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**Daniil Sergeevich Shcherbakov**

Institute of Service and Entrepreneurship (branch) DSTU  
bachelor

**Artyom Alexandrovich Tikhonov**

Institute of Service and Entrepreneurship (branch) DSTU  
bachelor

**Vladimir Timofeevich Prokhorov**

Institute of Service and Entrepreneurship (branch) DSTU  
Doctor of Technical Sciences, Professor  
Shakhty, Russia

**Galina Yurievna Volkova**

LLC TsPOSN «Orthomoda»  
Doctor of Economics, Professor  
Moscow, Russia

## HOW TO RETURN A NATIONAL FASHION MANUFACTURER TO DOMESTIC SALES MARKETS

**Abstract:** *in the article, the authors consider the possibilities of producing competitive and in-demand products, which are possible only if there are managers who are professionally trained and morally responsible for the results of their activities. The authors reasonably believe that the moral responsibility of the heads of light industry enterprises is the highest measure of expression of their professionalism. But at the same time, I would like to note that their failure to fulfill promises and statements is evidence of either their inability to engage in economic policy, or the use of enterprise management is carried out by them in personal interests alien to the interests of society, provoking the impoverishment of the people, characterizing the immorality of leaders, which, of course, is unacceptable. And it is clear that there are no objective reasons that would justify the decline in production in light industry, so the results of the assessment of economic policy should be either useful or harmful – this should always be an axiom. If this does not happen, it means that something in this very economic policy is not a professional decision, actions are harmful to society and timely adjustments are needed. The authors recommend that the market reconsider the concept of forming it with demanded and import-substitutable goods, taking into account their attractiveness. Such a concept will fully correspond to the consumer's desire to satisfy their desire and desire to make a purchase, taking into account their social status, ensuring that manufacturers sell their products in full and guaranteeing them sustainable TEP from their activities.*

**Key words:** *quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TPP, attractiveness, assortment, assortment policy, demand, sales. paradigm, economic policy, economic analysis, team, success.*

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### Introduction

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In the absence of analytical materials on the demand and supply of goods, in conditions when organizations that generalize trends in fashion development, various forms of communication between manufacturers and sellers have ceased to exist, allow enterprises to catch directions of demand and take them into account in their production programs and collections.

Despite the fact that the problems of the industry communicated to all executive and legislative structures, despite their understanding of individual problems, the textile and light industry for which year in a row has not been able to gain stability in work. The industry continues to decline in production. Half of the light industry enterprises have negative financial indicators.

Problem solving stable functioning should be based on measures taken in the following directions.

First of all, it is development a competent strategy for the development of light industry and its consideration in long-term development programs for regions and Russia as a whole, on the basis of which the budget is built.

Also, this creation the economic model of production functioning, which allows ensuring equal competitive conditions for all manufacturers and importers, is putting things in order in the country's consumer market, establishing close and long-term interaction with trade and developing wholesale trade as an accumulative link, primarily of seasonal products. This is work on improving the production itself, its modernization and those re-equipment for the production of competitive products.

The next direction programmatic work on the rise of the industry is to put things in order in the domestic consumer market of the country. Domestic producers of the industry's products today, having entered the WTO, operate practically in an open market, while competing with a large amount of imported goods, since the industry's products in the domestic market of Russia today account for only 20%. Imports for the majority of commodity items are several times higher than production and have a tendency of constant growth. Although the capabilities of manufacturers allow them to produce significantly more high-quality, in-demand goods. In fact, the domestic light industry business is being ousted from its own Russian market with the connivance of officials.

It is necessary to create in Russia there is a civilized internal market with certain rules of functioning and uniform requirements for suppliers, carriers, manufacturers and buyers, a market without smuggling and counterfeit, transparent and civilized.

One of the most pressing problems the industry has become unequal competitive conditions with

importers for Russian manufacturers of goods of the light and textile industries, which have developed in the domestic market. First of all, we are talking about importers, violators of legislation in foreign economic activity, who import goods according to gray and black schemes and do not pay duties and taxes, which allows them to sell goods at dumping prices, which domestic producers cannot afford. While the Russian market is filled with imported dumping goods of not always high quality, it is problematic to talk about the development of the industry, since investors will not invest in production, the products of which cannot be sold even in the country of origin.

Our state is not responsible to the economic challenges of other countries that have made the policy of conquering the world markets of textiles, clothing and footwear their priority economic policy and in every possible way contribute to the development of light industry enterprises, giving them serious preferences. China, Turkey, some countries of Southeast Asia direct serious investments into this sector, lend to their investors at a preferential interest rate, give a long tax-free term for the development of capacities, etc.

The Russian commodity market is very capacious. But today Russia has become a world "flea market", to which all junk goods, not admitted to the markets of the world's leading countries, are transported. Even the US and EU countries are taking prompt action against the expansion of Chinese textiles, clothing and footwear. We do not know how or do not want to do this. Not only do we lose jobs when production is curtailed, complicating the social situation in many small towns and villages, the state also loses huge amounts of money from lost taxes and duties. According to expert estimates, budget losses are estimated at more than \$ 5 billion. USA annually. At the same time, the experience accumulated over the centuries in the production of many types of traditional products for Russia also disappears. In addition, corruption is rampant. Wouldn't it be easier to support a domestic manufacturer than to help turn it into a lawbreaker?

The country does not operate anti-dumping, countervailing and special protective measures for the commodity market, there is no accounting and monitoring of the state of the internal market, which allows the introduction of quotas on the import of products that we know how to do well and qualitatively ourselves, and for the production of which we have raw materials.

Russia is on the doorstep accession to the WTO, which in the context of legislative shortcomings and the absence of response mechanisms, the absence of competent lawyers who know international law, will also increase the intensity of the import of light industry goods into Russia. The goods that have already been produced at Chinese enterprises, with a ban on import to the EU and the USA, will end up on

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our market by any means. It cannot be said that nothing is being done in this direction. The Customs Committee puts things in order and strengthens control of customs value when importing goods, the Ministry of Internal Affairs has intensified inspections in the markets and when transporting contraband goods, an interdepartmental working group has been created to coordinate the activities of federal executive bodies to suppress illegal production, sale and import of goods into the territory of the Russian Federation, which started to work.

However, it should be noted that that these measures have not yet led to the desired result. The problem of smuggling and counterfeiting is especially acute today, and the revealed facts of its presence speak of its colossal scale. Since this is a complex issue and affects not only the executive, but also the legislative branch, in our opinion, it can be resolved only at the highest level.

Apparently without intervention The President of the country and the assistance of the Security Council are indispensable today. We need political will to radically change the situation. We need coordinated work on a constant search for ways to amend legislation, toughening penalties for violators, and raise the level of responsibility of officials and businessmen.

For equilibrium the state of the market, solving social issues, using the experience of personnel and available capacities, as well as for using our own raw materials, primarily agriculture, to cover the needs of power ministries and departments, at least half of the Russian market should be filled with domestic products.

Need to improve a system to prevent the sale of illegal goods in trade, develop measures to eliminate smuggling and counterfeit goods such as drugs, video products or alcohol, rather than resell them, as is the case today, and also strengthen control of the quality of goods at the border on the basis of compliance with the mandatory requirements of standards. Many countries around the world require their own verified certification documents for the imported goods. In these matters, it is necessary to act radically, as did the French, who destroy counterfeit products of the light industry at the border.

In this case, the and measures of responsibility of officials for participation in the process of illegal customs clearance, sale and delivery of contraband and counterfeit goods.

The next step is the need to organize a monitoring assessment of the state of the consumer market and, on its basis, to pursue a flexible tariff and duty policy, stimulating the production and export of Russian goods and limiting the import of what we can and should do ourselves.

The industry needs an economic a functioning model that allows businesses to operate profitably. We must ensure that it is more profitable to produce goods

than to resell them. We would not like to see "shuttle traders" selling imported goods instead of lost jobs due to the curtailment of production. There is still a very large field of activity here. A unified approach to all sectors in the formation of economic policy in the country does not allow us to achieve tangible sectoral preferences.

On the verge of joining the WTO a very big task is to bring our legislation in line with the WTO norms and train industry specialists to work under the WTO conditions and competently protect the interests of domestic producers. The task of the industry community is to take an active part in this process.

In 2016, the Ministry of Industry and Energy of the Russian Federation developed an action plan for the development of light industry for 2018-2025, which includes the following areas:

- the formation of a civilized domestic market for consumer goods;
- stimulating the investment process;
- development of a raw material base for light industry;
- export promotion;
- development of innovative activities;
- personnel training.

### Main part

National history is the history of the creation and development of the national economy. What is the economic basis, so are the historical perspectives of the state. Of course, the social superstructure also plays a significant role in development, but its functions are objectively determined by the presence of natural prerequisites and the art of economic activity.

The quality of a person's being is concentrated in activity, therefore, Russian history is, in fact, a history of the ability to create, relying on available opportunities.

Force is characterized by magnitude, direction and point of application. The art of being strong is deciphered simply: to constantly build up strength, relying on yourself; correctly and in time to choose the direction of action and always know on what exactly it is necessary to focus the main effort.

All of the above stated in general terms has long ceased to be a secret. The difficulty of finding solutions to urgent problems not only in theory - we learned to overcome theoretical problems of thinking. Internal freedom of creativity is not accessible to outside censorship. Social factors are not so significant here. A difficult obstacle to overcome is practice, which is everywhere under the pressure of concrete social reality and is poorly controlled politically because of its own, multifaceted influence on political activity.

The more freedom there is in economic life, the less is the national interest expressed in the economy.

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Lobbying for globality and the destruction of national economic (and not only) originality is a reality at the beginning of the 21st century. The Russian government has roused itself, trying to reverse the trend, but, having gained strength in the nineties, it is not going to give in.

To solve the fundamental problem of the market, it should be dominated by domestic producers, it is necessary at the crossroads of economic, political, legal, ethical interests; practical and theoretical ways, involving, along with political economics, methodological knowledge.

One should not be naive in theory and hope to solve such problems privately, within a special area of knowledge. It makes no sense to hide the fact that more than one economy is sick. Economic thought is also in crisis. The diagnosis of the disease is subjectivism in the approach, disguised by objectivism. This economic theory is one-sided.

In economics, there are invariant and therefore priority problems for solving. Such problems cannot be analyzed within the limits of obtaining a scientific result. In their meaning, they go beyond the limits of exclusively scientific research, since they represent the values of personal and national life.

Humanity did not create science for the sake of contemplating the world. Scientific knowledge was intended to improve practical life. The latter, however, has three forms of development: personal - individual; national - special and universal - universal. We will not, out of place, discuss in what rank order their particular meaning is displayed; it is important for us to emphasize that it is illiterate to try to solve theoretical problems as such outside of a practical context. The practical context of the development of scientific knowledge inevitably leads their decision to values.

Science in general, economic in the first place, is inherent, by definition, an axiological aspect. Note that in our case, an excursion into the depth of philosophical understanding of what is happening is not at all necessary. The value orientation of economic research, in contrast to physical research, is obvious. The famous first postulate of the Hippocratic Oath - do no harm - should be the only one for economists-scientists. Those of them who hide behind the objectivity of economic laws do not understand the specifics of their mechanism. The laws that determine development in society differ in that they arose in connection with the active being of a person and presupposes the existence of a person as a necessary condition for their realization.

The dialectic of the objective and the subjective is the Achilles' heel of many fashionable economic concepts that have thrown away as unnecessary the idea of classical economic theory and its followers about the political nature of economic knowledge. Fashionable Russian economists seem to want to be physicists and speculate without burdening

themselves with the interests of national development and the needs of citizens united by national history. We are not going to call to reason, but it is important to show the theoretical sources of practical programs of this kind.

The most reading people in the world were first disaccustomed to reading and limited their reflection, then they began to pump up with primitive cliches of thinking, an example of which may well be the idea of national failure to produce certain groups of goods. The logic here is simple: if so, then there is nothing to strive for - a waste of funds. Our destiny is to import them ready-made, or components and assemble them. The economic ideal of such a theory is a country whose greatness will be determined by the scale of screwdriver production.

The defense of the national producer in Soviet times was tough and disproportionate, which is explained by the specifics of the architectonics of the development of production. Critics of the Soviet version of the socialist economy rightly point to the inhibition of production progress as a result of such a policy. Domestic consumers were forced to be content with a minimum, however, there were guaranteed basic functional characteristics of goods from the consumer basket, their safety, subject to technical conditions and affordability.

Producers "under the roof" of the state found themselves in a more advantageous position relative to consumers. The assortment of goods was small, the dynamics of the assortment was limited. But in this ratio there was rationality - production worked, therefore there was something to bring "to mind" through modernization. The stability of the production work pulled along the entire social chain: enlightenment, education, health care, culture.

Undoubtedly, it was necessary to change the situation, the question is - how? The answers to any question are relatively free, in fact, they are determined by the formulation of the question and the circumstances. Soviet socialist practice was imperfect, contradictions were growing in it. The active intervention of science was required, which in the conditions of the "purity" of the prevailing ideology was unattainable on the required scale.

The modernization of ideology was slow and unproductive. Having proclaimed socialism with a "human face", M.S. Gorbachev himself did not believe in his initiative. Socialism as an ideology initially appeared in the mind with a "human face". It was impossible to turn the economic policy towards the consumer market without changing the very understanding of what we really want to build and how we see the format of our international status.

Today we are waiting for the solution of practical issues from government officials, still not understanding a simple "thing". Officials are capable of resolving technical issues. The questions facing us are problematic. They wait for theoretical

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comprehension and only after that they will acquire the image of a technical problem.

Our current practice is entangled in networks of theoretical semifinished products. Theoretical incompleteness hinders the technical solution. The idea that good theory is the only way to effective practice has not been canceled.

Idealism and romance are most likely finished, but the anchors of national interests must be reliably contained by politicians and economists under the pressure of pseudo-democratic scholasticism. Freedom is a universal concept, but its content always combines the general and the concrete historical, more precisely, the general in it manifests itself in a concrete historical form. Recognition of freedom of thought and action does not absolve one from responsibility for social interests.

Economic theory is a theory of management of processes that are system-forming for social development. It is methodologically incomprehensible to reduce it to theoretical universals, because economic reality is not physical. The electromagnetic field exists invariantly and all calculations can be done on the basis of the same formulas and equations.

The economic space is historically and nationally separate. Its historical and national specificity is not decorative. It determines the qualitative state of the economy and resources for solving economic problems. The subject of labor is a decisive element of the productive forces. The originality of the subject of labor, both in his individual expression and in structured one, is due to time and national mentality. For example, the Soviet idea of "cadres decide everything!" or the desire to make the locomotive of local forms of scientific and technical improvement of production, creative teams of engineers, technicians and highly skilled workers found comfort in Japan. As a result, on the international market in the early 1970s, admiration for the "Japanese miracle" was replaced by an understanding of the "Japanese threat" to traditional participants.

Summarizing the reflections, we inevitably come to the conclusion: the position of domestic producers in the domestic market was created by political actions that left them to the mercy of the international state market. New political guidelines transform the task from political to theoretical and technical.

The democratic transformations that began in Russia in the nineties of the previous century added new ones to the existing problems in the USSR. The new ones, as one would expect, exacerbated the old ones, instead of removing them, proceeding from the meaning of the declared socio-economic reforms. The discrepancy between realities and political ambitions can be explained very simply - there were no reforms. There was a destructive policy pursuing one single

goal, which was pretty boring to talk and write about, but necessary.

Large-scale reforms are called upon to resolve the serious contradictions that have accumulated in the development of society. They are reasonable when all the available procedures for modernizing the economy and management have been passed. Only this state of affairs is the real basis for radical restructuring, in view of the exhausted reserves. Only after that it is possible to rightfully judge what exists as incapable of performing the proper functions.

A crisis is a strictly national phenomenon even when it is provoked from outside. The national crisis is evidence that the quality of activity has exhausted itself. The released measure of modernization has been depleted. We need a transition to a new quality or another state of quality, if certain reserves of development have been preserved, and they are usually available, you just need to be able to "scrape along the bottom".

To break - do not build or step on the stairs leading up

A standard staircase with spans is a good visual example of the organization of forward movement. Before being on the site, look around, turn around and move differently - along the vector - the required steps should be counted. And each of them lifts us, bringing us closer to the goal. Let us recall how the idea of quality management was gradually implemented in the USSR.

In the fifties, an awareness of a systematic approach to solving the problem of quality is being formed - this is undoubtedly a significant shift, evidence of taking another height in economic management.

Reflect the "new thinking" provoked by perestroika, the need to break the evolving economic foundations immediately and to the ground? Let's mentally transfer the superintendents of the demoreforms of the nineties to forty years ago and ask ourselves what happened then, how did they behave? There is only one answer - similarly.

The Yeltsin wave democrats did not want to know anything positive and did not want anything other than what they had done. There is not an ounce of creativity in what they "have done". It is about extrapolating someone else's experience to national development.

The national economic history itself did not interest them, although some knew it by no means by hearsay. Suffice it to recall the main thesis of the ideologists of Russia's new path - the reserve of economic development has been completely exhausted, that is, it is impossible to improve the quality of production within the previous framework of its organization; the national economy is on the brink of a systemic crisis. There is only one way out - to break everything and go on a new route. What happened next? Due to the lack of perspective, the

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existing production was pushed into the abyss, promising that it is shallow and, having quickly reached the bottom, pushing off from it, we will rush up to the heights of the civilization of the new industrial society.

The problem that divided the reformers seemed to be purely technical - what model of development to choose and it was here that the democratic locomotive stalled. At the very beginning, the American version was taken as a model, of course, not by chance. Then they stopped, agreeing to Swedish. It ended in Polish and Argentine. Stay and reformers continue to steer the national economy, more exotic projects have probably appeared on our horizon, for the African states, it seems, were holding on to an emergency.

As a result, in 10 years, instead of thinking about ways to improve the quality of production and ensure the competitiveness of the domestic economy, we had to solve the problem of preserving the remnants of the national economy as a reserve for overcoming the crisis.

The situation is complicated by the fact that these remnants are also largely not ours, or not entirely ours, and the consciousness of compatriots has been corrupted by pseudo advertising and cheap Chinese consumer goods, which are outside the brackets of qualitative characteristics and, in general, standard definitions.

Add to the above what the Russian mass media are more silent about than the Soviet partisans because of their "commercial objectivity" - for nearly 20 years advertisers of all levels, using the connivance of the legislation, under the cover of the authorities, emasculate the content of the concept of product quality, fooling the consumer and placing them in an extremely the predicament of qualified manufacturers; deforming the state of the market, which is already similar to an oriental bazaar, or to a big fuss of puppets in the hands of an experienced puppeteer - there are many sellers, the goods are the same as prices, prices correspond to quality only when there is no quality.

The concept of "quality" in our economic history of the 50s-80s was not only held in high esteem, but also in a serious political development. The dynamics and results of the "nationwide struggle for quality" are impressive. It all started with the Saratov system of defect-free production (BIP), then there was the NORM system, followed by KANARSPI, KSUKP and others. The structure of the KSUKP was multi-level and included all the departments and services of the enterprise involved in the management and production of products at all stages of its life cycle, that is, the fundamental difference between the domestic KSUKP system and Western quality standards - British BSI 5750, American military MILQ 9858, international ISO / TC -176, prior to ISO 9001, did not exist.

There were no grounds to assess the economic development in the Soviet era as untenable. Reality was passed off as desired. Scientific analysis was replaced by political one. In the Soviet period, there was an imperfection in the management of the economy, due to a number of objective reasons, among which the main one was the deformation of the economy towards the priority development of the military-industrial complex and related industries. The lethal thing for the Soviet socialist economy was its domination of social and collective forms of property in it, and its hypertrophy, which destroyed the proportions of development. The mono market was revived by the modernization of the existing forms of ownership, weakening the directive management and strengthening the indicative, which, incidentally, appeared in the eighties. Serving the needs of the military-industrial complex constrained the evolution of the market and competition.

Planned economic development is compatible with economic laws if planning is not burdened with ideology and political ambitions. The lion's share of public investment in the USSR was planned for defense and for maintaining the loyalty of various states.

The price we were forced to pay for the idea of building communism in a single country leads to the only conclusion that the task was unrealistic.

As for the ineffectiveness of the collective form of ownership, planning and state regulation, everything here is far from simple. There is a problem. In theoretical terms, it is presented as the status of economic theory, its relationship with politics.

Economic policy is recognized without cuts, but the political economy annoys many. They prefer to talk about macro and microeconomics, omitting the political prefix under the pretext of independence of economic development and freedom of the market from state interference in principle. The state must be separated from the economy as clearly as it separated the church from itself. The secular and the spiritual, the political and the economic - together, but in and of themselves. What is more in such a position, lies or thoughtlessness is a rhetorical question.

An economy free from the state, that is, free in general, oriented in development only towards itself, self-sufficiency is a bluff. The unanimous nod of economists "free" from politics at the historical experience of the United States is beyond critical assessment. They take political declarations as a fact, not real politics. In fact, the US government and Senate have always kept their finger on the pulse of economic development and regularly intervened in economic processes, guiding and insuring.

Fantastic US debts could appear only thanks to the authority of the participation of political structures in the country's economic life. Our economists would like to learn how the American authorities protect their producers and use political mechanisms to

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prevent external competitors. Unfortunately, the experience of supporting a domestic manufacturer by the Russian leadership is small, and, probably, the main thing is not effective, the reason for this is the absence of a clear mechanism of responsibility of executive structures, the government crisis of bureaucracy and modest punishments for disrupting the implementation of national projects.

It is, of course, important to encourage fertility, but children need to be shod, clothed, fed, taught to heal, introduced to physical education, sports - where and how. The 140 million people with a great history should not count on humanitarian aid. We have everything you need. It takes order and the art to establish it, to maintain it in the national interests.

First of all, there must be certainty in the goals and means of achieving them. And here the theory is clear in principle. Its foundation was laid out 2.5 thousand years ago by Buddha - four steps to happiness: correct understanding, correct decision, correct words and correct actions. Action that is thoughtful and responsible is key. For them to be so, there must be an understanding of the essence of the situation, informed decisions and valid words.

A special role is assigned to words, because concepts are expressed in them. Words are effective precisely because of the concepts presented in them. The manipulation of words is inevitably associated with a distortion of their meaning. By emasculating the content of concepts, we pave the way for false actions. The theoretical and practical value of words in their adequacy to the content and scope of concepts. The power of the word was appreciated even by the authors of Scripture: "first there was the word." God created by word and bequeathed to us.

Politicians love to talk, often blabbing the essence of the matter, economists are fond of word formation and it is often difficult for them to grasp the meaning behind the palisade of words, moreover, the level of logic of such reasoning is historically not concrete. We are convinced with the help of the general propositions of science that we are talking about natural phenomena.

In the current economic teachings, the gap between general theory and partial calculations is obvious. The logic of the ascent from the abstract to the concrete has not been developed, namely, this was the strong point of the thinking of the classics.

Leading scientists understand the specifics of economics. Leontyev popularly explained to our irrepressible market people that there are no "economic patterns". There are only fundamental postulates, a specific historical situation: brains and moral responsibility. By combining these factors, you can get something that looks like a model, which will have to be adjusted step by step, carefully, without fuss as it is implemented.

Shock therapy worked in Poland. The West has become a "safety cushion" for the Poles. But the Poles

all equally lost the specifics of the national economy, forced to agree to the conditions offered by the European market, including political ones. Polish manufacturers lost the initiative, they were built according to the market architecture in Europe.

Russian manufacturers, who were abandoned by the state, lost not only the initiative - they were out of work. When an emergency discharge of water from a reservoir is necessary, it is necessary not only to notify, but also to protect everyone and everything that is in the disaster zone. The Russian "reformers" had nothing of the kind in their minds. The uncontrolled flow, instead of purging, destroyed everything it could. Almost only the railroad survived with losses.

Why do we remember the recent shameful history? Exclusively in order to understand the specifics of this state of affairs. Without which it is impossible to develop a correct understanding of the situation, to propose effective measures for overcoming the protracted crisis.

What is the real perspective for domestic producers? What can they do, what should they do, and what do they have the right to expect? The answers to the questions posed almost in Kantian terms depend on the understanding of what the current domestic producer is and what benchmarks the state is puzzled with, whose sacred duty is to contribute in every possible way to the rise of the national economy.

Despite a deep crisis that continues in a number of industries, a protracted situation, ineffective management, legal nihilism, a decline in the level of culture, health care, stagnation in education, de-qualification of personnel, a shift in traditional values, the cultivation of a purely consumer attitude to work only as a means of life, devaluation of professionalism, a skeptical view of patriotism as an outdated phenomenon, the Russian manufacturer has a good perspective.

The time of trouble is not the first in the history of Russia. There were times more difficult and invariably after them came the rise of the economy, culture, the country's international prestige returned, the position in the world strengthened.

Economic statistics show that a year of crisis requires about three years of revival. We do not know if this was either adhered to by Russian politicians, planning economic development until 2035, or they had their own reasons, but in time the version is confirmed.

One thing is clear - the easy return of domestic producers to the market as winners is a difficult and long-term business.

The configuration of the market cannot be changed by decrees alone. Brands have been lost, they were replaced by others - not ours. They did not buy shoes less, and plans for millions have dried up to tens of thousands, that is, they have changed by two orders of magnitude. How realistic is the return of the buyer's

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interest to domestic products? The buyer has changed, advertising and market saturation have done their job. The bulk of buyers have already joined non-Russian brands. It is a sin to "throw stones at them" indiscriminately, in bulk. Among foreign manufacturers, there are enough reputable firms with decent products. Try to catch up with them alone in the difficult conditions of modern Russian life. This means that cooperation is needed. The forms of cooperation are varied. However, the real possibilities of the manufacturers themselves are limited. We need a political and economic initiative from above, in particular.

The current potential of our market is rated very highly by reputable international agencies. The dynamics of investments from abroad speaks of the same thing. The inflow of foreign capital to Russia in 2008 amounted to at least \$ 40 billion. But how will these financial flows be distributed? What are the benefits of them not to the oligarchs of the present and future, but to 140 million Russians who cannot be capitalists, they work, and do not play on the stock exchanges, they are workers - not speculators. They strengthen the domestic ruble, do not allow it to "grow numb" again. And it is understandable that they want to live with dignity - to dress, put on shoes, have comfortable housing, rest, - it is more fair to say, - to recover, study, be treated.

The concepts of "domestic" and "national" producer are not identical. A joint venture, as opposed to a national one, can also be domestic. Unfortunately, this distinction is not being developed as if it lacks practical potential. Present, and very significant. Russian manufacturers enter the market through joint ventures, joint production accelerates their return to their own market and opens up foreign types.

The spirituality of the Russian manufacturer awaits serious tests. In Soviet times, close attention was paid to the spiritual component, even if it was ideologized. In the post-Soviet period, economic devastation was followed by spiritual impoverishment, which they shamelessly try to decorate with the sum of special knowledge and skills. "Knowledge will not teach much to the mind," Heraclitus asserted. Much knowledge is a sign of memory, not mind. It is necessary to teach specialists not to think, to teach to think, otherwise the orthodox people will come out of the students who are not able to react to the market situation.

The amount of knowledge makes a person a hostage to certain circumstances. Only innovative thinking can awaken a creative approach to business. Not surprisingly, established firms have long ceased to measure employee IQ levels. Formal-logical testing is productive within the initial professional qualifications, to determine the possibility of training and career advancement.

The main link of workers and employees is tested for the ability to think in conditions of

contradictions, limited information flow, limited possibilities of action, paradoxically, extraordinary. It is not the level or amount of knowledge that is revealed, but the possibilities of independent thinking itself.

The dynamics of the market forces the manufacturer to spin like a spinning top. No top managers on their own can cope with this task. A joint effort of thinking is needed, a collective interest in the result. Delegation of responsibility, that is, the desire to strictly schedule official duties, is a prerequisite for success. For the celebration of victory to come, everyone is obliged to think.

The great Rutherford had instructive "jokes". It would be good to learn them by domestic managers. At the end of his working day, Rutherford, passing through the institute, invariably looked into the laboratory. He was interested in employees who were late at work, especially young ones. Noticing that some of the young people began to regularly sit up late, Rutherford asked: "What are you doing in the morning?" And when I heard the answer - "in the morning I also work here", I was very irritated, saying "when do you have time to think!". Having received a task from Rutherford, an employee-trainee came to report on the fulfillment on time and was interested in what else needed to be done? Contrary to popular belief, the scientist did not take such a neat performer on the staff. Rutherford needed proactive workers for whom the sum of knowledge is not an airbag, but an awl that haunts thinking. The sum of knowledge turns us face back. You need to go forward, at the time to move from step to run, so as not to huddle in the back rows of the market under the pressure of the problem, what will happen to me tomorrow?

You can regain lost positions in the market in one way - to believe in the power of your abilities, to be yourself, to learn from those who mastered you, but not to copy. The first step is to restructure the vocational education process. We got carried away by pedagogical technologies, reducing them to the same technical operations and means. In production, the role of the subjective factor is increasing - in college, university, the formation of a creative attitude is replaced by teaching programs and operations.

Professional thinking is based on concepts and the logic of concepts in the specific conditions of the development of production - dialectical logic. We must resist the temptation to simplify things. Of course, by reforming professional training in the direction of fostering an understanding of the power of innovative thinking, the need to perceive everything from the standpoint of healthy skepticism, belief in a national character unbroken by the trials that have fallen, a competitive spirit, we will not radically change the situation on the market. Production was and will remain the "head" of everything. At the same time, it would not be wise to read a history book from a stencil; the economic



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policy of the state will change, there will be changes in production, and then we will show ourselves.

We are everything: imperfection of vocational education based on the type of training; the inconsistency of the position of the state that has lost its national reference points; a bazaar instead of a real market; weakly competitive production; low legal culture; a twilight state of spirituality. We are those who cannot or do not want to unravel the web of relationships that we got into with the help of those who were chosen as rulers.

We want to be masters again, we must take care of ourselves: conduct an audit of the practical and spiritual aspects of the life that we have built. Much depends on the state approach. But it is not the state that will become the owner of the shoe or garment factory, it is not the prime minister who will change his cabinet to the director's one. Each has its own sector of thinking and order will come, provided that everyone will be creative in their approach to business, shaping economic practice.

The state should clear the path of its movement, clean up legal blockages, put an end to the lawlessness of officials, organized crime groups, support the industrial initiative with investments, legal mechanisms, and insurance of external relations.

Separately, it should be said about putting things in order in the advertising business and encouraging objective sources of information. The Russian manufacturer and consumer is also not protected in the entire spectrum of information impact, starting with tabloid advertising and ending with special products of various origins: electronic, printed, etc. Quite respectable specialized publications also work against the domestic manufacturer of consumer products, albeit unwittingly due to insufficient development of theoretical questions of one-sided, successful analysis of problems. An example would be an idea of the quality of a product and the specifics of the quality of consumer goods.

Instead of a serious elaboration of quality problems in all its aspects, including national traditions, a kind of surrogate of the concept is proposed. It seems that the specialists, who are obliged to educate the tastes of the consumer, have forgotten one of the main truths - the knowledge market has made it a commodity.

Advertising that explains quality as a complex of characteristics, by and large, is absent. The mass consumer focuses on brands instead of quality, or identifies a brand with quality. He is unaware that our market from the very beginning of the reforms has turned into a dumping ground for fake brands. He also does not know that brands on the market are the same goods, they are successfully traded and by no means in favor of the consumer.

The reputation of brands is a historical phenomenon, like everything in our world. Brands can be landmarks for attention, but nothing more, since

brand and quality coincide temporarily and on a limited scale. Legal protection of well-known brands does not so much protect their quality characteristics as the capital of brand owners - old and new.

The quality problem is a decisive one for a manufacturer striving to win a worthy place in the market. The paradox is that he cannot solve it without a consumer. What is the quality of a product knows - more or less - the manufacturer. But until the mass consumer understands it, the sale of quality products will be limited. Only knowledgeable consumers will buy it. The language of relations between manufacturers and the mass buyer, deprived of the opportunity to independently understand the concept of quality, should be general, understandable to both parties.

Teaching the mass consumer to understand quality is the professional duty of manufacturers. The sooner they take it as a postulate, the more successful things will be. Instead of catchy and empty advertising, which is more entertaining than engaging, it is more expedient to invest significant funds in educating the buyer and instilling in him a taste for quality. By definition, there can be no "good" quality, as well as a "good" price for "good" quality.

Advertising of a product is frivolous to trust non-basic professionals. "Pure" advertisers evaluate everything from their "bell tower". Advertising must be supervised by high quality industry professionals. Co-production of an advertising product is permissible. In addition to advertising, systematic training of the buyer in the basics of product quality and methods of its assessment is required. It's funny, but the idea of quality in our country, due to the poor-quality market and the shortsightedness of manufacturers, is left to the mercy of consumer protection services, educating the mass buyer through anti-advertising, creating an opinion about the poor quality of domestic products and pushing the buyer towards competitors.

The strengthening of the ruble will only contribute to the development of this abnormal scenario of relations in the system of domestic producer - buyer. The process is aggravated by the fact that, according to the assessment of the world press, the trend of increasing demand for high-quality products is increasing on the market, the buyer is increasingly willing to pay for the quality of products.

The "client" is more actively "ripening" in the market than the thinking of the domestic manufacturer is changing, naively believing that the "client" will do everything with his own mind, or that he is saving on the wrong one. The old adage that "The miser pays twice" hasn't aged. To it in the information society was added "knowledge requires costs."

Historical experience shows that with increasing attention to quality, crisis situations began to emerge in many countries. The large-scale crises in Japan and Germany in the late 1940s were overcome with the

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help of government policies aimed at improving quality. The crisis situations in the US and European markets that arose in the late 80s - early 90s forced not only individual corporations, but also entire countries - Sweden, Great Britain, the United States - to pay attention to improving quality as the only means of helping national economy to resist the onslaught of competitors. The quality problem has become a survival problem.

Humanity is preparing for the transition from a technical civilization to a quality civilization. The movement of the economy since the second half of the last century has a steady vector in the direction of quality. Those who fail to reorganize in time, will hopelessly lag behind, will remain in the past.

You need to start a qualitative rise with the "shaking up" of mental activity. The difficulty lies in the fact that the concept of "quality" and the policy aimed at improving quality should be perceived in the "product-market" system. It is possible to understand the quality of a product and make such an understanding clear, precise, attractive to the consumer only by including the environment of activity in the initial concept. The concept of "quality of goods", we emphasize once again, has historically changed depending on many factors, including such as the mass and qualifications of consumer demand in the market.

The problem is that it is impossible to understand the concept of product quality and build a policy of quality goals either within the framework of corporate consciousness or separately from it. This requires the cooperation of a manufacturer dealing with a specific manifestation of quality, and a philosopher who understands the nature of quality and the basic laws of its expression.

This co-creation is complicated by the polarity of positions. A philosopher builds a theoretical model of quality, a production specialist is concerned with purely practical results. They seem to look in opposite directions, have diverging spheres of interest.

As a first approximation, this is indeed the case. Each of them seems to be busy only with his own, but, in fact, a thinking specialist and a philosopher are united by a lot. Their thoughts complement and denote creativity. The philosopher is obliged to raise abstract searches to the rank of concrete, common sense provisions. A specialist, relying on philosophical conclusions, gets the prospect of deep understanding of a specific production situation, transforming the philosophical concreteness and the specifics of common sense into the management of production mechanisms.

The central problem posed by our time for the tandem "philosopher-specialist" could be formulated as follows: is it realistic to build a theory of quality that allows production to respond to the originality of market dynamics in a mobile way, to control the quality of activities?

Undoubtedly, it is within our power to create such a theory and further improve it. In a way, the accumulated historical experience serves as a confirmation of our optimism. All phases passed in search of a more effective way of quality management; rejection phase, "quality management phase"; "Phase of continuous quality improvement"; "Quality planning phase"; "The phase of total quality management and international standards" can be interpreted as real steps towards building a solution to the above problem. While theory lags behind practice and is forced to be in the role of a fire-fighting agent, however, its increasing activity and effectiveness are obvious. Quality management theory has not yet become a locomotive, but it is already a matter of time. The theory is increasingly taking on the characteristics of a technical problem.

Human being is a qualitatively new form of manifestation of being. Its difference is in the reasonably active type of movement, which became possible due to the creation of the third of the main forms of existence of matter known to us - social. Both of these forms of being are built on top of the being of nature and "squeeze" in themselves its natural originality, that is, in essence, they are conditioned by the existence of nature. And at the same time they are already different, possessing freedom from nature.

A common qualitative property is applicable to nature, society and man - the historicism of being, showing their changing nature. They all exist through change, but change in different ways. Further, we need to clearly understand that the very recognition of change in them as an attribute of existence, presupposes the requirement for knowledge, will determine and adequately reflect in concepts the specifics of changes in the existence of a person and society. Thus, we come to the conclusion: the concept of "quality" combines the universal with the special. Only by revealing the originality of quality at each level of being can one expect to create the basis for the theory of quality.

The historical in nature is a product of a spontaneous, regular movement. In nature there is no purpose, purposefulness, it is not reasonable even in Hegel, who considered "everything that is real is rational, and what is rational is real."

Order in nature is the pattern of its movement. In nature, the concepts of "order" and "regularity" coincide. There is no other order in nature than the regularity of existence. Here everything is objective in a "pure" form, in other words, nature "does not know" anything other than objectivity and all of its properties are strictly objective.

In the concepts with which we define the existence of nature, only elements that are objective in terms of status are significant. It is forbidden to include subjectivity in any form in the content of such concepts. The above, of course, also applies to the concept of "quality".

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The being of society is concentratedly expressed in relationships. Society, in essence, is a system of various kinds of relations: economic, social, political, ideological, etc. The quality of society is formed by the listed relations, that is, here quality, having an objective premise, also absorbs the product of human activity based on thinking. Even in the case of non-creative - subconscious thinking, the quality of social life remains heterogeneous, in contrast to the existence of nature. We are not given to build social relations at our discretion. This was understood even by the creators of the first ideal images of the social structure, the state, who used the term "utopia".

The objective nature of the laws of social development determines the logical contours of history, but the same laws include human activity as a decisive condition for their implementation. The quality of our activity cannot be imagined without the inclusion of knowledge, needs, interests, will, feelings, thoughts. Consequently, the very concept of the quality of social life incorporates into its content a diverse expression of the subjective factor.

As the history of being ascends from the natural form to the human, not only does the structure of the concept of quality change - it becomes repeated, the value of the subjective component increases in the characteristic of quality.

Our life is fundamentally practical and the viability of a theory is proportional to its practical value. The exception applies to fundamental science, the effect of which for practice is mediated by the process of transformation of theoretical knowledge into applied knowledge and philosophy. The latter is designed to understand the laws of being and its knowledge, teaches to think and value knowledge.

Objects cannot be in our consciousness, therefore, cognition is forced to create its own reality, consisting of images and concepts. The role of philosophy is to interpret the relationship of these two realities - objective and subjective. K. Prutkov bequeathed: "Do not believe your eyes - behold the root." He was right.

A man looks with his eyes, but sees with his mind. The essence of things is hidden behind their appearances. It is not given to us to reflect the essence as a phenomenon. The person builds the essence with the active activity of his mind and gives it "to the mountain" in the form of "theoretical reality", encoded in concepts, judgments, inferences. That is why there are by no means the same ideas about the same things. The understanding of a quality product in the mind of the manufacturer does not necessarily coincide with the opinion of the consumer. The concept of "quality of goods" requires a systematic analysis, first of all, it is necessary to define a methodological approach.

In the philosophical literature, the concept of quality has two explanations. Usually "quality" is defined through the essence, noting that "quality" is not so much a set of essential properties as their

specific way of interaction. This interpretation is called "extended". In the "narrow" sense, quality is identified with the main property, with that attribute, losing which, the object ceases to be itself, turning into something else, acquires a different quality. Such properties of an object, activity are classified as system-forming.

One can talk about the quality of shoes for a long time and in a variety of ways, because there are many significant practical signs about shoes. Behind such reasoning, it is easy to lose the defining footwear, as a qualitatively specific product, a sign. In the Explanatory Dictionary of V.I. Dahl's footwear is defined simply and precisely - "footwear". Hence the absoluteness of the system-forming properties of footwear - footwear is designed to protect the feet.

Simplicity does not always reveal qualities to us, but if you do not confuse simplicity with a simplified view, then it contains the key that opens access to quality. Designers are haunted by the glory of avant-garde artists, when excessive vanity joins the passion for the avant-garde, then creativity loses its meaning. Malevich was right in his imagination - the painter was limited exclusively by the properties of material components - paints, soil, canvas, cardboard, wood, etc. His "Black Square" is the ultimate simplification of the image, which allows you to completely free the perception of the picture, to maximize the viewer's ability to imagine. Someone will not even look at him, another will find a place for himself in the picture, admiring the skill of the creator. And what should be said about clothing designers, including "footwear", who, in search of a new image, are able to impress.

The idiotic thesis "beauty requires sacrifice" is essentially inhuman. Ergonomics of the product is a synthetic characteristic that reflects quality requirements. Shoes, clothes cannot be of high quality without passing the test for comfort and safety. Hardly lm we opened the eyes of someone and surprised. Gross violations of quality, or simply ignoring the system-forming properties of a product, have long become the norm for many manufacturers. They are not interested in the health of buyers, they are trying to sell the product.

Health protection is the main property of clothing and footwear. It does not constrain creativity. It is exclusively about the responsibility of the designer and the manufacturer for ensuring the main feature in the design of the product.

So we came to the conclusion about the need for a civilized conquest of the market, which presupposes, along with economic interests, a high level of moral responsibility. This especially applies to domestic producers. The consumer market existing in Russia is very far from being civilized. The market is to blame for this, but nevertheless the uncivilizedness of our market is the result of an illiterate and selfish economic policy of the state in the most crucial period of breaking the previous structure of the economy.

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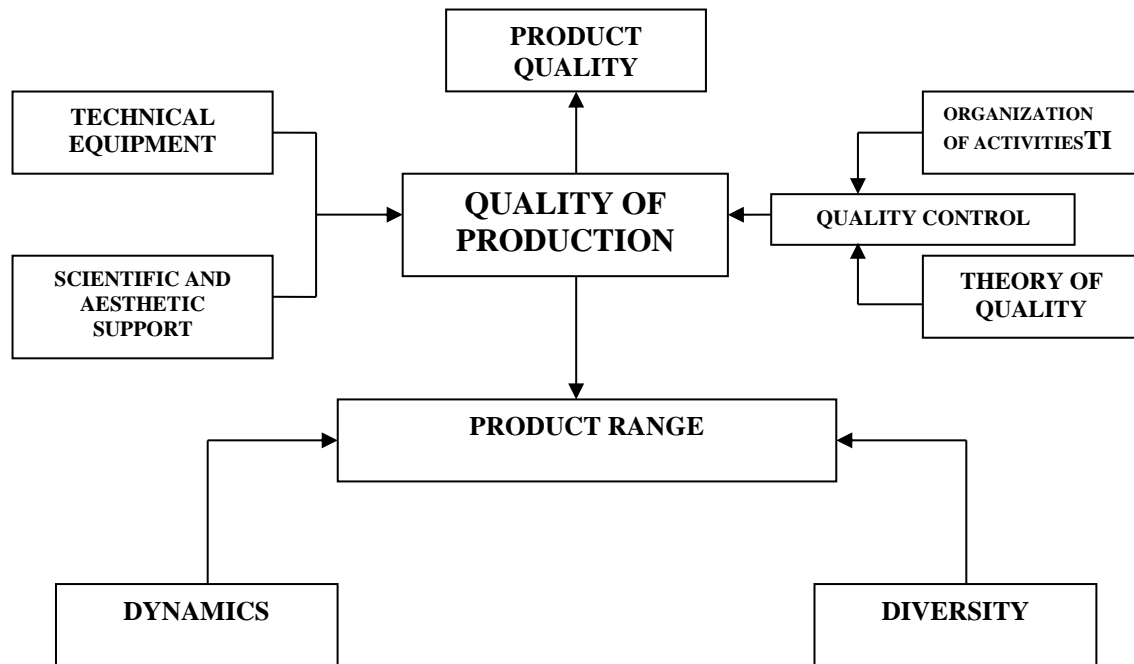
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The Russian economy of the 90s is a "barbaric economy" that came from the depths of history, from the vastness of the wild west of the United States. The market was forming abnormally.

It will not be easy to correct market relations, especially since the modern economic paradigm is based on the driving force of consumer demand, of course, solvent. Recently, the state has been taking measures to improve the living standards of the population, trying to designate inflation by its actions. However, the wild market is no less actively resisting, at times nullifying the efforts of the authorities. The authorities had to take the market "by the horns" and pacify them with tough measures, but the authorities have their own misfortune - wild officials who feel great in the wild market. The civilized market is fatal for them and they will resist with increasing force the creation of normal, legitimate, transparent relations in the market. Market freedom on a civilized basis is

directly proportional to legal and government responsibility, while this is not the case.

Producers of consumer goods reasonably complain about market and bureaucratic arbitrariness that exists in close connection. At the same time, they should be dissatisfied with themselves and their enthusiasm for microeconomic dynamics. Forgotten folk wisdom - "for the trees can not see the forest." To stand up for a civilized market, built according to the laws of a market economy and in accordance with the requirements of law and morality, one must mature to a civilized state on one's own. Ancient sages said: "Know yourself and educate yourself", we add to their recommendations - strive to be modern. The recommendations made to the individual one to one are also suitable for the corporation of manufacturers. You should start with yourself, with a revision of what has been done and what is possible. The philosophical theory of quality will help in this matter.



**Figure 1. Schematic diagram of the organization of production management**

Quality unites the absolute and the relative in the characteristics of an object on the scale of its species. The absoluteness of the quality of an object, process, activity, as a rule, is in plain sight. It is not difficult to distinguish shoes from boots.

The analysis of the relativity of quality is mainly limited to the study of the possibilities of changing in quality without transforming quality, the evolution of quality within the boundaries of the measure. Measure is the size of the evolution of a given quality, the "qualitative quantity" that changes under the influence of conditions. In the production of consumer goods, the evolution of the intensity of the expression of

product quality is successfully used in product labeling, goods can be sorted.

The relativity of quality has another significant aspect. A qualitatively integral expression of a combination of the existing properties of an object. Essential properties are stable, which makes it possible to introduce metrological norms, standardize some characteristics, but their resistance to changes is not absolute. The essential properties of the goods are specified, supplemented as knowledge deepens and practical horizons of application expand.

They began to "dress feet" not for the sake of beauty. The legs are the most vulnerable place of the body with the vertical mode of movement, all the load

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is distributed on them. The uniqueness of walking on two limbs is evidenced by the fact that evolutionarily "two-legged" has not been fixed in any animal. There is "many-leggedness" in nature, there is no "two-leggedness" - it is physically irrational to rely on two limbs.

A powerful tail is added to two legs of a kangaroo, wings are added to a stork, a crane, and a heron. Thrushes and ostriches run on two legs, but with the help of wings again. Man is unique in this anatomical component.

The need to protect the legs is essential in terms of maintaining health, and even life. The safety function was originally the main, backbone for shoes. Essentially, the shoes were invented precisely to protect the feet from cold, heat, injury, bites, etc.

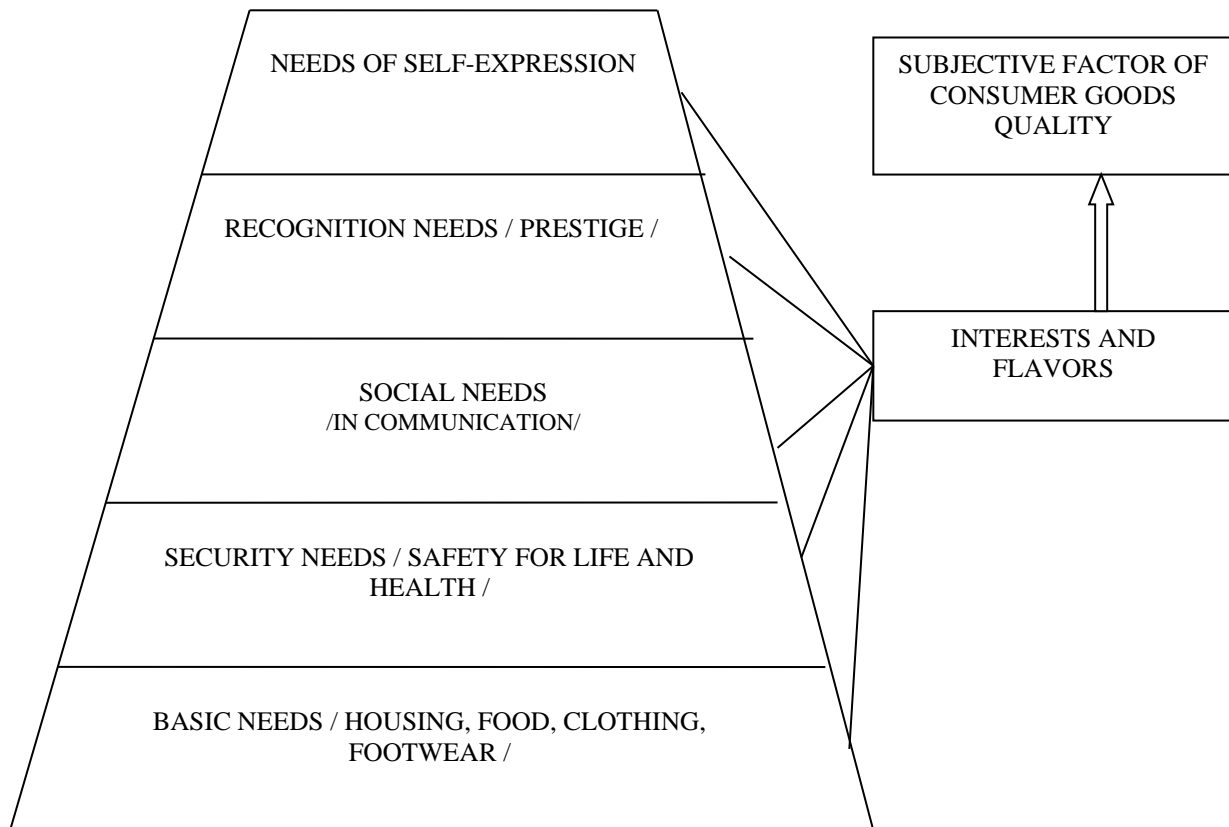
The first shoes were hardly comfortable. Comfortable, beautiful, varied shoes became much later than their birth. And here two well-known laws have worked: firstly, quality has ceased to be identified with only one property - with the ability to provide security, and secondly, any progress has to be paid for. To the safety of the feet from the effects of natural factors, the problem of their safety from shoes was added. The use of artificial materials, the sophistication of fashion, put a strain on the legs instead of alleviating their plight.

The stability of qualitative combinations of essential properties of objects is also relative. Inside

them, recombinations are possible due to the rearrangement and inclusion of new essential properties. Of course, changes in quality do not affect the objectivity of its nature, it is impossible to form quality arbitrarily (in contrast to the advertising symbol of quality, built on the basis of the separation of the image of quality from the real quality of the object), only active inclusion in the natural mechanisms of quality recombination is possible.

The quality of things of natural origin is not identical with the quality of things created by human labor, his activities. Natural material, turning into a product, and then into a commodity, makes quality push in a new way. The product combines abstract and concrete labor, the latter gives the product those properties that are attractive to the buyer. The interests of the consumer do not care about nature; there is no subjective aspect in the natural quality of objects. As a commodity produced by the activity of one subject in the interests of another, the subjective factor is present and plays an important role, as an unclaimed commodity, even in the case of the quality of natural properties, is qualified as low-quality.

The subjective factor in the market should never be underestimated. Quality in the market is refracted through the needs of consciousness, with the exception of cases of overproduction and some cases of particular situations (Figure 2).



**Figure 2. Projection of needs - A. Maslow's pyramid - on the subjective component of the quality of consumer goods**

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The national mentality is also manifested in the awareness of quality. In the United States and Western European countries, a pragmatic approach dominates the interpretation of quality. A pragmatic view of quality is accompanied by an active attitude. In Russia, the attitude to quality was distinguished by contemplation, in which the commercialism of Europeans and North Americans did not stand out. Domestic thinkers (V.S.Soloviev, L.P. Krasavin, P.B. Struve, I.A.Ilyin and others) emphasized the value, spiritual component of quality. They associated the active moment of quality with the subjective activity of the individual. L.P. Krasavin used the concept of "quality". He called the situation of "quality" the expression of the active side of quality, when the possibilities of one of the qualitative properties are realized when directed to another. P.S. Struve denoted the quality of a new - "economic" - person by the term "suitability", summarizing in it such key features of activity as focus, efficiency, responsibility. Understanding quality requires an appropriate level of readiness of consciousness. Is it possible not for a musician to determine the quality of a musical instrument, not for an athlete - the quality of sports shoes, for a civilian the quality of military clothing and footwear? It is impossible to fully determine the quality of a product outside of specific experience. Instrumental examination of products is conditional with regard to its operation. The power of experience is in its dual nature. Experience combines physical and spiritual actions, actions, their experiences and evaluation. Even computer simulation is powerless compared to real experience. Especially in assessing the quality of consumer goods. summarizing in it such key features of activities as focus, efficiency, responsibility. Understanding quality requires an appropriate level of readiness of consciousness. Is it possible not for a musician to determine the quality of a musical instrument, not for an athlete - the quality of sports shoes, for a civilian the quality of military clothing and footwear? It is impossible to fully determine the quality of a product outside of specific experience. Instrumental examination of products is conditional with regard to its operation. The power of experience is in its dual nature. Experience combines physical and spiritual actions, actions, their experiences and evaluation. Even computer simulation is powerless compared to real experience. Especially in assessing the quality of consumer goods. summarizing in it such key features of activities as focus, efficiency, responsibility. Understanding quality requires an appropriate level of readiness of consciousness. Is it possible not for a musician to determine the quality of a musical instrument, not for an athlete - the quality of sports shoes, for a civilian the quality of military clothing and footwear? It is impossible to fully determine the quality of a product outside of specific experience. Instrumental examination of products is conditional with regard to

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The subjective side of understanding the quality of a product is built in the relationship between its creators and consumers. The structure of the consumer market complicates the process of promoting quality products. The market is dominated by intermediaries who are interested not so much in the quality of the products sold as in their sale, due to many factors. The

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tendencies of the market orientation towards quality can remain only tendencies and only of a certain market sector. The system of market goals is dominated by the maximum profit at any cost, not excluding the falsification of quality. Scandals with the sale of consumer goods from flea markets in brand salons and prestigious boutiques are no longer shocking to anyone.

Before raising the consciousness of potential consumers of their products, creators and manufacturers of quality goods should clarify for themselves the variety of aspects of the existence of quality in order to feel confident in developing a specific direction of the ideology of quality. We propose the following scheme for methodological support of work on the ideology of quality.

The proposed scheme was developed in the context of previous discussions of the quality problem, therefore, it does not need additional comments, except for clarification of three points. First, it is necessary to duplicate attention to the fact that the category "quality" captures the specificity of things, their fundamental difference from everything else. All arguments about quality are valid only in connection with its objective conditionality. The quality of footwear is a characteristic of the certainty of a thing, a product intended for a certain action - to serve to ensure the safety of the feet (to be their "clothes"). No aesthetic or other interests should squeeze out the intended purpose of the shoe. The supporting property of the creative initiative to develop the quality of footwear is invariantly that which gave rise to footwear and determined its history.

Secondly, it is important to differentiate the concepts of "quality level" and "quality state" of the product. Both concepts reveal the meaning of including a subjective factor in the concept of "quality" - they are constructed by interaction when creating a thing of consciousness and material prerequisites. The transformation of an object into a commodity is the result of essentially creative activity.

"Quality level" reflects the degree of high-quality implementation of the system of features that form a given quality of the product. The equivalent of the "quality level" of a product is the division of the product into categories when sold. The goods are sorted according to the intensity of the expression of qualitative characteristics (features) in it. The concept of "state of quality" reflects the configuration (method of combination) of qualitative features of the product. The market has noticeably updated the meaning of the concept of "state of quality". The configuration of qualitative features is determined objectively and concretely - by the economic situation, the need to "capture" all or most of the marked features and relying on the main, system-forming feature of a given product. In a competitive environment, the advantage is gained by the manufacturer who quickly

understands and quickly implements transformations in the field of quality, will issue a modernized concept of the quality of a specific product or mobile readjust production for changes in the interpretation of quality. The main thing to remember here is that the buyer pays for the image of the quality of the goods, especially the uneducated professional buyer.

The domestic footwear industry has traditionally been focused on the use of natural raw materials. Leather was categorically considered a quality-defining trait. Manufacturers' interest in natural raw materials is justified by their favorable properties. But only positive properties of materials, from the point of view of production, do not exist. Natural raw materials require high costs for technological processing, resources of natural raw materials are limited. The use of natural raw materials led to increased complexity of production, high costs and, ultimately, to a price that did not look attractive to the buyer on the market. Our shoe industry, while remaining faithful to the traditions that had developed in the depths of a planned economy and centralized pricing, was simply doomed to lose in the struggle for the market.

While Russian manufacturers of socialist cut proclaimed the priority of high-quality footwear made from natural raw materials, which, by the way, never stood out for its special quality in Russia, except that it was really of animal origin, foreigners took our market to the full, offering an affordable price, a variety of assortments, an interesting color range, good design and high dynamics of the change of the offered goods. As for the quality of foreign footwear, it basically corresponded to the needs of the mass consumer and there was no particular conflict with the quality standards developed in the Russian Federation, as in the case of wine from Georgia and Moldova containing heavy metal salts and pesticides. Shoes from Poland, Turkey, China were no more harmful than Russian.

The characteristics of the quality of goods indirectly include the economic interests of the producer and the consumer, which are far from consensus. The manufacturer forms an image of quality, goods, guided by considerations of profit, the buyer thinks about cutting costs on purchases. Each of them is reasoning quite logically about the same thing - the rationality of the ratio of price and quality of goods. Shoes made from natural raw materials, of course, are of better quality, but also significantly more expensive, footwear limited by a season will have to be "stretched" for more than one season, will it withstand such a test and how much will fashion change? Leather is a capricious material that requires special care, which increases indirect costs. Wouldn't it be better to prefer inexpensive shoes made of artificial material or combined, which can be thrown into the trash at the end of the season without painful hesitation, and renew the "footwear" again in accordance with fashion recommendations. Let's not

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forget that out of 10 Russians, 8-9 people come to the market (fair, store, flea market) in a state of deep thoughtfulness and it is she who actively forms relations in the market, influencing the formation of an image of quality.

During the transition to a market economy, Russian footwear manufacturers (and not only footwear) made plenty of mistakes during the transition to a market economy, and not least of all they were summed up by theoretical inconsistency, lack of flexibility and mobility of reasoning, conservatism and dogmatism of professional consciousness, low professional culture. Instead of making qualitative changes in the ideology of production and attacking, they defended themselves on the old frontiers of the planned economy and ideology in the hope of saving the state's actions.

Quality configuration is not a combination given once and for all. It must be able to form, otherwise it is easy to become a hostage of the situation and not have time to reorganize in connection with the changed conditions. Professional experience and flair alone are clearly not enough here. You need knowledge and the ability to think concretely - historically situationally, and not reason in general, abstractly. It is desirable to minimize logical delusions.

Let us take the above presented situation of product quality orientation towards natural materials. Where are the logical grounds for such a conclusion? Shoes have two basic invariant quality attributes: safety and functionality. Natural materials indisputably fulfill both criteria. Shoes made of leather are hygienic and comfortable. But where is the evidence that leather shoes and only they are hygienic and comfortable.

Why shoes made from other materials cannot be of high quality. Aren't there and will not be other materials that meet the quality requirements of footwear? We live in the age of the scientific and technological revolution, science is being energetically introduced into production, the science intensity of production is rapidly increasing. Trying to keep the quality of shoes anchored with natural raw materials means one thing - they are not modern. The "state of quality" indicates to us the quality configuration options. Science is not only important new knowledge. Science is also the art of building, constructing quality models based on discoveries. Creativity of professional thinking is a necessary condition for a stable position in a market economy. The market teaches you to spin and think. The time when some only thought, while others had to carry out their plans, is gone and, it seems, forever.

Certain miscalculations in the market are due to the identification of the quality of goods with the image of the quality of goods. The quality of the product, despite the presence of a subjective factor in it, is an objective phenomenon and, as already

mentioned, in a given way connects the real properties of the thing, the quality of the product is given to us in sensation. The image of the quality of the product is created by the interaction of the consciousness of market participants. Of course, the image of quality reflects the quality of the product itself, but this reflection is far from a mirror image, it is due to many circumstances combined into the dialectic of market relations. The subjective moment, more precisely, the intersubjective moment in the image of quality is very representative. The metrological service makes its measurements in it, manufacturers defend their interests, sellers engage in advertising actions, lobbying their views, and buyers do not stay aside. It is dangerous to ignore the importance of the image of quality, arguing the neglect of its subjectivity, you can find yourself with your fundamental objectivity without selling products, possibly high-quality, it is undesirable to go with the flow - you can be extreme in the company. You must be able to maneuver in the market minefields.

The quality of an object turns into the quality of a product. Not surprisingly, performance quality is a key issue in quality management theory. The task of the activity from the initial quality is to obtain the given quality, therefore the quality of activity is a relative concept. Its concreteness is determined twice: the quality of the object and the required quality of the result of the activity. A distinctive feature of activity is expediency. In nature, the transformation of the quality of an object is carried out according to objective laws, by virtue of natural connections, by itself. With the help of activity, a subjective factor is included in the development of the world, directing and intensifying changes. The island can be connected to the mainland by a dam, a bridge, a tunnel, or you can wait for the movement of the mainland to move the "big land" to the "small" one.

The activity is universal. She is able to transform the material into the material, the spiritual into the spiritual, express the spiritual in the material and reveal the spirituality of the material. The history of the shoe begins with the development of the model. The designer's creativity finds an aesthetic solution, which is embodied in the image of the future product, the artistic image is technologically corrected, goes through a tough technical and economic examination, in order to then appear as an object with a certain quality. The strength of activity lies in the creativity of consciousness, based on will and skill. The quality of activity can be controlled by organizing the creative work of consciousness involved in the activities of subjects, both individuals and structural divisions of corporations. Numerous studies carried out at the end of the last century, unequivocally indicate that the value of the attitude to knowledge, creativity is constantly increasing. Literacy remains a serious indicator of success, but knowledge in the era of the information boom is difficult to surprise. According to



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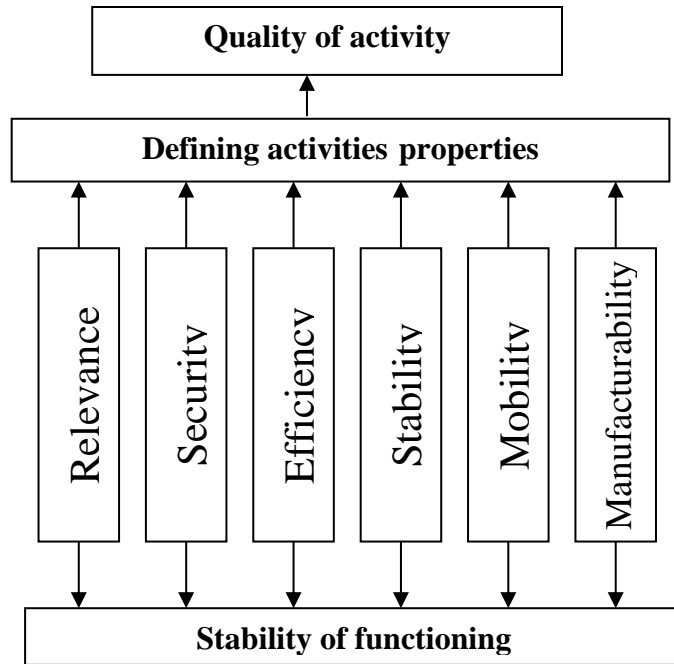
the Human Development Report, in 2003 Russia occupied the first line in the world population literacy rating, which, nevertheless, did not save us. On the human development index, we were only 63rd. This is bad, since the difference in the well-being of the population of different states by 58% can be explained by the level of intellectual development of citizens. Continuing the topic, let us emphasize the value of an active attitude to knowledge. In the modern world, those who have formed the need for knowledge have an advantage. Literacy has remained a serious indicator of success, but knowledge in the era of the information boom is difficult to surprise. According to the Human Development Report, in 2003 Russia occupied the first line in the world population literacy rating, which, nevertheless, did not save us. On the human development index, we were only 63rd. This is bad, since the difference in the well-being of the population of different states by 58% can be explained by the level of intellectual development of citizens. Continuing the topic, let us emphasize the value of an active attitude to knowledge. In the modern world, those who have formed the need for knowledge have an advantage. Literacy remains a serious indicator of success, but knowledge in the era of the information boom is difficult to surprise. According to the Human Development Report, in 2003 Russia occupied the first line in the world population literacy rating, which, nevertheless, did not save us. On the human development index, we were only 63rd. This is bad, since the difference in the well-being of the population of different states by 58% can be explained by the level of intellectual development of citizens. Continuing the topic, let us emphasize the value of an active attitude to knowledge. In the modern world, those who have formed the need for knowledge have an advantage. According to the Human Development Report, in 2003 Russia occupied the first line in the world population literacy rating, which, nevertheless, did not save us. On the human development index, we were only 63rd. This is bad, since the difference in the well-being of the population of different states by 58%

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The quality of the goods is due to the quality of the condition of the source material and the quality of the activity. At the same time, activity is in a special position. The quality of the material most often turns out to be outside the zone of active influence on the part of the interested subject. Preventive action against what is being converted by activity is generally limited. The activity is under the control of the subject, who organizes it. Therefore, the theory of quality management focuses on the quality of activities. The most important scientific conclusions of the 20th century about the "noosphere", about the transformation of science into a direct productive force of society and the increasing role of the subjective factor in history, reflect a spectral shift in the structure of quality management in the direction of the quality of activity. The qualitative properties of activity are systematically related.

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**Figure 3. Diagram of the relationship of the qualitative properties of activity**

The qualitative features of activity listed in the scheme are separately well known, but they are not analyzed in the system, namely, the systemic nature gives them a new level of expression and forces them to evaluate in a new way. Presenting the system as the most effective way of connecting elements, they usually refer to the basic principle of consistency, first described by Bertalanffy.

According to Bertalanffy, the system is characterized by the fact that the totality of its own properties is not equal to the sum of the properties of its constituent components. But no less important is the fact that the elements that have received systemic representation are modified, changing their status in the system. So, when planning an activity, the first position in the system of its qualitative properties is undoubtedly topical.

Security comes next, because security must be relevant. Outside the relevance of the activity, the problem of its safety is meaningless. Success accompanies only actual activities, but in the case of the relevance of the activity, its safety becomes the most urgent and unconditional. The objection to this logic of reasoning based on the argument that any activity must be, first of all, safe precisely as an activity, is not valid for the reason that "irrelevant

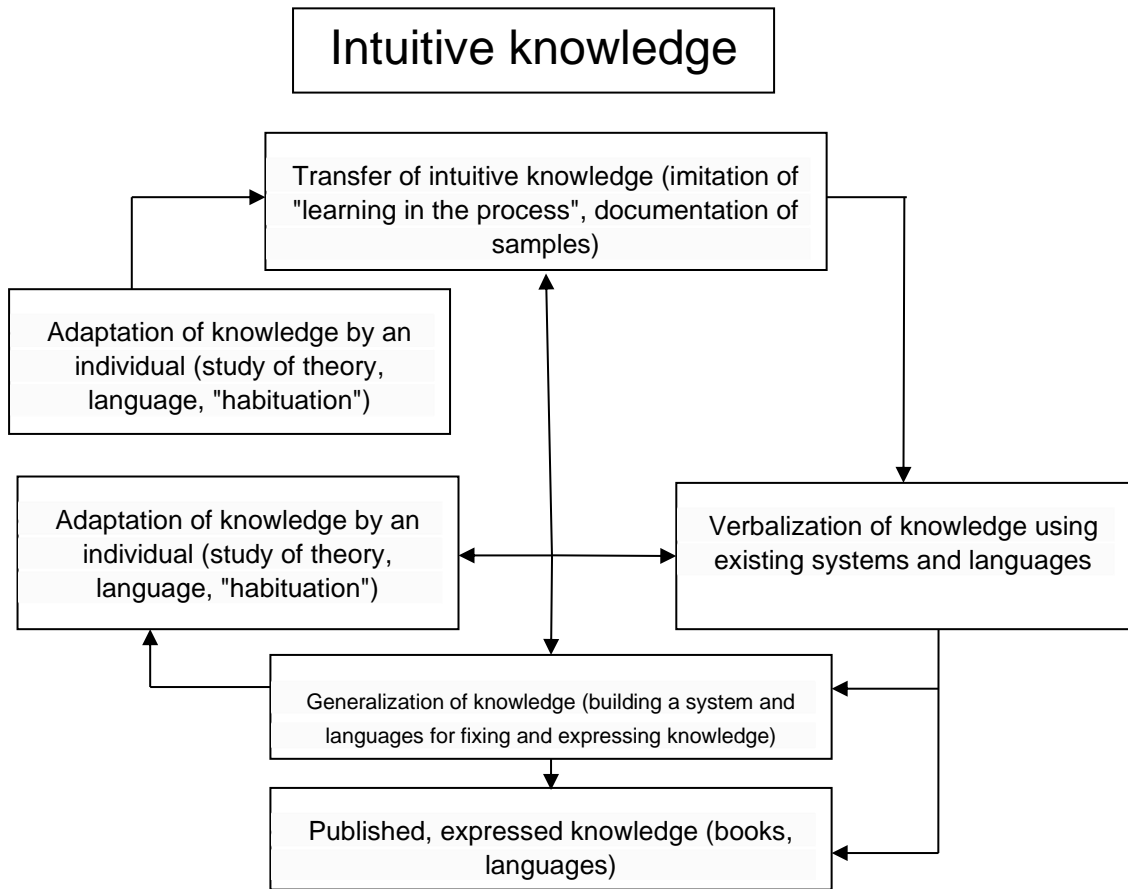
activity", corresponding to the safety requirement, destabilizes the understanding of the integral feature of the system of activity - the stability of functioning ...

The history of product quality begins in the professional mind, regardless of the nature of the mind itself. The nature of footwear is physico-chemical, but the existence of the quality of footwear is not limited by the resources of its nature. The beginnings of quality are hidden in the recesses of creative thinking. Everything created by activity closes in on the consciousness that generates activity. Based on the spiritual sources of the quality of goods - not natural phenomena of natural origin, but artificially created products - the theory of quality management is based on modern philosophical epistemology. Special attention is paid to such problems as the formation of intuitive knowledge; verbal insight of intuition, translation and generalization of knowledge, transformation of subjective knowledge into corporate.

Japanese researchers I. Nonaka and H. Takoychi built a "spiral of knowledge" (Figure 4), revealing the ascent of primary knowledge gained in individual and corporate experience.

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**Figure 4. Spiral of education and accumulation of knowledge I. Nonaka and X. Takoychi**

According to the concept of I. Nonaka and H. Takoychi, knowledge at the beginning has a subjective form and is of an intuitive nature (exists in the form of intuitive sensations). They accumulate and acquire forms of knowledge traditional for a professional type in the process of corporate work by describing intuitive sensations by analogy with other formed knowledge; intersubjectivization of knowledge and the search for sustainable relationships; the development of languages, systems and theories for the explicit and precise formulation of new knowledge.

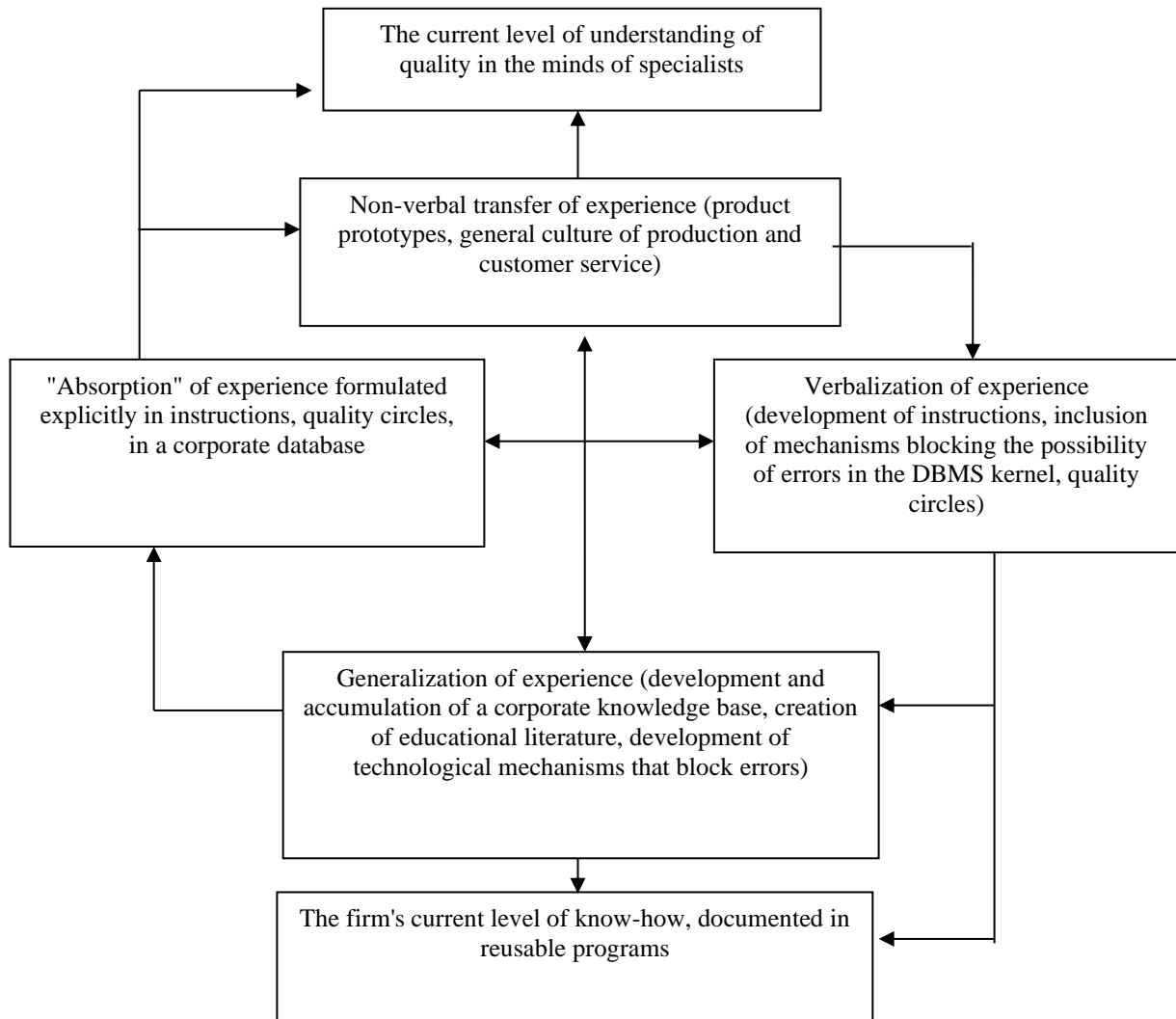
The ideas presented in the “spiral of consciousness and accumulation of knowledge” by I. Nanak and H. Takaychi did not go unnoticed. They were approached by the Finnish scientists I. Tervonen and P. Kerola. They applied the Japanese "spiral" to the process of creating a quality system in the field of information systems. As a result, the Japanese model of knowledge development grew into the Finnish one,

called by its authors "the spiral of development of the quality system and technology for the development of IP" (Figure 5).

Finnish research is based on the mechanism of intersubjectivization of knowledge within the framework of corporate interaction. They were interested in how in the process of work the individual feelings of specialists “what is good and what is bad” in relation to the quality of IP “multiply” and become the property of the rest of the project participants. In order for intuitive sensations to work as new knowledge, they must gnoseologically "mature", put on a familiar form of knowledge - undergo adaptation, "absorb culture", become understandable in form. To do this, they are embodied in documents, exemplary programs, technologies and knowledge bases. Enriched with new knowledge or newly spelled out technology, it is possible to expand the horizons of an intuitive sense of quality. The spiral unwinds in the next turn.

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**Figure 5. Spiral of development of the quality system I. Tervonen and P. Kyerola**

Activity quality management is knowledge management, which includes the entire cycle of knowledge education, its implementation and systemic distribution. A qualitative result lies in knowledge and its correct organization. All known theories of quality management differ essentially in their views on the technology of generating and mobilizing knowledge. It is this circumstance that explains the active inclusion in the theory of quality management of philosophy (the theory of knowledge) and psychology - areas of knowledge, in the opinion of many, not directly related to the solution of the quality problem. The history of activity makes the consciousness rebuild and change the prevailing stereotypes of thinking. In particular, the historical experience of economic development in the XX century is sufficient to convince the inveterate, but have not lost the ability to critically reflect on what is happening.

The philosophy of quality begins and ends with the dialectic of activity. Today it is generally accepted that the quality management system is based on a dialectical conclusion about the specific historical originality of being. If you want to achieve success in the economy, if you please rely on the following provisions:

- a quality management system for each specific production is developed separately and is not replicated in finished form;
- it is necessary to develop a quality management system taking into account the national characteristics of the country. Revealing the specifics of Japanese quality management, K. Matsushita explained to Western experts: "For you, the essence of leadership is how to take ideas from the heads of managers and put them into the heads of the personnel responsible for performing technological operations. For us - bit by bit to collect the intellectual resources of all employees and put them at the service of the

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enterprise. " It is useless to transfer the discovery of the Japanese to the soil of Americans and Europeans with their mentality of egocentrism and mercantilism. Western-style democracy made the individual's individuality absolute, leaving little room for maneuver, all the more so for such a sharp turn of thinking. The Japanese have kept the collective spirit in mind. The Japanese "We" does not irritate the "I".

It seems to us that the process of securing a domestic producer in the domestic market will proceed in two interconnected stages. The first of them requires a comprehensive solution to the problem, the second requires the implementation of a systematic approach. An integrated approach is simpler, more accessible in a hostile environment. He admits a certain disproportion in the implementation of the program.

In our case, an integrated approach should include political, legal, economic, moral, aesthetic and informational components. Today, agreement in political decisions regulating the economic activity of law, the work of legal bodies that ensure the work of laws - decisions of economic practice is very relative. There are economic problems, the desire of political actors to help solve them. But between these extreme phenomena there are inevitable intermediaries that form the basis of the mechanism for the implementation of programs. The number one task is to make this mechanism work in unison with the interests of the state for the development of the national economy, for the good of the country and the people.

It is unlikely that we will encroach on state secrets, saying that such a mechanism is clearly not perfect, and the state does not have enough political will to compensate for the imperfection of the legislative base bearing the stamp of oligarchic interests. Democracy is not the art of manipulating legal intricacies. Democracy is a harsh demand for the freedom of decision-making presented.

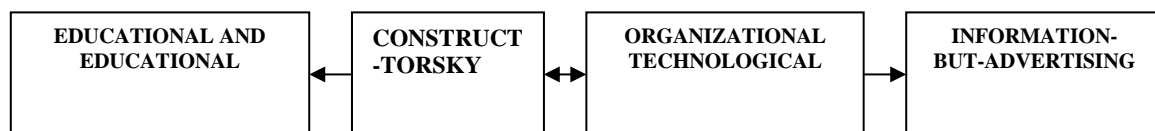
It is impossible to foresee everything in the legislation and, perhaps, not rationally, but it is immoral and ugly to narrow democracy down to the postulate: everything is allowed that is not prohibited. Formally, yes, if we look at society as a sum of isolated individuals striving to get the most, regardless of the interests of the existence of similar subjects, and at history, as a supranational movement of mankind, consider that "people", "nation" are abstract concepts, without a significant historical load so they can be neglected. Where law cannot work, morality must be included.

Moral responsibility is the most important sector of the rise of a consumer goods manufacturer to an authoritative position in the market. Are Russian business and the state morally ready for consistent interaction? The Russian people are patiently but not indifferently following the fate of their native production.

The systemic stage is much more complicated than the complex one. In an integrated approach, the reserves of external forces are realized, building their work in a certain order, tying them into a knot, you can count on a positive effect. The lack of an integrated approach to solving the problem is that it is a view of the problem from the side of the conditions of its existence, as if external to it. Thus, construction is "cleared".

Any process evolves due to an internal source. His main forces are in himself and their organization requires a view not from the outside, but from within.

In this context, it is necessary to activate the system-forming factor. What he is specifically is a big question awaiting its researchers. In the meantime, we are ready to offer only the first approximation to the solution of the problem - the introduction of our own system unit of production into it and the promotion of quality goods to the consumer market (Figure 6).



**Figure 6. Blocks of production and promotion of quality goods to the consumer market**

Behind it is the idea of looking for a system-forming factor in the essence of the product, the duality of its value - the ratio of the quantity of quality labor and the manifestation of consumer properties.

Let us recall Karl Marx, who discovered the dialectical nature of the commodity, the unity of abstract and concrete value in it. Abstract value provides the possibility of its equivalent exchange, concrete value encourages the buyer to purchase this particular product. To begin with, both values must be

consistent and not distorted by market speculators. And then our manufacturer will not be a guest on the domestic sales market, but its owner, providing the buyer with the opportunity to purchase the products of the fashion industry that he needs most, and in accordance with his purchasing power.

### Conclusion

The processes of globalization, the strengthening of international competition that characterize the

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world economy, were an objective prerequisite for changing the competitiveness management paradigm, which consists in abandoning traditional industrial policy and moving to a new industrial policy based on clusters (cluster policy). As a result of globalization, factors of production are becoming mobile, competition between countries is increasing, therefore, not only innovation and education, but also interconnections between enterprises are important for developing and maintaining superiority over competitors, which has led to the creation of network structures - clusters.

The cluster is viewed as a network organization of geographically interconnected and complementary enterprises (including specialized suppliers, including services, as well as manufacturers and buyers), united around a research and educational center, which is linked by vertical ties with local institutions and authorities in order to increase the competitiveness of enterprises, regions and national economy.

In the studies performed, the issues of the formation of a regional shoe cluster in the Southern Federal District were considered. As a result of the work carried out, the prerequisites for creating a cluster were identified, such as:

- high concentration of skilled labor;
- clear specialization of manufacturers;
- long-term traditions of shoe craft;
- availability of local suppliers of quality raw materials;
- high demand in the region for quality footwear.

We believe that for the development of the shoe cluster in the Southern Federal District it is necessary:

- o legalization of preferential taxation of manufacturers;
- o creation of an effective sales system for products;
- o improving the quality and design of shoes;
- o increase in assortment;
- o joining efforts of players to promote footwear in the region.

In the course of the work, they proved that the cluster is a socio-economic system and belongs to the class of organizational systems.

Organizational system (organization) is a system, i.e. a set of interrelated elements, but it is not just a set of elements, but it exists or is created artificially to achieve certain goals, that is, the system is a means to achieve goals.

An economic and mathematical model of creating a cluster in the Southern Federal District is also presented. The calculations were performed by the method of multivariate classification and cluster analysis. As a result of the calculation according to the model, the enterprises were merged into a cluster.

The calculated technical and economic indicators can be the result of the performed studies. Thus, the expected output of pairs of shoes at the end

of the fifth year of the cluster's operation will be 190,156,000 pairs, which will ensure economic stability for the cluster by this time.

The estimated gross profit at the end of the fifth year of the cluster will be 26,928,568.4 thousand rubles, the total cost of production, respectively 162921748.2 thousand rubles. It is planned to create 76,268 jobs. The average monthly wage of one worker for the production of men's shoes will be 11,761.94 rubles, for the production of women's and children's shoes 10,504.46 rubles. and 10425.8 rubles, respectively. The most profitable is the production of women's shoes - 18.8%, the profitability of the production of men's shoes will be 16.6%. The production of children's shoes is less profitable, 9.31%, and this is not surprising, since the production of shoes for children requires the greatest costs. The average profitability will be 16.64%.

We also considered various options sales of footwear within a month, for example, 100% sales of manufactured footwear, 80% and 50%. Calculations indicate that with 100% of the sale of footwear in the specified period of time, not only the costs of production and sale of footwear are covered, but also a fairly significant profit is obtained. This testifies to the effective operation of the shoe cluster, as well as to the correct marketing and assortment policy, it is also possible to make a profit when selling 80% of the manufactured children's, men's and women's shoes.

If only 50% of all footwear is sold, the activities of the cluster will not bring income, which suggests that such cases are inadmissible when the sale of manufactured footwear will be less than 50% within a month. If such a situation arises, it is necessary to attract borrowed funds to cover the costs and the subsequent production of products, which provokes the possibility of the cluster becoming bankrupt.

To ensure 100% sales of manufactured footwear, a competitive assortment of men's, women's and children's footwear has been developed, taking into account factors affecting consumer demand: compliance with the main fashion trends, economic, social and climatic characteristics of the regions of the Southern Federal District, as well as the national characteristics of residents of the regions of the Southern Federal District. The cluster provides for the production of footwear using both mechanized innovative technical processes and manual labor, which should ensure the demand of both an elite consumer and a mass consumer, creating the preconditions for the sale of all footwear.

The developed innovative technological processes for the production of men's, women's and children's footwear using modern technological equipment produced by the world's leading companies will make it possible to produce a wide range of footwear not only by type, but also by fastening methods, which is also a guarantee of sustainable demand for the offered range of footwear. ...

## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
ПИИИ (Russia) = 3.939  
ESJI (KZ) = 9.035  
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630  
PIF (India) = 1.940  
IBI (India) = 4.260  
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The proposed technological equipment, on the basis of which it is possible to form a technological process for the production of men's and women's, as well as children's shoes, allows, taking into account the available production areas choose the optimal volume of footwear production with high TPE.

The decision to create a center for standardization, certification and quality management is justified. Such a center will ensure the preparation of certificates of conformity and declarations of conformity for the entire range of footwear, which will be manufactured within the shoe cluster. The presence of such documents will form the confidence of the buyer, create an image, which means high demand, which, from our point of view, is a determining factor for the competitiveness of the proposed range of shoes.

Based on the current state of affairs in the country's economy, in our opinion, the most significant problem in the development of the regional consumer market is the lack of a full-fledged regulatory framework that ensures the functioning of the mechanism of state regulation of the regional consumer market. Thus, it is the intervention of the state that should correct the situation on the footwear market in the Southern Federal District, and provide an opportunity for the development of the domestic footwear industry.

From the analysis performed, we note the following trends in the development of the footwear industry in the territory of the Southern Federal District:

1. The Southern Federal District is distinguished by a high level of migration of the working-age population to developing industries. The leather and footwear industry for the district can be confidently called a developing one. The Southern Federal District ranks first among the regions of the Russian Federation in terms of the volume of footwear produced.

2. On the territory of the region there are unused industrial fixed assets suitable for restoration.

3. In the Southern Federal District, there are many specialized educational institutions for training personnel in the field of the leather and footwear industry.

It is also necessary to increase the investment attractiveness of the industry and create conditions for increasing its competitiveness. An important measure is to protect the domestic market from illegal import and turnover of light industry goods, create conditions for increasing its transparency and ensure non-discriminatory access of industry producers to trade organizations. To do this, it is necessary to introduce

high duties on the import of finished shoes and low on the import of basic and auxiliary materials and equipment. Again we have to repeat about the need to regulate the level of prices and tariffs, which would guarantee both the manufacturer and the trade not only reimbursement of justified costs, but also the accumulation of funds for the development of production.

It is necessary to allocate funds to finance the development of technical regulations for light industry products and provide advice on their implementation.

I would like to note that there is a historically established adaptation of peoples living on the territory to manual production, the presence of their own national technologies and the design of manufactured shoes, adapted to the climatic conditions and landscape of the region. The prerequisites for the development of footwear production in the region are very significant.

We offer the following set of measures:

1. Creation of a regional program for the development and maintenance of domestic shoe production in the region.

2. Taking measures to reduce the import of imported footwear into the region. These measures should include, first of all, the suppression of the trade in footwear that is smuggled and without permission to sell it on local markets.

3. Assistance in the employment of young professionals, university graduates, in existing and newly created shoe enterprises.

4. Assistance to enterprises in the process of promoting domestic shoe brands in local markets. First of all, it is necessary to develop a competent marketing strategy for regional shoe companies.

5. Creation of a special lending program for light industry enterprises in the region, taking into account the specifics of production: the seasonal nature of the products sold and the peculiarity of the turnover of working capital of enterprises in the industry.

In our opinion, for the successful implementation of all the above measures, the interest of regional authorities in the formation and development of the shoe cluster, their reduction in prices for components and energy costs, and a convenient transport interchange are necessary. All this together will allow such a formation a long life and stable positions not only in the domestic but also in foreign markets. All that is needed is the goodwill and support of all participants in the formation of a shoe cluster of regional and federal branches of government.

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