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FEATURES OF QUALITY ASSESSMENT OF DEMANDED PRODUCTS FOR CONSUMERS OF THE REGIONS OF THE SOUTH AND SKFD

Abstract: Abstract in the article, the authors investigate the features of the quality of demanded products as a set of its properties that determine the suitability of these products to meet certain needs in accordance with their preferences. In our case, an object means not only a product or product, but also an activity, process, organization, system, that is, needs and quality are unlimited. Thus, high quality is a high degree of satisfaction of the requirements of all interested parties.

Key words: Preference, demand, quality control, quality assessment, a set of properties, products, goods, object, satisfaction of requirements, market, competitiveness, import substitution, defects, their classification.

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Introduction

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Marketers agree that consumers prioritize product quality as their top priority. Market monitoring confirms a strong tradition of demand for quality goods. But not everything is so simple and obvious.

The crux of the matter is that statistics are a pure operator and statistical data, therefore, are in absolute dependence on the chosen conceptual description of the process. Statistical results are always correct, as they are obtained by using a proven mathematical apparatus, but correctness and truth are “two big differences”.

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For "correct" to be "true", it is necessary to verify the entire chain of logical and mathematical actions for correctness. Certification is required not only for physical and software products. Sending knowledge must also be certified, otherwise defects in initial judgments will migrate into inferential knowledge. And no technology will correct the inherent disadvantage.

The main part

In the ideology of production, in particular, the production of goods for direct consumption, the concept of "quality" should be the backbone factor. We foresee the objection: "What is the use of quality if the quality criteria limit the quantity and the assortment of goods will suffer from the priority of quality characteristics, the price will rise?", And we have an answer to our opponents.

If the quality of the product is not ensured, then no amount will correct the situation. It will be necessary either to agree with the obvious (for professionals) deception of the consumer, or to sacrifice professional competence and deliberately go to lower quality requirements, allowing an essentially low-quality product to enter the market. As for the assortment, its dependence on product quality requirements is relatively arbitrary and mediated. The assortment is "tied" to the technical state of production, technology and professionalism of developers.

The more visible the features of the civilized market, the more urgent is the issue of quality. Moreover, the problem of quality has moved from the sphere of theoretical relevance to the level of practical relevance. Let's try to substantiate this shift in relation to Russian reality.

Official inflation statistics are clearly crafty, but even having increased it by a coefficient of 0.5 and having received a real average annual rate of 15–20%, we will have no choice but to state an increase in the welfare of most of our fellow citizens in the context of a certain growth of the economy as a whole. The intensity of the dynamics is low, however, the fact itself is obvious. A positive shift towards an increase in the purchasing power of Russians over the past 5 years is undeniable.

But how fair is it to talk about "welfare"? Money is just an exchange equivalent. Making more money doesn't necessarily make you feel better. The money should be exchanged for the required goods. And here the quality problem grows to its full extent. Having earned money, you can easily spend it "imperceptibly", i.e. to acquire not a product, but a "phantom of the product"

"Product phantom" is a non-specific concept for a special system of knowledge. Nevertheless, it is necessary to get used to it as a theoretical expression of the realities of an undeveloped commodity market.

Speculating on the "white" and "gray" "spots" of the ideology of quality, which is in an extremely "neglected" state, the "black" manufacturers of substandard consumer goods, together with sympathetic service officials responsible for the quality of products, flooded the market with substandard products.

The international quality control system "ISO9000-2008" is more reminiscent of the latest phenomenon of the famous Potemkin villages. Only what is clearly spelled out can be effectively controlled. Any incomplete description is a loophole for semi-legal penetration into the fields of hunting for a consumer.

It is advisable to use ISO9000-2008 not as a management tool, but as a tool for preventing quality violations. Thus, the circle is closed, because violation presupposes quality, and it is quality that we did not define as it should.

In the system of special knowledge, which is the ideology of production, "quality" is replaced by a "state of quality", which, in turn, is reduced to quantitative parameters.

Discrete expressions give quantitative characteristics - this is how another derived concept appears. Only this time not from the fundamental concept of "quality", but from his concept of "state of quality".

The militant activity of striving to describe quality in terms of quantity is surprising. Almost two hundred years have passed since the time of Hegel, who asserted that "quality is the main thing in defining a phenomenon, since quality is that, losing what it ceases to be itself". It's time to learn a simple truth: quality is determined not through quantity, but through properties. With the help of quantitative measurements, we need to determine the "measure" - "qualitative" and "state of quality" (the level of expression of quality).

Practitioners rarely correct errors in theory, on the contrary, they usually hide them until a certain point in development. Defects of the theory appear in a crude form in difficult socio-economic circumstances, in times of political uncertainty.

It is no coincidence that such a peculiar time is "convenient" for the flourishing of theoretical uncertainty. The state, entangled in numerous problems, deviates from the control of economic processes, counting on the market, designed to put everything in its place. The market has its own laws of functioning. The market adapts the theory to its own interests. It does not obey the rules based on theory, but seeks to adjust these rules to suit the way of relations with the consumer that is beneficial for him.

Promotional claim: "the customer is always right" - a lie! Only the legal order that determines the nature of relations in the market for goods is always right. Themselves, these relations are built depending

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on the interpretation of the quality of goods and the correspondence of quality to price.

Consider this statement using shoes as an example. Shoes, along with clothing, are goods that depend on national and historical characteristics. Can you recommend shoes for sale on the market that do not take into account the specifics of the geographic, climatic and national mentality? Apparently, it is possible to admit such products to the market, but only in limited quantities, for variety and expansion of consumer choice. And the point here is not "leavened patriotism."

Nature, nutrition, traditions affect the anthropometric characteristics of the population: configuration and proportions of the foot, lower leg, etc. Shoes designed without taking into account national peculiarities - anatomical, physiological, will inevitably contribute to the development of leg deformities. Shoes will lose their presentation faster, the consumer is constantly experiencing discomfort, which, taking into account that on average in Russia, shoes are worn, regardless of recommendations, until they are physically outdated, may be accompanied by an exacerbation of chronic diseases, or their acquisition.

Already, China has "thrown" so many shoes on the market that the entire population of the earth (= 6.5 billion people) can be shod "a la Chine". Chinese manufacturers are guided by their own interests: to create jobs in the country and ensure product sales. They offer shoes designed and made without taking into account the national specifics of the consumer countries. Today, Chinese footwear is a serious competitor not only to our domestic manufacturer, but also to such countries - legislators of footwear fashion as Italy, France, USA, Czech Republic, etc.

For the fifth consecutive year, the Italian footwear sector has seen a significant decline in production. The activity of this segment of the domestic market is declining, and the demand for Italian products in the foreign and domestic markets is low. Given the excess of the euro over the dollar, competition between Chinese goods is becoming even more serious in the national Italian market, especially after the abolition of sales quotas on January 1, 2004.

The volume of footwear production decreased in 2010 by 9.7% compared to the same period last year. As for the difference in prices, for example, the prices for shoes in absolute terms decreased by about 8.4%. In 2004-2010 Italian production fell by almost one and a half times to 196 million pairs, which negatively affected the level of employment. The volume of production of leather footwear decreased by 10.69%, beach footwear - by 26%, rubber - by 43%, canvas - by 52%.

On the contrary, Italy consistently imports about 197 million pairs of Chinese shoes every year. The Italian manufacturer is losing its position in the international markets of the USA, Germany and

France. The growth of the euro against the dollar, as well as the redistribution of the market in favor of the Asian manufacturer, have a negative effect on the Italian manufacturer. According to the Italian Chamber of Commerce, more than 600 companies, including footwear manufacturers, closed in the first five months of 2011. The only market segment in which Italian footwear manufacturers hold a leading position is the production of luxury fashion shoes for foreign markets.

Thus, over the past 10 years, the number of footwear manufacturing enterprises in the Czech Republic has decreased from 120 to 55. But this number may also decrease due to the lifting of restrictions on the import of footwear from China. If at the end of the XX century, Czech shoe factories produced about 70 million pairs of shoes, while last year the production amounted to approximately 5.5 million pairs. In 2010, about 65 million pairs of shoes were imported to the Czech Republic, of which 35 million pairs were from Chinese manufacturers.

The average purchase price for one pair of Chinese footwear is only 54 kroons, which is unrealistic for Czech companies. "... Nobody buys our products, because we are not able to compete with Asian products in terms of cost, despite the fact that our shoes are much better in quality. Unfortunately, the Czech buyer prefers cheaper goods, although he knows that in time they will last much less than our high-quality footwear," says Lubomir Chlumsky, a member of the Czech Shoe Industry Association. Since 1998, his company has been manufacturing and selling footwear for children, women and men. As a result, Czech manufacturers are losing positions in their own market.

The situation is complicated by the fact that since January 1, 2005, the European Union, in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese footwear. They can be returned only if the entire industry is under threat, and on a European scale, and such a threat is already knocking on the window.

US Commerce Secretary Carlos Gutierrez highlights the need to take effective measures to curb job cuts in a number of US industries as one of the most important issues, which is also caused by the growing competition of Chinese goods in the US.

But we still have to go the way traversed by Western countries-producers of footwear. Russia's accession to the WTO will open up market boundaries for many who want to sell low-quality goods as soon as possible. Moreover, even today Russia, in contrast to its western neighbors, faces the fatal problem of the expansion of "gray" imports, which arose due to imperfect customs legislation and the spontaneous development of "shuttle" trade, which is especially characteristic for Chinese manufacturers of the volume of "gray imports of goods, which are annually to Russia reaches \$ 9.3 billion.

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But, even in a civilized market, admission of footwear to the domestic market without restriction only on the basis of positive conclusions about the quality of raw materials, accompanying materials, accessories on a significant scale of expansion of footwear products threatens the national security of Russia.

The peculiarities of the national attitude towards shoes are quantifiable. Products can be easily measured for compliance with certain requirements, but it must be borne in mind that the property itself is assessed only by the formula "is or not." Having recognized the property as existing, the expert has the right to proceed to the next stage - to measuring the intensity of its existence, in order to know how stable and expressed this property is.

The absence of at least one of the quality properties of the product, or the lack of expression mean only one thing - the product should not be a commodity. In exceptional cases, it is deemed to be conditionally admitted for sale on the national market.

The occupation of the national market by foreign footwear manufacturers undermines the development of the corresponding branch of the domestic economy, historically adapted to the specific conditions of national development and the peculiarities of anthropometric measurements.

The situation is aggravated by the fact that Russia, which has been recognized as a country with a market economy, has no right to disturb the order in the relationship between political and market structures. Unilateral actions of the state in protecting its interests can be qualified as a violation of the achieved status, cause economic and other sanctions on the world market. The ousting of a foreign competitor from the national market should be carried out in accordance with the recommendations and traditions of the world community.

Chinese, Turkish, and partly southeastern footwear manufacturers flooded our market and took a stable position on it, thanks to consumer demand for their products.

A buyer with limited financial resources is attracted by price, design, advertising support, assortment, seller's interest, cultural service. A consumer who is not experienced in professional "secrets" judges quality by its appearance and service packaging. The sale service itself skillfully transfers the arrows from quality characteristics to outwardly winning properties. Quality, as an association of the most important properties of a product, is "torn apart". Of all the properties that form a qualitative association by their combination, only that property is displayed that is beneficial to the seller, since it is really presented at the appropriate level of consumer interest.

Sequestering quality by replacing it with a simplified understanding is the most common market technique. The unsatisfactory state of mass consumer

culture, the elimination of the controlling state structures, their lack of initiative, and somewhere a direct interest in preserving the current disorder, allow manipulating public consciousness, controlling the actions of buyers.

The occupation of the Russian market is, of course, a temporary phenomenon, caused by economic stagnation, limited effective demand of the bulk of the population, and the lack of an effective and consistent policy in the development of national production. However, the obvious conditionality of the situation is not particularly comforting. In Russia they like to joke: there is nothing more permanent than something temporary. To prevent a temporary phenomenon from "stagnating", it is necessary to change the conditions that gave rise to it. Opportunities are available. First of all, it is necessary to understand the theory, which is guided in practical actions.

The quality of footwear is due to the totality of consumer characteristics. It is not essential, in principle, from what material the shoes are sewn. The main thing is that the properties of this material ensure the functional demand for footwear by the consumer.

The buyer does not care (with the price balance) the shoes are made of natural or artificial material. It is important for him that his requirements for her are guaranteed.

The domestic practice of assessing the quality of footwear (and not only footwear) turns the theory inside out, trying to focus on natural characteristics. What will the Russian ideologists of quality do when they are taken seriously by animal rights activists, as happened in Western Europe, in particular in Great Britain?

The most tragicomic thing is that the nature of raw materials is really not such a fundamental issue if we improve the technology for processing raw materials. Analogues of natural raw materials are the realities of today's production, and they are far from being fantastic. But the misadventures of quality are by no means limited to the problem of raw materials. Other aspects of production are no less relevant: taking into account national, age, natural and climatic characteristics when determining the quality and conditions for admitting products to the market.

Unfortunately, today the domestic contribution to the development of policies aimed at improving the quality of footwear, and, in fact, at ensuring consumer rights, is extremely incomprehensible. The impression is created that the aspirations of producers are completely detached from the interests of the country that gave them citizenship.

What are the conclusions? First, the industry still relies on an outdated position - the simplest and only necessary: do not harm the health of the consumer. The shoe manufacturers and their supervisors learned the first commandment of Hippocrates firmly, but did not advance further. In this situation, it is unlikely that

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it will be possible to contain the siege of competitors for a long time. Secondly, basic properties should not be equated with qualities. The properties of the properties can be only in the production cycle due to its differentiation into technological operations. But in this case, it is advisable to put the quality in quotation marks, emphasizing the conventionality of the use of the term. Otherwise, we will begin to operate with philosophical and scientific concepts, which will necessarily lead to a distortion of practical characteristics. Quality is an association of certain properties, therefore, it is impossible to pull out the properties forming the association according to the production need and pass them off as quality. Thirdly, it is high time to define the basic properties conventionally, not being limited to the suggestions of hygienists and epidemiologists. Much valuable information can be gleaned from the research of gerontologists, geriatricians, regional experts, valiologists, and pediatricians. Fourthly, until what time in the basic characteristics there will be practically no aesthetic properties, even if in a conspiratorial form.

Satisfaction with the actual replacement of Gosstandards with national standards is also not entirely clear. The fact that we have adopted international terminology in this component of the quality ideology is of little use. Now, if our production and ideological positions were equal to those of Europe, then we could be happy. And so the chaos only intensifies.

In the absence of a corporate culture and traditions, the companies set free will engage in arbitrariness. Government agencies signed their own powerlessness to manage the development of the market in a civilized manner and recalled the American fairy tale that the market will arrange and order everything by itself.

The inefficiency of the system of state control over quality is not in its status, but in its functioning. The uncleanness and lack of professionalism of officials do not allow state structures to function fully. According to the official data of the Federal Agency for Technical Regulation and Metrology, on average there are 2% of certification refusals per year. While more than 30% of products are rejected directly in the trade.

In the European Union, 4% of the range of products is subject to mandatory certification, not because European officials are liberals. The reason is hidden in the orders and traditions of production itself, civilized relations in the market, the age of which exceeds the total time of the Romanov dynasty and Soviet power. Haste inevitably comes with costs. To move along with all the general formation, it is not enough to dress, put on shoes, like everyone else, and stand in formation.

As long as the authorities and producers pretend to be market relations, the mass consumer will have to

pay, since the costs will fall on his shoulders. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase products directly from reputable manufacturers. Officials are ready to go to great lengths to be among the exclusive buyers. Firms are probably of the same opinion and are willing to pay officials for their freedom of action. The situation cannot be called otherwise than creeping state anarchism. Something early on, the state began to degenerate.

According to Russian official regulations, until recently 70-80% of the product range require state quality certification.

They are not embarrassed by the fact that the share of illegal and semi-legal business in Russia is estimated at 40-60%; even now, if necessary, to centrally check for quality 70-80% of the range of goods, there are already less than 40% of certified goods on the market. It is not clear which manufacturers' interests are being protected by the critics? Who will defend consumer rights? Officials, or maybe judges, are only independent by definition. Only human rights public organizations remain, which today are, and tomorrow they have that "a hedgehog in the fog".

Returning to the problem of meeting the demand for children's footwear, I would like to note that even today the volume of its production in Russia remains at such a low level that it is a utopia to expect a quick filling of the market with the necessary children's footwear in terms of quantity and assortment. The hope for import also did not justify itself, since in most cases these are shoes accidentally bought by "shuttle traders" without taking into account the peculiarities of the Russian consumer and, as a rule, without observing the elementary requirements to ensure the necessary comfort and convenience.

This state of affairs is also explained by the fact that at the federal level the programs "Family", "Child", "Large families" and others, well written on paper, remain unfulfilled, but in no way provided with targeted assistance to this particular group of the population. What makes the situation with the provision of children with all the necessary assortment of goods critical is the disunity of the organizations involved in the implementation of these programs, the lack of funds and targeted assistance. Even the payments of child benefits in many regions of the country cause an ironic grin of those to whom they are addressed, because of their size and significant time delays in their payment.

The situation is further complicated by the fact that shoe enterprises that operate today and manufacture children's shoes are geographically located in such a way that they cannot geographically meet the demand for them. And the volumes that they can handle today do not satisfy the consumer either in terms of assortment or quality. They practically do not

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make shoes with thread fastening methods, gender and age groups are not provided, as has already been said a lot on the pages of the magazine. It is not necessary to expect the resumption of the work of the former shoe enterprises, therefore, it is proposed to use franchising to increase the volume of retail sales. The structural diagram of cooperation between large shoe franchisors and small franchisees or individual entrepreneurs to meet the demand for children's shoes is shown in Figure 1.

If the role of the franchisor is most often a shoe company, then the role of the franchisee is ambiguous. It is profitable for a large enterprise to either sell a franchise to two or three local individual entrepreneurs - in this case, the enterprise has favorable conditions for studying the local market and the conditions for doing business; or sell a franchise to one franchisee for the development of the entire system of deploying the sale of footwear on the territory of the municipal, regional level, as well as on the territory of the entire Federal District.

In this case, the franchisee becomes the owner of the master license. The franchisee himself becomes a franchisee in these territories, selling franchises. This method is justified in our case, when there is such an acute shortage of children's shoes in the country and when there will always be an obvious demand for a franchise. Such cooperation today provides for three possible areas of the franchising system: in the field of children's footwear production - a shoe company-franchiser - is the owner of the packages or technologies, it grants the right to use and sell them in a certain territory - the franchisee; in the field of commodity circulation - a shoe company supplies a partner, for example an individual entrepreneur, shoes for sale in a certain territory. This direction of franchising, in addition to individual entrepreneurs, can be dealt with by small businesses, commercial structures seeking to expand sales markets.

A prerequisite is the implementation of commercial activities on behalf of the franchisor; in the service sector, the mechanism is similar to that used in the sphere of commodity circulation, i.e. when selling children's shoes. Only the objects of cooperation differ. Any business can develop here under the franchising system. The promising areas include "branded" stores.

Such areas of cooperation within the framework of franchising allow operating shoe enterprises to expand their production volumes, taking into account the requirements of the municipal or regional levels,

as well as the Federal Districts, and to the territories - to alleviate the acute shortage of children's shoes.

When concluding a franchise agreement, a franchisee must pay special attention to relationship issues, provide for all the nuances of cooperation. This is the need for marketing research, the state of the sales market, the forecast for the demand for children's shoes, the strengths and weaknesses of competitors and how they can be resisted, is it possible to purchase children's shoes from other enterprises, is there a minimum or maximum volume of wholesale purchases, or these volumes are corrected according to the results of marketing research, whether supply disruptions are possible and who will compensate for the losses in this case. And, most importantly, does the franchisor guarantee the stability of the selling prices for shoes in order to ensure their competitiveness in the sales market. And the franchisee must know exactly the needs for such an assortment of children's shoes, which will be in demand by the market taking into account these very features of its market. Only in such a relationship is a stable profitable business possible. Such a result will be possible only if the maximum possible hit in the "bull's eye" is ensured in the manufacture and offer to the buyer of such an assortment that will take into account the interests of all layers of buyers - from the rich to the poor.

Of course, not everything is so simple and unambiguous, but the accumulated experience of working with the Econika Obuv franchise system is encouraging. The development of franchising in our country may turn out to be one of the most effective forms of support for small and medium-sized businesses, since for them it is a stable profitable business. According to statistics, during the first three to five years, 90% of open small enterprises die, and franchising - only 10%. This result is ensured by the interest of the parties involved in the effectiveness of their cooperation - the leading shoe enterprises expand and ensure the strengthening of their positions in the sales market in these regions, and the franchisees ensure themselves a stable profitable business, remove the deficit for such popular products as children's shoes and the creation of new workers' places,

In fig. 1 presents an assortment of children's footwear that would be in demand in the South and North Caucasian federal districts, taking into account the climatic characteristics and purchasing opportunities of the population.

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Fig. 1. Assortment of children's shoes

At the same time, the tendencies of using molded parts for the bottom of shoes are taken into account, although the possibility of implementing children's shoes with thread fastening methods is not excluded. In general, actions are needed and the result will not be long in coming.

In the last quarter of a century, the term "problem", pushing its "competitor" - "task" to the periphery, has firmly established itself in the verbal leaders of all discussions, regardless of their scale. The "problem" has become a kind of "brand",

testifying to the high professional rate of discussion. In such a rapid ascent of the "authority" of the problem, one can easily find political roots. The current, clearly inflated status of the problem is an ideological move that ensures a certain political line. Where a foreigner says "problems", ours will surely find them. If they do not find it, they will come up with it. Deficiencies in qualifications can be hidden behind a problem, and politicians are led away from real matters by problems, which they are unable to

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solve. Besides, hiding behind a problem, you add weight and mystery to the situation.

There is indeed an element of mystery in the “problem” policy. In the interpretation of the term, domestic classics: V.I. Dahl, R. Brockhaus and I. Efron - point to this. Emphasizing the natural kinship of “problem” and “task”, they note the peculiarity of the problem, which manifests itself in its unusualness as a task: the task has a way of solving it in existing existence, the problem is also solved as a task, but so far there is no way to solve it. It exists conditionally, potentially. Interpretation of the problem by reducing the concept to a more general concept of “task” contains a hint for those who are aimed not at discussion, but at a solution. The solution to the problem should be sought by considering the problem as a complex problem, composed of several coexisting in a complex or sequentially related problems. What matters here is exactly that the “problem” is not something inaccessible to ordinary thinking, it is the sum of tasks. Dealing with the problem is the same as deciphering this sum of solution problems, then the simpler, already known problems combined in the problem. The problem should be presented as a technical challenge. The solution to a technical problem is carried out in two ways: empirical or theoretical. All five of the simplest technical devices were created before Archimedes, even the Archimedes' screw, but they were all the product of an experimental search based on trial and error, so their use and modernization, integration presented considerable difficulties. The merit of Archimedes was that the great ancient thinker developed the theory of these mechanisms, thereby helping to solve practical problems of various scales. He “removed” the problem, presenting it as a sum of tasks,

So, we must start by reducing the problem to a normal technical expression, i.e. try to represent it in the form of a certain amount of tasks.

Why exactly tasks? The answer, in essence, has already been given: the problem has a quantitative (normative) expression, or it can be simplified to the possibility of quantitative expression. The main thing is not to hide behind the quality of the problem, but to look for its equivalent quantitative expression.

The history of science naturally begins with mathematics, and the qualitative level of development of scientific knowledge is due to the improvement of mathematics. Mathematics holds the keys to the secrets of any discovery. D.I. Mendeleev constantly emphasized: scientific knowledge begins with measurement. The normative form of scientific knowledge serves as a clear illustration of the value for science of a quantitative description of a phenomenon. Finding a way to quantitatively describe an event means fulfilling the necessary condition in unraveling its qualitative existence.

The problem is the singling out of a phenomenon in the theory of quality. The next stage is already

technical - the definition of regulatory characteristics. Normativeness, represented by properties and quantitative parameters, allows thinking to be engaged in a working, professional and practical business.

When developing standards, they always feel the pressure of the need to match the set parameters to the qualitative characteristics of the product. Compliance with the norm and quality properties is objectively relative, their coincidence is achieved conditionally, i.e. it takes place because the manufacturer himself determines the quality parameters of the product, often this is entrusted to expert organizations. But all the same, a certain quality model is taken as quality. Someone, to put it simply, assigns quality. The real quality in such a perfectly acceptable version of the development of events remains a transcendental formation.

Why did subjective and transcendental idealism turn out to be so in demand in various spheres of non-philosophical professional activity? Because thinking professionals, including reflective engineers, scientists, teachers, found in them the solution to their specific questions. Someone decided not to complicate professional reflections by recognizing the supersensible reality, limiting themselves to the “quality model”, others thought that sensual reality would deprive us of a reliable intersubjective quality criterion and doom us to eternal discussions on the topic “What is good and why is it not bad?” They accepted the idea of a transcendental substance, primary in relation to the individual consciousness, which can direct professional thought by its logic. Of course, the transcendental being will not expose the formula for the specific quality of the product, but the logical premises of the definition will be reported. As a result, it will arm professional searches for qualitative definiteness with the technology of thinking.

Philosophy is not a set of master keys to understanding quality, however, like quality, it is not Aladdin's cave. The understanding of quality changes historically following a change in the state of real quality, and the real quality in the world of human life is far from the same as the quality of natural things.

Man learns from nature, imitates what he sees in it. If the “findings” of nature, formed over hundreds of millions of years of natural selection and inheritance of the emerging traits, help a person to solve his problems, he borrows them, remaking them for himself.

The “first shoes” and “first clothes” created by man differed little from the protection of the limbs and body of animals. The sole of the shoe is inspired by the protective layer of the skin of animals that lived next to humans, the heel is a stylized copy of the structure of the hooves. Our ancestors either did not wear clothes, or were made from ready-made skins.

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Together with the establishment of relationships with nature, human ideas were formed, which later grew into an understanding of what was happening. The understanding of quality was originally formed under the influence of the objective properties of things. With the development of human activity, imitation gave way to creativity. Already the rock paintings of our ancestors show that consciousness was not content with copying. It was looking for its own paths of movement. A person could not only repeat the quality of things, he was obliged to supplement them with history, to adapt them to an active way of existence. The historical logic of human existence, built on the basis of its reasonably active nature, made it necessary to include in the understanding of the quality of things of anthropogenic production of elements of non-natural and non-material origin - the needs and interests of man. "Quality" was included in a system of relations that was different from the natural one, and its influence on the interpretation of quality only increases with time. This acceleration has become especially noticeable in the context of market liberalization of the economy.

Man is Homo sapiens for anthropologists and biologists. For himself, man is a creature conditioned by needs. And here nature cannot be deceived. F. Engels was not cunning when, at the grave of his comrade and idol, he said that, before creating, a person must drink, eat, dress and have a roof over his head.

Human life as a biological phenomenon is essentially material, the possibilities of transforming human activity are determined by the state of production of the material foundations of life. A person measured and measures the quality of things not so much depending on their relationship with other things, but on their own.

Relationship to them. Ancient thinkers also noted: "Man is the measure of all things."

Modern man will not produce what he does not need. E. Deming always began listing the seven fatal diseases of the market that he established with the inadequacy of the product to market demand. What has been said should not be absolutized, tearing it out of the general system of reasoning about quality, however, it is clear that in determining the quality of things created by man, it is necessary to proceed from the human attitude towards them, and not from their objective properties alone. K. Marx singled out two main features of a product: consumer purpose (consumer value) and social abstract - labor value. A measure of professional labor is invested in the produced product, even if it is not intended for the market, it has absorbed the human principle: knowledge, will, mastery of execution,

The natural principle of the product of human activity represents only objective grounds that made it possible to build on them another part of the product,

which materialized the quality of the individual's labor. A person, as it were, shares a part of himself: he transfers the reproducible part of his professional quality to another material phenomenon. Moreover, this is another phenomenon - the product of the activity of the master.

In this respect, nature is only an accomplice, the raw material base of the master. Determining the objectivity of quality, they often simplify the interpretation of objectivity. It is inappropriate to reduce the concept of "objectivity" to material, natural existence.

It is broader and allows for such additions as "objective relations that have a nature different from matter" - they are not material, but only establish the way of their coexistence, for example, production relations: property, distribution, exchange.

When characterizing the quality of the product of activity, it is advisable to rely not so much on its natural nature as on the concreteness of the product's existence - its spatio-temporal functions and design. The portfolio is purchased not for the season, therefore the buyer is guided primarily by sustainable trends in fashion, preferences of his own taste and high-quality, natural properties of the thing. He is ready to exchange "good" money for a rather expensive product.

Moving to the shoe department, the same customer of the store will change his view of the product. Constrained in funds, and most importantly, not accustomed to "throwing money down the drain", he will be guided by a different approach.

They try to buy shoes for a season, maximum for two, therefore, it is also possible to invest "good money", however, in the concept of "good money" one will have to modify the relationship of priorities.

In the new expression, the concept of "good money" will be correlated with the concept of "price". Ultimately, everything will be simplified to a specific quantitative proportion - money per unit of time. A portfolio bought for ten thousand rubles for five years will cost three rubles a day, and shoes for five thousand rubles (for two seasons) will cost about thirty rubles a day. The quantitative equivalent of quality is the most important sign, ignoring which the manufacturer risks losing consumer interest.

In order to find the optimal proportion of the ratio of quality to quantity - to measure quality, one must take into account two requirements: first, try to comprehensively define quality, remembering that quality is a set of essential features of a product, built in a certain way; secondly, relying on the decoding of quality, in the most serious way to highlight the levels of quality being - the degree of quality of the product.

In Soviet times, it was no coincidence that there was a deep differentiation of the quality status of products. Only after studying the state of purchasing power, the mood of your buyer, the trends of

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macroeconomics, it is advisable to move to a pricing policy.

A manufacturer who has forgotten that the consumer, to whom he has oriented his assortment, perceives the quality of the offered products through the price combined with a clever consumption pattern, will not last long. The reason for the difficult position of the Russian manufacturer is not a change in the form of ownership, but the dictatorship of the market.

Marketing research is a new and unusual business for us. For twenty years of incomprehensible economic policy, it is impossible to integrate into the philosophy of market relations, which are several hundred years old. The absence of a civilized market in the country also hinders. In a word, the producer should look for salvation not from the state, but in his own head, adjusting his consciousness to the market waves clogged with numerous "noises". To steer, you need to know the market conditions and not "stuff" thinking with memories of the objectivity of quality properties.

A quarter of a century ago, the director of a large leather and footwear enterprise bitterly explained: "Technologically, we are ready to sew the most high-quality product. No quality leather. The incoming raw materials do not allow us to turn around in the market". He equated quality with the raw material base. The variety of quality was reduced to one of its features. He clearly lacked the scope of thinking. And the current thinking remained similar to that formed forty years before 2000, when the position of classical political economy, developed by K. Marx, seemed unshakable.

A. Smith, D. Ricardo, J. Mill, K. Marx developed an economic theory based on the dominance of labor. Classical political economy is the doctrine of the production of a commodity, the contradictions between production and the nature of the commodity, alienation of the producer in the commodity and overcoming the opposites that arise. Despite significant disagreements, the classics of labor economic theory were unanimous on the main thing: the wealth of a nation grows with productive labor.

Market speculation already in the nineteenth century. actively invaded economic life. Naturally, the classics knew a lot about the market. Karl Marx, the interest in which, more precisely, in Karl Marx's analysis of cyclical crises, surpassed all expectations today, even experienced certain difficulties, moving from the logic of production development to the study of the fate of a product on the market.

The market, contemporary to K. Marx and J. Mill, had already demonstrated a certain independence of being, but was still not able to compete with production for the master's position in the economy. He acquired this ability by the middle of the twentieth century.

In the 50s. XX century the paradigm of economic theory is changing. If earlier economic thought revolved around production, now consumption - purchasing power, market development - becomes its epicenter. The understanding of labor and the worker is changing. Market figures become the main actors in the economy. Market management pushes production managers to the fringes of life. The market is acquiring an independent power that dominates the society. Politicians are legally separated from the market, adding to the illusion of its complete freedom. The new philosophy of economics is as follows: the flourishing of the market should lead to an increase in production. The rise in production should saturate the state treasury. The state will receive a real opportunity for a strong social policy. Everything, as we can see, was painted according to notes.

There was only one question: where to get the initial capital, which would ensure high consumer demand and launch the economic mechanism? The United States profited from World War II, Western Europe used cheap labor and property in numerous colonies. With Japan and South Korea, the Americans defended themselves against us and a resurgent China. The economic mechanism seemed to work. Control over it is entrusted to transnational corporations. Today there are about 3400 of them. Of these, there are more than 400 interstate, 7.5 times more nongovernmental, and the number of the latter is increasing. Between 300 and 600 companies control the global market.

The globalization of business forces us to seek adequate quality management. Total quality management is defined as a customer-focused system of continuous, sustainable quality improvement, based on the coordinated involvement of all departments and employees of organizations to maximize customer satisfaction with a minimum investment of time and resources.

Let us note the emphasis of the policy aimed at ensuring quality, on the needs of the buyer, which implies a comprehensive study of his tastes, calculations, ideas. On the merits of the case, the consumer is considered an accomplice in the definition of quality. Quality requires a new scale of understanding, objectification of consumer interest and a clear orientation in the trends of macroeconomic processes on a national and global scale. Technical regulation of product quality also needs to be systematically modified in order to be in resonance with the micro and macro movements of the economy, changes in consumer real demand.

In particular, there is reason to predict an increase in the presence of sellers from Western Europe in the consumer market with offers within the middle range of prices for goods of "non-Chinese" quality. In 2008, there were 350 million people in industrialized developed countries. received an

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average of \$ 18 per hour. The labor force available to European and individual Asian countries is estimated at 1 billion 200 million people, earning only \$ 2 per hour so far. They cannot fail to attract attention to themselves.

Crisis 2008-2010 led to a decline in production, stagnation. Russian manufacturers have a chance to make themselves known. With the overcoming of the crisis, production will begin to grow and a new wave of commodity expansion will come.

The waves are unlikely to be avoided. The country's leaders are accelerating Russia's accession to the World Trade Organization (WTO), which automatically opens the borders for trade. There is only one way out - to prepare for tougher competition, moreover, preparation should begin with the realization that the quality of the product is and how to ensure the production of a real - not ideally built by professional imagination - high-quality product, the quality of which would be understandable to the buyer and aroused the desire to purchase this product.

"One of the most significant paradoxes revealed by the ongoing scientific and technological revolution," rightly believes B.S. Alyoshin et al., - it has become that the most effective means of achieving a positive result is quality improvement in the broad sense of the word. " And they explain: "We are talking about the quality not only of the products themselves, but also of the organization as a whole, ie. about the quality of its interaction with the outside world, about the quality of its functioning and management, the life of its employees".

More and more researchers are approaching the idea of the broadest context for determining quality.

Quality should characterize a non-isolated phenomenon. In quality, the relation of the phenomenon to the environment of existence, the conditions of expression, and other phenomena is manifested.

Confusion in the ranks of analysts is brought about by the definition of quality by Britannica, reprinted in the Great Universal Encyclopedia: "Quality in philosophy is a property that characterizes things taken separately, as opposed to an attitude that characterizes things taken in pairs, threes, etc. ". G. Hegel said that quality "<...> is that, losing what, the phenomenon ceases to be itself", but the dialectically thinking German philosopher did not even think of isolating the phenomenon as a quality. For G. Hegel, it was a concept reflecting the relationship of a phenomenon. The advantage of Hegel's dialectical thinking was consistency. He thought of relations, phenomena as a system and logically meant a system-forming factor. The phenomenon does not dissolve in the system, it forms it by its relations, which, in turn, together with the phenomenon, form what we call quality. By the way, G. Hegel was not the discoverer of quality in the system of relations of a phenomenon.

Similar ideas were expressed, one way or another, by his predecessors. "Objective qualities (ie those that are inherent in natural things themselves) and subjective qualities (contained only in human perceptions) was already distinguished by Democritus, later by Galileo, then by Locke, who was the first to use the terms "primary" (ie, objective, material-physical) and "secondary" (ie, subjective, formed due to the psyche) quality".

Subsequently, I. Kant called Locke's objective qualities a priori (ideal), and subjective qualities a posteriori (real). It is not difficult to notice in philosophy the opposition not so much between the idealistic and materialistic interpretation of the concept of "quality" as the supporters of simplified materialistic views on quality and their opponents, who suggested including signs of human activity in the definition of quality.

While there was no human consciousness, everything that exists was represented by the existence of objects, things, their properties, relationships, movement. To define the subhuman existence of the world, two initial concepts are quite sufficient: "object" and "process".

The situation changes with the emergence of consciousness. All the main directions of activity of consciousness: cognitive, communicative, regulative - are manifested in the format of reflection of objects, moreover, reflection is fundamentally different than all known in nature. Strictly speaking, consciousness reflects, in the most general sense - reproduces. In a concrete sense, it reconstructs objects, because it is not capable of reflecting an object in a physical representation. The expression "we look with our eyes, but we see with our mind" quite correctly reveals the essence of the "reflection" of an object in the forms of thinking. If the image is still somehow comparable with the object, then the ideas are very far from the object-specific certainty. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness, similar in essence, but not in the form of being.

For consciousness, an object acquires a specific way of existence - it becomes an object. An object is a product of the interaction of an object and consciousness.

Together with the object, the quality of the object also appears, which may or may not coincide with the objective quality of the object - in the case when the subject enters into systemic relations with the object, it forms a system of the "subject - object" type.

Specifically, such a system is manifested in the form of production, manufactured product, relations in production. "The quality of processes, organization, life is a motivator of a higher level in comparison, for example, with profit," says B.S. Alyoshin. In support of this, he gives an interesting table (Table 1)

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Table 1 - The results of a sociological survey on ten factors of the successful work of firms

Success factors	Share of firms surveyed that noted the most important success factors, in%	
	1995	2000
Product quality	95	98
Customer service	93	96
Introduction of new technologies	88	90
Attracting highly qualified personnel	85	91
New product development	85	90
Reduced time to market with new products	80	89
Improving the organizational structure	75	84
Intellectual property protection	59	60
Cooperation with suppliers	55	63
Development of foreign markets	54	70
Note. * Data from B.S. Aleshina		

Correct definition of quality, consistency and systemic quality management gives 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.

The program requires a detailed study of all components, starting with clarity in the definition. The definition of quality, as we have already seen from a digression into philosophical history, is not so obvious and unambiguous. Hence the confusion in the idea of quality.

The first reason explaining the weakness of the quality management policy is the vague distinction between "item quality" and "item quality", i.e. subject in the system of human interests. Over the two decades of perestroika, we have retained an orientation toward defining quality as an objectively given state of an object, a set of natural properties. The mechanistic transfer of the characteristics of natural phenomena to the definition of the phenomena of the artificially created world of things has nothing in common with dialectical materialism. This is a parody of the dialectical understanding of the world.

A product made by a person is dual in nature, it combines the natural properties of raw materials and features 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, and the result of labor is presented 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 the same, but the production duality of the product is associated with it.

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

The quality of the product has several creators. Some of them - fashion designer, constructor, technologist, manager - are always in sight, their qualifications and 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.

Let us add to the plot another area of mental reaction that is usually of little interest to the producer, as the subconscious. Z. Freud is not in demand by managers and marketers in vain. Our bazaar is now being formed "according to concepts", but with the displacement of "extra people" of the new era from it, "underground", subconscious, consumer thinking mechanisms will start working, and taking into account the peculiarities of the "cellars" of consciousness, they will receive significant benefits.

Our emphasis on market research should not be seen as a call to market the clues to quality. Thus, we

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want to emphasize the importance of the market factor in the development of the theory of product quality.

The market attracts attention as a concentration of opposing interests, this is the "frontal" place where some "execute" others, then "execute" these others. Americans rightfully consider the market to be a "sacred" affair for society, carefully protect market tournaments from monopoly "raids".

In the United States, a lot of money is spent on the study of market trajectories, unlike our capitalists, of whom every second is an "illegal" in the economy, and the third is a representative of a "gray" economy. In such a situation, try to obtain an objective result of research on the "spirit" of the market, to track the mood in the market with the expectation of getting closer to the true reflection of the existing attitude towards the product.

The difference in the quality of the goods and the understanding of quality are becoming more and more significant. In determining the quality of a product, such factors are taken into account that are irrelevant to consumer attitudes: environmental component, manufacturer's traditions, etc. Add to what has been said and views that do not coincide in a number of positions, we get an interesting picture: no matter how hard the interacting subjects of relations try to develop a consensus of quality, the discrepancies will persist and will increase over time. If the natural properties, taken in the initial state of the product and taken into account in its quality, should not change significantly during the warranty period, then the perception of the product through quality changes under the influence of many reasons. That is why leading manufacturers are reviewing their product range, looking for new design ideas, trying not to be hostages of traditions,

The quality from the side of expressing the spiritual component in it has been little studied. The prospect, on the contrary, strongly requires such knowledge, the development of methods for obtaining and evaluating it. One must come to terms with the fact that the era of workshop production, when the quality of the product and the image of the quality of the product coincided due to absence, the competition was forever gone, then the consciousness had nothing to choose from, and without choosing an image different from the object, it is difficult to form. The quality of the goods was dictated by the shop workers, no one could object to them.

In the XXI century. the situation is different. The image of quality is no less important for the market than the objective quality of the product itself. As soon as the object of production turns into an object, the human component is included in the quality of the object, and it is completed in an image, combined with the object, into the overall quality system.

The consumer who is able to unravel the tangle of subjective-objective relations that form the quality of the goods presented to the buyer to satisfy the

market need in the state. In their student days, today's specialists most often did not understand why the philosophers were explaining the "objective" and "subjective" to them. It seemed that they were engaged in irrelevant business.

The Soviet limited consumer market did not reveal the dialectic of the objective and the subjective. Often, teachers unprofessionally analyzed these concepts, there was no specific context. Surprisingly, even today not everyone has managed to realize the professional significance of basic philosophical categories, they think like materialists-metaphysicians who divorced the ideal and the material, subjective and objective into independent and incompatible sets.

Analysts describe the world surrounding a modern manufacturer rather harshly; "The consumer dictates what, when, at what price and in what form he wants to receive; competition in the market is intensifying due to its globalization: the needs of buyers and the situation on the market are changing at an ever-increasing speed. "

From the outside, what is happening looks very chaotic, raises doubts about the systemic organization of relations. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. Whatever fantasies the master who constructs the lock is guided by, he knows that there will be someone who can make a key to it and gain access, for all creativity begins with chaos and ends with the acquisition of order.

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, in the main, diverging views. Involuntarily remembered

"Krylov" fish, crayfish and pike, undertaking 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 turned into an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary 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 aggregate of properties of natural origin and added by the manufacturer; as a result, we came to the "quality square" that combines the quality of the product and the image of quality (Fig. 2).

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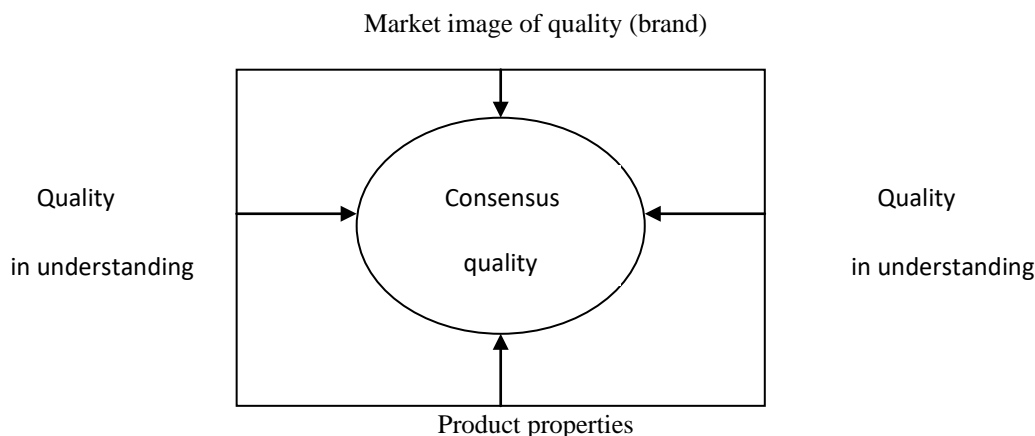


Fig. 2. Quality square

Consensus quality is not true quality, quality “agreement” is a virtual reality phantom. No documents, procedures, everything is done “in the dark”. There are too many factors, their dynamics is great, and interests are conflicting. However, the spontaneous genesis of the consensus quality should not confuse anyone.

The evolution of nature without human intervention is an extremely spontaneous process, built on random intersections, from which the necessary connection arises, becoming stable, repeating, general, i.e. law. Chance and necessity are correlative dialectical relations, as well as chaos and order. Chaos is not opposed to order; it differs from concrete order. Chaos is disorder in the pure case in relation to some decency. In general terms, chaos is also order, not yet open to the observer.

Before analyzing the factors that ultimately determine the consensus quality, let us dwell on one more aspect of the quality problem that remains on the side of researchers - the heterogeneity of the content of the concept of “quality”.

It is advisable to structure the content of the concept "quality" in relation to a commercial product depending on the nature of the properties included in the content. The properties that form the content of the concept of product quality are divided into three groups: objective properties, intersubjective and individual (subjective).

Objective properties (signs) reflect the natural foundations of the concept, for example, natural or synthetic raw materials for footwear, clothing, and haberdashery products.

Intersubjective - are formed as products of the activity of consciousness of participants in economic relations: producer, intermediary, consumer, supervisory organizations, national traditions, world trends. In a sense, intersubjective representations can be spoken of as conditionally objective, objectified in collective thinking. At the top of the pyramid of properties, united by the content of the concept of quality, there are individual, subjective signs.

Anything common exists objectively, but only through the individual, therefore at the end of the process there is always a separately taken, concrete buyer Peter Stepanovich Sidorov and boots, which Peter 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 and also inexpensive boots, but, being an independent person, he did not change his mind. This is why pre-sale preparation of products is important. The last word belongs to the buyer, his perception of the quality of the product. Everything else only plays up to him.

Signs of the content of the concept of "product quality" are built in the form of a pyramid of properties (Fig. 3).

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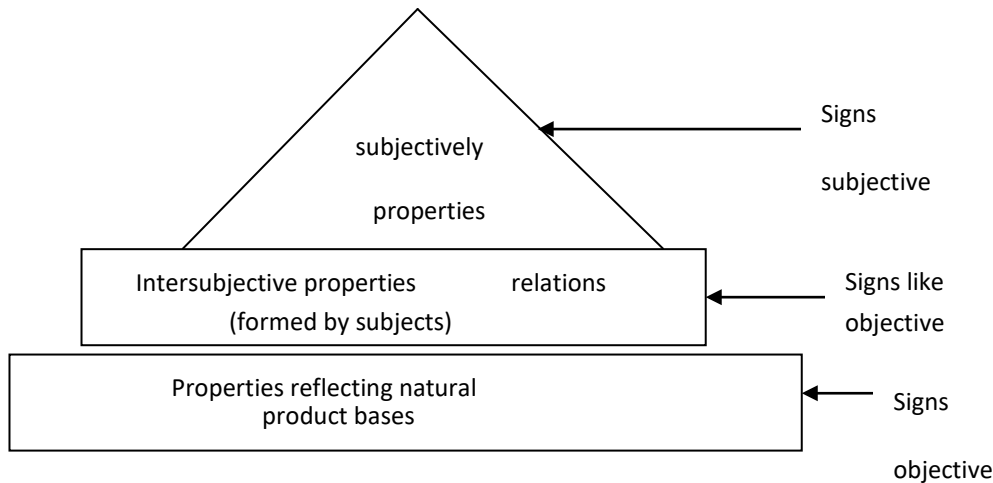


Fig. 3. Heterogeneity of the content of the concept of "quality"

The most serious contradiction, apparently, remains the discrepancy in the images of the quality of the product of 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 position in the system and the culture of the target's 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 openly "stinks", so far from objectivity and free from the professional part. Without being responsible for information, advertising serves the market explicitly and in any form.

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

What is the solution for the manufacturer? There is only one way out - a direct presence in the market and significant investments in education and education of consumers. It is difficult to overcome such a program alone, while 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 confidence of buyers returning to their old, pre-reform priorities, which are actively exploited by unscrupulous

manufacturers and the authorities, who do not know how to return to the Soviet experience, shyly shut their eyes to this. 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.

At the same time, all goods have something in common - the responsibility of the manufacturer.

The euphoria of the nineties has passed, democratic freedom, which turned into arbitrariness in production and on the market, sober up the souls of Russians intoxicated with will. Disappointed with democratic reforms, they are no longer so impressed by many others in the new way of life. Now is just that historical moment when light industry can win its rightful place in the market. Only you need to act in a new way. Reconsider and remake yourself. To abandon the old one-dimensional view of the consumer as an "object" of relations.

In the old days, the consumer was completely dependent on the manufacturer. The market was closed, the choice was dictated, i.e. in essence, the buyer did not have it. Today the consumer has more options to choose while satisfying his own taste.

A new configuration of relations in the market and the manufacturer needs to take advantage.

The modern Russian market only from the outside satisfies the tastes of the consumer, in fact, our market has rather awakened, roused the taste of the buyer with its diversity. The real choice for the mass buyer, for whom this market is designed, is still small.

Objectively high-quality, high-tech products are inaccessible to a Russian of average capabilities, as before. He admires them, as if they were models, or gets annoyed, realizing that all this is not for him. Chinese consumer goods have lost their appeal. Turkey and Eastern European producers are forced to

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adjust to WTO requirements. The product they offer increases in price, but not in quality. The disproportionately increasing costs of carriers also help the price rise.

In the new market conditions that have awakened the taste of the consumer, it is important to try to take control of it. We are not talking about changing the economic strategy based on quality management. We pay attention to the component of this strategy. In the West, a version is gaining strength, the essence of which is that the economy is becoming "smart", the stage of systemic quality management is moving into a new stage - the quality of education. If this is the case, then the focus on nurturing consumer taste fits fully into the strategy of economic policy.

The consumer lives in a specific environment, forming a certain symbiosis with it. Access to consumer creation is efficient both in the immediate application and through the living environment. So far, the manufacturer is still sluggish, and the market is vigorously fighting for the buyer, presenting him in their marketing research as a kind of ready-made, statistical subject who needs to be enticed with a proposal. The real battle for the buyer lies ahead when the manufacturer realizes the benefits of a full-fledged consumer education and training program. The consumer needs to be prepared, then he will follow the market labyrinths by the given route.

Belief in the miraculous power of advertising is a dangerous companion for a manufacturer. Advertising was presented as the engine of progress by the advertisers themselves and the market, which is not responsible for anything in principle. An exclusive product is rarely advertised - it has a regular consumer with a mature taste and exclusive purchasing potential. Such a buyer is simply notified, they are satisfied with the presentation of the collection, especially not sparing money.

Advertising is called an ill-mannered and illiterate buyer, whose credulity towards advertising is inversely proportional to the state of knowledge and taste. The mass consumer is given over to the slaughter of advertising and market arbitrariness. Responsible producers, instead of complaining about fate, it's time to turn their face and get into spiritual contact with the consumer. It is naive to hope that he will independently get out of the fake decorations of the market and advertising. But even if the consumer manages to overcome the ingenious inventions of the market, by that time domestic producers will become relic phenomena and the revival of the activities of national producers will lose public relevance.

There is no doubt that the business of educating your customer is costly, troublesome, unexplored, difficult, requiring a lot of patience, the ability to appreciate the slow, uneven progress towards the goal, to fight against all who declared themselves and their occupation a supranational, democratic phenomenon

and makes a name for themselves on speculation in the area of universal human values.

Nobody disputes the priority of universal human interests, and the need for comprehensive protection of national security is indisputable. And without modern production of essential goods for a person, national security cannot be ensured. So, domestic producers will have to solve a dilemma: either simultaneously with the development of production, produce their own consumer, or continue to groan about the outrage and push themselves to the market periphery, everything closer to the edge of the market and its end.

The revival of the domestic light industry will force the market situation to change as well, the market will have to react, because its interests are determined by the dynamics of consumer demand.

Then it will become easier for many to breathe: producers, consumers will feel the national taste and intermediaries.

Work with a customer should be structured systematically in the format of a target program. Its main sections, presumably, will be, along with the improvement of production and assortment, educational and interactive communication with a potential buyer.

Having closely engaged in the education of the consumer's taste, manufacturers themselves will have to improve their qualifications. No wonder they say that the best way to educate yourself is to try to teach others. It can be argued that the manufacturer has considerable reserves for improvement in all areas of activity. The first steps must be taken towards the consumer. It is impossible to trust the consumer with the "cares" of the intermediary and it is unreasonable to leave the consumer alone with himself - he should be taken as companions, accomplices and seriously prepared for the perception of the product.

Fashion and quality are like symphonic music. They are polyphonic. Just as the ear must be prepared for the perception of a complex piece of music, so is the mind for the evaluation of the product. Shoes, clothes are not a simple commodity. They accumulate the high professional status of the manufacturer, his skill, experience of generations. The buyer must be connected to the joint process not at the final moment "money-commodity", but somewhere in the technological process.

When a wave of protest against the construction and operation of nuclear power plants spread across Europe, the French opened access to those wishing to get acquainted with the operation of the nuclear power plant. They realized in time that it is difficult to convince with a word, it is necessary to give an opportunity to a person from the outside to see and decide. Schoolchildren went on excursions to the nuclear power plant, they were given meetings with experts, showing videos, and a specially developed program. And the work done was crowned with

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success. Doubters overcame the critical attitude, re-educated. Especially after they calculated with a calculator how much it would cost to shut down a nuclear power plant, who would benefit from re-profiling electricity production in a country that does not have hydrocarbons. The French have lived in a market economy for several centuries and have learned to value both personal wealth and national security.

Russian democrats of the late twentieth century took care of the human rights of the abstract, taken outside the homeland, and caused significant damage to patriotic feelings. In the 90s of the XX and the beginning of the XXI centuries. the Russian authorities condescendingly looked at the destruction of the image of the Soviet past, the active revival of pre-Soviet antiquity. Few people understood that any stone thrown into national history ends up in the national present and future. Who needed to "break the link of time"? Those who wanted to change the situation on the market and make their own business on this. The buyer was convinced that everything that was domestic was no good, that it was necessary to buy something from abroad.

The formula "everything is bad!" has been known for a long time, and works well in times of trouble.

It would be falsely patriotic to say: "Everything is fine with us!" However, the domestic manufacturer also did not sew their products with bast. The approach should be differentiated. By replacing Russian products with Chinese ones with the help of advertising and pricing policy, sellers not so much deceived the buyer as under the crisis conditions undermined the position of the national manufacturer, instead of rebuilding production in alliance with him and forming their own market.

It is necessary to have imported products on the market. Crucian carp doze if there is no pike. The market is synonymous with competition. Competition is vital, but competition is always politics, and not only economic.

The state has no right to be free from the market. First, the state is called upon to ensure national security and to express in everything that is done on the territory of the country, the interests of its people. Secondly, the Constitution of the Russian Federation says: "The Russian Federation is a social state." And the Russian government in the 1990s. she was not afraid of the market, she built the market exactly like that, because she herself was a part of this market. The authorities created the market for themselves, knowing about the fragility of their own and the market.

The change of leaders in Russian politics took place when the market fulfilled its political function: it illegally enriched the reformers and made the national producer an appendage of foreign production.

Changes in economic policy after 2000 are important steps, but after what has been done, it will take a long time to wait for positive changes. Economic science testifies that annual destructive actions are compensated by three years of creative activity. Apparently, it is no coincidence that promising programs have recently been built up to 2030.

1990s - time of missed opportunities. The reasons are primarily political. Twenty years later, a prospect appeared for a domestic manufacturer to form a market, which was absent in those dashing years. The trip to the existing market will be successful if it is taken "in the ticks" by the national manufacturer and the consumer prepared by the manufacturer. Routine advertising work, even under the professional supervision of the product manufacturer, will not solve the problem. The time is new and, albeit spontaneously, unskilled, slowly, with deviations, a consumer who was kept without advertising in half-empty counters with a very meager choice, and then deceived with advertising, looks critically at what is happening.

The consumer is ripe for a serious relationship with the manufacturer. The last word. Producers have a responsibility to take the first steps towards a smart economy and lead consumers. It is not always clear what an "innovative solution", "intellectual capital" is? This is in our reflections - a new policy of the manufacturer in relations with the consumer, aimed at achieving mutual trust. The consumer must trust the producer, the producer - the sustainable choice of the consumer whom he has brought up.

Formation of a civilized market is one of the main tasks of the plan of measures for the development of light industry for the 2007–2010s. Despite the well-known positive dynamics, the situation cannot be reversed. The market for domestic goods remains below 25%. More than 50% are counterfeit and contraband products. More than half of the sold garments, fur, outerwear and footwear are concentrated in the clothing markets.

The image of goods, their quality, as before, builds the clothing market. The clothing market is associated with gross violations, product substitution in stores. The lion's share of 1.5 trillion rubles is "spinning" in the clothing market. The market is "covered" by the authorities.

It will not be possible to overcome the hypertrophiedness of the market overnight, and how long the process of strengthening the status of the official domestic manufacturer in the market will take depends on a number of factors: political will, ensuring the consistency and vigor of the struggle (here it is possible to transfer the American practice of suppressing mafia structures without discussion); the size of investments - the state traditionally transfers them to non-budgetary organizations; development of the raw material base - back in 2006, the Ministry of

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Agriculture obliged to reflect in the departmental program urgent measures to combat the subcutaneous gadfly, prevent and rehabilitate cattle from hypodermatosis for 2007-2009, but how all this happens here, we know: sheep breeding remains in a protracted crisis, hunting declined sharply, the cultivation of cage furs is minimized and continues to decline; stimulation of expert production remains on stamp paper; development of innovative activities and training of qualified personnel. Innovation activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help, and it is, however, it was bypassed in state circulars.

Counterfeit and contraband products, which are often the same, have always been on the market and in assortment. The difference is that in Soviet times, the amount of illegal product depended on the rigidity of state control over illegal activities, and such rigidity did not irritate the West. Nobody tried to hinder us, on the contrary, they showed understanding. In 2010, like all the past 20 years, illegal immigrants in the clothing market openly establish their own rules. The preventive measures have been established so democratic that they can be neglected without prejudice to business.

The reason for the flourishing of illegal relations in the legal market is not the existence of criminal groups - they are in the consumers of counterfeit goods. And the current market will not allow the domestic manufacturer to develop. They will not share their customers voluntarily, and the power of the customer cannot be taken, it needs to be converted, interested in domestic products. And here many questions arise: firstly, it is useless to enter a corrupt market with your competitive products. They will set their own price, they need to launder money received in other areas of business, also illegal, but more profitable. The enterprise is interested in working capital, i.e. is to quickly sell a product at a profitable, but not overpriced. State intervention is required.

Secondly, "there is no dispute about tastes, but tastes are brought up." By changing the position of their products with the help of competent authorities on the market or by cooperating and opening their own sales market, domestic manufacturers have the opportunity to separate part of the buyer from the market masses and make this part their own, with a good prospect, without deceiving the consumer, to significantly increase the number of fans of Russian goods.

Specialists need to go to school, universities, technical schools, colleges, schools, organize meetings with interesting people, demonstrate products, production, open joint creative circles, hold contests, quizzes, disputes. It is necessary to disclose production. Some time will have to be patient, apparently, the diversion of funds will cause some

decrease in economic indicators. Everyone knows: to jump further or higher, you need to retreat.

Surprisingly, there is no section in the industry development program aimed at forming their own consumer sector. The program is tailored to the patterns of the Soviet era, without taking into account modern realities, with the exception of an indication of the need to more actively involve private investments in the process, which is very difficult to implement in the current economic environment. The shadow economy is based on counterfeit goods, "gray" producers prefer to invest in customs in order to import contraband goods. The most realistic is the formation of the stability of consumer interest in the manufactured products by attuning the buyer's tastes to it.

Orientation in long-term plans for the export of products is, in principle, the right task. The goal setting, pushing the national boundaries of the market, contributes to the involvement of reserves, primarily intellectual ones. The authorities are trying to repeat the Japanese way of reviving industrial production.

Significantly lagging behind technologically from the United States and Western Europe in the mid-1950s, Japan in the 1990s. pushed the Europeans out of the world market, having gone through four stages of production growth in 40 years. The revival began with the copying of world samples, in which the US and Canada helped the Japanese, right up to the provision of access to nuclear technology. Then there was the stage of independent development of products identical to world models in quality. In the mid-1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned to make products of higher quality. By the 1990s. Japanese goods have become global brands, and they have become equal to both the United States and Western Europe.

Japanese progress is quite specific, it is unlikely that this will be repeated anywhere on the scale of the "Japanese miracle". Japan was ideally in the right place at the right time, helped by world politics. Now it is not Europeans, not the United States, who are organizing the most-favored-nation regime for anyone, not even Israel. Nevertheless, this scheme, at least in part, must be adopted, in particular, by manufacturers of consumer goods.

In Russia, there are good traditions, exclusive technologies that attract the custom-made consumer striving for originality and economy. For example, craftsmen from one of the regions of the Central Region brought products from nettle fiber, which have a proven healing effect, to the 2010 folk craft fair in Novosibirsk. Cedar fibers are used in the production of linen. In Western Europe, a cooling cycle has begun, snow, which was exotic for residents, is entering everyday life. Russia has a wealth of experience in the manufacture of ecological clothing and footwear for snowy winters; it is enough to give

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them a design familiar to Europeans in order to interest a Western buyer, or maybe hold back something modern, Russian. In a normal European market, the main thing is to register, then gain a foothold, including by setting up joint ventures.

At the same time, one should not tread in the footsteps of the Japanese. In Russia, everyone has enough of their own buyer. The interests of the domestic consumer should be prioritized. All of us, not without reason, hope that a better time lies ahead

of us. Accordingly, changes in consumer ability will affect the status of the manufacturer.

The revival of interest in domestic goods will add optimism to domestic producers. It is only important that confidence does not develop into overconfidence. The recommendation of the classic of modern economic theory E. Deming, known as "E. Deming's chain reaction" (Fig. 4), will help to avoid a fatal disease.

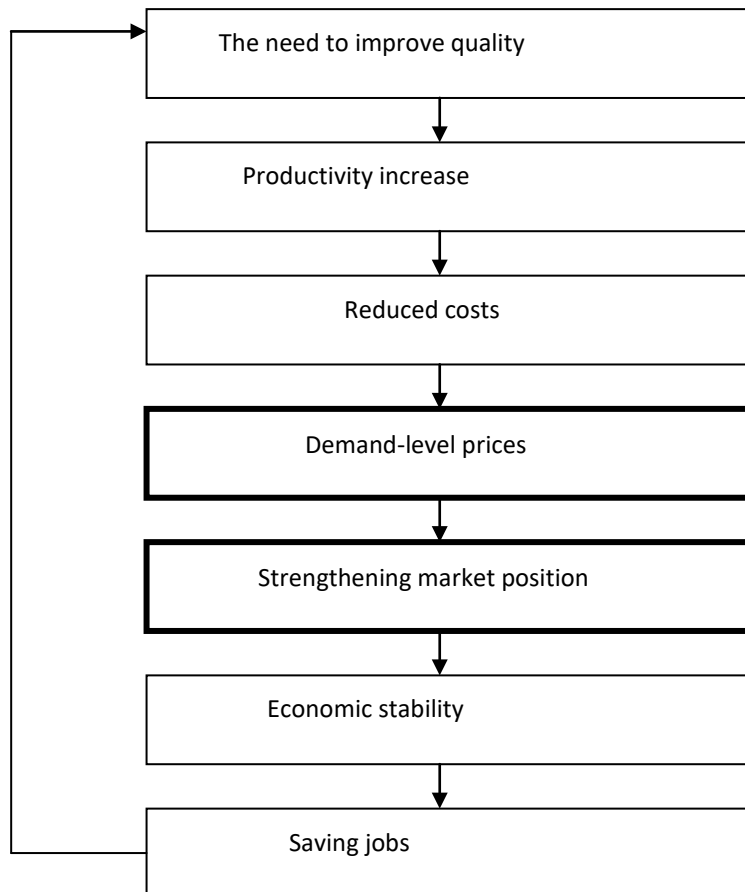


Fig. 4. "Chain reaction" E. Deming

E. Deming initially tried to implement his approach to creating a quality economy in the United States, but failed. The reformer himself explained the reason for the failure as follows: "My initiatives were welcomed by engineers, heads of individual departments, but they were ignored by top management, who did not want to think and act in a new way."

E. Deming relied on the triumph of professional thinking, his natural desire for the new, coinciding with the progressive movement. Developing the intellectual approach of his predecessor V. Shuhart, E. Deming linked four creative acts of thinking with a

logical knot: observation, development of actions, implementation and analysis.

The listed operations, which made up the "Deming cycle", unite the commonality of the personality's status, its innovative interest in the case. In fact, half a century before the first works on innovative economics, an American specialist presented the very concept of "innovativeness" as applied to the management of economic activity.

The basis of the content of this concept is formed by four sequential actions: professionally built observation of situations, its monitoring - the beginning of the path of innovation, a very crucial moment of scientific knowledge - the description of

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the object; development of measures to improve - to positively change the situation, the main thing here is to organize the process in a new way, so that a motive appears that stimulates the performer; the next step is implementation and the final act is analysis, the purpose of which is to evaluate the results of implementation and gain experience to start the next round of the spiral of creativity.

Inviting E. Deming to Japan in 1950, the initiators of industrial restructuring tried to prepare well for the reform. They even made adjustments to the curriculum of technical universities. The course "How to Use Experimental Data" was introduced to all students of the University of Tokyo Industrial Department.

In a new time, you have to go with new ideas and, moreover, with programs, but there is always continuity in the process. The wise E. Deming foresaw what is always relevant - a reminder to the management of all ranks about "difficulties and false starts."

Its one-sidedness should have long been recognized as a serious mistake in the methodological training of domestic specialists-managers and engineers in universities. Our professional education is traditionally focused on progress and innovation.

We clearly underestimate the warnings of experienced, recognized professionals about the impossibility of knowing everything and the need to be prepared for the most difficult circumstances of the case. The well-known Russian doctor puzzled journalists and specialists a lot with his answer to the standard question: "What should be a good doctor? He said: "A good doctor differs from a bad doctor in that he knows well how not to heal."

Professional training presupposes a thorough, demanded analysis of mistakes, miscalculations, shortcomings, in a word, negativity in all its manifestations. A specialist is not insured against shortcomings with honors, experience, or systematic study. This is not about eliminating negative consequences, but about their "quality" side and frequency. It is possible and necessary to fight against this; it is in this direction that the lessons of E. Deming are especially significant.

The most dangerous is the desire to go the beaten path. This path will eventually lead to a dead end. You need to learn not in order to do like everyone else. Learning means developing independence.

The theory of quality management in our universities is taught outside the "production - consumption" system, the course is conveniently reduced to the history of the problem and the quality management system, isolating it by the area of production. The consumer, the exploitation process, was located outside the main subject, presenting it as an infrastructure, without thinking about the fact that production is not self-sufficient, it is conditioned by consumption by other production, but, ultimately, any

production is put out for consumption. The very word "production" is just the beginning of phrases: "production of services", "production of a product." The former can be read as "relationship production."

If production is "production of relations (services)," then why do we argue about the quality of production in isolation from the subject of relations, opposed to the manufacturer of the product or services? That other subject is the customer of services, products, therefore the quality of production is of no less interest to him than the manufacturer.

The advantage of the manufacturer over the consumer is in professionalism, therefore, it is necessary to disseminate one's professional knowledge, to involve in the circle of professional interests, problems, and the customer; seriously and engage in his upbringing for a long time, leading him away from brainwashing in market advertising.

For two decades, the youth consciousness has been under the pressure of "glamorous" fashion, which reigns supreme in everything: in TV shows, youth programs, serials, weather forecasts, in programs designed for home life, in the speeches of VIPs, "stars", officials and deputies. One gets the impression that it is shameful and indecent to live differently.

By the way, in the countries that we have to catch up with, life is not carried out in the style of "a la glamor". Popular in the USSR and the Western world, Soviet international journalist, historian V. Zorin recalled the details of an exclusive reception hosted by the mayor of New York, billionaire G. Rockefeller. The mayor rarely met with journalists at work. For our compatriots, an exception was made for political reasons - to support the course of easing tensions in the relations of world leaders.

"Having learned about G. Rockefeller's consent," V. Zorin said, "we were more confused than happy. It seemed uncomfortable to go to the richest man in the United States in our suits and purchased shoes. Our American colleagues advised us not to fuss, recommended to focus on the content side of the dialogue. But we thought differently, we were afraid to look unworthy, so we decided to rent costumes from fashionable couturiers for a day. Came to the meeting in advance, were received by the mayor at the appointed time.

Once again, we entered the office with the feeling that our equipment corresponded to the circumstances. We experienced a real inconvenience when the mayor came out to greet us in a simple work suit and ordinary shoes. And smiled at our sight. "

Where is the anti-advertising perversion? Educational institutions, instead of turning into centers of aesthetic, business, and everyday education, themselves contribute to misinformation of the mass consumer.

Universities by their status should actively cooperate with production and, together with

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production, carry out systematic, widespread work to educate consumer consciousness. Without such creative activity, the future of the domestic manufacturer of clothing and footwear looks similar to the present of the Russian car industry - we will become an application of Europe, we will lose the creative component, we will lose traditions and national characteristics.

We should strive to sheathe not the whole world, like the Chinese, but our own, Russian, consumer. He is still able to appreciate the dignity of his fellow countrymen, but he must not be left to his own devices.

E. Deming paid special attention to the socio-psychological support of the organization of production. Our today's specialists are looking for the keys to success only in technology and statistics.

E. Deming's concept of "difficulty" and "false starts" are psychologically loaded. The talented economist E. Deming was experienced in spheres related to economic activity - psychological and social. He presented production management in a broad, complex context. Most of today's managers are one-dimensional. Hence the constant failures in management.

E. Deming attributed to the "difficulties":

- expectation of results from work in the field of quality improvement in the shortest possible time, which is typical for highly specialized training - a surrogate for professionalism. Quality is the state of the essence of the process, product, management. The essence differs from the phenomenon precisely by its stability. Quality is not a quantity that can be reduced at once, and sometimes even increased. Quality loses and gains itself in the process. It takes time and, of course, equivalent tasks to train specialists;

- the opinion that mechanization, automation and computerization will help make a breakthrough in product quality. This opinion is again a defect in the training of a specialist, a limited professional culture. The quality of a product, and in a general sense - "boots are clothes for feet", and in a particular sense - the quality of shoes as a set of certain properties of boots, is a matter of human creativity. Boots are not harvested on a tree - in the workshop, boots are sewn by specialists according to models developed by related specialists from leather, which was made by other specialists. Only at the beginning of the product's production chain are we able to detect the presence of a natural phenomenon of nature - the skin of an animal. Technology in any form (outdated, modern, future) was, is and will forever remain a means of labor, created by man and launched (or not launched) by him into production. Technique makes it possible to make products of a certain quality, gives stability to the quality of the product - and that's it! Let's repeat: the quality of a product is created by a specialist, it is a product of his activity. It is not technology that creates quality. Hence, E. Deming's

warning follows: do not expect a breakthrough in the field of quality from a technique;

- neglecting the steps required to successfully complete a quality improvement program. Another confirmation of the importance of the humanitarian development of a specialist's personality, which top managers in the vocational education system do not want to hear about. S.P. Tymoshenko wrote that in US universities the humanitarian component is at the level of 20-25%. In England, it is approaching a third. Savings on liberal arts education result in large losses in specialized training. The place of dialectical thinking is taken not even by the formal-logical, but by the defective-everyday, based on the "kondo" phrase "maybe it will work out, carry it over." Why was the historical thought "We wanted the best, it turned out as always" by the former Prime Minister of the Russian Federation? Because they managed as they could, and not as they should, unprofessionally. Since then, the situation has changed little,

In dialectical logic, there are some wise and simple rules that reflect the actual order of things. First, you need to carefully study what was and how it was, so as not to step on the old rake again. Second, to thoroughly, comprehensively understand the essence of the matter, its infrastructure and relations, including the analysis of macroeconomic dynamics. Thirdly, the starting point should be the practical expression of the concept, but the very concept of "practical value" is important to interpret not narrowly pragmatically. And finally, the last thing: the truth is always specific and unambiguous.

In a big business, unimportant little things happen only to those who approach it unprofessionally. Everything is significant here. The concept of "quality of raw materials" includes organoleptic characteristics, age, storage and transportation conditions on equal terms. One has only to try to rank them, as a series of non-persistent "trifles" will go and the quality will pass into substandard. Involuntarily forced to return to the beginning and highlight the relevance of technical regulation of the quality of goods and services, as well as their production.

Quality management began more than a century ago with primitive actions and taking into account the little things. G. Ford Jr., A. Sloan, F. Taylor and A. Foyle - different people were united by a common attitude to the details of production. They, like everyone else, naturally recognized them, however, unlike everyone else, they did not disdain them. They understood spontaneously that the essential is not born by itself, it is born in the insignificant, the big grows out of the small, the necessary arises at the crossroads of the accidental. Quality cannot be carved out of quantity, but in order to obtain the desired quality, you need the required quantity. A measure is formed from the quantity - "quality quantity".

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In the presence of "quality quantity", i.e. measures, we can already make the appropriate quality. The Bible states: "In the beginning was the word, and the word was with God, and the word was - God." In the theory of quality, the beginning seems to be different: "In the beginning, quantity is required: funds, specialists, ideas, etc." Therefore, Ford's quest for quality began with economy, and with Taylor and Foyle, at the organizational level. And the main problem at that time, perhaps not yet so obvious, was the "scissors" in the relationship between quality and quantity.

Let us explain: the economic effect is manifested not in an abstract, pure quantity, although it is potentially laid in there, but in the realized quantity, which is similar to demand.

Abstractly taken demand is a more psychological and less economic category. In the economic aspect, demand takes on the significance of a factor when it is provided either by purchasing power or by the calculating ability, which allows obtaining a loan.

The manufacturer must strive not to create quality. Its goal is production efficiency. The quality is just simply a means of achieving efficiency, a spoon, a bait in the understanding of a fisherman. You can get a product that is modern in quality and go bankrupt, because you will not be able to sell the product at a profit. The market will not accept him.

Quality in an economic application is a concept that is correlated with efficiency and does not coincide with it, as many think. Quality management, including the development of technical standards, regulation with their help, involves modeling the filtration of ideas, plans through the "gateway" of quality goods to the vastness of the market. Will open or slightly open the market to innovations access to mass demand.

K. Ishikawa invented a "circle of quality", suggested diagrams "cause - effect". The idea of the Japanese specialist is extremely simple: it is necessary to involve the entire team of the enterprise in quality management. The totality of participation is a guarantee of the quality of production. K. Ishikawa's concept was embodied in the history of Toyota. B.S. Alyoshin asserted, "that it was at this phase of quality assurance that quality management in its modern sense was formed."

K. Ishikawa, thanks to the involvement of all those involved in production in the process of creating high-quality products, managed to remove "the contradiction between improving quality and increasing production efficiency in its previous forms." Practically in all countries with a high average income of the population, the consumer began to receive goods and services of high quality at an affordable price, bringing a number of European countries, Canada, the United States, and some Arab states closer to the "consumer society". The "miracle" that was born in Japan, like all the previous miracles of the economy, turned out to be short-lived, which

once again confirmed the position of skeptics: "Miracles do not happen! There are ups and downs. "

Any "miracle" is a success acquired by a concrete historical situation, and flourishing within the boundaries of its time. Features of historical time contribute to the birth of "miracles", they also determine the wonderful limits.

Let us turn again to B.S. Alyoshin: "The concept of standardized quality, according to which a quality product is understood as a product, the requirements for which were determined and fixed in the standards by the manufacturer, and the consumer has the right to either buy the proposed product or reject it, has led to an aggravation of the contradiction between quality and efficiency in a new form, with the error in determining the needs of consumers when products that are suitable, from the point of view of manufacturers, enter the market, the costs are extremely high. "

K. Ishikawa closed the concept of "quality" to those who produce it. Those for whom the product was designed were left out of business. They were not interested in their opinion. The isolation argument is impressive: consumers are not aware, they are not specialists. K. Ishikawa did not consider systematically the main relation in the economy "producer - consumer". Once they were in one person, they were opposed by commodity production. It arose as an alienation of the personality's abilities, bifurcating it not conditionally, but physically, but the personality at the same time remained in both hypostases: producer and consumer. The proportions of the hypostases have changed and continue to change. However, their essence is a dialectical opposition, which does not allow to exist without each other, and this must be reckoned with.

The consumer is a partner in the quality of the product. The division of labor separated the consumer from the professional knowledge, the skill of the manufacturer, opposed them, but did not divide them so much that they could not depend on each other. They are still a unified socio-economic entity.

Modern economics shows that the manufacturer, opposing himself to the consumer, has turned the arrow of his movement to a dead end. It is necessary to closely tackle the return of the consumer to mutual understanding, for which, first of all, it is necessary to reduce the distance in the professional aspect of relations - to educate and educate in the consumer the subject not passive, outside, casual, but a partner in a common cause.

In the latest economic policy, technical regulation is one of the main conditions for achieving quality standards. It allows balancing the relationship of centrifugal and centripetal forces in the development of production, democratizing production management and, at the same time, preventing it from slipping into self-production, i.e. autonomous self-sufficient production. The system will disintegrate if

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its components decide that they themselves are the system. Democracy and arbitrariness are incompatible phenomena. Freedom in a democratic interpretation is reasonable only when it is freedom to act both in one's own interests and in the interests of the system. Control can be in the form of self-control, and in the form of centralized activity, but it must take place in the interests of democracy, which in our context means the interests of the consumer.

The essence of our position lies in a new perspective of perception in the management of the quality of consumer goods - consumer interest, more precisely, in the transformation of a consumer from a buyer into a producer. As long as the consumer is left to himself, self-formed in the market environment perverted by an unscrupulous manufacturer and advertising unregulated responsibility, he is a statistical value for a responsible manufacturer.

All plans of the manufacturer are based on statistical models, more or less indicative of the national economy, but not on the average capabilities of the enterprise. In order to replace virtual, speculative benchmarks in planning with real, much more viable ones, it is necessary to bring the consumer out of the zone of unlikely certainty into the space of cooperation, which gives a much more probabilistic forecast. From a spontaneous, opposing, divided by a "counter" subject, it is necessary to turn him into an accomplice through education and enlightenment of consciousness.

The trouble with our current state is not in the Chinese commodity expansion (the Chinese have filled both the United States and half of the world with their specific goods), but that we have left the consumer at the mercy of intermediaries.

Formally, this alienation looked quite logical and attractive: "To each his own!" The shoemaker will sew what he has to do - boots, shoes, sneakers, etc.; the merchant is busy with his business - the sale of goods; advertising has its profit by helping the merchant.

In reality, the producer found himself in isolation, submitting not to the market, but to market speculators and those who serve them. The market is a relationship within the "producer - consumer" system. Anything that is built in between them breaks their natural relationship. Leading European manufacturers do not allow themselves to supply products to our market. They enter the market themselves, with their own network of specialized stores, which are under strict control and carry out independent advertising work with the consumer. By replacing "consumer" with "buyer", enterprises form an uncertain perspective. The producer has a consumer, not a buyer, by his dialectical opposite. The consumer also needs to be connected to the problem of technical regulation: to teach him industrial literacy, educate, educate.

The work presented to your attention is the fruit of joint reflections on topical problems of improving the activities of an important branch of the public economy of leading Russian and foreign experts. A collectively executed monograph always has an advantage over an individual form of creativity. A separate author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on the problem under study, but also to talk about how colleagues "see" this problem, to present someone else's view of the order of things, to transform in the process of discussions in their opponents. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such a wonderful thinker like Hegel Hegel sinned, willingly or unwillingly substituting opponents, to make it easier to criticize them. This work presents an original author's approach and opens up the opportunity to learn the most significant first-hand, without intermediaries, which often darken creative relationships.

The quality is "written by nature" to be at all times in the epicenter of both scientific and amateurish reflections. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of opposition of the ratio of actions "direct" and "mediated". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied." From the correlation in the dynamics of these projections of the quality problem in creative thinking, an appropriate schedule is built, reflecting the relevance and profitability of activities aimed at the development of production.

Conclusion

The quality of the activity is the final criterion of its individual, collective and national status. It is in the quality that the energy of creation is accumulated. The quality of activity indicates how much we have penetrated into the essence of things, learned to manage things, change their properties, form, forcing us to serve a person without significant damage to nature. Quality allows us to see the person himself from new perspectives, to pay tribute to his talent, will, and professionalism. Research carried out under the UN Development Program has made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and production structure. A quality-oriented strategy is undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and a more complete all-

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round satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one openly and officially dared to cancel, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by both the inner forces of active consciousness and external life factors. The highest function of consciousness is cognitive. Learning about nature, we discover its qualities, state of quality, levels of quality, embodying new knowledge in production. Classical political economy (A. Smith, D. Riccardo, K. Marx, J. Mill) concentrated quality problems in production. Postclassical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional. Labor is a kind of "terrible cauldrons" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. The main thing in production is the result, not the process. Consumption regulates the market. Consequently, market demands must dominate production. The task of society is to contribute to the development of demand in the market worldwide: to maintain a range of goods, stimulate price stability, increase purchasing power, and improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, in the first place puts "production planning, not focused on such goods and services for which the market is in demand". Try to argue with him. Production during the transition from industrial to post-industrial society of mass consumption is thought of as a function of the market.

The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. For all the economic, social and political costs, humanity is getting richer and wealth is unevenly distributed. Finance, as before, is concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course towards the quality of goods confidently and everywhere. The consumer realized the need to pay for the advantage of quality services and products. It is the turn of the manufacturer, who must overcome "greed" and

"deadly sin" in order to destroy greed. Prominent economists unequivocally declare that the improvement in the quality of goods is not causally related to the rise in prices. Positive changes in the quality of goods imply qualitative changes in technology, technology, organization and production management. Manufacturing should improve, but not become more costly.

And I would also like to draw your attention to one phenomenon that usually escapes in the problematic bustle - the historicity of the economy. The economy has not always been the way we perceive it now and will not remain forever. Economic life changes in time, which forces us to tune in not its changing being. The modern economy is built on a market foundation, and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Symptoms of the new economic order are already mounting, analysts say. The next round of the economic spiral will also revolve around the market core, but the value of the market will not remain total. The priority of market competition, which aggressively squeezes out the social sphere, is incompatible with the prospect of economic development, this is confirmed by the steady desire of social democracy in the West to deploy the economy as a front for social security, fair distribution of profits. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs. The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share with you, dear readers, their thoughts, entrusted you with their judgments about the past, present and future of the case to which they have dedicated their lives.

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