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Article



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ON THE SIGNIFICANCE OF MOTIVATION OF THE LEADER OF AN ENTERPRISE FOR THE PRODUCTION OF DEMANDED AND IMPORT-SUBSTITUTE PRODUCTS

Abstract: In the article, the authors explored the importance of learning for shaping the behavior of a person who is able to manage the team of an enterprise in order to ensure satisfaction with the results of such work, to be carried away by it and become its face. For the successful management of the enterprise team, it is necessary to conduct research in order to determine the degree of satisfaction of a person with the results of the work of the enterprise team with their work, i.e. form workaholics. Then these people are people who love to work and strive to work well and will be those who are able to implement the tasks set for the entire staff of the enterprise in order to ensure the production of import-substituting products.

Key words: specialization, standardization, productivity, workaholics, management, enterprise team, passion, commitment, satisfaction, amount of work performed, salary, personality, identity, situation, reward, risks, market, demand, competitiveness, products.

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Introduction

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The prospects for the market and production are related to the activity that managers will show in relation to the concept of "priority of goods." The most difficult for them will be the process of restructuring

thinking from a utilitarian, pragmatic warehouse, formed by the paradigm of minimizing costs to obtain the final margin, to a new principle: to legally and morally maximize the margin. More and more energetically moving into mathematical methodology, economists are losing the specifics of political economic analysis, which requires acting against the

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backdrop of perspective. More often you need to return to the works of the classics - W. Petty, A. Smith, D. Ricardo.

Main part

As a result of yet another political and economic disproportion, lending flourishes, creating the illusion of purchasing power. The Russian consumer is driven into a financial trap by economic policy. The essence of the situation is not in the economic illiteracy of the population, but in worldview primitivism, implanted everywhere and aggressively. Schoolchildren are taught to memorize, students are not taught to think scientifically, calling it the modernization of education. Life is the ability to act effectively, based on real possibilities. The substitution of the reality of a really existing, earned, virtual-object, life on loan, inevitably leads to spiritual nihilism, moral decay and a personality crisis.

The primary reasons for the consumer one-dimensionality of the individual must be sought in the anarchy of a non-civilized commodity market. What's next? The answer must be sought in the same place, that is, where everyone meets with necessity - in the market. The economic priorities of the policy are called upon to determine the role of the market: will it become a fraternal burial place for native producers or a trigger for the rise of domestic production? But manufacturers should not contemplate what is happening, criticize politicians and demand favorable development conditions for themselves. By their status in society, they are faced with the vital need to look for new factors of advancement, to think about reserves that have not yet been involved in the process.

In O. Comte's idea that every science must be a philosophy, far from everything is false. Philosophers who adhere to classical ideas about philosophy argued with Comte, considering it wrong to leave methodology and, especially, worldview at the mercy of private scientific reflection. The dissolution of philosophical reflections in scientific knowledge will lead the latter into an epistemological dead end, as it will provoke absolutization in solving the universal problems of scientific knowledge. The adoption of generalizing and guiding decisions in cognition is the lot of a "judge" independent of the specifics of private judgments. At the same time, O. Comte was indisputably right, believing that only thinking that is not clogged with stereotypes is able to act productively, be innovative, innovative, and creative. Anyone who has advanced on the path of organizing business development, like prayer No. 1 "Our Father", must know and repeat: only dialectical thinking will help me be successful, save the enterprise. But who in our age will teach you to think dialectically? The Russian democrats, who ruled politics at the end of the 20th century, identified dialectics with the directives and slogans of the Soviet era and deliberately cut off

its democratic roots as vigorously as M.S. Gorbachev, and even earlier, the builders of communism raised virgin soil where it should not have been done, according to the voluntaristic instructions of N.S. Khrushchev. how Massandra's vineyards were uprooted by M.S. Gorbachev, and even earlier, the builders of communism raised virgin soil where it should not have been done, according to the voluntaristic instructions of N.S. Khrushchev. how Massandra's vineyards were uprooted by M.S. Gorbachev, and even earlier, the builders of communism raised virgin soil where it should not have been done, according to the voluntaristic instructions of N.S. Khrushchev.

An enterprising entrepreneur is conditioned in making decisions by the state and trends of the existing market. But dialectically organized thinking will not allow him, when developing a business plan designed for the foreseeable future, to be in the grip of market conditions. However arbitrarily formed, anarchically free, the market is regulated by the movement of production. Everything in production is connected by a common node. "Everything is one," argued the ancient dialecticians, and they were looking for something that makes everything one. The market today requires one thing, tomorrow the situation on it will be different, however, it is impossible to exclude the repetition of today's. Therefore, we need a preliminary, comprehensive, better systemic approach. A systematic approach is better, because it allows you to join the essence of what is happening, it involves the allocation of a system-forming factor. The product has been and will be the system-forming factor in the economic analysis of market production. It is no coincidence that K. Marx in Capital began with the commodity, called it a cell of the economic organism of capitalism and built from the contradictory nature of the commodity, the contradictions of the movement of the bourgeois mode of production.

It is not so much the goods themselves that compete in the market, but the minds and will of the producers, of course, equipped with capital. Goods are the visible side of the market, objectifying the power of the entrepreneurial spirit in specific physical forms and actions. Here we are forced to turn again to dialectics, its requirement to look for the source of development in contradictions and not be surprised at the transformations of opposites, the spirit into the material, and the material into the spiritual. The fundamental and universal conclusion of dialectics about the concreteness of truth explains: what is true now will become a delusion later. When? The question naturally arises. The answer must be sought in the trends of the movement. It was necessary to begin with a comprehensive study of what everything was made of. For us, this is a product, its necessary and additional (superstructure) features.

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The production of goods is determined by the market. Once upon a time, the market was formed by excess product and manifested itself in the form of fairs. Now the goods are made according to the needs of the market. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusually new appear on the market. Theoretically, taking into account the reasonableness of human activity, its rationality, the mutual interest of the manufacturer, seller and buyer, one can conclude that all goods will find their consumer. If the market accumulates unsold goods, it will lose its function and die as a market - a place for buying and selling. In fact, this is what happens sometimes. Only the market is not something abstract, existing outside of time. It represents a form of concrete-temporal reality.

The market is the most important link that ensures the timely reproduction of goods. Market stocks are not born out of fantasy. Sellers agree to bear certain costs, to sequester into their expectations precisely because of the need to do everything on time. Otherwise, the losses will increase, status costs will join the financial costs. The authority of the market participants themselves will be at risk. In the context of these arguments, the idea matures that the main function of the market is not to make people buy at all, but to make people buy as quickly as possible. A civilized market is designed not only to sell goods in a timely manner, but also to be a factor in accelerating the development of the production of goods. How exactly could this be done?

The paradox of the market is that the future of the market is cloudless, all market problems are always modern, they will remain modern as some are resolved and others increase. Where such confidence? From an analysis of the objectively real foundations of the history of the market. The basic market product is one that provides for the naturally necessary needs of a person. Outside the market, it is impossible to satisfy that without which social-individual reproduction is impossible. The market is a socially necessary condition for human life and its progress. The market should not only exist, it is historically imputed to be a factor in the development of society. According to this purpose, the market is supposed to be a developing reality, and society is supposed to take care of the development of the market. Not the freedom to give "how much you can swallow" (B.N. Yeltsin),

Let's return to the specific structure of the commodity market and continue its analysis, starting from the original idea of the "basic product". Satisfaction with the help of basic human needs requires decoding with the involvement of worldview achievements. You can do it in a different way, simplified, only the simplification will lead to the warning of "common sense": "simplicity is worse than theft." In economic analysis, it is dangerous to

underestimate or overestimate anything. Human reality is dualistic, it incorporates the biological and the social. As a first approximation, it is not difficult to separate the biological and social in a person.

Biological - satisfaction of the body's needs for nutrition, maintaining water-salt balance and metabolism, normal gas exchange, protection of temperature conditions of life, reproduction of offspring, movement in space through self-motion.

Social - satisfaction with the conditions of labor activity, development of thinking, consciousness, speech, cultural progress.

Biological and social are combined on the basis of the need for communication and are realized in communication through activity. Public and interpersonal communications also require their market expression. The biological and social features of human reality are multifaceted. They are not set once and for all, they grow, synthetic forms of manifestation arise. So the prospects for the market of naturally necessary goods and services are ensured, as well as market competition, following in the wake of its function to promote the mass availability of buyers to the products offered.

The development of the market is in harmony with the development of a person, his personal expression, new trends in the social movement. The 20th century added sports, scientific activities, space, cinema, and international tourism to the traditional sectors of the market. Terror has been transformed into terrorism largely through market penetration. Market services of terrorists are actively used by the United States and regional states to strengthen their political position. Especially when such actions have a desirable effect on traditional market and exchange trading, for example, in hydrocarbons.

The development of the market goes in the direction of increasing its autonomy. Representatives of financial capital pay special attention to this vector, they are well aware that the market represents the optimal prerequisites for speculative stocks. Finally, the market in the 20th century has become a favorite subject of economic science, seeking to prove that the forces of economic movement are concentrated in the market. The market has become a symbol of the new economy, its leaders are not opposed to giving this symbol a scale of socio-historical significance. The desire to present modern society as a "consumer society", "post-industrial society" must be understood in this way.

The market is not only a place where speculation has taken on the size of a mass legal phenomenon, it has itself become the subject of speculation over time. Market speculation and speculation on the phenomenon of the market is an objective reality generated by the market, its, so to speak, reverse side, development costs.

No matter how significant for the history of the market are naturally necessary goods that guarantee

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the stability of the market movement in the foreseeable future, one should not overestimate the importance of their natural necessity. The natural necessity of a product line points to the nature, characterizes the essence of the object. But the nature and essence of the commodity do not appear directly, they are mediated by the phenomenon, the form of existence of the material transformed by production.

Low temperatures, high humidity, the need to protect yourself from injury, to match the workplace and the specifics of the performance of official duties, will lead a person to the store and make him a potential buyer of a product that he lacks, but will force him to purchase only in one case, if nothing else is found anywhere. This situation is not entirely fabulous, but it looks somewhat implausible for modern Russia. Our buyer has a choice, both in terms of price and priority. 9 out of 10 choose, first of all, based on the price, based on the contents of the wallet, then focusing on the satisfaction of aesthetic claims. Sellers need not panic, no crisis will deprive the market of customers. Their problem is who exactly the consumer will buy from. He will buy what he sees as a combination of the need to purchase goods, free financial resources, more precisely, the prices on the price tags, and the appearance of the goods, including the art of service. The buying formula is simple - "the urgency of the need plus the charm of the offer." The specific content of the terms should be filled by specialists, based on the experience of market relations. On our own behalf, we recall that the demand on the ordinary, non-exclusive, author's market is of two types: natural and artificial, provoked by the promises of manufacturers and the advertising process.

The domestic consumer, addicted to the effect of "pop culture" "mass media", has lost the independence of taste along with the ability to think. The national flavor has been largely lost, the cult of globality is flourishing, the market is littered with foreign consumer goods and counterfeit products, to which it is impossible to apply a qualitative assessment. A specific cultural picture is emerging in the market, which is difficult to understand. The state is not seriously interested in the culture of the buyer. The former experience of cultural enlightenment and upbringing was banished. "A holy place is never empty" and instead of the state came organizations from the structure of civil society, which have neither official powers, nor effective mechanisms, nor the required financial resources. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly included in production, reducing costs, increasing profitability. In doing so, entrepreneurs are driving themselves into the trap of spontaneity and the vagaries of the market element, abandoning the levers of demand management. "Prudent economy", which is replacing the current irrationally arranged mass production, focused on the absolute freedom of choice of goods by the consumer,

when the assortment must satisfy the request here and now, otherwise the seller will lose customers and call into question the continuation of his business, is "tied" to knowing the needs of a particular buyer. Of course, such knowledge is specific, it is indicative, relative, conditional, more like knowledge, an assumption, but still knowledge, unlike an abstract attitude like: the buyer came for the goods and he must buy it, but we are obliged to help him. How specifically? We don't know therefore, we initiate his desire with an assortment. There is a certain logic and ethics in such reflections. The price of this logic is holding back from support - the high level of costs and pressure on the natural environment. After all, they will not be written off, they will be distributed among consumers, increasing the purchase price.

The priority of the product can become a magnet that initiates the interest of the buyer. No wonder V.I. Dal interpreted "attractiveness" as "attractiveness", "magnetism". The economic system is formed by relations of production, there will be no radical transformations of the existing system of the economy, therefore there will be no, there will be a restructuring, a reboot that changes not the system, but the order of the system's functioning, the vector evolution of economic policy. The economic system will be optimized by rationalizing costs, minimizing the cost of assortment.

Does the consumer win? Apparently, yes, provided that manufacturers and sellers are not stingy with research work on consumer demand. Here, the simplest research is not enough, it will require a deep analysis and integration of different approaches - economic (marketing), sociological, cultural, ergonomic, sanitary, focusing scientific research on regional, national characteristics. The prospect of real participation in the process of students of different levels will open, accelerating their qualification formation.

The transition from good to better in any field of activity is associated with an increase in the costs of its implementation, including the financing of risks. In our view, the analyzed transition to the new economic policy should justify the expectations - lead to a reduction in costs, losses, environmental burden, but the result will largely be determined by the construction of scientific, technical and educational policies. Good intentions often end up with worse results due to poor management.

The bad experience of the past is described even in the sacred books. The modification of the economy of mass production in lean production involves the mobilization of a scientific and technical initiative, the maximum involvement of cultural assets and the implementation of the Soviet experience of educational work in the environment of the immediate needs of the final product. It is illogical to improve the principles and forms of organization of production, designed for mass consumption, without appropriate

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training of consumers. The adjective "mass", regardless of desires, indicates the inclusion of activities in the political process, which also requires a political scale of participation. Change of course within the economic system is a political process with the specificity that it begins in the economy.

The time has come again to temporarily disconnect from the production of goods and, following the example of K. Marx, focus on the cell of the modern economic organism - the product, but, unlike the author of Capital, put the product not into production, but try to fit it into the subsystem of market relations. Capital without circulation is not capital. Capital is a process. The process of reproduction of capital is a characteristic mode of its existence. The market ensures the reproduction of capital, creating conditions for the sale of marketable products. For production, initial capital in financial form is required, for implementation, as a condition for reproduction, the demand for goods is required, which the market must provide - a condition that connects the producer with the consumer. Everything, as we see, rests not even on the characteristics of the goods, but on the organization of the market. Of course and the properties of the product are important here. The Doctor is able to revive a dying man, but he is unable to revive a corpse. The same can be said about the market.

As for the cultural organization of the market, it is rational to make its core work with the buyer and the producer, the real subject (object) of relations, which is the product, as a set of properties that can satisfy all market participants. The goods will pass from the property of one to the property of another only if there is a consensus. Consensus is designed to ensure the market. Consensus is a measure of market culture. When the market shifts from the notion of consensus to the understanding of consensus, the market will acquire the status of a "cultural organization". Can this process be accelerated? Undoubtedly. We need to organize work on both fronts. Both the buyer and the seller must be prepared culturally for a meeting in the market. The fulfillment of the real mission of the market is determined by the quality of its information and scientific equipment. The social function of the market is to satisfy the socio-cultural and natural needs of the mass buyer, thereby contributing to national development and political progress. The economic task of the commodity market is to involve the financial reserves of the country's population in production, and they are considerable, actually comparable to the annual budget of Russia. It is possible to control the market. Japan and China are economically different, however, despite this, they successfully manage both production and the market. Market management is different from production management. The market is more complex and reacts differently to the desire to restore order. The orders are also not uniform. In the theater there is one order, at the races - another, in the barracks - the third. It is possible (and desirable) to manage the market economically. realistically comparable with the annual budget of Russia. It is possible to control the market. Japan and China are economically different, however, despite this, they successfully manage both production and the market. Market management is different from production management. The market is more complex and reacts differently to the desire to restore order. The orders are also not uniform. In the theater there is one order, at the races - another, in the barracks - the third. It is possible (and desirable) to manage the market economically.

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The final stage of market relations is the sale of goods, therefore, the market should be managed through the conditions for the sale of goods, creating favorable conditions for the demand for goods. Such management is effective both in relation to the

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consumer and the producer. Building a market according to the principle: "here and now the buyer must satisfy his request", saves time and possibly insignificant financial resources of the consumer, but it is unnatural, because it is wasteful for society and nature. This is "foppery" due to political myopia. Do not give it up, society will put the next generations of people in a responsible position. The future of the country and the people will be in question. The transition to production oriented by the market to the structure of specific consumption, can be seen as a way to resolve the growing contradiction between growing socio-cultural needs and natural sources. And in this sense, there are sufficient grounds to speak of an objective regularity in the development of reproduction. The center of concentration of activity is shifting to the territory of the market, its scientific potential is being updated. Question number 1 lean production: is the market ready for an increase in funding for research on the structure of the needs of the mass buyer? Individual examples are not difficult to find. At the end of June 2017, Google conducted a survey of the culinary preferences of Russians in order to rank the basic 20 products and the same number of dishes. The taste of Russian consumers reassured marketers and horrified nutritionists. Nevertheless, experts are convinced that there will be no changes in two or three years. Production, providing the food market, received the necessary information to think about the directions of investment in production. Now it is important to avoid a rush restructuring, to agree on quotas within the relevant unions, associations and other associations of producers.

We were interested in the study of a well-known company in the context of general problems, since it highlighted several characteristic reasons for thinking. The first and, probably, the most important, leads to the conclusion that economists - theorists were late again and instead of forecasting, they fixed the real fact of the existing reality. A market that meets the needs of the mass buyer has not been and it is not clear when it will match the models of marketers. It forms itself, adapting to the realities of production.

The domestic buyer put a chicken egg in the first place, sent pork in the middle and milk even further. The production of chicken meat and eggs was established back in the 1970s and 80s, lost in the 1990s, saving American farmers, later returned to their own farms, and quickly restored in the required volumes. The market is reliably provided with this product in assortment. Prices are kept, the manufacturer, sellers cannot overestimate them - there is no shortage, a network of stores has been created by manufacturers. A diverse assortment, its timely replenishment, quality, affordability of products form the buyer's interest in them. Pork production also began to increase back in the pre-reform period, the originality of growing a pig herd allows solving problems relatively quickly.

The hardest thing is with milk. Market liberalism hit hardest on the weakest link in agricultural production - the dairy herd. Until the nineties, it was in a state of disrepair. Collective farms were abolished, farming, designed to increase production, did not take place as planned. The biology of cattle is such that the required volume of a herd of animals with satisfactory characteristics should be expected for at least 10 years. Huge investment required! The West is not interested in us as a competitor. All of the above are conditions of instability and scarcity. The market oriented itself to the deficit and brought its own price order in cooperation with dairies. Milk, affordable and of high quality in the difficult Soviet years, has become both of poor quality and inaccessible to the average mass buyer. Especially milk products. The market has weaned the consumer away from milk. The question arises. Why? The market must be interested in the buyer. That's right, but not stupid people work in production and in the market. They understand that the herd of cattle will be formed for a long time. An indefinite time to get the result is enough to take the largest margin, and it is not necessary to rely on the mass consumer. Second, natural and socio-cultural needs are formed spontaneously only in the most general, abstract form. They are concretized in the real conditions of national reproduction, on the results of economic policy. The state is able to influence this process through control over production and consumption, of course, in accordance with the laws of the economy. An indefinite time to get the result is enough to take the largest margin, and it is not necessary to count on the mass consumer. Second, natural and socio-cultural needs are formed spontaneously only in the most general, abstract form. They are concretized in the real conditions of national reproduction, on the results of economic policy. The state is able to influence this process through control over production and consumption, of course, in accordance with the laws of the economy. on the results of economic policy. The state is able to influence this process through control over production and consumption, of course, in accordance with the laws of the economy. on the results of economic policy. The state is able to influence this process through control over production and consumption, of course, in accordance with the laws of the economy. on the results of economic policy. The state is able to influence this process through control over production and consumption, of course, in accordance with the laws of the economy.

If you do not manage, then at least it is quite possible to know the product rationality and

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assortment architecture of the market through the study of consumer preferences. Economic, sociological and psychological tools make this possible. It is only necessary to be able to "look into the soul" of a potential client of the market, to make him open up. A common environment that creates an atmosphere of trust is required. Questioning pretty tired of the public, which is understandable. Efficiency is not visible, questions are often not clear, the questioning technique is primitive, without application to the process. On the other hand, ongoing "sale" campaigns are not used for surveys. Questioning the buyer in the specific conditions of the sale, depending on the ability to reduce their costs, by specialists, and not by random counters, naturally encourages reciprocity. Questionnaire should try to make part of the action. Why not hold "buyer days" in specialized stores with the wide involvement of representatives of interested organizations. The compilation of questions for questionnaires and interviews should also be done not by random "scientific units" working under any order. We need permanent research centers specialized in the main sectors of the consumer market, periodically analyzing the state of consumer interests. Moreover, a very high analytical and methodological qualification of the workers of such centers is required. There is no doubt that the reduction of losses, the acceleration of trade turnover will significantly exceed the costs of the activities of these divisions. Why not hold "buyer days" in specialized stores with the wide involvement of representatives of interested organizations. The compilation of questions for questionnaires and interviews should also be done not by random "scientific units" working under any order. We need permanent research centers specialized in the main sectors of the consumer market, periodically analyzing the state of consumer interests. Moreover, a very high analytical and methodological qualification of the workers of such centers is required. There is no doubt that the reduction of losses, the acceleration of trade turnover will significantly exceed the costs of the activities of these divisions. Why not hold "buyer days" in specialized stores with the wide involvement of representatives of interested organizations. The compilation of questions for questionnaires and interviews should also be done not by random "scientific units" working under any order. We need permanent research centers specialized in the main sectors of the consumer market, periodically analyzing the state of consumer interests. Moreover, a very high analytical and methodological qualification of the workers of such centers is required. There is no doubt that the reduction of losses, the acceleration of trade turnover will significantly exceed the costs of the activities of these divisions. The compilation of questions for questionnaires and interviews should also be done not by random "scientific units" working under any order. We need permanent research centers

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The current state of the study of consumer demand is proportional to the cost of its implementation. If statistical methods, as a rule, are in a satisfactory state, they are borrowed in mathematics, then the methodology for developing questionnaires and questionnaires raises many questions. The wording of the questions indicates a poor understanding of the structure and specifics of the thinking activity of homo sapiens. How, for example, to understand the "perceptibility of the need to purchase a product", in what units can this feeling be measured. The sensation of pain tells the doctor about a possible disease. It is different both in character, and in strength, and in the course of time. The sensibility of the need should first be differentiated and only, having received a specific picture of the options for the saturation of the feeling, put into information circulation, interrogate. The lack of prior prepared to assess the feeling of working with a client will turn into a poor-quality answer, in which the respondent will be the least to blame - you need to be able to ask. In the course of interviewing, an oversight - in the formulation of the question can be corrected by leading additional questions, in questioning there is no such possibility.

Questions on the content intersect, repeat each other. So the questions: "Manufacturer's responsibility for the quality of the goods" (by the way, it is unnecessary to ask, because it is clearly spelled out in the conditions of purchase and sale) and "an impressive warranty period" duplicate one another.

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The last one is really important. In the general questionnaire, private questions are adjacent, helping to assess the state of consumer attitudes and synthesizing, which do not belong in the questionnaire, but in the analysis of who will evaluate the answers and make an expert opinion. For example, the question "Cultural service" should not be included in the questionnaire in such a formulation. It is usually divided into sub-questions so that the respondent does not know and is not pre-engaged. The one who ordered the study will have to judge the culture. Quite often, questions drive the mind into a dead end for a long time. How to understand the question: "The level of interest of the manufacturer in the formation of the attractiveness of the product"? What does he have to do with the buyer? Requires clarification and the question "completion of goods"? Two or three such questions are enough to turn away the buyer, alerting him. The questionnaires are poorly structured, it seems that the questions are arranged as they are invented. For example, often the questions, the purpose of which is to expand the readiness of the client to make a purchase, to determine the degree of "maturity of the client, are next in the general section with questions aimed at establishing the rating of information sources. The question of the possibility of a subsequent exchange (regulated by legal order) is clearly superfluous in the questionnaire, especially in the neighborhood with the question of modern design. Puts into a stupor a question like: "The needs of the consumer to buy a priority, original product? It combines senselessness with uselessness.

Compiling a questionnaire is an art that is not available to every specialist. The best thing is when teams of specialists and consultants work on the development of the questionnaire. We can only assume a variant of the structure of the questionnaire, aimed at identifying the place and role in inducing the consciousness of the buyer to purchase the product of its attractiveness. It seems to us that such a questionnaire should consist of 3 sections:

- the first is formed by questions designed to reveal the degree of readiness of the consumer's consciousness to purchase a product of this group;
- second, to help determine the attractiveness of that in the product that brings the consumer to the state of the buyer, concretizes the subjective mood of his consciousness, determines the choice;
- the third is to understand what can prevent a consumer from becoming a buyer, to exclude factors of negative impact on a potential buyer.

A rare product is able to zombify the consumer, make him not think or feel anything other than what he holds in his hands. Such a product must combine all the features of an ideal degree, be perfect in everything. The main danger for abandoning a seemingly resolved issue of purchase is usually created by the behavior of the seller, a violation of the cultural order - signs of the operator's lack of interest

in selling the goods. A potential purchase decision is subjective and, as such, needs to be objectified - to make a purchase - under certain conditions, showing the reciprocity of the interests of the parties to the transaction. The culture of customer service is sometimes more significant than the priority features of the product. Unfortunately, the understanding that their actions are an integral part of the priority of the product has not yet grown into the minds of sellers. They think,

In the context of the philosophical characterization of the priority of the product, the first group of questions is of particular interest, which allows monitoring the movement of consciousness. There seem to be four phases here:

- the need for a product at the level of feeling (desire);
- interest at the level of a systematic assessment of the possibility of a purchase;
- maturation of the relevance of the acquisition;
- super maturity, forcing to attract a loan.

The ideal solution to the problem of priority would be the directed interaction of three subjects, like Gogol's "bird - troika" - the producer of the goods, he would play the role of the "root" and "attached" - the buyer with the seller. This could be so if each of the trio worked autonomously in their own interests, with the manufacturer and seller showing all the signs of a high professional culture. We use the definition of "ideal solution" in its basic practical sense, as a perfect way to implement an ideal consideration, that is, something that is objectively realistically achievable. The system-forming feature of the philosophy of the organization of reproduction has been and will be the position: "the consumer (buyer) is always right." It's about prevention.

The contradictions of reality hold back the movement along the ideal route. In public life, the movement takes place in the conditions of mutual intersection of objective prerequisites and their awareness in human interests. Human interests are determined by the position of a person in the structure of social architectonics. Even L. Feuerbach concluded: "In huts they think differently than in palaces." And K. Marx and his supporters convinced that it was useless to wait for the consensus of the inhabitants of huts and palaces. Everyone will fight for their own truth, regardless of the objective failure to the end. It is not only about extreme forms of political struggle. Their extremeness shows that they are exclusive. In the ordinary life of society, there are many ordinary ways to achieve their class, national, political and economic goals. Ideology is called upon in different ways to protect the interests of those.

The thesis "The buyer is always right" is a reliable cover designed to create an impression of the humanity of the democratic structure of the social organism. In practice, the market is dominated by sellers in allied relations with producers. Producers do

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not produce what they can, but mostly what is especially profitable. Do they take market conditions into account? Undoubtedly, but not as the interests of the consumer as a measure of their activities. Producers know that market orders are again not determined by the needs of buyers. The market is ruled by the seller in the person of the organizer - the owner - of the market. The owner of the market, in turn, is well aware of the importance of cooperation with the manufacturer for his well-being. And so it turns out that from a market "deity" the buyer turns into an extreme subject of the market, whose thinking and wallet are manipulated by everyone, including government services. The market order in the "culture of the market" is not formed over a quarter of a century of demonstrating the search for civilized mechanisms in conditions of economic instability.

The market, taken abstractly, as a necessary link in commodity reproduction, is a clear and important concept for political and economic thinking, indicating the role of the market in ensuring the sustainability of social progress. This significance of the market is speculated by those who objectify, materialize understanding, transform it into a socio-economic reality. The concepts of economic theory have a cultural design within the framework of the most general requirements, ensuring reproduction in its fundamental expression. This is the level of cultural abstraction.

The real market is determined by the available cultural equipment of society. Here culture is concretized historically in time and space. What they have grown is what they got on the market. Let's add to what has been said the importance of attitude to culture. It is one thing to understand culture as an ordinary factor; it is quite another thing to see culture as a source of social development.

Prophetic Oleg at A.S. Pushkin was surprised at the prophecy of the Magi regarding the cause of his death. Someone, for sure, after reading the following, will remember the surprise of the prince of the Rus. The ability to be surprised is a sign of active thinking, an argument in favor of the creativity of consciousness, but it requires caution and knowledge, not opinion. In an effort to find out what does not make the product attractive, we logically came to the originality of the product. Dealing with the concept of "originality", they remembered the "pretentiousness". Progress is carried out in a spiral, so a return to the past, partially forgotten, is natural. At one time, the concept of "pretentiousness" was commonplace, the term was often used by domestic classics: V.G. Belinsky, N.V. Gogol, I.S. Turgenev, F.M. Dostoevsky. Interestingly, none of them used "pretentiousness" in a positive sense. Pretentiousness was understood as a dangerous deviation from the cultural norm, emphasizing the need for delicate handling of this word. V. I. Dal also, it seems, did not come to a unified attitude to the content of the concept

of "artsy", preferring to let readers think for themselves how they will operate with the term. Dahl only fully decided on the origin of the word. "Fancy" from the verb "fancy", and originally from "chur" ("in games: find out what is what, protect yourself (or a thing) with a "conspiracy"). "Fancy, according to Dahl, patterned, sharp, motley, with embellishments; exquisite, strange ... " Dahl only fully decided on the origin of the word. "Pretentious" from the verb "pretentious", and originally from "pretentious" ("in games: find out what is what, protect yourself (or a thing) with a "conspiracy"). "Fancy, according to Dahl, patterned, sharp, motley, with embellishments; exquisite, strange ... " Dahl only fully decided on the origin of the word. "Fancy" from the verb "fancy", and originally from "chur" ("in games: find out what is what, protect yourself (or a thing) with a "conspiracy"). "Fancy, according to Dahl, patterned, sharp, motley, with embellishments; exquisite, strange ... "

The content of concepts and attitudes towards concepts change over time, sometimes even to the opposite point of view. We compared the interpretation of V.I. Dahl with explanations in the "Dictionary of the Russian Language", published by the Academy of Sciences of the USSR: "artsy" - intricate, overly intricate, overly decorated. Literary examples taken from Belinsky, Dostoevsky and Nikulin are chosen in such a way as to emphasize the negative presence of this excess in the pretentiousness. For a century and a half, as we see, there have been no significant changes in the understanding of "pretentiousness" for the cultural status of the concept of "pretentious". Pretentiousness is the lot of experienced, skilled artists. One thing is for sure, pretentiousness implies exclusivity of the product. A mass product excludes pretentiousness, as it is designed for a consumer of a standard cultural taste. The mass consumer of pretentiousness will not understand without a preliminary explanation, but then pretentiousness loses its meaning as "something beyond what is." Boutique managers have the right to hope for the effect of pretentiousness. They have a specific customer. Pretentiousness is the element of stylists, established fashion designers, and not all, but only those who have not crossed the threshold of measure, subtly feels the limit of the permitted invasion of personal imagination into the formed variety of tastes. And again on our way there is a philosophical position of the artist, facing a choice: to do for whom and for what? Because its future depends on who will be in it, connoisseurs or consumers of creativity. History passed its verdict on pretentiousness at the beginning of the Enlightenment. Pretentiousness has been tied to the past, leaving a place in the future for pretentiousness not as a product, but as a creative method of searching for "productive" thinking. Pretentiousness is normal for fantasy in a test expression, in order to determine the reaction to an

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innovation, an avant-garde detail. The inclination towards pretentiousness should be viewed through the prism of the fate of avant-garde movements.

They left behind ideas, technical tools. The demand for avant-garde products was aesthetically pretentious, determined by the size of free finances and remained an exclusive phenomenon. The demand for artsy products on a mass scale can be counted on for a short time, and after the total processing of the mass consumer by means of the mass media. It is clear that the consumer here is also specific with an unformed culture of thinking, looking not for answers to questions, but for hints of what exactly and how to do it. Judging by the paradigm of the domestic modification of the modernization of education, manufacturers of artsy products can hope for the near future if they correctly orient prices. The logic of sensual thinking is "iron" in the mind and is easily broken on practical cliffs. One of them is the size of the margin of the "manufacturer-seller" union.

The market, both in demand and in the range of offers, is actively used by politicians, mainly during periods of social uncertainty. In particular, in our days, the rulers and their ideological support in Ukraine. Prior to the Maidan events of 2014, provoked by the participation of radical Nazi nationalists, shirts embroidered with a national pattern were kept in chests, and in some places hung in the huts in the form of relics in the corners. When it was necessary to activate the national spirit of the freedom-loving Ukrainian people, the Rada blossomed with embroidery. And democratic Europe, which long ago determined for itself the normal business look of a suit for official presence in government bodies, became blind, did not see such an obvious nationalist action.

Consider the birth of Nazism in Germany. German extreme radicalism was born in a brown uniform. Politicians who seek coups most often need pretentiousness:

firstly, in order to achieve uniformity of the ranks, their cohesion;

secondly, in opposition to the essential order with which they are going to fight.

Along with negative examples of the use of "pretentiousness" in clothing and equipment, there are also positive experiences - the scout movement in the USA, the pioneer movement in the USSR. What conclusion can be drawn from the analysis of the political perspectives of design creativity in the form of creating pretentiousness of a product? One conclusion suggests itself: there is a "dialectic" of the individual and the general, usually it is formed through the "special". The dispute about the primacy of "single" and "general" is a long-standing one. Dating back to Plato and Aristotle, was the basis of medieval scholastic ideology, dividing it into "nominalists" and "realists". The dialectician Hegel, at the level of philosophical - metaphysical thinking, considered what is what and how they are connected

in development, natural science confirmed the dialectical understanding of the unity of "single" and "general". But, one thing is speculation, another is practically oriented awareness, called "common sense". "Common sense" is a pre-scientific form of knowledge production. It attracts with the ease of obtaining them, ease of use, but its reverse side is the danger of getting lost as you plunge into the process of cognition, replacing knowledge with opinion. Unscrupulous politicians use all this in their private interests. Pretentiousness in creativity is a normal phenomenon, indicating the working state of thoughts. However, creative vigilance is also needed, not allowing a "pretentious boom". Everything should have its new place. Manufacturers are called upon to go beyond satisfying the practical demand of the mass buyer brought up by advertising pressure. With their sociocultural status, they are called upon to shape the tastes and aesthetic priorities of consumers in the context of national and universal traditions.

The criteria basis of human behavior includes those stable characteristics of his personality that determine the choice, decision-making by a person about his behavior. Naturally, this kind of decision is greatly influenced by the goals that a person pursues, the conditions in which actions unfold, his capabilities, the dynamics of ongoing processes, mood and a number of other factors. However, with all the variety of factors, the behavior of each particular person has a certain stability and predictability, certain principles of behavior inherent in him, criteria for selection and preference, taboos, and the like. Moreover, in exactly the same situations, if such situations exist at all, different people can make completely different decisions.

The criterion base of any person's behavior consists of his disposition towards people, events and processes, the totality of values shared by this person, the set of beliefs that a person adheres to, and the principles that he follows in his behavior. All these components of the criterion base of behavior are in close interaction, interpenetration and mutual influence. However, despite their strong interdependence, they can be considered as relatively separate characteristics of a person's personality that affect his behavior.

Location of a person to people, individual processes, the environment, their work, the organization as a whole plays a very important role in establishing normal interaction between a person and the organizational environment. One and the same phenomenon or action, which has exactly the same manifestation and has the same effect on people, can cause a different reaction due to the fact that people have a different disposition towards this phenomenon or action. Reflecting a person's feelings towards a particular object, the location makes his decisions and actions individual. At the same time, it is important to emphasize that usually a person has a certain

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disposition towards each object or phenomenon that he encounters in life.

The location is characterized by the fact that it: firstly, it is invisible, since it is contained in man. On the "surface" only its consequences are visible; secondly, the location stems from the feelings that a person has for an object; thirdly, the location is, as it were, a point located on the axis with the poles "like" - "dislike"; fourthly, the location affects the behavior of a person and is manifested in the fact that he behaves in accordance with an a priori positive or negative attitude towards a phenomenon, object, process or person.

Is it permissible within the framework of scientific analysis to compare a real object with a phenomenon from the folklore classics, for example, a market with the fabulous cave of Aladdin? It is not easy to answer this question, since thinking is quite specialized, and specialization is fixed in certain traditions that formalize the approach. Scientific editing requires adherence to the requirements of the way of presenting the content of thoughts that is characteristic of science. Neo-positivists generally tried to build a special language of scientific communications, however, without success. The conflict was practically resolved by the scientists themselves, most of whom actively involved figurative thinking in scientific publications, rightly believing that thinking is a single flow of movement of concepts and images, logical and extralogical, real and fantastic, imaginary. Cognition in any expression is a progressive process, connecting the continuous with the discrete, the ordinary with the unusual. Normalized thinking is relatively, conditionally, artificially organized. The appeal in scientific thinking, including its printed forms, to images created outside the scientific specialization of knowledge, of course, is technologically conditioned.

Thinking cannot exist outside of culture, it is a product of cultural progress. The multidirectional development of culture is the basis of its wealth, and the contradictions of cultural thinking are dialectically united. Comparing the riches of the fairy-tale cave with the riches of a developed modern market, one can clarify a lot, both in economic knowledge and in the dynamics of the transformation of economic theory, in particular, to explain why modern economists stubbornly distance themselves from the political nature of economic science, opposing the economic theory of classical political economy.

Will, perseverance, resourcefulness provided Aladdin with access to cave riches. No intricacies can stop a purposeful person. There is no unknowable, there is still the unknown. The market is a complex, economic mechanism, but it can be understood and managed. The wealth of the cave belonged to the rapists, the market is also not free from violence, so the state is obliged to take the necessary measures to

curb the market element, which serves as fertile ground for those who prefer force to law. The fundamental difference between the riches of the cave and the market is that the robbers were not going to add anything else, and Aladdin had to be content with what he received. The wealth of the market, on the contrary, will grow and along with them problems, the main of which is the realization of commodity receipts. What should be the product for the buyer to sweep it off the shelves? What kind of buyer would you like to see on the market? If the "buyer" is considered outside the socio-economic context, then the answer to the second question looks very clear. The market is waiting for a buyer with high solvency. There are such buyers in Russia, but their share does not exceed 7 percent, and they rarely go to the market familiar to the masses, more by chance than out of necessity. The mass consumer is extremely economical and it is difficult to "shake" him to buy. It requires a certain type of product that can charm, and the presentation of the product - "cultural packaging". It is necessary to attract a buyer, to bewitch. As a reflection of the desire to comprehend the specifics of the status of the demand for goods on the market, one should consider the revival of interest in the concept of "goods attractiveness". It is significantly more specific in content in comparison with the close and more scientific concept of "the market demand for a product". It has less economic statistics, formal signs that allow measuring pressure, but the "human factor" that determines market dynamics is fully present.

The concept of "attractiveness of a product" concretizes in the characteristics of the product at the same time its consumer value - the degree of "exchange" for money and the realism of the price set by the seller. Both the manufacturer and the seller have to be friends with the concept of "attractiveness", which is vectorially directed towards the buyer. It knots the interests of all the main subjects of the economically free market. This function of "attractiveness" explains the active promotion of the concept in the group of those economic categories that reveal the potential of the product's competitiveness in the market. Some authors tend to interpret this nomination as traditional actions in the interests of the application of advertising production, which is inappropriate to do due to one-sidedness, interfering with the achievement of a systematic understanding of the value of the attractiveness of the product in the process of reproduction. Advertising production is indeed present here, but as an accompanying factor, that is, the usual place of advertising in the market is confirmed.

The growing interest in scientific research and economic policy in the concept of "attractiveness of a product", in our opinion, shows the pattern of restructuring mass production from the existing simplified type to a new, sometimes opposed to it, method of organization - lean production (prudent,

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gentle production), focused not on abstract variety of buyers' needs, but on the specific architectonics of consumer requests and the solvency of potential buyers. Economic science is called upon to become a direct productive force through the study of the architecture of the market, thus objectifying the main consequence of the scientific and technological revolution of the middle of the 20th century. The history of the allocation of the goods market to the zone of special attention of economists and sociologists is associated with the birth and development of mass production. The time of mass factory production is calculated with the Industrial Revolution, which laid the scientific, technical and organizational prerequisites for such a development of labor productivity, which turned out to be sufficient for a real opportunity to satisfy the demand for vital goods of the main part of the population through the provision of work and stable wages. It was this combination of production and consumption that launched the development of reproduction on a national and then transnational scale. which turned out to be sufficient for a real opportunity to satisfy the demand for vital goods of the main part of the population through the provision of work and stable wages. It was this combination of production and consumption that launched the development of reproduction on a national and then transnational scale. which turned out to be sufficient for a real opportunity to satisfy the demand for vital goods of the main part of the population through the provision of work and stable wages. It was this combination of production and consumption that launched the development of reproduction on a national and then transnational scale.

The subsistence economy that preceded the industrial stage does not fully correspond to the concept of "reproduction", it was determined by the local demand for the product being produced and was essentially closed to the producer, not contributing to the proper extent to national progress. Hence the cult of aggressive wars aimed at plundering near and distant neighbors, feudal fragmentation, and the constant redistribution of property. Wars and power actions performed the functions of the market. The market worked in addition to politics, it was not permanent. It is also appropriate to emphasize that the development of the market and the formation of the now classic image of reproduction are due not only to scientific and technological progress, a change in the way of organizing production, but also to the competition of production products in the market, differentiation of the market structure. The history of the market shows the dialectical law of the relationship between quantitative and qualitative changes. When the manufacturer began to work on the market, the product turned into a commodity. The status of the product has changed, and the requirements for it have changed. In order for the

product to be sold as intended, it had to attract the attention of the buyer. A product is not a product for sale, but a product that can interest the consumer. The term "hot product" reflects just the movement of goods, its demand by the buyer. "Selling Goods" - the locomotives of the market. A product is not a product for sale, but a product that can interest the consumer. The term "hot product" reflects just the movement of goods, its demand by the buyer. "Selling Goods" - the locomotives of the market. A product is not a product for sale, but a product that can interest the consumer. The term "hot product" reflects just the movement of goods, its demand by the buyer. "Selling Goods" - the locomotives of the market.

The sign of "priority" belongs to the basic characteristics of the product, and is its "relic" property, which has strengthened its position. It is unprofessional, absurd to produce an unattractive product. Domestic could be forced, taught to consume what they had prepared, grown or made, but buyers always have their own reason and vote with a coin so necessary to continue production. In modern times, the concept of "presentation" is used as a synonym for "priority". From here, perhaps, the expression "prominent product" came from, that is, one that accumulates attention to itself, "strikes" the eye. The ability to make a product "prominent", "attractive" requires both the manufacturer and the seller of high qualifications, professional imagination, and presentation skills. This is a costly business, but the costs pay off with the result.

Even a panoramic and historical review of the systemic position of the concept of "attractiveness" testifies to its versatility and complexity of manifestation. The fact that the term "attractiveness" is not so often found in journal publications should not lead the mind into a state of question regarding the actual significance of this sign of marketability in the ongoing economic restructuring to the level of lean production.

K. Marx began his study of the bourgeois mode of production with an analysis of the contradictory nature of the commodity. The commodity is objectively characterized by the presence of consumer and exchange value. The first determines its demand in the market, the second determines the measure of such demand. Cost objectifies labor costs - the quantity and quality of labor produced. Labor also manifests itself through the contradiction born of the commodity essence of capitalist reproduction. On the one hand, it is the creative, creative power of a person - the facet of his essence, on the other hand, he necessarily alienates this human essence, because the product of labor, which has absorbed the creative power, is produced for someone else's consumption. Marxism derives from the theory of alienation the social impasse in the development of bourgeois society. In his main work, K. Marx developed not only the theory of the development of capitalism, it was

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important for him to bring the dialectical-materialist method of scientific analysis to a working form.

Priority is a highly significant pricing factor. The priority dependent portion of the price can be seen as the economic equivalent of priority. This part is measured by the size of demand. Getting a product with new features is costly and limited by its physical nature. This way to surprise the consumer is associated with the risk of losing competitiveness due to high costs. It is easier and more promising to manipulate consciousness. For this, there are ready-made psychological mechanisms and the necessary scientific knowledge. If the product in its form did not make the proper impression, did not attract, it can be made attractive by modulating in a certain context, for example, by acting on the psyche of subcultural perception. "Priority" has such reserves, about which managers still have a very unprofessional idea. There is no doubt, that in the future, marketers will go beyond the range of knowledge now defined by education and will squeeze out production and assortment managers. Market management does not require the teachings of Z. Freud about the "it", "ego" and the conditions for achieving the "superego"; the theory of the "collective unconscious" by C. Jung; E. Fromm's ideas about the significance for consciousness of the ability to be surprised and the role of dreams in real life.

The prospects for the market and production are related to the activity that managers will show in relation to the concept of "attractiveness of the product." The most difficult for them will be the process of restructuring thinking from a utilitarian, pragmatic warehouse, formed by the paradigm of minimizing costs to obtain the final margin, to a new principle: to legally and morally maximize the margin. More and more energetically moving into mathematical methodology, economists are losing the specifics of political economic analysis, which requires acting against the backdrop of perspective. More often you need to return to the works of the classics - W. Petty, A. Smith, D. Ricardo. The "classics", understanding the present, thought about the future, correctly believing that science, limited to the current course of events, resembles a ship at anchor, built as a means of propulsion. "Fathers" of economic science" were philosophers, their heirs have slipped into accounting. Economists can be understood. In conditions of instability of world development, it is extremely dangerous to look ahead beyond the nearest corner. The crisis of 2008, the consequences of which are still making the world economy storm, is a man-made thing. The path was paved by Nobel laureates, they wanted the best. It came out like always. It is time for economic science to return to thinking the scale - not only spatial, but also temporal. Research of the present should be carried out with a reserve for a reasonably foreseeable future, combining them with related sciences,

including the teachings of V.I. Vernadsky about the noosphere. E. Deming back in the 1950s, developing the philosophical foundations of quality management, in the section "Seven Deadly Diseases", put planning in the first place, not focused on the production of such goods and services that the market requires, at the same time, the American specialist was aware of the complexity of the situation.

The fate of a product on the market is determined by its demand. "Demand" - the concept of social and humanitarian level. It is determined, on the one hand, by the degree of development of society and the solvency of the mass consumer, on the other hand, by the structure of the buyer's needs. Epicurus differentiated needs on the basis of two features - naturalness and necessity. According to the view of the ancient thinker, needs are divided into three types: "natural and necessary", "natural and not necessary" and "unnatural and not necessary".

In Epicurus's judgments there is a clue to understanding the status of a commodity. There are goods that are objectively necessary; their necessity is born of a natural need for them. The buyer is obliged to buy such goods - they are a necessary condition for his survival. Of course, it is desirable that the goods that make up the "basket of existence" of the consumer are not only usefully necessary, but also pleasant to the senses, however, it is allowed not to purchase such goods only in two cases when there is nothing to pay and nothing to exchange for. Naturally necessary goods are always "hot" on the market. If they are delayed in warehouses or in places of sale, then there is only one reason - price inaccessibility, greed of speculators who have occupied the market. Shoes are a typical representative of the group of naturally necessary goods, along with clothing and household utensils. A characteristic feature of the shoe stores of modern stores are various kinds of promotions, allegedly aimed at reducing prices. When the third pair is promised to be handed over free of charge in a commercial establishment, this means that the price of the first and second pair allows you to painlessly compensate for the losses associated with the "gift". They pay their price "gift". There is no more obvious argument in favor of defining the pricing situation as one-sided. Oil and gas companies include in pricing the cost of exploration in difficult, often extreme circumstances that require the creation of special equipment, specific materials. The unknown and undeveloped is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach here, a priori overestimating the losses for the production of the product, but the lack of flawlessly developed methods for calculating the inevitable investment in design; the level of scientific and technical support, the need for risky actions, significantly soften the critical reaction.

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“In war as in war,” the front-line writer, who burned in a self-propelled gun, called his famous story, extrapolating his approach, we repeat after: “In the market as in the market.” By releasing market relations between the producer of goods, the consumer-buyer and the seller-intermediary, the government made life easier for itself and, it is possible, made it comfortable at the expense of the producer and consumer. Pricing in a market economy objectively involves the participation of such factors as the cost of goods, the buyer's consumer interest in it, the solvency of demand and payment for the seller's participation. But we are talking about proportional complicity. The strength of market factors cannot be calculated by formulas that describe forces in mechanical movement, a parallelogram of forces cannot be obtained here, however, the proportionality of participation in the formation of the final price can be obtained with a given degree of accuracy. And it was high time to carry out this operation in order to determine politically and economically where the border between a civilized market and a bazaar built “according to concepts” passes.

For what and whose market freedom are liberal politicians fighting for, why are distortions in market pricing interpreted as natural costs of development, normal for democratic governance? Why don't they combine empty Soviet-era store shelves with queues? So that there is no contrast with the clogged shelves of current stores and the lack of customers? Indeed, there was a shortage until the 1990s, but it was associated primarily with a high level of purchasing power, the affordability of most goods. Demand outpaced production. Now, on the contrary, the offers of sellers clearly exceed the real possibilities of buyers, which hurts domestic producers as well, as they sell imported cheap goods that are dangerous to health.

As a result of yet another political and economic disproportion, lending flourishes, creating the illusion of purchasing power. The Russian consumer is driven into a financial trap by economic policy. The essence of the situation is not in the economic illiteracy of the population, but in worldview primitivism, implanted everywhere and aggressively. Schoolchildren are taught to memorize, students are not taught to think scientifically, calling it the modernization of education. Life is the ability to act effectively, based on real possibilities. The substitution of the reality of a really existing, earned, virtual-object, life on loan, inevitably leads to spiritual nihilism, moral decay and a personality crisis.

The primary reasons for the consumer one-dimensionality of the individual must be sought in the anarchy of a non-civilized commodity market. What's next? The answer must be sought in the same place, that is, where everyone meets with necessity - in the market. The economic priorities of the policy are called upon to determine the role of the market: will it become a fraternal burial place for native producers or

a trigger for the rise of domestic production? But manufacturers should not contemplate what is happening, criticize politicians and demand favorable development conditions for themselves. By their status in society, they are faced with the vital need to look for new factors of advancement, to think about reserves that have not yet been involved in the process.

The dissolution of philosophical reflections in scientific knowledge will lead the latter into an epistemological dead end, as it will provoke absolutization in solving the universal problems of scientific knowledge. The adoption of generalizing and guiding decisions in cognition is the lot of a “judge” independent of the specifics of private judgments. Anyone who has advanced on the path of organizing business development, like prayer No. 1 “Our Father”, must know and repeat: only dialectical thinking will help me be successful, save the enterprise. But who in our age will teach you to think dialectically? The Russian democrats, who ruled politics at the end of the 20th century, identified dialectics with the directives and slogans of the Soviet era and deliberately cut off its democratic roots as vigorously as M.S. Gorbachev, and even earlier, the builders of communism raised virgin soil where it should not have been done, according to the voluntaristic instructions of N.S. Khrushchev.

An enterprising entrepreneur is conditioned in making decisions by the state and trends of the existing market. But dialectically organized thinking will not allow him, when developing a business plan designed for the foreseeable future, to be in the grip of market conditions. However arbitrarily formed, anarchically free, the market is regulated by the movement of production. Everything in production is connected by a common node. “Everything is one,” argued the ancient dialecticians, and they were looking for something that makes everything one. The market today requires one thing, tomorrow the situation on it will be different, however, it is impossible to exclude the repetition of today's. Therefore, a preliminary, comprehensive, better systemic approach is needed. Systemic is better, because it allows you to join the essence of what is happening, it involves the allocation of a system-forming factor. The product has been and will be the system-forming factor in the economic analysis of market production. It is no coincidence that K. Marx in Capital began with the commodity, called it a cell of the economic organism of capitalism and built the contradictions of the movement of the bourgeois mode of production from the contradictory nature of the commodity.

It is not so much the goods themselves that compete in the market, but the minds and will of producers, of course, equipped with capital. Goods are the visible side of the market, objectifying the power of the entrepreneurial spirit in specific physical forms

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and actions. Here we are forced to turn again to dialectics, its requirement to look for the source of development in contradictions and not be surprised at the transformations of opposites, the spirit into the material, the material into the spiritual. The fundamental and universal conclusion of dialectics about the concreteness of truth explains: what is true now will become a delusion later. When? The question naturally arises. The answer must be sought in the trends of the movement. It is imperative to start with a comprehensive study of what everything is made of. For us, this is a product, its necessary and additional (superstructure) features.

The production of goods is determined by the market. Once upon a time, the market was formed by excess product and manifested itself in the form of fairs. Now the goods are made according to the needs of the market. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusually new appear on the market. Theoretically, taking into account the reasonableness of human activity, its rationality, the mutual interest of the manufacturer, seller and buyer, one can conclude that all goods will find their consumer. If the market accumulates unsold goods, it will lose its function and die as a market - a place for buying and selling. In fact, this is what happens sometimes. Only the market is not something abstract, existing outside of time. It represents a form of concrete-temporal reality.

The market is the most important link that ensures the timely reproduction of goods. Market stocks are not born out of fantasy. Sellers agree to bear certain costs, to sequester into their expectations precisely because of the need to do everything on time. Otherwise, the losses will increase, status costs will join the financial costs. The authority of the market participants themselves will be at risk. In the context of these arguments, the idea matures that the main function of the market is not to make people buy at all, but to make people buy as quickly as possible. A civilized market is designed not only to sell goods in a timely manner, but also to be a factor in accelerating the development of the production of goods. How exactly can this be done?

The paradox of the market is that the future of the market is cloudless, all market problems are always modern, they will remain modern as some are resolved and others increase. Where such confidence? From an analysis of the objectively real foundations of the history of the market. The basic market product is one that provides for the naturally necessary needs of a person. Outside the market, it is impossible to satisfy that without which social-individual reproduction is impossible. The market is a socially necessary condition for human life and its progress. The market should not only exist, it is historically imputed to be a factor in the development of society. According to this purpose, the market is supposed to

be a developing reality, and society is supposed to take care of the development of the market. Not the freedom to give "how much you can swallow" (B.N. Yeltsin).

Let's return to the specific structure of the commodity market and continue its analysis, starting from the original idea of the "basic product". Satisfaction with the help of basic human needs requires decoding with the involvement of worldview achievements. You can do it in a different way, simplified, only the simplification will lead to the warning of "common sense": "simplicity is worse than theft." In economic analysis, it is dangerous to underestimate or overestimate anything.

The development of the market is in harmony with the development of a person, his personal expression, new trends in the social movement. The 20th century added sports, scientific activities, space, cinema, and international tourism to the traditional sectors of the market. Terror has been transformed into terrorism largely through market penetration. Market services of terrorists are actively used by the United States and regional states to strengthen their political position. Especially when such actions have a desirable effect on traditional market and exchange trading, for example, in hydrocarbons.

The development of the market goes in the direction of increasing its autonomy. Representatives of financial capital pay special attention to this vector, they are well aware that the market represents the optimal prerequisites for speculative stocks. Finally, the market in the 20th century has become a favorite subject of economic science, seeking to prove that the forces of economic movement are concentrated in the market. The market has become a symbol of the new economy, its leaders are not opposed to giving this symbol a scale of socio-historical significance. The desire to present modern society as a "consumer society", "post-industrial society" must be understood in this way.

No matter how significant for the history of the market are naturally necessary goods that guarantee the stability of the market movement in the foreseeable future, one should not overestimate the importance of their natural necessity. The natural necessity of a product line points to the nature, characterizes the essence of the object. But the nature and essence of the commodity do not appear directly, they are mediated by the phenomenon, the form of existence of the material transformed by production.

This situation is not entirely fabulous, but it looks somewhat implausible for modern Russia. Our buyer has a choice, both in terms of price and attractiveness. 9 out of 10 choose primarily by price, based on the contents of the wallet, then focusing on the satisfaction of aesthetic claims.

Sellers need not panic, no crisis will deprive the market of customers. Their problem is who exactly the consumer will buy from. He will buy something in

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which he sees a combination of the need to purchase a product, free financial resources, more precisely, the price on the price tags, and the appearance of the product, including the art of service. The buying formula is simple - "the urgency of the need plus the charm of the offer." The specific content of the terms should be filled by specialists, based on the experience of market relations.

A specific cultural picture is emerging in the market, which is difficult to understand. The state is not seriously interested in the culture of the buyer. The former experience of cultural enlightenment and upbringing was banished. "A holy place is never empty" and instead of the state came organizations from the structure of civil society, which have neither official powers, nor effective mechanisms, nor the required financial resources. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly included in production, reducing costs, increasing profitability. In doing so, entrepreneurs are driving themselves into the trap of spontaneity and the vagaries of the market element, abandoning the levers of demand management.

"Prudent economy", which is replacing the current irrationally arranged mass production, focused on the absolute freedom of choice of goods by the consumer, when the assortment must satisfy the request here and now, otherwise the seller will lose customers and call into question the continuation of his business, is "tied" to knowing the needs of a particular buyer. Of course, such knowledge is specific, it is indicative, relative, conditional, more like knowledge, an assumption, but still knowledge, unlike an abstract attitude like: the buyer came for the goods and he must buy it, but we are obliged to help him. How specifically? We do not know, therefore we initiate his desire with an assortment. There is a certain logic and ethics in such reflections. The price of this logic is holding back from support - the high level of costs and pressure on the natural environment. After all, they will not be written off, they will be distributed among consumers, increasing the purchase price.

Going from good to better in any area of activity comes with an increase in implementation costs, including risk financing. In our view, the analyzed transition to the new economic policy should justify the expectations - lead to a reduction in costs, losses, environmental burden, but the result will largely be determined by the construction of scientific, technical and educational policies. Good intentions often end up with worse results due to poor management.

The bad experience of the past is described even in the sacred books. The modification of the economy of mass production in lean production involves the mobilization of a scientific and technical initiative, the maximum involvement of cultural assets and the implementation of the Soviet experience of educational work in the environment of the immediate

needs of the final product. It is illogical to improve the principles and forms of organization of production, designed for mass consumption, without appropriate training of consumers. The adjective "mass", regardless of desires, indicates the inclusion of activities in the political process, which also requires a political scale of participation. Change of course within the economic system is a political process with the specificity that it begins in the economy.

The time has come again to temporarily disconnect from the production of goods and, following the example of K. Marx, focus on the cell of the modern economic organism - the product, but, unlike the author of Capital, put the product not into production, but try to fit it into the subsystem of market relations. Capital without circulation is not capital. Capital is a process. The process of reproduction of capital is a characteristic mode of its existence. The market ensures the reproduction of capital, creating conditions for the sale of marketable products. For production, initial capital in financial form is required, for implementation, as a condition for reproduction, the demand for goods is required, which the market must provide - a condition that connects the producer with the consumer. Everything, as we see, rests not even on the characteristics of the goods, but on the organization of the market. Of course

As for the cultural organization of the market, it is rational to make its core work with the buyer and the producer, the real subject (object) of relations, which is the product, as a set of properties that can satisfy all market participants. The goods will pass from the property of one to the property of another only if there is a consensus. Consensus is designed to ensure the market. Consensus is a measure of market culture.

When the market shifts from the notion of consensus to the understanding of consensus, the market will acquire the status of a "cultural organization". Can this process be accelerated? Undoubtedly. We need to organize work on both fronts. Both the buyer and the seller must be prepared culturally for a meeting in the market. The fulfillment of the real mission of the market is determined by the quality of its information and scientific equipment.

The social function of the market is to satisfy the socio-cultural and natural needs of the mass buyer, thereby contributing to national development and political progress. The economic task of the commodity market is to involve the financial reserves of the country's population in production, and they are considerable, actually comparable to the annual budget of Russia.

It is possible to control the market. Japan and China are economically different, however, despite this, they successfully manage both production and the market. Market management is different from production management. The market is more complex

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and reacts differently to the desire to restore order. The orders are also not uniform. In the theater there is one order, at the races - another, in the barracks - the third. It is possible (and desirable) to manage the market economically. Do not give it up, society will put the next generations of people in a responsible position. The future of the country and the people will be in question. The transition to production oriented by the market to the structure of specific consumption can be seen as a way to resolve the growing contradiction between growing socio-cultural needs and natural sources. And in this sense, there are sufficient grounds to speak of an objective regularity in the development of reproduction. The center of concentration of activity is shifting to the territory of the market, its scientific potential is being updated.

With this in mind, we can try to formulate a definition of what a location is. At the same time, it must be borne in mind that there are several different views on what an arrangement is, and it is impossible to give an unambiguous and completely clear definition of this personality trait.

In general terms, location can be defined as an a priori attitude towards a person, a group of people, phenomena, organizations, processes and things, which determines a positive or negative reaction to them. Location has three components:

firstly, this is the part that reflects the feelings of a person in relation to the object: whether he likes it or not. This part is called the influencing part of the arrangement;

secondly, it is knowledge about the object that a person has;

thirdly, it is the intention about how to behave towards the object. Combining together, these three parts form the disposition of a person to an object, in which they find a dynamic linkage between a person's knowledge of an object, his feelings towards this object, and his intentions towards this object.

The location of a person in relation to phenomena, processes and people is formed on the basis of learning based on life experience. Usually, a positive or negative attitude towards an object is formed as a result of whether this object caused satisfaction or not. At the same time, the formation of disposition occurs both by assessing the experience (satisfaction - dissatisfaction) of interaction directly with the object, and by correlating the object with other objects, in relation to which a certain disposition has been formed. The relationship between behavior and location is ambiguous. From the fact that a person does not like something, it does not follow one hundred percent the fact that he will not accept it completely. However, nevertheless, in most cases, human behavior is influenced by location. Concerning, an important task of management is the formation and change, if necessary, of the location of the members of the organization. Three types of

location are important for effective management and establishing good relationships in an organization:

- - job satisfaction;
- - passion for work;
- - Commitment to the organization.

The extent to which these dispositions are developed among employees significantly determines the results of their work, the number of absenteeism, staff turnover, etc. Job satisfaction has a very strong influence on a person's feelings about work, so it can be attributed more to the impact component of location. The degree of job satisfaction depends on many factors, both internal and external to the person. However, with a wide variety of factors and different directions of their influence on a person, eight characteristics of work are distinguished, on which the degree of job satisfaction depends quite steadily:

- - the nature and content of the work;
- - the amount of work performed;
- - the state of the workplace and its environment (noise, lighting, comfort, air temperature, etc.)
- - colleagues;
- - leadership (bosses, leadership style, participation in management);
- - payment for work (all forms of compensation);
- - Opportunities for promotion at work;
- - routine, rules of conduct, etc.

These characteristics are quite general. In relation to each real work, they can be specified or supplemented depending on the nature of the organization's activities, its characteristics, etc. Practice also shows that the priority of these characteristics can also vary significantly both for individual members within the organization and for different organizations. And finally, due to the stable satisfaction with individual job characteristics, new or previously insignificant job characteristics may begin to influence job satisfaction over time. Therefore, in order to successfully manage and create a positive disposition towards the organization, it is necessary to conduct regular surveys to determine the degree of satisfaction of the employees of the organization with their work. The nature and content of work has a consistently great influence on increasing job satisfaction. Therefore, let us consider in more detail the influence of the individual components of this factor.

A long time of standardization and specialization of work have been considered and in practice acted as strong sources of productivity increase in work. The higher the standardization and specialization, the higher the productivity at work. However, the relationship between satisfaction with it, and its standardization and specialization is of a different nature. If the work is absolutely not standardized, then job satisfaction is low. As specialization and

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standardization increase, it begins to rise, but up to a certain point, after which it begins to decline rapidly. With full standardization, satisfaction falls to the same low level as if the job were not standardized at all. Therefore, management should think about how to reduce the negative impact on job satisfaction, generated by excessive specialization and standardization. The two most common ways of doing this are rotation (moving an employee from one job to another) and expanding job responsibilities by assigning additional tasks to the employee. Clarity of job content, clarity of role (especially regarding the content of other roles), the presence of clear feedback informing the individual about the results of his work in certain circumstances can lead to increased job satisfaction. This is most evident when there is a clear and formal delineation of roles in the organization. The presence of elements of a challenge in work, such as creativity, the ability of an individual to use their original or unique abilities, the complexity of tasks, etc., leads to increased job satisfaction. At the same time, boring work, as studies show, usually reduces job satisfaction. Enthusiasm for work is one of the strongest dispositions that determine how a person approaches his work, his participation in the process of collaborative work. Two types of work engagement develop. One type is a love of work in general, with little or no regard for what exactly to do. People with this type of passion are called workaholics. people who work, who love to work and who want to work. This type of disposition is formed by upbringing from childhood, although at a later age there are cases of the development of this disposition. The other type is love for the specific work that a person does in an organization. Both of these types do not necessarily accompany each other, although there is a strong interdependence between them. There are three aspects to job satisfaction:

firstly, this is the extent to which work occupies a significant, central place in a person's life (the importance of work);

secondly, how much the work itself attracts a person (labor force);

and, thirdly, to what extent a person identifies his personality with the work he performs (work attribution).

Analysis in these three areas allows you to determine the degree of a person's enthusiasm for their work. At the same time, it is necessary to take into account that each of these aspects of work enthusiasm is relatively independent and, depending on the personality characteristics of a person, can affect his work enthusiasm to varying degrees.

Organization Commitment is a disposition that is substantially broader than job engagement or job satisfaction. In modern conditions, when more and more organizations are trying to look at a person not as an employee doing a specific job, but as a member of the organization, striving, together with the rest of

its members, to lead the organization to achieve goals, the significance of this location becomes extremely high. The organization's commitment is made up of the following components. First, a member of the organization shares and owns the organization's goals and values. Secondly, a member of the organization strives to remain in the organization and retains this desire even when it may be disadvantageous for him. Thirdly, a member of the organization is ready not only to try for the organization, but also, if necessary, to sacrifice their personal interests to organizational interests. Commitment to the organization is a personal feature of each individual. However, this does not mean that management cannot develop or enhance this disposition. There are a number of ways to help this. And the most successful modern management systems are based to a very large extent on the fact that they develop in employees a strong commitment to the organization and achieve very great success through this. Values, as well as location, have a strong influence on a person's preferences, decisions and behavior in a team. However, there is a huge difference between values and locations. If the latter determine the relationship of a person to an object according to the principle "like - dislike", "love - dislike" and always refer to some specific object, then values set a person's preference according to the principle "permissible - unacceptable", "good - bad", "useful - harmful", etc. At the same time, values are quite abstract and general in nature, they live an "independent" life, regardless of a particular person, they are formulated in the form of commandments, statements, wisdom, general norms and can be shared by large groups of people. Therefore, if the location is always purely personal, then the carriers of values are groups of people (for example, the values of the middle class), and each individual person accepts some set of values, which he can change, but which he follows at any particular moment in time. Values can be defined as a set of standards and criteria that a person follows in his life. This is manifested in the fact that through an appropriate assessment of the phenomena occurring around him, processes and people, a person makes decisions and carries out his actions. Values are at the core of a person's personality. They are quite stable over time and there are not so many of them. Usually, values are considered as the normative base of morality and the foundation of human behavior. Values are of two types:

- values related to the purpose of life, desired results, outcome of action, etc.;

- values relating to the means used by a person to achieve goals.

The first type of values includes, for example, values related to the convenience of life, beauty, peace, equality, freedom, justice, pleasure, self-respect, social recognition, friendship, etc. The second type of values includes values related to ambition,

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openness, honesty, benevolence, intelligence, commitment, responsibility, self-control, etc.

The set of values that a person follows constitutes his value system, by which others judge what he is as a person.

The value system of a person is formed mainly in the process of his upbringing. A person receives many values under the influence of parents and other people close to him. The educational system, religion, literature, cinema, etc. have a great influence. The value system is subject to development and change even in adulthood. The organizational environment plays a big role in this. In organizations where they seriously think about the harmony of human values and the values of the organization, serious attention is paid to the combination of these two value systems. In particular, a lot of work is being done to clearly formulate, explain and communicate to all members of the organization the value system that the organization follows. Considerable attention is also paid to understanding what value orientations the members of the organization have. Very often a person makes decisions based on assessments of phenomena or conclusions about the qualities of these phenomena. If these estimates are stable enough and do not require appropriate evidence, then they turn into beliefs. In general, beliefs can be defined as stable ideas about a phenomenon, process or person that people use in their perception. Beliefs can change over time. However, at the moment when a person has some definite beliefs about an object, he usually perceives and evaluates the object in accordance with these beliefs. There can be many different beliefs about the same object, since usually beliefs refer to individual characteristics of the object. For example, about the same person there may be the following beliefs: If these estimates are stable enough and do not require appropriate evidence, then they turn into beliefs. In general, beliefs can be defined as stable ideas about a phenomenon, process or person that people use in their perception. Beliefs can change over time. However, at the moment when a person has some definite beliefs about an object, he usually perceives and evaluates the object in accordance with these beliefs. There can be many different beliefs about the same object, since usually beliefs refer to individual characteristics of the object. For example, about the same person there may be the following beliefs: If these estimates are stable enough and do not require appropriate evidence, then they turn into beliefs. In general, beliefs can be defined as stable ideas about a phenomenon, process or person that people use in their perception. Beliefs can change over time. However, at the moment when a person has some certain beliefs about an object, he usually perceives and evaluates the object in accordance with these beliefs. There can be many different beliefs about the same object, since usually beliefs refer to individual characteristics of the object. For example,

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- 1) a reliable person;
- 2) a good specialist;
- 3) a person in poor health, etc.

Beliefs are developed on the basis of individual experience, as well as on the basis of information from external sources. Very often, beliefs are in the nature of a generalization of a single experience. Often they arise in a person as a result of the ability of other people to convince of the correctness of their judgment, their beliefs. Therefore, although a person accepts his beliefs as the truth, they do not always fully correspond to reality. Beliefs can be divided into two large groups:

the first group consists of those describing the absolute and relative characteristics of the object of belief, which do not have an evaluative character. For example, a Zhiguli car is a comfortable car, or a Zhiguli car consumes less gasoline than a Volga car;

the second group includes those beliefs that are evaluative in nature. For example, a car of the Zhiguli brand is better than a car of the Volga brand. Beliefs have a noticeable influence on the location, especially on its component that is associated with knowledge about the object. The second group of beliefs has a particularly strong influence. Therefore, given that beliefs do not always correspond to reality, in order not to form an incorrect location in relation to the object, which can adversely affect the interaction of a person with the environment, it is necessary to be critical and skeptical of one's beliefs and perceive the beliefs of others with sufficient caution.

Principles play a very important role in the lives of many people, as they systematically regulate their behavior. The principles are embodied in stable norms of behavior, restrictions, taboos, stable forms of

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reaction to phenomena, processes and people. Principles are formed on the basis of a system of values, they are a stable form of manifestation of a system of values and the embodiment of beliefs in the form of certain standards of behavior. People do not necessarily realize what values and beliefs are embodied in individual principles. Often the principles are accepted by people as beliefs, and they follow them in their activities without questioning the justification for following these principles and why they follow them. Principles can be developed by people on their own. However, most often they are adopted from the environment along with education and other forms of cognition of the surrounding reality. All people are alike in some way. And this allows us to talk about a person in general, to talk about his features, behavioral patterns, etc. However, no particular person is an impersonal "man in general". Everyone carries something that makes him unique, exceptional, i.e. a person with personality. It is such a person who enters the organization, it is such a person who performs a certain job and plays a certain role in the organization, it is such a person that needs to be managed, helping him to discover and use his potential in solving the problems of the organization, creating the necessary conditions for his successful work, interaction with the organizational environment and solving their own life problems.

The individuality of a person is made up of three principles:

firstly, each person is somewhat similar to everyone else;

secondly, each person is in some way the same as some other individuals;

and, finally, thirdly, each person in some way is not like anyone else.

Depending on how these "beginnings" are combined, the individuality of each individual person is reinforced. At the same time, no matter how this combination is built, one must always remember that a person always has something in common with the rest and is not like the others. Each person has a stable set of traits and characteristics that determine his actions and behavior. These features manifest themselves in a sufficiently long period of time, thanks to which it is possible to fix and feel the individuality of a person.

A specific person is fixed by the environment according to his individuality, since the individuality of a person has a certain stability, people recognize each other and maintain a certain attitude towards each other. At the same time, it should be noted that under the influence of experience, communication with other people, upbringing and education, a person's individuality changes, sometimes very significant. The individuality of a person is formed under the influence of three groups of factors:

the first group consists of heredity and physiological characteristics of a person. Heredity

preserves and transmits the external features of a person. But not only. Studies conducted with twins show that heredity can also carry the transmission of some behavioral traits. Human physiology suggests that people have a lot in common that determines their behavior. In particular, the general adaptation syndrome, which reflects the physiological response to irritation, is the same for everyone;

the second group of factors that form a person's individuality are factors arising from the person's environment. In general, the influence of these factors can be considered as the influence of the environment on the formation of individuality:

Firstly, a strong influence on the individuality of a person is exerted by the culture in which he is formed. A person receives norms of behavior from society, assimilates certain values and beliefs under the influence of culture;

secondly, the individuality of a person is strongly determined by the family in which he was brought up. In the family, children learn certain behavioral stereotypes, develop their attitudes towards work, people, their duties, etc.;

thirdly, a person's individuality is strongly influenced by belonging to certain groups of organizations. A person develops a certain identification that sets for him a certain type of individual with whom he personifies himself, as well as stable forms of behavior and, in particular, reactions to influence from outside environment;

fourthly, the formation of individuality occurs under the influence of life experience, individual circumstances, random events, etc. Sometimes it is this group of factors that can lead to a significant change in a person's personality;

the third group of factors influencing the formation of a person's individuality are the traits and characteristics of a person's character, his individuality.

That is, in this case, the situation with the formation of individuality is as follows: individuality influences its own formation and development. This is due to the fact that a person plays an active role in his own development and is not only a product of heredity and environment. With all the depth of human individuality and its diversity, some areas of its characteristics can be distinguished, according to which individuality can be described. There are people who prefer to keep their distance from others, and this has a noticeable effect on their behavior in the team. People with an authoritarian character believe that there should be order and difference in the status and position of people, strive to establish a hierarchy of relations and use forceful methods in decision-making and management, willingly accept authority and highly value conservative values. Love and faith in people as an individual character trait have a strong influence on a person's interaction with others. This is especially evident in the willingness to participate in

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group activities, to promote the development of contacts, interactions and mutual support.

Sensitivity to other people is manifested in the ability of people to sympathize with others, to take their problems to heart, in the ability to put oneself in the place of another, etc. People with such personality traits are well perceived in the team and strive to communicate with people.

Stability in behavior a person plays an important role in establishing his relationship with the environment. If a person is stable, responsible and generally predictable, then the environment perceives him positively. If he is constantly unbalanced, capricious and inclined to take unpredictable steps, then the team reacts negatively to such a person.

Self-esteem, those how people look at their behavior, capabilities, abilities, appearance, etc., has a strong influence on human behavior. People with higher self-esteem tend to achieve more in life, as they set higher goals for themselves and strive to solve more difficult problems. At the same time, people with low self-esteem very often put themselves in a dependent position and easily obey people with higher self-esteem.

Risk perception is an important behavioral characteristic that clearly reflects the individuality of a person. Risk-averse people spend less time making decisions and are willing to make decisions with less information. At the same time, the result of the decision is by no means necessarily worse than that of those who scrupulously prepare the decision and collect all the necessary information.

Dogmatism is usually a character trait of individuals with a limited view. Dogmatists see the environment as a concentration of threats, refer to authorities as absolutes, and perceive people by how they relate to dogmas and absolute authorities. Usually dogmatists are people with authoritarian traits. Dogmatists are not inclined to search for a large amount of information, they are quite quick in making decisions, but at the same time they demonstrate a very high level of confidence in the accuracy and correctness of the decisions made. It is noted that dogmatists prefer to work in well-structured groups, regardless of their position in the group. It is also noted that dogmatists are poorly aware of how they spend their time when doing work, and that they are poorly coping with managerial work.

Complexity of awareness phenomena as a characteristic of a person's individuality reflects his ability to decompose a cognizable phenomenon into parts and integrate, synthesize general ideas or conclusions about a conscious phenomenon. People with high complexity of awareness show greater information processing abilities, consider more alternatives, and make more complex decisions than people with low complexity of awareness. It is noted that leaders with a high complexity of awareness in situations with a large variety of environments cope

better with their duties, that this type of leaders is more prone to extensive contacts with people than leaders with a low level of complexity of awareness, and that these leaders tend to use variety of resources for problem solving.

Sphere, control reflects how the individual looks at the source of the factors that determine his actions. If a person believes that his behavior depends on himself, then in this case he is characterized by the presence of an internal sphere of control (introverts). If he believes that everything depends on the case, external circumstances, the actions of other people, then it is believed that he has an external sphere of control (extroverts). Introverts are more in control of their actions, more focused on achieving results, more active, more satisfied with their work. They like the informal style of management, they like to influence others, but they do not like to influence themselves, they like to take leadership positions. Extroverts, on the other hand, prefer formal structures, prefer to work under directive guidance. If they are in leadership positions.

There are a large number of tests and other tools that allow you to determine the characteristics of a person's personality. In modern management, these issues and this type of activity are given great attention. And this is primarily due to the fact that the success of an organization directly depends on how successfully it can use all the human potential at its disposal.

The need to study the individuality of a person is also caused by the fact that many incorrect conclusions are usually made about people, about their characteristics, their individuality. This is due to the fact that people, when cognizing others, rely on stereotypes, prejudices, and unfounded generalizations. Drawing wrong conclusions about the individuality of people, we create the basis for harmful conflicts, scandals, gossip, difficulties in communication and interaction between people. All this harms individuals and the organization as a whole.

The need for a thorough and regular study of the individual characteristics of the members of the organization is beyond doubt. However, recognizing the significance and usefulness of this type of management activity, it is necessary to remember that the individuality of a person's behavior depends not only on his personal traits, but also on the situation in which his actions are carried out. Therefore, the study of man must always be carried out in conjunction with the study of the situation.

Finally, when studying the individuality of a person, it is necessary to take into account his age. A person goes through various stages in his life, which correspond to a different state of his individuality. Therefore, when drawing conclusions about the character of a person, his personalities, it is necessary to proceed from the fact that his behavior is very much determined by the age stage he is in. Only taking into

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account all these factors in the aggregate can give the key to understanding the individuality of a person, and, consequently, to managing a person.

Conclusion

Summing up the results of the analysis of the concept of "priority of goods", its relationship with the nearest economic concepts, it is methodologically expedient to arrange the relations of these concepts systematically. In order to discuss and improve the problem, the following scheme is proposed. The domestic light industry is not going through the best of times, and the consumer is offered products of dubious quality that have entered our markets in counterfeit and other illegal ways, that is, they do not have guarantees for buyers to exercise their rights under protection from unscrupulous manufacturers and suppliers.

It is necessary to revive the role and significance of a quality-oriented strategy, since only in this case, enterprise managers will subjectively and objectively be forced to improve their production using nanotechnologies and innovative processes so that competitive and sought-after materials and products fully meet the needs of domestic consumers. At the same time, the assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should dictate to manufacturers the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain the range of goods, regulating it with federal, regional and municipal orders; encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create a basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also through technical innovations aimed at the use of new technological and engineering solutions, including making a quality revolution either through the quality of advertising, or through real quality.

The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. With all the economic, social and political costs, humanity is getting richer and wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, just like the premieres of modern

production. Analysts predict the course for the quality of goods confidently and everywhere. The consumer has realized the need to pay for the advantage of quality services and products. The line is behind the manufacturer, who must close the mind "greed" and "mortal sin" in order to burn greed. The most prominent economists unambiguously declare that an increase in the quality of goods is not causally connected with an increase in prices. Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly.

And I would also like to draw attention to one phenomenon that usually slips away in the bustle of problems - the historicity of the economy. The way we perceive it now, the economy has not always been and will never remain. Economic life changes over time, which makes us tune in to its changing existence. The modern economy is built on a market foundation, and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively pushing the "social sector" to the sidelines, is not compatible with the prospect of economic development, which is confirmed by the steady striving of the social-democracy in the West to develop the economy on the front of social security, a fair distribution of profits. The new economy is called temporarily "prudent". It requires humanization not only in the distribution of national wealth. The production itself is also being humanized, including the management system. The current principle: "survival of the strongest, most adapted", will replace the "social production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at the root concepts. The philosophy of quality will also change. One must be prepared for the upcoming events in order to answer the main question: what dominates in quality - advertising or the manufacturer, and will the revolution in quality unite them or will it be impossible to do so? But life will judge both.

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