678$ h.	
P1 = 400 pairs.	P2 = 700 pairs.	(11)
$P_{\text{год}}^1 = 98800$ pairs.	$P_{\text{год}}^2 = 172900$ pairs.	

$$\Delta 3\Pi = (\rho_1 - \rho_2) \left(1 + \frac{D}{100}\right) \left(1 + \frac{\text{CBB}\Phi}{100}\right)$$

$$= 47.85 \text{ p.} \quad (12)$$

$$\Delta 3\Pi = (98,41 - 56,18) \left(1 + \frac{10,76}{100}\right) \left(1 + \frac{30}{100}\right)$$

Artificial and synthetic leather

$$\Delta C_{\text{M}} = (17,27 \cdot 12,1 - 17,27 \cdot 7,5) + 30 = 79,44\text{p} + 30 = 109,44 \text{ p.}$$

$$\Delta C_{\text{PCЭO}} = \frac{42000000 \cdot 0,18}{172900} = 43,72 \text{ R.} \quad (13)$$

$$\mathcal{E}_{\text{y.z.}}^1 = \Delta C_{\text{общ}} = (47,8 + 79,44 - 43,72) \cdot 172900 = 1440608\text{R.}$$

$$\mathcal{E}_{\text{y.z.}}^2 = \Delta C_{\text{общ}} = (47,8 + 109,44 - 43,72) \cdot 172900 = 19627608\text{R.}$$

$$\text{Current} = \frac{\Delta K}{\mathcal{E}_{\text{y.z.}}} \quad (14)$$

$$T_{\text{ок}} = \frac{42000000}{14449253} = 2,91 \text{ (g)}$$

$$T_{1\text{ok}} = \frac{42000000}{14449253} = 2,91 \text{ (g)}$$

$$T_{2\text{ok}} = \frac{42000000}{9636253} = 2,14 \text{ (g)}$$

When using textile materials, the savings on top details are even greater - 120.89 rubles. Savings on salary 67.1 rubles. The nominal annual savings will amount to 24,944,283 rubles.

The payback period will be equal to:

$$\dots T_{\text{ок}} = \frac{42000000}{24944283} = 1,7 \text{ (года)} \quad (15)$$

The decrease in labor intensity is:

$$t_1 = 1.1 \text{ hours and } = 0.678 \text{ hour } t_2$$

$$a = \frac{1,1 - 0,678}{1,1} \cdot 100 = 42,91\% \quad (16)$$

Labor productivity growth with a constant number of workers (b):

$$b = \frac{100 \cdot 42,91}{100 - 42,91} = 75,1\% \quad (17)$$

Production per year before the introduction of 98,800 pairs, after the introduction of 172,900 pairs.

To make a profit, the enterprise must constantly monitor the proportion of costs for the manufacture of the proposed multi-assortment footwear production.

This is possible only if the heads of enterprises implement modern technological solutions formed on the basis of the use of multifunctional and universal equipment and at the same time it is necessary to remember that the innovative technological solution

itself should not be costly, that is, on the one hand, provide the enterprise with sustainable technical and economic indicators and guaranteeing them demand not only in the sales markets of the regions of the Southern Federal District and the North Caucasus Federal District, but in the regions of other districts of Russia and to be attractive to foreign consumers. But on the other hand, consumers should have a choice to compare the price niche for the offered products with analogues of foreign firms, and always have priority. This will be possible during the formation of production.

Conclusion

The use of the injection method will allow the enterprise in the conditions of market relations to receive such a volume of profit that will allow it not only to firmly hold its positions in the sales market for its shoes, but also to ensure the dynamic development of its production in a competitive environment, this is especially important in the manufacture of the entire assortment of children's shoes ...

The considered examples of assessing the competence of respondents participating in surveys confirmed the high efficiency of the software developed by the authors on the basis of randomization, when using the concordance coefficient, all invited respondents to participate in the survey are distributed relative to the reference answer for their assessment of competence on the studied problem. A special feature of the software product developed by the authors is the fact that by calculating the concordance coefficient, you can check the validity of the choice of a reference answer, or the opinion of a highly qualified specialist on the problem under study. This is possible if we invited highly qualified specialists in this field as respondents, but their opinion did not coincide with the opinion of the main respondent. This result gives the researcher a

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basis for rechecking both the opinion of the main specialist respondent on this topic and the opinion of the collective scientific school, if the value of the concordance coefficient lies within $0 \leq W \leq 0.5$, which is not enough to confirm the opinion of the reference respondent, and it is necessary to compare it with the so-called independent researcher, whose results are confirmed by the assessment of other scientists - the authors can use the list of factors included in the question list as the basis for conducting the main experiment, namely, when obtaining an estimate in the range of $0.5 \leq W \leq 1.0$. The seemingly multi-step solution to the problem is actually justified, because the cost of conducting a survey is incomparably small with the cost of conducting research using a large number of factors. Reducing their number is always justified and provides the researcher not only with the reliability of the experimental results themselves, but also with significant savings on its implementation, which is a guarantee of achieving the greatest effect with the lowest possible costs. At the same time, this software allows you to identify the wrongly chosen scientific direction of research, warn researchers from the wrong direction and exclude an erroneous

decision, which in itself is significant for the experimenter. No less important is the use of this software product to assess the competence of a specialist when inviting him as an expert in the work of the customs commission. In this case, the use of the software product developed by the authors is the only correct one, since it allows the customs administration to have an independent methodology that guarantees them the formation of customs commissions through the participation of highly qualified specialists in them and objectively deny such a right to be experts to those who have not confirmed their competence. Therefore, we can confidently assume that the software developed by the authors creates the basis for the formation of an effective direction in the implementation of scientific works and in the formation of various expert commissions by competent and highly qualified specialists, ensuring the achievement of the highest results with the lowest possible costs, which is especially important for the import substitution of domestic products of high quality and at an affordable price for consumers of the regions of the Southern Federal District and the Northern Federal District.

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