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ON THE IMPORTANCE OF THE UNION OF SUBJECTIVE AND OBJECTIVE FACTORS TO ENSURE THE QUALITY OF MANUFACTURED PRODUCTS AND ITS PRIORITY AND DEMAND AMONG CONSUMERS OF RUSSIAN REGIONS

Abstract: in the article, the authors analyzing the role of the market as an intermediary between the producer and the consumer, which forms the production of products that, being in demand and in demand, provide the producer himself with stable TEP and a stable financial condition, and the consumer the opportunity to satisfy his preferences, taking into account his social status. In this regard, the authors justifiably believe that the market is the subject of the development of efficient production of products that will always be in demand and competitive.

Key words: quality, preference, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment policy, implementation, relevance, economic policy.

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Introduction

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There is not a single enterprise that would not have an external environment and would not be in a state of constant interaction with it. To ensure its vital activity, any enterprise needs to regularly receive raw materials from the external environment. At the same

time, every enterprise must give something to the external environment as compensation for its existence. As soon as communication with the external environment is broken, the company dies. In recent years, due to increased and more complex competition, as well as a sharp acceleration in the processes of changing the external environment, enterprises are increasingly forced to pay attention to

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issues of interaction with the environment, as well as to increasingly develop the ability to adapt to changes in the external environment. Management, especially at the top level, plays a key role in the development and implementation of a company's environmental policy. Issues of long-term strategy of interaction between the enterprise and the environment become the main focus of all management processes. The management no longer deals only with the internal issues of the company. In the same way, and maybe more, his gaze is fixed outside the Enterprise. Management is trying to build an effective interaction of the enterprise with the environment, not only by influencing the processes taking place at the enterprise, but also by influencing the environment. Strategic management, which solves these problems, comes to the fore in the complex of enterprise management processes. The external environment of the enterprise, the state of interaction with which is mainly determined by the quality of its management, can be represented as two areas. The first area is the general external environment of the enterprise. This external environment reflects the state of society, its economy, natural environment and is not directly related to a particular enterprise. The general external environment is more or less the same for the vast majority of enterprises. The second area is the so-called immediate business environment of the enterprise. This environment is formed by such environmental entities that are directly related to the activities of this particular enterprise or directly affect it. At the same time, it is important to emphasize that the company, in turn, can directly influence them. The general external environment is formed under the influence of political, legal, socio-cultural, economic, technological, national and international processes, as well as processes of nature management. The immediate business environment of an enterprise is created by customers, suppliers, competitors, business partners, as well as regulatory authorities and organizations such as administrative bodies, business associations, trade unions, etc. Managing the processes of interaction between the enterprise and the environment, management faces a number of serious problems caused by uncertainty in the state of the environment. In this regard, one of the most difficult tasks facing management is to reduce the uncertainty of the company's position in the environment. This is achieved through the development of its adaptability to the external environment and the establishment of broad links with the environment, allowing the enterprise to organically fit into the environment. The best-known teachings of this group include: scientific management, behavioral teachings and organizational theories. The founder and main developer of the ideas of scientific management is Frederick Taylor. Taylor was an engineer, so it was perfectly natural for him (within the paradigm of his time) to view the control of a person as the control of a machine. Based on a

mechanistic understanding of the essence of human labor, its place in the enterprise, Taylor saw the solution to the problem of enterprise success in the rationalization of labor operations. Therefore, the initial task for him was to study this problem. At the same time, he believed that workers were inherently lazy and could work well, at best, with economic incentives. Therefore, managers must think and employees must work. The main principles of Taylor's scientific management are the following principles: therefore, it was quite natural for him (within the framework of the paradigm of his time) to consider the control of a person as the control of a machine. Based on a mechanistic understanding of the essence of human labor, its place in the enterprise, Taylor saw the solution to the problem of enterprise success in the rationalization of labor operations. Therefore, the initial task for him was to study this problem. At the same time, he believed that workers were inherently lazy and could work well, at best, with economic incentives. Therefore, managers must think and employees must work. The main principles of Taylor's scientific management are the following principles: therefore, it was quite natural for him (within the framework of the paradigm of his time) to consider the control of a person as the control of a machine. Based on a mechanistic understanding of the essence of human labor, its place in the enterprise, Taylor saw the solution to the problem of enterprise success in the rationalization of labor operations. Therefore, the initial task for him was to study this problem. At the same time, he believed that workers were inherently lazy and could work well, at best, with economic incentives. Therefore, managers must think and employees must work. The main principles of Taylor's scientific management are the following principles: his place in the enterprise, Taylor saw the solution to the problem of enterprise success in the rationalization of labor operations. Therefore, the initial task for him was to study this problem. At the same time, he believed that workers were inherently lazy and could work well, at best, with economic incentives. Therefore, managers must think and employees must work. The main principles of Taylor's scientific management are the following principles: his place in the enterprise, Taylor saw the solution to the problem of enterprise success in the rationalization of labor operations. Therefore, the initial task for him was to study this problem. At the same time, he believed that workers were inherently lazy and could work well, at best, with economic incentives. Therefore, managers must think and employees must work. The main principles of Taylor's scientific management are the following principles:

- development of optimal methods and techniques for performing work on the basis of a scientific study of the time spent on individual operations;

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* absolute observance of scientifically based standards and norms;

- selection, training and placement of workers in those jobs and tasks where they, realizing their abilities, can give the greatest return;

- * remuneration based on the results of labor (the greater the specific result, the greater the payment);

- the use of functional administrators exercising normative control in specialized areas;

- * maintaining friendly relations between employees and managers in order to implement scientific management.

Without losing attention to the scientific organization of labor, in the 20-30s of the last century, attention was drawn to the fact that labor productivity significantly depends on the social conditions at the enterprise and can be significantly increased if working groups create special relationships in the process of joint activities - with signs of collectivism. The shift in the center of gravity in management from tasks to people has led to the development of various behavioral management theories. Situational theories provide guidance on how to manage specific situations. In this case, it is recommended to use a step-by-step problem solving algorithm:

firstly, it is necessary to carefully analyze the specific situation, highlighting what requirements the situation imposes on the enterprise and what is typical for this situation;

secondly, an appropriate approach to control should be chosen;

thirdly, management must create the capacity in the enterprise and the necessary flexibility in order to move to a new management style that matches the current situation;

Fourth, the department must make appropriate changes to adapt to the current situation.

One of the most popular system management concepts is the "7-s" theory, developed in the 80s (USA). It was noted that an effective enterprise is usually formed on the basis of seven interrelated components, a change in each of which necessarily requires a corresponding change in the other six. These key components are as follows:

- * strategy - plans and directions of action that determine the distribution of resources, fixing the conditions for the implementation of certain actions in time to achieve the goals;

- * structure - the internal composition of the enterprise, reflecting the mutual position of organizational units, the hierarchical subordination of these units and the distribution of powers between them;

- * systems-procedures and routine processes occurring at the enterprise;

- * personnel - key groups of personnel that exist in the enterprise and are characterized by age, gender, education, etc.;

- * style - how managers manage the enterprise, including organizational culture;

- * qualification - distinctive abilities of key employees of the company;

- * common values - the meaning and content of the main activities that the company brings to its members.

This means that we must regularly and consistently develop them in the most reasonable and balanced way. Spending time on self-renewal requires initiative. Effective skills are well-learned principles and behaviors. To turn something in your life into a skill, you need three components: knowledge, skill, and desire. Knowledge is a theoretical paradigm that defines what to do and why. Skill determines how to do it. And desire is motivation - I want to do this in order to guarantee the efficiency of the company's employees in the production of import-substituting products. Currently, companies pay great attention to the motivation of employees, because depending on how motivated an employee is, the results of his activities will be visible. The main task of managers is their full involvement in the work of the full potential of employees. Moreover, managers understand that financial incentives do not increase the loyalty and commitment of the company, but effective management solves this problem. The essence of such management is that the company's employees are involved in the management process, participate in the company's activities, make decisions on a number of issues. Moreover, if an employee of the company has the right to vote, takes part in the activities of the company, receiving remuneration for this, then he will work more efficiently and effectively. An employee whose opinion is taken into account and whose ideas are implemented will feel better about his place of work and work with full dedication. In co-management, employees can discuss goals and objectives with the manager, which they will need to complete. Employees of the company can form working groups from those employees with whom they would be happy and ready to work. In addition, company employees can put forward their ideas and proposals for improving the work of the enterprise as a whole. In addition, there should be a reward for putting forward ideas. Good governance has a number of benefits. The participation of employees in management leads to an increase in the quality of decisions made, since employees may have information that is not known to the manager. With such management, employees can fully express themselves, show their knowledge and skills, feel their importance in the enterprise, thereby increasing motivation. Motivation is usually based not only on the personal achievements of the employee, but also on the overall result of the company's work. Combining employees into working groups can best reflect on the corporate spirit of the enterprise. Having considered the features of effective management, we

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can conclude that such management is not a salvation for business development, but it allows you to see the problems of the enterprise from the inside and try to solve them; they are created not by the efforts of one person, but by a group of people where everyone can prove themselves for the benefit of the enterprise. Despite the fact that an effective method of enterprise personnel management is getting more and more approved every year in most countries with developed and developing economies, Russian enterprises are not yet ready to implement and fully realize the benefits of this method. All this happens because the personnel management departments prefer to work according to the established traditional scheme. Not all HR managers can achieve and skillfully use the consistency of their goals with the capabilities of the enterprise and the interests of employees. Another very important factor that does not allow to fully adopt an effective method of personnel management in Russian enterprises is the influence of the national culture of Russia on this department, since it is this influence that determines the choice of a human resource management strategy in the practical activities of an enterprise. Self-regulation in this case is most effectively carried out through the development and establishment of non-state industry rules and standards, as well as control over their observance by all enterprises specializing in this market area. On the basis of a new methodological approach, a conceptual apparatus should be formed. The crisis management matrix is a scheme for determining the most important aspects (performance parameters) that can be used to improve the efficiency of managing such organizational and managerial partnerships. The first dimension (horizontal) of this matrix defines the variables that characterize the enterprise as a whole: objects; functions; processes; resources; environment. And the second dimension (vertical) determines the indicators that characterize the integrated management system: revenue; profit; profitability; market share; equity; capitalization; assets; anti-crisis strategy. The main advantage of such a partnership is the opportunity to form a cluster of enterprises around the advanced technology of a new class, where it will be implemented. The main difficulty in building such partnerships lies in the complex system of coordination of scientific-technical, financial-organizational and production-organizational decisions. The history of the market has evolved as a relationship between two movements. One of them caused the expansion of the market, the other - its development. Both acted in the same direction - they gave stability to the market, ensuring the progress of production through the stability of the market. Market growth was the result of a division of labor and an increase in labor productivity, which led to lower costs, prices and opened up access to goods for consumers. The development of the market was determined by the

quality of the manufactured products and eventually found its continuation in the policy of production quality management through the improvement of organization and standardization. financial and organizational and production and organizational decisions. The history of the market has evolved as a relationship between two movements. One of them caused the expansion of the market, the other - its development. Both acted in the same direction - they gave stability to the market, ensuring the progress of production through the stability of the market. Market growth was the result of a division of labor and an increase in labor productivity, which led to lower costs, prices and opened up access to goods for consumers. The development of the market was determined by the quality of the manufactured products and eventually found its continuation in the policy of production quality management through the improvement of organization and standardization. One of them caused the expansion of the market, the other - its development. Both acted in the same direction - they gave stability to the market, ensuring the progress of production through the stability of the market. Market growth was the result of a division of labor and an increase in labor productivity, which led to lower costs, prices and opened up access to goods for consumers. The development of the market was determined by the quality of the manufactured products and eventually found its continuation in the policy of production quality management through the improvement of organization and standardization. One of them caused the expansion of the market, the other - its development. Both acted in the same direction - they gave stability to the market, ensuring the progress of production through the stability of the market. Market growth was the result of a division of labor and an increase in labor productivity, which led to lower costs, prices and opened up access to goods for consumers. The development of the market was determined by the quality of the manufactured products and eventually found its continuation in the policy of production quality management through the improvement of organization and standardization.

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After the salvation of capitalism, economic science abandoned its political function, reduced its methodological and anthological base and tried to get out of it by activating the mathematical apparatus, the fundamental concepts that support scientific knowledge ended up in the economic archive.

Main part

The modern history of economics began in the minds of well-known thinkers of a philosophical type. Classical political economy was developed not so much by economists as by philosophers: Sismondi, Smith, Ricardo, Hume, Marx, Mill. They adhered to different philosophical concepts, but were unanimous in understanding that the birth of science and the quality of scientific knowledge are determined, first of all, by the methodology - general scientific and specific - for each science due to its anthological originality.

The rejection of the political component in economic theory is explained by the need to achieve true freedom in cognition, independence of scientific thinking. The truth is that through political analysis, and only in this way, it is possible to give economic analysis a systemic-historical character. History shows that social progress has been carried out on an economic basis, thanks to a natural change in the methods of production.

When the time came for the bourgeois method to replace the feudal one, and for the permanent market to replace the seasonal fairs and make them their private form, the freedom fighters began to glorify democracy and prove the historical legitimacy of the coming of a new economic, social and political order. Now, the natural process of changing economic orders is silently silent. On the contrary, attempts are being made to turn the historicism of development back to the past, presenting the recognition of its truth as limited in time, valid only until the period of the formation of capitalism. The reserves of capitalism are quite sufficient to overcome the time limits.

In order to perpetuate capitalism, it was divided into a special basis - the industrial form of production. Even under capitalism, history is part of a post-industrial formation that will remain forever, and all other manipulations with its definitions will not go beyond the post-industrial stage of history, no matter

how you call it - technotronic society, information society, general welfare, digital society.

We specifically focused on the analysis of bourgeois philosophical thought, designed to identify the history of the future with the history of bourgeois society, in order to reveal the nature of the substitution of statistical probabilistic calculations by the methodology of economic analysis, the economic science of financial analysis, and show what this substitution leads to. Particular scientific methodology is the most important component of scientific knowledge and creativity, but its meaning is revealed in a more general context developed by epistemology. Scientific and technical creativity is subordinated to the system of philosophical knowledge and design. This is the concretization of the ascent of knowledge from the abstract to the concrete, the process of filling the movement of thought with content that reflects the subject specifics of scientific and engineering thinking. This kind of thinking is associated with the concept of quality.

The development of production, the improvement of the market, the organization of distribution and disposal - all this is subject to the solution of the problem of quality. Entering the world market in the 1970-80s and striving to win a worthy place there for the next ascent, Japanese scientists and engineers relied on the system-wide value of quality. They considered quality as a system of the most essential properties of production, requiring the mobilization of the national potential of spirituality: education, upbringing, citizenship, concentration of scientific and engineering thought. Quality has become a symbol of Japan's return to the community of world powers. The Japanese did not look for symbols among historical figures, monuments, nature or creative achievements, they were not tormented by the search for a national idea. They closed their future on quality and won for a decade and a half, squeezing the most technologically sophisticated sectors of the market - automotive, electronics and, to some extent, textiles. Japanese managers understood quality in two ways:

- first, as the quality of the production of goods;
- secondly, as a qualitative organization of their implementation, including the functional provision of durable goods.

In Japan, in pursuit of competitors, the end of the two millennium was associated with a national movement for the quality of everything created in the country.

Correctly understanding that the problem of quality is the least technical, so one should start with the philosophy of quality, moving steadily towards the scientific development of the concept of quality, then to its technical Express, and then to the consumption and use of a quality product, Japanese scientists won the competition from the world's giants. Standardization and technical regulation in Japan

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were defined not instead of or next to quality, but after quality, as products of the development of the doctrine of production quality and the importance of a quality economy for improving the structure of national consumption and achieving the authority of Japanese manufacturers in the world.

"Quality", as well as "quantity", "measure", are universal philosophical categories for characterizing the objective world, its knowledge by science and transformation in the practice of industrial, scientific, technical and social creativity. All other concepts used are derived from the understanding of the above categories developed in philosophy. It is wrong to identify them with the original concepts or present them as equivalent. They are the product of their concretization, so all derived concepts must meet certain requirements. There are two main ones: to be developed in the context of philosophical doctrine and to be concrete-subject-specific - in relation to basic concepts. Special concepts derived from such philosophical categories as "standard", "regulation", "technical measure", "technical task", etc., are appropriate as a necessary simplification of universal concepts, "binding" them to practical specifics. Their essential importance for the organization of industrial policy should not be in doubt. From the point of view of solving emerging problems directly at the workplace, they are the most effective tools. This, in particular, is taught by domestic experience - successful and not very successful - import substitution. However, one should always keep in mind the requirement of a systematic approach: particular problems are successfully solved in the light of the general context. There is no need to hope for the general as God, and it is impossible to replace the general with concrete experience. The texts of the Bible are indicative. They are written, first of all, not as an edification and an indication of a single solution, but as information for reflection in a certain direction. This standard should be a quality standard. There is a popular saying in the East: "No matter how much you hide donkey ears, they will still come out." Its meaning perfectly characterizes economic science. All attempts to separate economic theory from politics and replace political economy with "pure" economic theory are designed for the simple-minded citizen who is satisfied with his achievements and confident in his future. Academic economists, acting out of conviction or in accordance with political trends, are concerned with one thing - over time, the number of people satisfied with their recommendations decreases, and the mass of critical attitude increases. There is nothing non-political in economic theory; there is only something indirectly connected with politics and openly serving politics. Even the very course of economic thought is built in a political direction.

Take, for example, such an urgent and seemingly completely neutral problem as quality management. Everyone is interested in its optimal solution, with one

invariant edit - everyone pulls the "blanket over himself", hoping to get the maximum. Therefore, in the foreseeable future, this problem will continue, and its relevance will only increase with the advent of high-quality products. All the real forces involved in production are concentrated in the quality of the product, and it has been and will remain a "bone of contention", just like the new "quality standardization" promised by economists. The most impressive thing is that it is unfair to blame the political regulators for the current situation, unless, of course, they act with an obvious steady shift in someone's direction, that is, unprofessionally. The goal of production is a product that makes a profit. Without profit, scientists and politicians teach, production cannot be sustainable, developing reproduction. And indeed it is. Only those who teach and manage with varying degrees of skill hide the quantitative certainty of quality. As a rule, qualitative certainty is obtained in the values of a given range of values. And now this measure is already beginning to work. Knowing the measure, a sense of proportion is the most important condition for effective management. There is also a certain freedom of variation within the measure, that is, the possibility of a certain expenditure of funds depending on the financial contribution. who teach and manage with varying degrees of skill, hide the quantitative certainty of quality. As a rule, qualitative certainty is obtained in the values of a given range of values. And now this measure is already beginning to work. Knowing the measure, a sense of proportion is the most important condition for effective management. There is also a certain freedom of variation within the measure, that is, the possibility of a certain expenditure of funds depending on the financial contribution. who teach and manage with varying degrees of skill, hide the quantitative certainty of quality. As a rule, qualitative certainty is obtained in the values of a given range of values. And now this measure is already beginning to work. Knowing the measure, a sense of proportion is the most important condition for effective management. There is also a certain freedom of variation within the measure, that is, the possibility of a certain expenditure of funds depending on the financial contribution.

Technical regulation, OST, GOST, ISO and all other systems, born of the desire to control the quality of goods, already raise questions about their diversity. The effect is calculated on the effect of the name, it is designed to inspire respect, especially when the name contains the authority of an industry, state, international organizations of specialists that are protected by the interests of consumers. The history of improving methods of product quality control is analyzed and advertised. Unfortunately, the well thought-out facade of quality control policy hides a slightly different content, due to the priority of political interests. When the rich invariably get richer

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and the poor get poorer during the frequent crises of various etiologies and the stagnation that accompanies the recovery from the crisis, the middle class, which is a social pillar, is reduced.

It is considered bad manners to talk about the class character of economic policy, which is not modern. Modern history is an era of social partnership and globalization that requires mutual understanding. The world is tired of wars, revolutions and violence. Mankind deserves a way of life that corresponds to its reasonable status and the social orientation that has developed historically. Do not underestimate the psychological need for a better life and the hope of becoming a part of it not once, but in the real future. The psychological attitude can reduce the critical reaction of thinking, block the analytical approach. How much objective information is contained in advertising products? The question is clearly rhetorical. A business will be successful if the interests of business success are under the fifth margin. So it was at the dawn of capitalism and will continue until then. until the position of business in society and its reflection in the public consciousness change. K. Marx put forward and substantiated the idea of the basic position of the economy in social progress. Then everything was the same as always: Karl Marx did not leave his brain, but just an idea, a thought in a more or less systematic presentation. If he had added the same amount to the four volumes of "capital", then essentially nothing would have changed. Everyone has their own thinking head. The recognition of Karl Marx as right in the analysis of capitalism and the understanding of capitalism, as was the case with Karl Marx himself, are two very big differences. thought in a more or less systematic way. If he had added the same amount to the four volumes of "capital", then essentially nothing would have changed. Everyone has their own thinking head. The recognition of Karl Marx as right in the analysis of capitalism and the understanding of capitalism, as was the case with Karl Marx himself, are two very big differences. thought in a more or less systematic way. If he had added the same amount to the four volumes of "capital", then essentially nothing would have changed. Everyone has their own thinking head. The recognition of Karl Marx as right in the analysis of capitalism and the understanding of capitalism, as was the case with Karl Marx himself, are two very big differences.

The most serious error, noted by his ideological and closest friend F. Engels, to whom the world is indebted for deciphering the projects and texts of "capital" and preparing them for publication, is the so-called "economic materialism". It looks simplistic in the absolutization of the importance of the economic factor in social development. Society does not build its structure freely, guided by needs and in accordance with an abstract meaning. Real social creativity is determined by economic opportunities, which means

that the reality of social reforms is of a concrete historical nature.

You can dream about anything and everything, but only those plans have a chance to come true that are able to withstand the economic foundation. However, we are not talking about a rigid and one-dimensional program of social transformations. There is a historical backlash in development and the possibility of realizing one of the social dominants - the social orientation of sustainable development (1) and betting on economic development, coupled with a focus on maximizing profits, allegedly necessary to create an acceleration of subsequent social progress. K. Marx wrote about the economic basis, and not about the economic foundation. The economic base, unlike the economic base, is mobile, and its mobility can be exploited. Question: in whose interests?

99.9 percent of the time of its existence, mankind did not think about any socially significant systems for controlling the quality of goods. There were no goods themselves, production and consumption were connected within the boundaries of a single whole. I ate, dressed and put on what I had prepared. The quality control was in perfect shape, it was limited to the manufacturer who had the maximum family scale. During this time, decisive events took place in the fate of man: the ascent to the top of homo sapiens; proof of viability in the process of natural selection; Creation of a cultural environment and cultural self-development; finding the stability of social progress. Human history can be compared to weaving. It also combines two types of movement - warp and duck. The warp is the structure, the weft is the forward resistance. Only knowing the history of mankind as a complex and contradictory process, an individual can become an optimist. Our misfortune, like donkey's ears, came out in the 1990s and, to some extent, in subsequent decades. Its essence is that we snatch individual periods from history and take upon ourselves the right to judge everything by them. No one can judge history, and it is perfectly reasonable to draw historical lessons from history in the form of "information for thought."

Progress in agricultural production was due to the knowledge and improvement of technical means. The success of the use of technology in the processing of agricultural products, the growing need for construction, transport and the arrangement of everyday culture stimulated handicraft activities. Someone could do a great job on their own, like X. Huygens, who developed the pendulum clock, because he was both a great mechanic and an outstanding mathematician. In the Renaissance, there were many lonely masters, and they moved the technical side of production progress, relying on scientific knowledge. However, they could not move production, they needed those who, with intelligence and production ingenuity, turned unique things into series.

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The objective regularity of the development of production splits the Creator and the master, raising the issue of ensuring the quality of product reproduction. There is a version of the conversation between Huygens and the King of France, to whom he presented the constructed watch. The king asked the mechanical scientist: "How long will he enjoy the gift and how accurately will the clock show the time?": "This watch will serve your successors. - What kind of public quality control could you judge if it was about your professional reputation The mark of the craftsman meant at the level to be a master or not to be. The quality was identical to the business, and the craftsmen put everything they could into the product.

The problem of product quality and the need to control product quality in the interests of consumers began to appear at the end of the late Middle Ages, closer to the XII-XIII centuries. The number of masters grew, and with the increase in the mass of marketable products, the difference between the masters also became more and more relevant. A person is unique in everything - in feelings, skills, needs, interests, attitude to his mentality. Differences between people are reflected in activities and their products. In addition, the growth of production in connection with the formation of a stable market with transnational, trans-regional elements implies a comparison of products in terms of their quality. It was necessary to develop general mandatory requirements for manufacturers. In turn, manufacturers have realized the benefits of combined actions.

In the most economically developed countries of Western Europe - Italy, France, England, Germany in the XII century there were associations of artisans by profession - workshops. Workshops mainly worked where there was a demand for their products - in cities, some of which had state status. It was convenient for everyone. Some had the opportunity to learn from experience, to bring their work to perfection, others received control over the activities of organizations that produce goods, and still others received certain guarantees that they would purchase a quality product. Guilds quickly multiplied and strengthened their positions, both in the market and in society.

In most European cities there were workshops of blacksmiths, gunsmiths, weavers, cloth makers, bakers, and carpenters. Later they were joined by guild organizations of brewers, winemakers and manufacturers of leather goods. Each store had to have a charter agreed with the city authorities, a coat of arms, a seal and a cash receipt. The charters prescribed the working conditions of masters, apprentices, requirements for the quality of raw materials, production technology, conditions for the acquisition of raw materials, organization of marketing of products, and even apprenticeship conditions. In fact, it is from the organization of workshops that the time

of public control over the quality of the production of public goods can be counted.

The transformation of seasonal fairs into sustainable markets has led to an increase in demand, and demand has led to growth and diversification of supply. The increase in the number of manufacturers required greater control over the quality of manufactured products. Local authorities have taken control of a number of key parameters of store operations, and the state has also joined the local authorities. History has not yet matured to state standards, And the Gostov story, one might say, began with the charters of workshops. Technical regulation began with the organization of workshop production, and at that time it was really effective, as it coincided with the main interests of all market participants, including local governments. Ordering in the store was the best guarantee of quality, so self-control could then be counted on. Employees watched each other and each of them began with himself, realizing the high cost of violating the rules of work defined by the Charter. Of course, the knowledge of the late Middle Ages, the Renaissance and the Modern Age, which replaced the Renaissance, is difficult to compare with the achievements of the 20th and 21st centuries. In those eras, the birth of modern scientific knowledge began, scientific knowledge was intertwined with religious dogmas, myths and ordinary knowledge of "common sense". The statutory canons of the guilds reflected the peculiarities of that time, the prevailing worldview, they were, as we now believe, imperfect. At the same time, they were not pressured by the specifics of the capitalism of the developed period, sharpened by margin at any cost. They included a sincere desire by the manufacturer and the regulator to secure the consumer's legal rights to a quality product at its real price. The consumer was protected from the arbitrariness of the producer to the maximum extent possible, cognitive, technological, hygienic, aesthetic. And in this regard, objectivity dominated market relations. Apparently, even then there were some attempts to deceive, but they only confirmed the assessment of the possibility of quality control by determining technical and technological regulations.

The history of standardization was a continuation of the policy of regulation of shop activities. The initial technical regulation fully corresponded to the level of development of economic institutions. The workshop workers were not organized into associations to combine the production and release of the same product. Product standardization was carried out with an eye on the quality of the product. The basis of production still remained "secrets of the company", "know-how" developed in the depths of family histories, carefully guarded technological recipes.

In Western Europe, the guild organization of production activity has long sunk into oblivion, and popular consumer goods, in particular beer, wine,

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tobacco, some types of shoes, clothes, some fruits and vegetables, retain the stamp of those guild times. Consumers give preference to them, regardless of the volume of supply in the market.

The market masquerade might have surprised us Russians at the end of the 20th century, when consumer goods from the West and the East flooded the country; they carried everything that was not in demand locally. Who then remembered quality and quality control tools, and if they did, their memory and brains would have been beaten out by brisk reformers. During the period of "shock therapy" it is appropriate to think not about quality, but about how to survive with the hope that life will be better in the future. Europeans and Ropatis do not respond well to various goods, most of them are conservative, educated and traditional family preferences. Conservatism has a healthy start; conservatives do not risk being tempted by innovation. They believe in experience, and experience justifies their choice due to the time-tested quality of the product. Naturally, being a conservative is not cheap, but European conservatives are also not from the poor part of society. In this discussion, we are more interested not in the moral side of the issue, but in the organizational side, in particular, the question of the possibilities and limits of norms in the regulation of production. Specialists who think and are aware of the measure of their own responsibility for the invention understand that standardization, no matter how perfect it may be, will remain conditional, expressing the objective and subjective circumstances of the action - a specific historical reality. Standardization is a systemic phenomenon, and at the same time, it is an integral part of the overall political and economic system. It must have an air conditioning system, both internal and external. It is naive to believe that standardization develops in the interests of all in the same way, namely: In this discussion, we are more interested not in the moral side of the issue, but in the organizational side, in particular, the question of the possibilities and limits of norms in the regulation of production. Specialists who think and are aware of the measure of their own responsibility for the invention understand that standardization, no matter how perfect it may be, will remain conditional, expressing the objective and subjective circumstances of the action - a specific historical reality. Standardization is a systemic phenomenon, and at the same time, it is an integral part of the overall political and economic system. It must have an air conditioning system, both internal and external. It is naive to believe that standardization develops in the interests of all in the same way, namely: In this discussion, we are more interested not in the moral side of the issue, but in the organizational side, in particular, the question of the possibilities and limits of norms in the regulation of production. Specialists who think and are aware of the measure of their own responsibility for the invention understand that standardization, no

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First, anyone who has sufficient financial resources for freedom of choice does not need to standardize most of the required products. They are in direct contact with reliable manufacturers;

secondly, the standards have long been defined by non-manufacturers, which does not mean objectivity, as we want to convince us.

The most democratic government and the most impartial organizations empowered to develop

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standards are not as objective as they might seem. This policy will lose its effectiveness if it refuses to participate in such a case without its own interest. Politics is driven by the economy and serves the economy.

In standard systems, the objectivity of the calculation bases is determined by the minimum values. Otherwise, production will sag and a crisis will set in, or prices on the market will so much exceed the real possibilities of chasing buyers due to increased costs for producers that the market will freeze.

In domestic elite supermarkets, the fabulous wealth of the assortment is not at all explained by the whims of gourmets. The reason for this is directly opposite to the low level of solvent demand of the mass buyer. By and large, with their wallet there is nothing to choose from. A set of mass buyers does not yet require an assortment. At the same time, refer to standard sets of products made to minimum standards to make it cheaper. SanPiNs are a wonderful thing, but they are not only because of the dangers of excess for health. They contain the time of action, socio-cultural, economic and political factors. Let those who do not believe in this monitor SanPiNs, compare and see the results of their use.

The high values of subjectivity in the definition of standards can be judged by the standardization of time. "Standard time" is the official local time for a country or region. A region can be part of a country, and conversely, a number of countries can form a common region. There is one invariant feature in the definition of standard time: it must be the same for all points on the same meridian. Local mean solar time depends on longitude; it increases towards the east with every degree by 4 minutes. The earth is divided into 24 standard time zones, each of which is $\approx 15^\circ$ longitude. It is here that the administrative initiative of local authorities is manifested. The boundaries of the zones are determined by them and in many cases deviate significantly from the standard 15° , which should not be qualified as arbitrary. These costs are associated with administrative departments and production activities. Time in different (adjacent) zones is divided into 1 hour, and minutes and seconds do not change. Standardization is associated with limitations, therefore, personal and public perception of standards is formed against a worldview background, which is very important for the functioning of standards. The worldview that dominates historical time serves in different ways. It can be "black soil", fertile soil - stick a branch and have no doubt - it will take root, but the worldview can also slow down when, rolled under the absolutization of freedoms by liberals, it forms a militant attitude towards any restrictions. Standardization is associated with limitations, therefore, personal and public perception of standards is formed against a worldview background, which is very important for the functioning of standards. The worldview that

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The easiest way to implement standards in practice was in the Middle Ages. Mythology and religion are reflected in various kinds of prohibitions and taboos. The medieval mind was calm about restrictions and understood their necessity. Restrictions were introduced into the statutory norms of handicraft workshops not so much to simplify technology and make production more manufacturable, but to preserve the developed concept of production, preserve it and promote continuity in the development of production.

The store was primarily interested in the quality of its products. The regulator tried more to ensure that innovations were not introduced into production that could worsen the result under various pretexts. This became especially relevant with the growth of production and the division of labor. Increased labor productivity often threatened the quality of the product. The negative scenario in the development of production was held back by the traditions of shop activities. The history of the store emphasized its socio-economic position - "Association, company". At the beginning of the seminar, class associations were presented, emphasizing the special position in society of the persons who are members of the seminar. The development of the Middle Ages was expressed in a change in the social status of the store.

We have a general simplified idea of master classes. In fact, due to their social origins, shopkeepers tended to be culturally shaped individuals with relevant knowledge and skills. The conditions for organizing the workshop required a high level of creative attitude to work. Becoming a member of the Guild Association was not easy. For example, artists were included in the doctors and pharmacists shop as junior members because they used paints that were prepared as medicines in pharmacies. Sculptors worked in a common workshop with masons, masons, and carpenters. Under the terms of the Charter, which regulated relations, the master could be a member of only one workshop, but most of the masters sought to master different crafts. The owner of a large workshop, Florentine L. Ghiberti, fulfilling orders for

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bronze casting, chasing and jewelry, was a sculptor, jeweler, foundry worker, draftsman and painter. Outstanding representatives of the Italian Renaissance studied in his Bottega (workshop): Donatello, Michelozzo, Uccello, Filarete, Finichuerra. To receive the title of master, apprentices had to complete their own training in an approved pattern at the end of the training period. The fact that the name of the work for the title of master was "masterpiece" can be judged by the qualifications of the performer. apprentices were required to complete their own training in an approved pattern at the end of the training period. The fact that the name of the work for the title of master was "masterpiece" can be judged by the qualifications of the performer. apprentices were required to complete their own training in an approved pattern at the end of the training period. The fact that the name of the work for the title of master was "masterpiece" can be judged by the qualifications of the performer.

On the one hand, it was not easy to standardize workshop production, since it was about high performing skills and traditions that were formed on the basis of respect for the cause you serve. On the other hand, it is not difficult, because the standards were produced by shop workers, there could not be any random people in the shop, the organization did not allow this.

In the bowels of the standardization of workshop production, two trends have developed: the first is the deepening, tightening of requirements for the organization of production and the quality of goods; the second is the expansion of requirements, which ultimately led to a change in the workshop organization of production to large-scale production of marketable products. Factories have replaced workshops. The main reasons for the decline of the guild organization of production and the change from guilds to manufactories are to be found in politics and economics. In the 16th and 17th centuries, centripetal processes intensified in Europe, the main states were formed in their modern form, wealth was concentrated. Along with capital, the needs of those in power also grew.

Huge incomes were provided by the colonies, which also provided unique materials for construction and decoration. Luxury has become a symbol of power. The workshops guaranteed the highest quality and, in turn, did not require much effort and money to control the quality of the work. However, in the new scale of the number of goods, the desire to have everything as quickly as possible, the stores were clearly losing. It's time to modernize the organization of economic activity.

Production, from a technical and technological point of view, did not differ significantly from workshops, but quantity is associated with a change in quality - this is the law of development. Quantity in itself, of course, does not pass into quality; it creates, by increasing or decreasing, the conditions under

which an existing quality loses its qualitative status. Additional measures are needed to maintain the quality characteristics of the product.

The size of the workshops, despite the variety of work performed, remained limited. And only on this scale did they satisfy the demand. However, such a clear increase in demand, as happened at the very beginning of the new time, the workshops could not provide. At the same time, at the end of the 16th and beginning of the 17th centuries, the technical prerequisites for the industrial revolution had not yet taken shape. The most painful was the question of the source of energy for production work. They did not know how to use the energy of the sun, and the strength of wind and water did not differ significantly. You couldn't command the wind, and the water, especially in Central and Northern Europe, was icy. The interest of science and technology in steam power, which began long before the New Age, did not yet promise the desired results.

The manufactory had to provide the necessary volume of assortment as quickly as possible without technical and technological re-equipment. It is not surprising that the formation of manufactories took place not only on the basis of shop production, but also with the preservation of basically the same working conditions. Perhaps someone understood the auxiliary role of manufacture, its historical uselessness, but such an understanding of actual history was of little help. When a society does not have a fundamental recipe for solving a problem, it always looks for a solution in what is already there, trying to stay in motion until the desired solution is found.

Manufactory emerged as a new dimension to old factories. The workshop has ceased to be quantitative - but in terms of performers, technical and technological equipment, the quantity of products produced, their inherent internal mechanisms for organizing quality activities have lost their strength. Workshops have exhausted their quality reserves, focusing on the limited demand for manufactured goods. Manufactories, of course, for a certain time retained their quality thanks to the achievements of workshop practice, but the growth in the production of goods inevitably reduced the quality of the products. The solution to the problem has come: divide the quality into ranks. It was a kind of knightly move. Preferred customers could expect high quality, while others received inferior quality products. And here the need for intervention in the affairs of producers by an external regulator became actual. It's time to standardize the new order. The standardization function has evolved.

Public standardization duplicated the main one, which is spelled out in shop charters. The artificial form of production has outgrown the potential for self-regulation and necessitated the intervention of quality control by external production, not formally, but in fact. The workshops regulated production cycles,

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established production rules, work schedules and distributed orders, controlling the quality of products. Manufactories in terms of production could no longer rely on the internal system of organization.

Large manufactories originated in the south of Europe, first in Italy, then in France. They arose on the initiative of the ducal courts located in the same places, in the neighborhood. Mostly manufactories produced expensive products: tapestries, furniture, dishes, jewelry. The products of manufactories were basically akin to works of art. An example of this is the first European furniture factories in Vicomte (1658) and Paris (1662), which served the needs of the Bourbons. At the turn of the 17th-18th centuries tapestry, bronze casting and phase manufactories were added to them. In 1710, a manufactory was built in Meissen, which produced the famous Meissen porcelain. The absence of machines and conveyors in factories made the quantity and quality of products dependent on the quality and quantity of manual labor.

As for quality, it was not difficult to gather qualified shop workers in one place. Quantity was more difficult. There were few such masters, and orders had to be followed. The order of workshop training of craftsmen was violated. As a result, it was necessary to strengthen the control function on the part of state institutions, taking into account the highest state status of consumers of products. The quality had to match their position.

Workshops and manufactories had a common essence, but the scale of its expression in the phenomenon distinguished them from each other. Both in the workshops and in the manufactories, masters of their craft worked; the work was mostly manual, but providing manual labor; the performer knew the fate of his product and it is unlikely that he was upset. The products of workshops and manufactories adorned the best buildings and their interiors, causing constant public delight. The time of expressiveness of alienation in the work of the performer's personality has not yet come, although the process of alienation with the growth of production went on as usual. In order for the essence of alienation to become obvious, it was necessary to carry out the division of labor within production at the microeconomic level. Under the pressure of technology, manual labor has become obsolete. At the same time, the master's attitude to work changed.

"Skill", like any concept, evolves. In the workshop, the master created a masterpiece, a unique work, and realized that he objectified his feelings, thoughts and skills in it. In manufactories, the attitude of the master to the product has changed. They retained the creative principle, but it was with the expansion of the scale of production that it became dependent on the quantity of products produced. Quantity burdened quality and reduced interest in creativity. Creativity turned out to be subordinate to production plans. The responsibility of the artist, the

creator has retreated from its former dominant position.

The original idea of standardization was formed during the period of the latent form of the Aliencia phenomenon in the creative abilities of the performer of works. The art of the master still felt free, and the continuity of creative work removed the contradictions of production. The master alienated the product, but among the feelings that accompanied this alienation, there was no sense of social injustice. The product was created for consumption by others, for which the master received a reward, part of which was the opportunity to further reveal his creative potential by working in a workshop or factory.

The standards were not intended to unify the product, its parts, production conditions and technical structure. Their goal was to preserve the achieved creative results. In the standards of the period of shop and factory organization of production, the interests of producers, consumers and regulators coincided, which led to the effectiveness of their actions and insignificant maintenance costs.

Authoritative reference publications omit the presented part of the history of standardization, clearly believing that it has nothing to do with standardization. This interpretation can only be accepted if we return to the Aristotelian approach to concepts. After Hegel established the historicism of concepts, such a retreat looks like a very unfortunate step into the past. In the theory of art, the "standard" is identified with the "stereotype" - a form that is repeated without changes, regardless of conditions (the English standard is "accepted", "approved"). "A stereotype," writes V. Vlasov, "is an artificial entity, therefore it differs both from the archetype and from creative thinking. By restricting creative participation in production, the statutes of workshops and manufactories did not infringe on creativity as a creative force. The regulation was aimed at protecting the quality of products that conform to this model. The problem of reference samples was solved organically. In those areas where it was necessary to improve the quality of products already recognized as quality, it was allowed to develop new standards.

The organizers were forced to turn in the literal sense of the word in search of a rational solution to the contradiction between conservatism in production and the need to move on. The brewers had more conservatism, and the craftsmen who made shoes, harnesses and saddles had less. No matter how slowly life flowed in the Middle Ages, along with it there was movement and change. There are new materials that have different flavors. All significant changes in public attitudes and views had to be tracked and reflected in the products of production.

The fact that until the 18th century a slightly different idea was put into the content of the concepts "standard", "standardization" is not a sufficient reason for conducting an audit aimed at denying the relevant

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policy. Standardization has its roots in the medieval period by the time I learned the history of the mobile teams of artisans. The form acquired a fixed appearance, was expanded and eventually converted into shops. The workshops strengthened the position of the creative component of production in the commodity market and thus made it necessary to exercise control over creativity so that the desire for the new did not damage the traditions of quality production.

Genius and control are incompatible, but workshops, like manufactory, were forms of relatively mass production, for which the stability of the assortment and the quality of the products were especially important. Workshops and manufactories were part of public life and in this status required constant monitoring of their activities. Control, taking into account the specifics of workshop and manufactory production. The skill does not need special care. Folk wisdom says: "to teach the master, only to harm the cause", but in the production of approved samples, a strict order is required, which was subject to the standard approach. The certificate has been received, please act in accordance with the regulations. Standardization was more like regulation, but it was not something that did not fit into the understanding of standardization.

We have a classic demonstration, on the one hand, of the connection between essence and phenomenon, and on the other hand, a misunderstanding of the historicity of the phenomena of social development. "... Nowhere: neither in heaven, nor on earth, nor in the spiritual world, nor in the world of nature is there that abstract "either or" that is affirmed by reason," explained Hegel. Everything that exists anywhere is something concrete and therefore something in itself different and opposite. The finiteness of things consists in the fact that their immediate existence does not correspond to what they are in themselves.

Homo sapiens have two types of thinking: rational and irrational. This division is introduced by Hegel in his own linguistic manner. F. Engels translated Hegel's thoughts and expressed them in a language understandable to non-philosophers who prefer to choose and use simpler and more practical thinking, referring to "common sense", which serves as a navigator in knowledge. "A sound human mind," wrote Engels, a very respectable comrade within the four walls of his home, "experiences the most amazing adventures as soon as he ventures into the wide expanses of research. The metaphysical (common sense) way of understanding, although it is legitimate and even necessary in certain areas, more or less extensive, depending on the nature of the subject, but sooner or later each time reaches the limit.

To make our thinking clear, we refer to another authoritative source, the Encyclopedia Britannica: "Standardization, in industry, the development and

application of standards that allow the production of a large number of interchangeable parts. Standardization can be focused on design standards such as material properties, their conformity and tolerances, requirements for the implementation of drawings or product standards that detail the properties of manufactured products and are embodied in formulas, descriptions, images or models ... ". We turned to Britannica because its materials are actively used by other information publications.

The author of an article in Britannica magazine summarizes the understanding of standardization in our time. When reissued, Britannica will be modernized. Without much mental effort, you can highlight the basic concepts: the essence and purpose of standardization. We have already written about the essence of standardization, that is, about its social significance. Standards and control over their observance are the most important conditions for the socialization of production. Production exists as a way to satisfy social needs. The function of the state, no matter how liberal economists demand absolute freedom of producers from political control, has always been to stimulate production, to act not only in their own interests.

The class nature of power does not mean that it openly and directly defends the interests of the ruling class in the economy. Democracy is a historically polished mechanism of the political activity of the state, creating the impression of its neutrality. Politics is the art of lobbying for certain economic interests. Standardization is one of the technologies of such a policy. British founders of modern European democracy. They have long mastered the technology of political participation in public life. Representing standardization from a purely industrial side, the British experts are clearly disingenuous. All that can be learned by reading the article by Britanis is the truth, there is no guile here. It stands behind the text, it was simply not included, either because it was considered unnecessary or inappropriate.

"Standard" is the basic concept of standardization, a concept not so much of a technical and technological order as of political economy. Having abandoned political economy, replacing political economy with macro- and microeconomics, descending to economics, one should try to recall the history of economic science and its philosophical roots as little as possible. Saint-Simon, G. Spencer, J. Saint-Mille, economic theory developed in a broad socio-political and historical context. Before becoming a technical and technological concept, the concept of "standard" was intended to regulate a certain level of product quality. And then he had technical characteristics, but they also had an auxiliary value. Without historical analysis it is impossible to understand the essence of the main categories.

The tools for managing economic phenomena, depending on their scale and pre-metric certainty, may

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be within the limits of economic and industrial competence or have a socio-economic scale of action. The second option requires their analysis already within the boundaries of social development, as a factor of social progress.

Standardization from the very beginning belongs to the second type of management. Moreover, it was in the early days that his social goal was especially noticeable and manifested itself both as a class and as a general one. Norms for brewing beer, making wine, household items, clothes and shoes were calculated for public consumption and were a kind of protection of the interests of the general population. The production of furniture, jewelry was mainly addressed to the upper class.

In both cases, we see the participation of state and municipal authorities in protecting the interests of consumers by forcing manufacturers to do their job effectively. The standard was taken as a quality criterion. However, in the initial standardization, it is easy to discern the lack of petty concern for manufacturers, which is explained not by the sentimental approach of the regulator, but by the quality of craftsmanship and professional responsibility of manufacturers. Recall that even in factories, production has not yet reached the level of mass action. The essence of standardization was determined from the very beginning of its history - to develop a mechanism for neutralizing the opposing interests of the manufacturer and consumer. There was a spontaneous search for means to extinguish the growing process of alienation of the individual in work. Hegel is right when he says that essence is abstract and manifests itself in experience not by itself, but through phenomena conditioned by a specific historical environment. During its inception, standardization was directly related to the qualitative certainty of the result of the labor product. In the absence of an internal division of labor, the greatest efficiency was achieved in the final expression of the process. Standardization partially regulated the production process itself, but preference was given to centripetal forces - it was necessary to guarantee the quality of the result. The qualitative side of measuring production efficiency was relegated to the background, given at the mercy of the manufacturer himself. The controller regulated the quality of the result obtained through the quality of the products. During its inception, standardization was directly related to the qualitative certainty of the result of the labor product. In the absence of an internal division of labor, the greatest efficiency was achieved in the final expression of the process. Standardization partially regulated the production process itself, but preference was given to centripetal forces - it was necessary to guarantee the quality of the result. The qualitative side of measuring production efficiency was relegated to the background, given at the mercy of the manufacturer himself. The controller regulated the

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The interpretation of production efficiency also corresponded to the historical and economic situation. Such a concept did not yet exist, it only matured. Efficiency became vital to many of the same postures as production progressed to mass production of goods. Competition for product quality has been replaced by competition for production costs. Manufactories did not increase the quantity of goods produced so much that the cost of production came to the fore. As for the competition of technologies, they are unlikely to be meaningful. Differences in technology naturally took place, but within the boundaries of a common manual form of production, where advantages could be obtained through higher skills and better organization, time savings, perhaps somewhere through the successful use of logistical alignment.

Manufacturers temporarily solved the problem of meeting the increased demand for products, but production has not yet grown to the level of efficiency measurement. Product quality remained relevant, and quality guaranteed high rewards. Since in most cases the goods were made to order, the competition was latent.

The need for standardization, potentially inherent in the development of production, was

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revealed gradually, in proportion to the state of production. Its abstract form was filled with concrete content. The process of becoming a standard was similar to the work of a master tailor, who first took measurements in the absence of any material signs of a future product, made the first adjustment of something that was not very clear to the customer, and only at the end showed a product that embodied the specificity of the image. It was also the process of ascending the original goal of standardization to its concreteness, which is recorded by modern scientific and information sources. The functions of standardization have changed, and its content as a tool for managing economic activity has also changed.

Standardization as one of the main methods of economic policy has moved from the quality of the final product to the production of a product that ensures its quality. The wind in the sails of standardization blew from another important concept of political economy—the efficiency of production. While efficiency was determined by customer satisfaction with quality and price, standardization drove quality. Standardization was based on the regulation of the parameters of its production technology. The ball was ruled by product samples, agreed upon by manufacturers' associations with regulators. The situation was quite balanced, but its stability was determined by the technological specifics of production.

Progress allows stagnation within certain limits. Just as there are vast territories in the mountains, so in the history of production - areas of active professional activity - there is a lull in motion. They are natural, as they correspond to the social condition as a whole. The Middle Ages was not a sleepy kingdom, as it is portrayed in school textbooks, it simply reproduced itself equidistant, without jumps. At that time, mankind was gaining energy of action, creating approaches to obtaining critical values of impulse energy in various fields of activity. The peculiarity was that in the public life of Europe and not only religion prevailed, but in the political - absolute monarchies, carefully protecting the movement from any restructuring. The public consciousness was dominated by a sense of satisfaction with the success achieved, forced to endure troublemakers within the incremental vector created by religion. No faith can become an insurmountable barrier to social progress. However, when this happened, changes occurred in the religion itself. Christianity entered the Middle Ages as a single faith and came out like an unfolded fan.

The peculiarity of the Middle Ages also affected the subsequent development of history. New Time (XVII-XIX) could not come immediately after the Middle Ages. It was a transitional historical stage - "Renaissance". It was necessary to clear the socio-cultural and political conditions for the free and independent movement of scientific knowledge, the

methodology of scientific knowledge, education and technological progress.

In the XVII-XVIII centuries, the development of scientific knowledge got out of the control of the church. By this time, the formation of science as an independent field of culture is being completed. In Europe, there are associations of scientists, science management bodies. Scientific knowledge is transformed into technical creativity on a new scale. The engineer becomes a "scientific builder". Technological progress is the displacement of manual labor. The factory replaces the manufactory - it is a new way of organizing production and labor. Production becomes mass, so it becomes more affordable. Availability requires a different quality. The quality of the mass product comes to the fore. It should be and be inexpensive. The place of the named consumer is replaced by X with the consumer, which can be anyone. Old quality control capabilities are being squeezed by new tasks.

In Russia, there was a saying: "cheap and cheerful." Young people are unlikely to understand its essence, so let's explain: a product does not have to be expensive to be in demand, but not every product will be in demand, but only one that has signs of quality product. In our time, the saying has been given a modern form of expression: "a quality product - at a reasonable price."

The change in the nature of production has led to a change in the philosophy of standardization. The standardization of product quality by result has been replaced by the standardization of producing a quality product. The "synthetic idea" of sample control has disappeared, the "analytical idea" has come: all products and the product itself are decomposed into components - nodes, parts, operations to the last screw, seam, nut, forced movement and take everything under control. Minimize differences and maximize versatility. Such for masters of workshops and manufactories could not dream even in the most terrible dream.

Craftsmanship is closed to originality, it is unique. Even the master himself cannot fully decompose the process of making his product. Creativity begins only with a common set of tools, actions and order, but it manifests itself in the fact that it is impossible to build a "constructor" from a set. The mind operates according to logic, so there is a possibility and need for rationalization. The innovator does not invent, his thought is aimed at bringing the invention to its latent perfection. The mind, and only the mind, jumps from the known to the unknown. It contains the creative power of man. Hence the name of the species - "sapiens". Both production and factory production combine creativity with rationality, but they do it in different ways. Workshops were created first. The master was the creator, the student, and the disciples provided the conditions for the manifestation of the inspiration of the master. At the manufacturing

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plant, the foreman is the organizer of the work on the manufacture of the approved sample, essentially the head of the assembly operation of the product or, if it is especially complex, of its individual parts. Creativity and production are separated so that there is no temptation to deviate from the planned and controlled order. And in this order, you do not need to use unreason, on the contrary, only by following a rationally divided and fixed order can you maintain the pace of production when it is massive. The power of mass production lies in the availability of goods to a wide range of consumers. And not a single state will deviate from the philosophy of meeting mass needs. Quality here is the price for mass production, which all participants in the process have to pay.

The history of mass production shows how a solution to the problem of quantitative quality was sought. This history is not a series of events and actions, but, above all, the logic of resolving contradictions, inscribed in the historical process, in the history of economic policy, which should be perceived as the highest school of economics. By going through the historical experience in your mind, you can avoid both romanticism and liberal illusions in the management of economic activity.

The beginning of the studied history confirmed the natural nature of the development of economic progress. History began where production was more mature, the importance of science and technical creativity was more in demand, and the political situation in England was more democratic. In this regard, we once again call on the help of Britain: the "industrial revolution", the process of transition from an agrarian economy to an industrial one based on machine production. It started in England in the 18th century. Technical changes included the use of iron and steel, new energy resources, the invention of new machines to increase output, including the Jenny spinning machine, the development of the factory system, and important inventions in transportation and communications, including the steam engine and the telegraph)... The Industrial Revolution mainly took place in England from 1760 to 1830, then spread to Belgium and France. Other countries fell behind temporarily, but as Germany, the United States, and Japan built up a powerful industrial base, they surpassed England's initial success. The countries of Eastern Europe lagged behind in their development until the beginning of the 20th century.

Description of the industrial revolution, apparently, was prepared with the mass consumer of information services in mind and is perceived, from a professional point of view, critically. There is no significant assessment of economic development, and the beginning - the transformation of England from an agrarian country into an industrial one - looks somewhat strange. England for a long time relied on her own agrarian foundation, in which the transition to industrial foundations did not occur without

complications, as in industrial production, it is enough to recall the well-known test movement of the "Ludites". At the same time, we can trace the historical path of the industrial revolution in Europe and beyond.

We are only interested in what the author did not say, relying on professional logic and authenticity. The Industrial Revolution led to the massive scale of production and the need for a division of labor in the depth of technological progress. Mastery was replaced by performing discipline, and the internal motivation of the master gave way to external motivation. The Industrial Revolution led to an economic revolution. The mode of production has changed, from the source of strength and intrinsic motivation in achieving product quality to the priority in the new mode of production of the technical division of labor. The organization of production is steadily becoming a leader in economic theory and practice of business management. The art of the master was replaced by the art of the dispatcher, the importance of technological discipline, the ability to count and read.

The period of economic history following the Industrial Revolution is usually divided into two phases. At the first stage, the mass production of the classic model began. We call it classicism to emphasize the uniqueness of the stage of maturity. Maturity as a stage of development, regardless of what exactly has reached it, is characterized by the transparency of the essence. The essence emerges from the shadow of the phenomena that hide it, reveals itself almost as it really is. All the most perfect, the best is presented at the stage of maturity. At the same time, the disadvantages and costs of development look more contrasting.

At the zenith of the classics of mass production, his philosophy was formulated quite clearly and enticingly for the consumer: the buyer should save time on making a purchase, the store is not the best place for a responsible person to live, so this is how it is necessary to concentrate the assortment in one place as much as possible. We don't know who was the philosopher who helped economists define shopping because its anonymity is carefully guarded, but exclusivity was not a modern philosopher. The trade mission was presented methodologically flawed, without a systematic approach. The bait looked like a bait.

Economics can be separated from politics, but even the advocates of turning it into economics assume that it is about economics, not wastefulness. The implementation of the philosophy of product availability in one place involves unjustified either economically or environmentally huge costs. It was not possible to write them off, and they weighed heavily on the cost of goods, significantly raising the price and undermining the possibility of mass entry into the market.

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The foundations of the philosophy of mass production were laid by the end of the 19th century by well-known specialists in the field of management: F. Taylor, A. Fayol, A. Sloan, Mr. Ford Jr. They also have initial experience in developing the theory of production management, in particular, the idea of the systemic value of quality management through the standardization process. In the 19th and the first half of the 20th century, the issues of humanizing the economy and protecting the natural conditions of social development were not included in the first line of relevance, therefore, they were usually ignored when solving production problems.

By the end of the second millennium, the situation had changed dramatically. Economic planning and design became dependent on higher level relationships. Solve the question of how to live on? Without an answer to the question: will there be life? It's illogical. Managers have thought about the historical logic of providing consumers with a "here and now" formula. B. S. Aleshin, L. N. Aleksandrovskaya, V. I. Kruglov, A. M. Sholom and many others opposed mass production with the type of production called "lean production" - lean, expensive production. Having decided that it will not be so massive, since the focus on marketing research can still remove an unnecessary burden on production, he will make production purposeful. It is not clear why they came to the conclusion.

Mass production did not initially become a brand, it merged with the essence of production. In the foreseeable future, production cannot be otherwise. Naturally, in parallel with mass production, handicraft and individual coexist - the heirs of workshops and manufactories, however, unlike their ancestors, who are not limited to hand tools in technology, but actively use scientific and technical products. "Smarter production" is a really good trend for a more adequate form of continuing mass production.

In its former form, mass production looks decidedly outdated in the twenty-first century. Among the global challenges: "energy saving", "resource saving", "concern for the state of the natural environment", "global warming", "protection from the destruction of the ozone layer", an economic philosophical strategy is being independently developed. What kind of humanism is this? The very participation of science and philosophy in the development of mass production, which, as has been repeatedly noted, was of paramount importance in social progress, made it possible to create hundreds of millions of jobs, increase purchasing power, force people to study, improve their skills, enjoy civilizational achievements, gain freedom in the national and transnational space, etc., this is undoubtedly was an important factor. But we should not forget that science and philosophy are initially perfect in comparison with existing knowledge - mythological, everyday. Their strength lies not in

what they have already done, but in what they can do if they are not allowed to. Pythagoras also explained that he is not a sage and is not omnipotent, his goal is to understand how wisdom works. The origins of economic science were outstanding representatives of philosophical thought, who were able to understand the essence of the issue and give a forecast of development within the limits of historical concreteness. They thoroughly understood the present, determined the nature of the future movement, developed scientific methodology and the philosophical foundations of scientific knowledge as a private search within the framework of the general. Their strength lies not in what they have already done, but in what they can do if they are not allowed to. Pythagoras also explained that he is not a sage and is not omnipotent, his goal is to understand how wisdom works. The origins of economic science were outstanding representatives of philosophical thought, who were able to understand the essence of the issue and give a forecast of development within the limits of historical concreteness. They thoroughly understood the present, determined the nature of the future movement, developed scientific methodology and the philosophical foundations of scientific knowledge as a private search within the framework of the general. Their strength lies not in what they have already done, but in what they can do if they are not allowed to. Pythagoras also explained that he is not a sage and is not omnipotent, his goal is to understand how wisdom works. The origins of economic science were outstanding representatives of philosophical thought, who were able to understand the essence of the issue and give a forecast of development within the limits of historical concreteness. They thoroughly understood the present, determined the nature of the future movement, developed scientific methodology and the philosophical foundations of scientific knowledge as a private search within the framework of the general. who managed to understand the essence of the issue and give a forecast of development within the limits of historical concreteness. They thoroughly understood the present, determined the nature of the future movement, developed scientific methodology and the philosophical foundations of scientific knowledge as a private search within the framework of the general.

Science and philosophy have no right to guess and seek the truth in the Holy Scriptures. Their job is to analyze what has grown. Much has grown in the nineteenth and twentieth centuries, but more has just

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begun to grow. These sprouts have not been properly rated. The natural environment seemed like an endless repository for reflection. Dialectic could not be completed in time with a systematic approach.

"Zena production" is not an alternative to mass production, but only its next stage of improvement. The essence of a successful transition will remain the same, and the costs associated with excess will be reduced. Understanding the real essence of a "prudent, forgiving" economy is important for developing a sound economic policy.

The effectiveness of economic policy is primarily determined by how well the quality of existing production is assessed. It would seem that there is no need to update the apparent dependence, when everything should be clear to everyone without it. Let's be clear: evidence is a dangerous state of mind. In it, the essence of what is happening is often seen as a rod immersed in water. Even a mirror shows its character in the reflection, so what is the mind to do that thinks in the reflection?

Physical reflection is devoid of intention, and reflection in consciousness is a way of understanding, therefore, along with the object of reflection, the state of consciousness-experience, interest actively participates in reflection. An example is the categorical rejection of the bourgeois economic thought of the twentieth century from the political essence and even from the bourgeois orientation. At the dawn of capitalism, the term "bourgeois" was honorary. It reflected the revolutionary restructuring of the economy, social relations and the transition to democratic freedoms. Everything was clear - the time of the feudal social structure had exhausted its historical resource and was obliged, according to social progress, to give way to capitalism, a more perfect social structure. The concept of "bourgeois" has historically been included in the definition of the most effective "Great French bourgeois revolution". Then why, in the 21st century, do Russian liberals shamefully hide the term "bourgeois" in relation to determining the state of the economy and its reflection in economic science? The reference to the objectivity of scientific knowledge is inappropriate, since it is not science that is defined, but its object. Scientific knowledge and scientific methodology in this context strictly retain their objectivity. Science is applied to a historically concrete object and gives it a scientific understanding.

No one anywhere officially announced the end of bourgeois history. If this happened, then it would be necessary to open a new chapter of social progress, which was undertaken in 1917. This attempt was regarded as a historical arbitrariness, an illegal violation of the history of capitalism, which required the total nature of the social structure, the violation of individual rights, freedom of speech, etc. on. in a word, capitalism survived and did not go away. But try to find the term "bourgeois" in the democratic media and

modern scientific journals in relation to the economy. What prevents this phenomenon from being named adequately? - Historical Logic.

History is a naturally developing process of changing phases (stages, formations, civilizations, eras, etc.). Capitalism replaced the feudal structure of society, the basis of which was the agricultural and handicraft type of economy, built on manual labor, a non-stationary commodity market, shop and factory organization of production. Management went through standardization, focused on the certification of the final product, and not on the production process. However perfect capitalism may be, its perfection is historically regulated. Sooner or later, contradictions will "eat up" his perfection, and he will give up his place.

And what will happen next? This still remains a mystery to science, but it is quite clear that for the bourgeoisie and those who support it, it is vital to reclassify the historical status of capitalism from concrete historical to non-historical, i.e., remove the problem of the future society, transfer it to the technical level of regulation including through standardization.

Betting on lean manufacturing is a knight's move. It is designed to show the humanitarian and environmental reserves of the bourgeois economy and draw attention to the need for a new development paradigm within the existing economic platform - the bourgeois mode of production. We cannot share the satisfaction with the transition to "rational production" by a number of authors of the late 20th and early 21st centuries, when research was carried out on various grants, including the Soros Foundation, and the products of science were presented in a technical spectrum free from ideological influence. In political economy there can be no freedom from politics. Dependence was in the period of socialist history, and it continues after. Self-determination of the state of the domestic economy as the most convenient course. What we are moving away from has become clear since 1991. Try to find out where we are moving, but we are going exactly there - into the bourgeois mode of production, without calling it technological industrialization, the digital economy. And we will be there in the end, so we must clearly understand that all technical decisions are of a political nature, it's just that in some cases it sticks out like donkey's ears, and somewhere it is hidden for mediation.

The bourgeois economy was born as an alternative to handicraft, industrial production, which could not be mass, but was technologically of very high quality. The quantitative leap was supposed to affect the quality, which forced the management to take a course to ensure acceptable product quality. The only possible vector here is the creation of standard conditions for obtaining high-quality products in bulk. The heterogeneity of mass demand has led to a wide

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range of product quality, which is reflected even in the scale of national and transnational planning.

In Western European countries, products are labeled for consumers from the eastern part of the continent and specifically for Russia. Quality, as well as quality and standards, is largely determined by the political map. Standardization as a technique is indeed necessary and reasonable as an instrument of economic policy, but only outside the systemic understanding. From a systematic point of view, he has political ears that, like donkey ears, no matter how hard you hide, will come out.

Let's go back to the "efficient manufacturing" paradigm. At first glance, writes B. S. Aleshin and co-authors, it may seem that the whole point is the widespread introduction of the so-called "just in time" system, in which products are released only when they are needed for the next stage of the production process, and only in the amount needed for this. However, a closer look shows that it is not only about the organization of production within this system. It is necessary to rethink the logic and technology of production, which inevitably leads to a change in mentality or, as they often say now, to a change in the culture of the organization. In the first approximation, it seems that the metamorphosis of standardization is inevitable in the context of the development of efficient production. While RP exists only as a project.

If you think strictly logically, then the concept of "quality" is a specific philosophical category. In philosophy, it is the second in order, following the concept of being, and reveals the essence of being. In all non-philosophical reasoning, the quality changes, acquires a concrete-objective, very often sensuous-concrete certainty. Economics and industrial practice are no exception. The difference can be felt by comparing the understanding of quality in philosophy and beyond, focusing on the human explanation of what quality is. Quality, according to the famous German philosopher, is "what is lost, the object ceases to be combat." The philosopher is entitled to define quality in this way because he takes the object in its abstract form. In an abstract form, an object exists conditionally, therefore, the object also ceases to exist conditionally, taken in the system of philosophical abstractions. A product ceases to be a product only for the philosopher when it is devoid of consumer value. But who will organize the production of what no one needs? This can only happen in a lunatic asylum, not in a real production.

The definition of the quality of philosophical phenomena admits of a human formulation. Cause has one quality, effect another. Losing its quality, the consequence can become the cause of new changes. It does not disappear, but only transforms in accordance with the natural order of movement. Chance, devoid of quality, becomes a necessity; possibility becomes reality or impossibility. The product assumes, as a necessity, the absence of the producer's own needs in

it. It is produced for sale in the market; and as an add-on (if you are preparing it for sale), it should have something that someone really needs, that's why they came to the market. A product really ceases to be a product when it doesn't have what someone else needs but the manufacturer. Only such a "product" is not a benchmark for commercial production. In products intended for the market, the philosophical concept of quality is concretized in terms of the reality of the product and looks like a standard. This explains the fact that the entire history of quality management in the 20th and 21st centuries has developed in the form of standardization of mass production.

The modern history of production management is focused on managing the quality of manufactured products and is carried out through the improvement of standardization. This is what should guide the evaluation of the economic efficiency of management. And we must start by clarifying the concept of economic efficiency. The reason for this is that there is a growing tendency to separate economic efficiency from the systematic functioning of the economic block of social life.

Scientific economists have linked the methodology of cognition and management with mathematical software, trying to realize Comte's failed idea in the 19th century to make every science a philosophy at the same time. Karl Marx called one such attempt "the poverty of philosophy", for which the bourgeoisie is not destined to pay, and not those who serve it, pay a certain amount to consumers. Therefore, the dynamics of growth looks stable: the rich get richer even in a crisis, while the rest float on the real waves of economic movement. Just as those stranded in a hot air balloon try to drop the ballast to get to the right place, so the current economic theorists of the movement seek to break away from the economy, believing that not market, but infrastructural activity is aimed directly at the development of human capital.

It's amazing how experts who are fascinated by the term "humanization of production" read the statistics. "Learning is becoming the norm of life," the authors of the textbook "Philosophical and social aspects of quality" enthusiastically state. The average cost of training in American companies is about 1.5% of the payroll. Once upon a time, this one and a half percent was an indicator of special attention to something. There is only a division of profit by residual value.

So, let's highlight the essence of our thesis: from the very first steps of its history, standardization was aimed at determining and stabilizing quality. At first, the product itself, since there was little chance of influencing the technology and organization of production, but with the transition to mass production, when the value of the organization of production increased significantly as a result of activities, the direction shifted towards the production process. The

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standardization of production came to the fore. It was believed that if the organization of production meets the requirements of the developed standard, then the result will be of high quality.

The transition to the standardization of production from the outside seems to be a completely justified action. In fact, where to get not the quality of the product, when there are only quality actions around. Naive people are convinced that it is enough to combine high-quality alcohol with high-quality water, and you will get high-quality vodka. Chemists are of a different opinion. They argue that in order to obtain a quality alcohol-containing drink, it is still necessary to follow the order of combining water with alcohol in order to correctly start the reaction.

Shop and partially industrial products were subordinated to the quality of products. Manual labor was unproductive but highly mobile within a range of skills. That's why creativity is always linked to the product. The quality of manufactured products completely subordinated the technology and organization of production. It is pointless to fantasize about this topic: would Stradivari or Amati change the sample if they had difficulty making it? They will not deviate a single step from the idea of its material objectification, they will look for a solution in production and will find it. The nature of mass production of any type is completely different - wasteful. If a product recommended for mass production cannot be prepared without a serious restructuring of production and requires serious costs, then it is easier to attract innovators in order to".

The Soviet experience can serve as an illustration. Consumers knew that initial deliveries would be perfect, but the further they went, the worse it got. German automakers are among the most qualified, but they also falsified engine specifications, confessed and were roughly fined. Similar cases have been repeatedly noted in the practice of Japanese manufacturers. Unfortunately, in the Russian Federation it is even worse. The main reason for the rise of corruption.

We must understand the double function of standardization. It combines technology and politics. Its significance for improving production is objectively the only main way for the economy to move forward, but at the same time it is also the main means of objectifying economic policy, therefore the objectivity of standardization has been and will be oriented by political interests. Standardization can be managed (and should be managed!), and therefore can be manipulated.

When the US president came to power, Trump took steps to withdraw the country from the Paris Accords on environmental policy, despite the complexity of relations with European partners, especially sensitive to the consequences of environmental changes - the continent is small, the population is crowded, and production is large. Trump

is a business man, and business politics for him is the essence of politics. Everything else should be subordinate. Trump has taken on the task of reshaping the economic life of his country, and he will build standards based on purely American interests without straining the Infrastructural Processes that Trump attributes to the state of the natural environment. Through the technical form of confrontation, its political essence is manifested. And the last argument in favor of the dialectical perception of standardization - the President of the Russian Federation proclaimed the creation of digital production as the Central economic task. Since the time of the Pythagoreans, numbers have been a symbol of absolute abstraction. The number loses its objectivity and is replaced by a number, but not randomly, but quite definitely. One single number is meaningless. Another suggested a certain combination of numbers, he, with the help of a certain code, recreates the object in its most accurate expression, which opens up almost unlimited possibilities of identification and control. Thanks to the transfer of actions to a sphere independent of the subjective factor, the emotional and motivational component of subjective activity, the costs of professional readiness of a specialist, are removed from management. As they say: nothing personal, only in the interests of the cause.

Production management, including standardization, must be carefully prepared with maximum reliance on the reserves of the professional culture of specialists, but it is advisable to entrust the dynamics of running production to technical programs and tools. That way everything will be safer. In June 2018, the Russian icebreaking fleet was replenished with the most modern arctic-class diesel-powered vessel for carrying out caravans along the Northern Sea Route as part of the annual reprint. The height is from a five-story building, the power of the main engine is 45,000 liters. With. The vessel is operated by 19 people, which may be more convincing in favor of the benefits of technical production management. But technical management has its weaknesses. Among them: a high level of energy dependence, computer security is not absolute, and the requirements for the personal abilities of specialists in conditions of personal and team responsibility are increased, sometimes even exceptional. Problems in production are usually caused by people, but it is in the absence of qualified specialists that the most serious problems arise. Technical standardized management is not a panacea.

Let's try to formulate the rules of standardization. In our opinion, there are two main ones:

firstly, standardization should be carried out in three directions, linking them into a complex: determine the standard of the product within its functional purpose, taking into account a broad

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understanding of the safety of use; regulate the production process and form a consumer attitude to the product. The consumer is a full participant in standardization. Without proper consumer interest in the product, the product will not be in demand on the scale necessary for its sustainable production;

secondly, the standardization of production is based on a conceptual understanding of its position in the system of specific historical conditions, since it is determined by the quality of the stage of economic development. Regardless of how it is perceived by the mind, we must put up with it. The product must be in demand not exclusively, but on a massive scale, otherwise the production will be massive and will lose its quality.

The range of serial products in the USSR was small, but the quality of the consumer product satisfied and allowed the manufacturer to solve his problems. The departure from the production standards developed in the USSR allowed us to significantly expand the range of products by improving the quality. Increasingly, Soviet brands appear in stores and advertising, which did not exist in the USSR at all, being ordinary goods.

Concepts are expressed only in words, they cannot be translated into numbers, unlike products. Once again, we note that the concepts of "quality" and "standard" are correlated as general and particular in the description of this phenomenon. It is possible to really manage the quality only with the help of words, and the word, by definition, generalizes the reflected phenomenon and removes its semantic and object specificity, making practical impact difficult, reducing efficiency. Determining the quality of a product, we only limit it and refine the management by setting the vector of management and goals. In order for management to become practical, it is necessary to have not the image of the subject, but its objective expression. What is needed here is an object or an adequate sensory, digitized sample, which, after technical processing, takes the form of a program of practical actions. Digital production is based on the physical impact on the object and requires a standardized quality reality. The history known as the history of quality management is essentially the history of the standardization of production, the specification of quality in the production model.

The first experience of managing intervention in the production process in order to give it stability and a certain increment can be found in the activities of workshops, individual industries, and schools of masters. Most of the famous Renaissance sculptors tried to work in the masons' offices, directly in the places where the material was mined. They searched the quarries looking for the right texture to create the image. It was then that the joke appeared: a masterpiece is easy to make - you need to remove everything superfluous, superfluous, but first you need to find the basis. In the workshops, in the

interests of high-quality handicrafts, products were carefully checked, the work of apprentices was observed during the production, they actively talked with the secrets of the students, selecting the most capable of them. Despite the fact that each product was individual, made by a master, it passed through internal control, and then external control by the city's guild organizations. In the future, this work will be defined as the phase of rejection.

It was much richer in content, more synthetic, more like a "selection" than a "culling". Creativity moved the masters, the masters learned no less than the students. They were looking for paints, grounds, foundations, ideal images, but they were wrong. Creativity spares no one, not great, not beginners. I had to work for everyone, especially for the masters, sticking. The concept of "marriage" is not as simple as it seems from the outside. Marriage is not always in plain sight, the masters have received its hidden forms, which appear over time. "Culling" was not an act, as in mass production, but a technology. Today it is difficult for us to look beyond the achieved horizon in the development of mass production. It is only clear that its "rational" form is still more a direction of development than a phase. However, the logic of progress built on continuity does not exclude a return to some part characteristic of the shop organization. Mass participation should not be a hindrance to creativity. This will eventually show diversity under the common "roof" of multiple results. Therefore, it is necessary to carefully study the production process, which has been perfected in the workshop form.

Modern culling as an act of standardization dates back to the last quarter of the 19th century. The beginning confirms the experience of the S. Colt factories that there is an idea of a "quality standard". If we evaluate the system of our "quality-standard" version, then it was a subconscious embodiment of Hegel's conclusion about the dialectic of the ascent of knowledge from the abstract concept of quality to the specific concept of the "standard" of product quality.

Colt was assembled without prior fitting of parts. Specially trained inspectors performed a preliminary calibration and rejected the fault, thereby speeding up the main assembly part of production. The experience of S. Colt at the beginning of the next century was developed in the automotive industry by G. Ford and G. Leland ("Cadillac"). G. Ford, having introduced a conveyor assembly, removed the control of components from the conveyor, logically believing that such work should be done earlier. As a result, the "internal control" of compliance with standard calibers was replaced by "output control" at an adjacent production, which cleared the main production of defects and made it qualitatively cleaner. Further, the process of standardization followed the path of improving what was achieved, it included theorists F. Taylor, A. Fayol. And M. Weber. In alliance with managers, they determined the basic

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principles of a scientific approach to the organization of mass production: a systematic approach to management; personnel Management; delegation of responsibility; scientific regulation of labor. The developed production management system went down in history as the Ford-Taylor production system. Possessing undeniable advantages, the Ford-Taylor system also contained serious defects that "dormant" in its potential for a long time. The development of production in the new socio-political conditions of the activation of social democratic interests inevitably drove the Ford-Taylor system into a dead end. This was also facilitated by technological progress, the process of turning scientific knowledge into a direct productive force.

This was also caused by a lack of a clear understanding of quality and management standards. They have been changed instead of being considered during development. The most visible and sensitive was the identification of quality and standard in the field of mass consumer goods production, where the concept of product quality reflects the dualistic nature of the product.

A product intended for subjective, more precisely, subjective use by a person or social group must be of objective quality - physically and subjectively, in order to satisfy the consumer with its physical quality. It is naive to believe that only by advertising the physical perfection of the product, you can make the consumer fall in love with it. Such a consumer must be subjectively non-existent. Interest in the physical quality of a product may be generated by a demonstration of its capabilities, but this is not enough to generate interest in the need to purchase it. The product must capture the feelings of the consumer, and this process is irrational, deeply intimate, putting pressure on the individuality of the consumer. Especially if the consumer is attached to a significant range and picky.

The quality of consumer goods is not reduced to a system of physical parameters, but exists as a kind of core in their quality. And just as an atom is not limited by the presence of a nucleus, so the quality of such a product is not limited by a system of physical characteristics. In contrast, the standard is a purely physical phenomenon and requires a clear description in physical units. The concept of "product quality" should go through the market, and "product standard" should be defined in terms of scientific and technical creativity.

When the desire for a total organization of quality control came into conflict with the general goal of increasing production efficiency and it became clear that the conflict could not be resolved by any other method, W. Schuchert, who worked in the technical control department of the American company Western Electric, suggested shifting the

focus of management quality on the organization of the dynamics of the production process. Innovation inside. W. Schuchert's point of view was that he considered production and product quality as movement and in this context understood the main thing as movement:

first, achieving stability;
secondly, the inevitability of deviation from the direction of movement.

Translating the features of movement through tasks into a quantitative result, we got two conclusions: the desired quality can only be achieved under conditions of sustainable movement of production, therefore, it is necessary to stabilize the production of certain qualitative parameters (1), and quality is a generalized process that is really a variation. Variations must be contained within certain limits (2).

The task of achieving product quality acquired a technical aspect and meaning from V. Shukhert: it is impossible to avoid variations in the parameters of the resulting product quality, one must try to reduce variations. The criterion of quality is the stability of production in a static sense, that is, the convergence of variations with the central line. One of the most important factors in solving the problem, V. Schuchert called the restructuring of personal interaction - cooperation, organization of the team.

W. Shewhart for the first time approached the interpretation of the standard in mass production, presenting the quality of products and goods in a statistical form, implying a certain fluctuation, which is called tolerance. W. Shewhart did not introduce the concept of a statistical standard model, but it was she who formed the basis of his innovative ideas. B. S. Aleshin and co-authors compared the quality management systems of Taylor and W. Shukhert in a table (Figure 1), which clearly shows how far managerial thought has advanced.

W. Shewhart tried to give quality management a human face. He emphasized the importance of internal, including personal, motivation. But he did not seek to radically change the position of the worker in production. The alienation of the individual remained essentially the same, so the motivation was supported mainly by the financial evaluation of the activity. The researchers of the experience of V. Shukhert clearly overestimated its content, introducing into the description such a reaction of employees as "joy from getting a result"; "the pleasure of working together, recognition of merit by colleagues and the management of the enterprise", "a sense of significance", etc. It would be adequate to say that the method of V. Shewhart forced managers to study what is called humanitarian-state knowledge.

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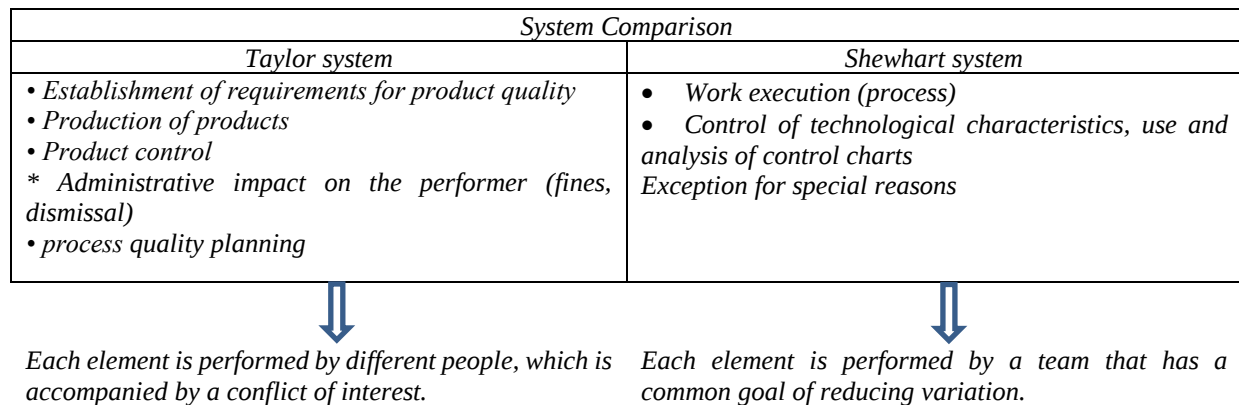


Figure 1. Comparison of Taylor Shewhart systems

The restructuring of the quality management organization has become more significant. The technical control departments have been replaced by a quality audit service, which is focused on checking the effectiveness of the quality assurance system by randomly inspecting individual small samples from a total production batch.

The next step in improving the standardization of production was the concept of "quality management" by E. Deming. It was formed and optimized for almost half a century, from 1950 to 1992. Based on the ideas of W. Shewhart, E. Deming formulated three main "pragmatic axioms":

- all production activities are reduced to a standard technical process and contain improvement reserves that need to be identified and mobilized;
- * production has two typical forms of existence: stable and unstable, so the solution of specific (current) tasks is ineffective, it is necessary to direct the vector of managerial activity towards fundamental changes;
- * the main responsibility for the failure in the development of production should be taken by top management.

The doctrine of E. Deming is well known, it has received wide practical application. We would like to pay attention not so much to the structural units that make up the concept, but to emphasize the question: To what does Deming owe his resounding success, which contributed to the effectiveness of the application of the provisions he developed in the real economy?

E. Deming's creative years coincided with two fateful events in the world economy. First of all, the project, calculated on the omnipotence of technological progress, turned out to be a myth. The history of science repeated itself in the Age of Enlightenment, when it seemed that humanity had found in the person of science a full-fledged replacement for religion. Science is universal knowledge, it will solve all problems. It is only necessary to expand the consciousness of the masses

towards science, to make education scientific and universal. E. Deming for the first time realized and warned that the opinion that mechanization, automation and computerization will make a breakthrough in the field of sustainability of product quality belongs to the sphere of difficulties in solving the problem of effective quality management, as well as the attitude to achieve positive results in the shortest possible time. E. Deming proposed his philosophy in the form of a "chain reaction".

Comparing the management philosophy of W. Schuchert and E. Deming, one can see how economics and economic theory depend on the trends of social development. V. Schuchert reflected in his concept the socio-political and cultural moods that developed after the crisis caused by the First World War. Europe, the United States, and Canada were struggling to come to their senses because the war of annihilation had cast doubt on the dignity of democracy. At the same time, a certain part of thinking humanity tried to rethink the current situation and preserve the image of democratic transformations, believing in the power of the creative principle of homo sapiens.

Economists of the first half of the 20th century felt the decisive role in the development of the production of the human factor, questioned the rate of Taylor, Ford, Fayol on the technical factor. Before the concretization of the human factor in human capital, there was still half a century left, but, as in nature, in society, cataclysms are more harmful than useful. Revolutions are indeed locomotives in history, adjusted for the fact that it is not the time factor that forms the core of the revolution. Revolutions, whether in industry, technology, science, culture or social organization, take place, first of all, in general, the process of changing the old quality to a new one. Revolution is identical with the quality of transformation; it turns ideals into standards of practical life. The time factor of revolutionary transformations is secondary and is determined by the specificity of historical reality. But one thing is important in history - the decisive power of man as the

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primary historical factor. History is a process of human creativity, although not always successful. But even then there is no one to correct, except for the person himself.

The merit of V. Schuchert and E. Deming was that they stood on the platform of classical political economy, did not succumb to numerous "temptations" - technical, statistical and others. Their logic was characterized by a belief in the historical power of human subjectivity as a person. Weighing on the "scales" of history the technique and creativity of an individual, they confirmed that the growth of capital is carried out by the person himself. Technology is both existentially and functionally dependent on the individual.

And here time worked on the side of E. Deming. It's time for the rebirth of Japan.

The war destroyed the country's economy, but did not undermine the samurai spirit. Japanese nature has taught them to withstand the blows of fate. The national will was ready to return the country to its former greatness in the Pacific region, and the inhabitants of the State of the "Rising Sun" were well aware that the path of revival lies through the industrialization of the destroyed production potential. They just didn't know how to do it. At the very end of the 1940s, leading Japanese experts united in the Japanese Union of Scientists and Engineers - JUSE. Within the framework of the Union, a group arose whose purpose was to study the industrial experience of the United States. She established the relationship between progress in quality management and increased productivity. We tried to understand the mechanism of established communication.

The informal leader of this group was K. Ishikawa, the future initiator of the "Japanese miracle". Juse in 1950 invited E. Deming to become more familiar with the technology of American industrial development, but, unlike the Russian reformers of the 1990s and 2000s, the Japanese themselves were well prepared. They expected from the Americans not a miracle, but "information for reflection."

Ishikawa focused his thoughts on three conclusions:

- All experimental engineering work must be statistically adequate. In order to increase the level of knowledge of statistical methods of analysis, under the initiative of JUSE, a compulsory course "How to use experimental data" was introduced at the Faculty of Industry of the University of Tokyo;

- * dependence on imports of raw materials and food can only be overcome by increasing and expanding the range of exports, and it is necessary to clearly focus on the production of high-quality products so as not to waste resources;

- it is necessary to reorient the minds of specialists and society as a whole to the management of high-quality high-tech products. Japan had no

alternative to this particular path, since financial reserves did not allow planning a total modernization of production. E. Deming was asked to go to the goal not in the American way, but in the Japanese way, moving not from big finances, but from the national mentality, in which the culture of work occupied the most important place.

Domestic democrats failed together, because they knew what to get rid of, but did not know how to do it in a civilized manner and, most importantly, how to replace it, based on the Russian specifics of reality. The Japanese have already decided what they will do. They only needed a specific roadmap, so they turned to E. Deming as a navigator or pilot. E. Deming was paid for lectures by the Japanese, and our "foreman". The Japanese saved national prestige, while our people cut down national historical roots and stole wherever they could. It is not surprising that the Japanese, 30 years later (by the early 1980s), produced 40% of the world's production of color televisions, 75% of transistor receivers and 95% of VCRs. Russia thirty years later still cannot restore the destroyed potential.

The ideas of Deming, Ishikawa, and Juran were realized, reaffirming the importance of the crossroads of the national interest movement and the innovative, creative thinking of open-minded, honest professionals. The "Japanese miracle" is a product of the interaction of scientific thought, a critical analysis of the production experience of developed economies and the peculiarities of the Japanese national identity. Ishikawa, E. Deming, and Juran happily met in the very place and at the time when the situation was ripe and objectively - it was necessary to save and return the country's economic potential, and subjectively, the Japanese nation bears a high and sole responsibility for its image. Only the Japanese team that lost the 2018 World Cup match in the last seconds. I tidied up my dressing room and left a note in Russian with one word: "Thank you."

Stations are decision stages in which certain actions are performed in a sequence given by the traffic organization. Components of the problem at the stages of development Juran called them "main phases." T. Juran's scheme is still relevant as "information for thought." Let's bring it (figure 2.).

Problem solving stage. Components of the problem (phases)

Development of the main provisions of the project

1. Drawing up a list of problems and identifying priorities.

2. Determination of the composition, responsibility and powers of the working groups.

- Diagnosis 3. Analysis of symptoms

4. Formulation of versions

5. Verification of versions

6. Identification of causes

Finding a Solution

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7. Search for optimal solutions
8. Development of necessary measures
9. Overcoming resistance
10. Implementation of solutions

Retention of the achieved results 11. Checking the effectiveness of the implementation results. Regular comparison of achieved results with planned ones.

<i>Problem Solving Stage</i>	<i>Components of the problem (phases)</i>
<i>Diagnostics</i>	3. Symptom analysis 4. Formulation of versions 5. Verification of versions 6. Identification of causes
<i>Finding a Solution</i>	7. Search for optimal solutions 8. Development of necessary measures 9. Overcoming resistance 10. Implementation of solutions
<i>Retention of achieved results</i>	11. Checking the effectiveness of the implementation results. Regular comparison of achieved results with planned ones.

Figure 2. The main phases of problem solving (author Yu. Yuran)

The philosophical concept is revealed in the verbal form of definition. This word has a special meaning here. There should be few and many words, even so many, so that they convey the essence of quality. The essence of quality is not what is indicated in the manuals, not a list of essential features, but their systematic compliance. The quality of the product plays - indirectly through the identity of the physical substrate - the nature of the market as a structure of two entities - the producer of goods and the consumer of goods (sellers are in the frame and are not considered). A product is only what someone else, not the manufacturer, needs, therefore, along with the physical component, there is a consumer interest in the quality of the product as an add-on to the physical basis of the phenomenon.

It is impossible to manage a philosophical category; it is used to develop a route for practical action, as a navigator of movement from an idea to a substantive (organizational) result.

The quality of the product, after a weighted determination, must be translated into a form corresponding to the production process, expressed in terms of technical production management and turned into a standard. Then the history of standardization begins. The concept of "quality" is revealed in dialectics and is controlled by dialectics. The concept of "standard" implies management at the production level. It is described physically, chemically, biologically, ecologically, hygienically and, finally, mathematically. At the level of the standard, a physical-mathematical model is formed, and a systematic approach prevails. The future of standardization management is in a systematic approach. Let's illustrate this with the example of a product produced by light industry enterprises. The range of manufactured products is so diverse and significant.

Let's start with quality as the highest form of abstraction in product definition. Quality is that, the absence of which makes an object meaningless from the point of view of its existence. For those who are in the places of sale of light industry products, at exhibition demonstrations, there is a feeling that there is only one vector of creativity - to create something different, unlike. The fan has limits, but creativity has no limits. This feeling is false, the limit is hidden in diversity, as Thales said: "all in one." We must always remember this and preserve the quality in creativity in the form of a collecting orientation. Shoes, socks, stockings, tights do not resemble each other in appearance, but they are all of the same quality - they serve as clothing for the legs and arms, that is, they are clothing in the broad sense of their quality. Head, separate parts of the head, faces and torsos have their own clothing. There are different levels of clothing - inner and outer. Light industry protects a person and ennobles his appearance. It so happened that the evolution of man, having deprived him of most of his natural defenses, forced him to solve the problem artificially.

Manufacturers in search of a new product should be guided by the requirements of typical product quality, due to the quality of the product itself. Clothing should contribute to the preservation of natural forces (health), protect against harmful factors, be, if possible, light, elastic, not restrict movements in their natural expression, breathe with the skin, minimize physical development deficiencies and be widely accessible.

Then the second level of the concept of product quality is formed, which ensures its consumer appearance. This "quality" has a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product complements the objective quality of the substrate, it tells him without which the product

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would lose its consumer significance. Combined into a common image, the objective and subjective aspects of product quality represent the subject specificity of quality. In this capacity, the philosophical interpretation of quality is combined with an economic and technical presentation. Quality, loaded with product specifics, is transformed into a production standard, which receives a technical and mathematical expression in the form of a quality model. The circle of movement of quality from an abstract expression to a concrete one is completed exactly halfway. The second part of the history of product quality begins: comparing the product with the ideal, improving the standard (model) in accordance with the requirements for product quality.

B. S. Aleshin restored the "road map" for the revival of the Japanese economy as one of the world leaders in the quality organization of production. We are more interested in the lessons of the movement of Japanese specialists towards the goal. There are quite enough of them not to pass by, but this is a feature of our lovers to steer the economy along American sailing directions after Gaidar and his students. They do not like it when something does not want to move in line with liberal economic theory, weaning the state from production. So, what does the Japanese experience teach (it teaches, that is, directs thought, and does not write prescriptions):

- * quality is time, years of consistent, hard work, coupled with the need to collect and analyze creative approaches;

- * quality is a product of interaction with the consumer, based on partnerships of mutual respect. The consumer is understood very broadly, including all participants in production;

- the totality of participation in the achievement of qualitative results;

- systemically established audit control;

- * a key role in ensuring the sustainability of the quality of work of foremen and foremen, their continuous retraining in various forms, including in special programs of republican and regional television;

- * special attention to the mobilization of the physical, moral and creative abilities of employees;

- * promotion of quality and its key importance for the development of production;

finally, liberal managers are infuriated by the need for a consistent state economic policy, especially in the production of export products; mandatory state certification of products for other countries.

Attempts to sell uncertified goods outside the state are considered smuggling. State support for exports, assistance in promoting goods on the world market. As a final touch in the Japanese quality management program, it is advisable to consider the idea of dividing problems into sudden and chronic, proposed by Yu. Yuran. It is impossible to foresee all possible problems in planning, and therefore it is not

necessary. It is enough to have mobilization reserves that ensure the stability of the movement. The goal should be chronic problems that have become part of the organization - in fact, the disorganization-production. Chronic problems are often latent, as if they are being adapted during production. It's no secret that zero-waste technology does not exist, therefore, tolerances are the natural state of quality management. Orders, resolutions, appeals, slogans are powerless here. Once chronic problems have become part of the organization of production, then their overcoming must be carried out within the framework of the established procedure. Yu. Juran presented the process of solving chronic problems as a kind of "road map" of movement with four junction stations. Stations are decision stages in which certain actions are performed in a sequence given by the traffic organization. movement with four junction stations. Stations are decision stages in which certain actions are performed in a sequence given by the traffic organization. movement with four junction stations. Stations are decision stages in which certain actions are performed in a sequence given by the traffic organization.

In the 1970s, Japan's expansion into world markets reached such proportions that the "Japanese miracle" appeared to the United States as a "Japanese threat." Japan's success in producing high-quality and relatively (together with the Americans and Western Europeans) inexpensive high-tech products has necessitated a renewed focus on quality management theory. It's time for the author of the program "Zero defects" F. Crosby. Taking Deming's experience as a basis, Crosby developed his "thirteen points". The development of Crosby's ideas was the program of A. Feigenbaum. As a result, total quality control (TQC) was formed, from which all subsequent quality standardization systems grew. Have you finally managed to build a single basic model of quality management based on the standardization of organizational and managerial actions? Yes, a comprehensive program has been developed and tested by international practice. As for its systematic evaluation, here we would refrain from a positive conclusion. There is still a lack of clarity in the interpretation of the concepts of "quality" and "standard".

International standards ISO 9000-2000, domestic GOST R 57189 - 2016 / ISO / TS 9002-2016 are a linear continuation, that is, in fact, a rationalization of what has been achieved. It is necessary to clarify the methodological foundations of the theory of quality and standardization in accordance with the new requirements that have emerged at the stage of the post-non-classical development of science. First of all, separate the concepts of "quality" and "standard" in order to clarify the hierarchy of their relationship and combine them in a new approach to solving the problem of quality

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management. For clarity, let's rephrase: "quality" is a philosophical category, its use in a non-philosophical context - scientific, scientific-practical, practical - is a logically legitimate phenomenon with the clarification that it will not bring direct pragmatic benefits. It is necessary to descend from the height of philosophical generalization to the level of practical action, to transform the concept of quality, filling it with specific content, reflecting the specifics of objective activity, in our case, the production of commercial products in mass production. The philosophical concept is revealed in the verbal form of definition. This word has a special meaning here. There should be few and many words, even so many, so that they convey the essence of quality. The essence of quality lies not in what is indicated in the manuals, not in the list of essential features, but in their systematic coexistence. The quality of the product plays - indirectly through the identity of the physical substrate - the nature of the market as a structure of two entities - the producer of goods and the consumer of goods (sellers are the infrastructure and are not considered).

It is impossible to control a philosophical category; it is used to develop a route of practical action, as a navigator of movement from an idea to a substantive (organizational) result. The quality of the product, after a weighted determination, must be translated into a form corresponding to the production process, expressed in terms of technical production management, and turned into a standard. Then the history of standardization begins. The concept of "quality" is revealed in dialectics and is controlled by dialectics. The concept of "standard" implies management at the production level. It is described physically, chemically, biologically, ecologically, hygienically and, finally, mathematically. At the standard level, a model is formed, both physical and mathematical, and a systematic approach prevails. In a systematic approach - the future of standardization management. Let's illustrate this with the example of a product produced by light industry enterprises. The range of manufactured products is so diverse and significant that the probability of skeptical perception of our example is close to zero and there are enough reasons to neglect it. Let's start with quality as the highest form of abstraction in product definition. Quality is that, the absence of which makes an object pointless from the point of view of its existence. For those who are in places where light industry products are sold, at exhibition demonstrations, there is a feeling that the creative vector is the same - to create something different and different. The fan has limits, but creativity has no limits. This feeling is false, the limit is hidden in variety, as Thales said "to protect from the effects of harmful factors, to be as light and elastic as possible, not to restrict movements in their natural expression, to breathe with the skin, to minimize physical development deficiencies and to be widely available. Then the second level of the concept

of product quality is formed, which ensures its consumer appearance. This "quality" has a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product complements the objective quality of the substrate, it tells him without which the product would lose its consumer significance. The objective and subjective aspects of product quality combined in a common image represent the subject specificity of quality. breathe with the skin, minimize the disadvantages of physical development and be widely available. Then the second level of the concept of product quality is formed, which ensures its consumer appearance. This "quality" has a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product complements the objective quality of the substrate, it tells him without which the product would lose its consumer significance. The objective and subjective aspects of product quality combined in a common image represent the subject specificity of quality. breathe with the skin, minimize the disadvantages of physical development and be widely available. Then the second level of the concept of product quality is formed, which ensures its consumer appearance. This "quality" has a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product complements the objective quality of the substrate, it tells him without which the product would lose its consumer significance. The objective and subjective aspects of product quality combined in a common image represent the subject specificity of quality. represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product complements the objective quality of the substrate, it tells him without which the product would lose its consumer significance. The objective and subjective aspects of product quality combined in a common image represent the subject specificity of quality. represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product complements the objective quality of the substrate, it tells him without which the product would lose its consumer significance. The objective and subjective aspects of product quality combined in a common image represent the subject specificity of quality.

The solvent demand of the vast majority of Russian citizens does not allow them to focus on the quality of the goods. The shift towards interest in the quality of goods must go through a mandatory stage of expanding the range of available goods for the mass buyer, and this stage has not been passed by the Russians, which, in other words, does not mean deactivation of the quality of the goods.

Why is it necessary to expand the interpretation of the concept of "natural properties" by including in

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its content the intellectual and psychophysiological prerequisites for creative activity. An economic understanding of quality, on the basis of which all known concepts of production quality management were directly developed. It evolved according to dialectical laws, despite the fact that economists themselves were far from always aware of the dialectic of the process. The development of economic awareness of quality was carried out "under the influence of contradictions between the internal and external goals of the manufacturer - ensuring the quality of products and, accordingly, strengthening the position of the manufacturer in the market (external goal), as well as increasing production efficiency, that is, increasing the profits of companies (internal goal).

At the first stage, J. Juran called "a problem in which a solution is programmed", problems are singled out, priorities are identified, a rating order is established; performers and their powers are determined.

At the diagnostic stage, the optimal symptoms of the condition are determined; hypotheses are built, tested; causes are being sought.

The solution search stage involves finding optimal solutions; development of necessary measures; implementation of the adopted decisions.

The final stage consists of checking the effectiveness of the implementation results, comparing the achieved results with the planned ones in the dynamics.

The high efficiency of the concepts of Deming and J. Juran provoked F. Crosby to combine their systems with the experience of quality management accumulated in the United States.

The Zero Defects program by F. Crosby did not become something fundamentally new in the theory of quality management, but it contained interesting ideas. For example, a statement about the prevention of defects; the need to develop a "quality policy", the requirement to connect to the quality of the activities of non-production units.

F. Crosby believed that each process site should have an engineer responsible for quality. His professional duties include presenting a daily list of issues causing major and frequent defects; systematizing them according to their importance for quality; determination of corrective actions; attraction of personnel employed on the site.

The 'continuous quality improvement phase' helped bridge the tension between spending on quality and achieving production efficiency. The consumer began to receive a quality product at an affordable price, the implementation of the idea of a "consumer society" has come closer.

From the manufacturer's point of view, this is an ideal situation. But the assessment of the situation was one-sided, only from the position of the consumer; quality parameters were set not by the one who

consumes the goods, for whom the product is made. Quality was standardized in the manufacturer's norms and, of course, reflected primarily his own interests. The consumer was left with a choice: to purchase a product of a certain quality or refuse.

This again led to the "overheating" of production, to an increase in its cost, as there were frequent miscalculations in determining the needs of consumers. A high-quality (according to the manufacturer's estimate) product, affordable, did not find the necessary demand among consumers.

It was necessary to eliminate the new form of contradictions taking into account the interests of the consumer. The "continuous quality improvement phase" has given way to the "quality planning phase".

The work of G. Taguchi is considered the beginning of the next phase. It was he who introduced the concept of "loss function" into the theory of quality management and developed a modern methodology for planning industrial experiments. The purpose of G. Taguchi's research was to overcome the contradiction between quality assurance and production efficiency in its existing forms.

The foundation of the concept of quality planning was formed by four new ideas:

1. Conclusion that product defects are mainly due to poor quality actions at the design stage;

2. Conclusion on the need to focus the main products not on full-scale testing of product models, but on mathematical modeling of both products and the process of their production. Due to which they expected to detect and eliminate the reasons for the increase in marriage in a timely manner. It was proposed to take control of the design and technological processes up to the stage of actual production;

3. The idea that the concept of "zero defects" should be replaced by the idea of "satisfied customer";

4. Emphasize the high quality of goods by an acceptable price and a constant price reduction, thereby ensuring a stable, market demand for quality goods.

A new turn in the development of quality management, overcame the noted form of fundamental contradiction between quality and production efficiency, but not the contradiction itself. At present, its next "ecological" form is being formed.

Inclusion in the characteristics of the quality of goods of ecological cleanliness requires significant costs.

The peculiarity of the modern stage of quality management is that all known formulas (phases) are practiced at enterprises. B.S. Aleshin and co-authors, reflecting this unusual way of existence of history and modernity, built the "Tower of Quality". It is of not only theoretical but also practical interest.

In the seventies, A. Feigenbaum summarized the accumulated intellectual and practical experience in developing the problem of economic quality

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management and laid the foundation for what is known today as TQC-Total Quality Control (general quality management).

Essentially, TQC is not a quality management system, but a system of sufficient conditions for a quality process. Development logically led to the development of TQC. All previous steps on the way to quality quality management, despite the progressive movement, were of the same type. They "tied up" the solution of the problem of economic quality management to some fragment (fragments) of the process. Thus, the improvement of quality management "bypassed" the essence of the production process - its unity and the systemic nature of its unity as links and dependencies built in a certain way.

E. Deming, K. Ishikawa, F. Crosby and A. Feyegenbaum came closest to understanding the quality system as a reflection of the production system.

The main conditions of TQC can be considered as follows:

1. ensuring total participation in solving the quality problem of all employees;

2. awareness of the total responsibility for the quality of all participants in the process, the understanding that not a single specialized unit (QCD, OUK, etc.) is able to cope with the task;

3. conformity of the quality of activity to all stages of the "life cycle" of the product: from the development of the concept of the product and marketing research to the method of disposal of the product and its packaging. In the context of increasing environmental requirements in a number of countries, for example, Japan, product certification implies the mandatory development of a method for recycling even packaging;

4. the totality of improving the knowledge and skills of performers and managers; the regularity of specially organized forms of advanced training; appropriate cost planning;

5. achieving a total understanding that the quality of work is achieved not so much by technology and technology, as by focusing on the quality of the motivation of employees, and motivation should not be one-sided, closed only to financial returns. Then it will be stable;

6. the totality of activity structuring, its differentiation into operations, interrelated technological processes, transitions, and each link in the process must be understandable by purpose to all performers. Studies of eliminating the causes of defects have shown that up to 90% of the problems submitted for consideration are solved, while 75% of them are able to be solved by the controllers themselves (direct performers and organizers);

7. totality in the understanding of the consumer; the consumer is not someone who is outside the production process, the consumer is each next link of the production itself - the "internal consumer",

therefore, an awareness of responsibility to the consumer throughout the entire production cycle is required;

8. total cultivation of the special status of the consumer and his interest in the quality of the product;

9. continuous quality engineering;

10. understanding the importance of defect prevention, its economic advantage over the elimination of defects;

11. team spirit of all participants in the process; corporate culture;

12. leading position in the activities that ensure quality, top management, understanding quality as the goal of entrepreneurship.

Quality management in the 21st century is based on the reciprocity of total quality management (TQM) and quality system standards (ISO 8402; ISO 9000; ISO 9001). The main difference between the quality system standards is that in many countries, including Russia, they have acquired state registration and are fixed administratively. Therefore, clarity in the definition and content of the concept of "standard" is important. In the USSR and the Russian Federation, it is customary to assign a "quality mark", officially indicating that the product meets certain agreed parameters. "Standard" in Russia and most other countries is a set of rigidly fixed, often administrative, characteristics of products, services, activities. Analogues of our "quality marks" are found in European countries, in particular in Sweden (TCO 92; TCO 95; MPR for monitors).

From the point of view of the interests of the consumer, the "standardized" concept of "standard" is not as relevant as for the manufacturer. The latter, taking advantage of the starting advantage, taking into account, first of all, their own interests. Hence the conditionality, the relativity of any standard and the "sign of the standard" as long as the standard does not balance the mutual interests of both parties: the manufacturer of the product and its consumer.

The most common quality system standard ISO 9000 is built on Dei's special organization system. The basis of this idea is the thesis about the documentation of all processes related to production: the purchase of raw materials, components; preparation of production of his organization; delivery of products to the consumer; providing warranty support; scientific and technical equipment of production; personnel management.

As a result, the concept of "quality" acquires new facets, expands; the traditional understanding of quality is being modified. The content of the concept of "quality" is loaded with knowledge corresponding to the changed situation. A classic example of the dialectic of concept development.

The most obvious illustration of what has been said is the rather frequent reports that reputable firms Ford, Toyota, etc. recall their products due to the

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discovery of a technical inconsistency in just one node.

It would seem that it would be easier and cheaper to instruct service centers to replace low-quality components. In fact, firms are doing the right thing, given the competition in the market and the place of their brand in it.

In a complex system, a structural and technological defect of one node inevitably affects the entire system, so it is not easy to replace the node, block. The product as a whole must be thoroughly tested in order for the manufacturer's warranties to work according to the declared standard.

ISO 9000 and its ISO 9000-2000 modifications do not guarantee product quality. They are "tuned" to provide such production conditions that allow them to count on the "most likely" quality reserve of productive activity.

Another "weak" side of these systems is that they explain "what should be done", but they practically do not explain "how to do it".

The ideologues of ISO 9000 say: "What should be done?" - the question is "standard" and is subject to standardization. The question is: "How should I do it?" - due to the specific conditions of production in each individual case. Therefore, "how to do" should be decided by the producers on the spot.

With the introduction of ISO 9000-2000, the concept of "QS" (quality system) has become obsolete, giving way to the QMS, defined by the International Organization for Standardization:

1. constant monitoring of consumer interests;
2. system leadership of the head, ensuring the unity of goals and activities of the company, as well as a stable internal environment based on cooperation and comprehensive motivation;
3. maximum involvement of the abilities, knowledge and skills of employees in the production process;
4. use of the process approach in the management of activities and resources;
5. the need for a systematic approach to management;
6. striving for continuous improvement of the company's activities;
7. decision-making only taking into account a comprehensive analysis of the entire possible amount of "information for thought";
8. development of mutually beneficial relationships with suppliers.

From now on, international quality standards require that not goods be presented to the "quality mark", but the method of their production. "Quality" is the compliance of the organization and management of the enterprise with the quality management system (QMS).

The modern history of the economic aspect of quality management reveals a very instructive relationship between specific scientific, special and

philosophical approaches to solving socially relevant problems of production activity.

Philosophical doctrines of quality have undoubtedly always had an effect on economic knowledge. K. Marx started with G. Gogol, passed the "course" of economic analysis and founded the historical-materialistic view of social development. Then he returned to the analysis of economics and left an impressive mark on social philosophy and economic theory. Something similar can be said about the creative paths of O. Proudhon, J. St. Mill.

History repeats itself on a new turn. Thinking economists move from practice to philosophy in order to use philosophical knowledge and method to develop a deeper understanding of the subject of their own research. All modern concepts of quality management owe philosophy no less than economic theory.

Legal aspect

Philosophical analysis of the social process led to the conclusion about the growing role of the "subjective factor" in it. The "human factor" in philosophical humanism has always been presented as the decisive condition of history. Such was the opinion of the leading thinkers of Antiquity, the Renaissance, and the Enlightenment. But the "human factor" and "Subjective factor", contrary to the common practice of their convergence up to identification, are far from being the same thing.

"Human factor" is a concept that characterizes the whole range of human capabilities. The concept of "human factor" expresses the duality of our nature - a combination of biological and social in it; organization and personality; physics, physiology, psychology, intelligence, behavior and activity. As advertising likes to present: "all in one" or "in a package."

"The human factor" is, in fact, the person himself in the context of his ability to realize his own potential. Smart, educated Oblomov, lying on the couch, as well as active Stolz are examples of contrasts along with the title "Human Factor".

In the concept of "human factor" is not an expression of preference for either biological or social. Think it's right. To define a "man in action" - no matter in which one: Oblomov turning over with a newspaper in his hands, or an active enterprising Stolz - a synthetic concept is needed.

It was proposed to call an abstract person in a state of abstract activity a "human factor", thus including an abstract person in an abstract historical process. In theory, the main thing is to find a conceptual equivalent to describe the object of study.

The object of research in our case is social progress. The task is to understand the factors that set history in motion and give progress to the movement of history.

The logic of reasoning is not complicated. The history of mankind is either an objectification outside

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of human substance (an objective idea, the World mind, the World Will, God, etc.), or a product of the activity of the people themselves: their mind, feelings, will and practical activity.

The problem can be simplified, because in both cases human activity is envisaged, with the only difference that in the first case, history is made by him according to a program developed outside of human life, and in the second, a person paves the historical path, guided by his own ideas and motives. In history, whatever one may say, one cannot move away from human participation. History is "attached" to man just as he is "attached" to history.

It is then that it becomes relevant to "disassemble" the "human factor" into its component parts, to divide what exists in the person himself exclusively in unity. Divide conditionally, depending on the contribution to the historical progress of the two "halves" of man: biological and social.

The concept of "subjective factor" appears. And its components are the "individual" form of the subjective factor, and the "collective form of the subjective factor". Politics emphasizing the historical nature of human activity, the collective essence of this activity. With regard to production and production quality, the "subjective factor" is concretized to the level of "performer", "manager" and "team".

To those who object to us, counting that we have narrowed the understanding of a person in the structure of the economic form of his activity to the size of a "subjective factor", ignoring his biological status, which is also represented in production and affects its quality, we will answer: no, modern production, that is science-intensive, high-tech production, based on the power of knowledge, not muscle; on responsibility and organization, depends precisely on the "subjective factor" of a person.

The logic of the development of the process of economic quality management convincingly indicates that total quality management, to which, in general, everything went, is possible with the total mobilization of the subjective forces of a person: knowledge, beliefs, desires, will, interests, upbringing, education, concentrated in the professional form of culture.

The classics of the economic theory of quality management from Taylor to Crosby and Freigenbaum were seriously concerned with the mobilization of the motivation of the participants in production, correctly believing that it was the lifeblood of quality work. But they were realists, and realistic experience prompted them: do not absolutize the moral factor, no matter how significant it is. Quality is created by free will, but controlled administratively and legally. The legal aspect of achieving TQC objectives is very significant and requires constant attention.

Is it possible to imagine a situation where quality will be achieved only through the self-organization of the manufacturer, thanks to the team spirit, social

dedication of each and every one, a high level of professional qualifications? The answer is up to the reader, but the hint suggests itself: it is possible.

What happens? Is legal regulation an optional, superfluous matter? No. Trial fantasy does not take into account the purpose of production, which, by the way, is very well spelled out in TQC.

Conclusion

The purpose of production is not the quality of the goods (this is a crafty goal, self-deception). The goal of production is not the quality of production (this is also craftiness). The goal of production is customer satisfaction with the quality!

Production, even in a subsistence economy, in which the producer and consumer are one and the same person, does not exist by itself and for itself. As for the commodity form of production, the consumer is the main figure in it.

Therefore, the understanding of quality is not in the competence of the manufacturer alone. It is formed in the mutual interest of the manufacturer and the consumer in the properties of the product (and its price) intended for sale.

The producer in relations with the consumer has one small advantage. Using it is not easy, but the chance is quite real. A manufacturer of technically complex products that require knowledge and skills in operation can try to shape the consumer's taste for it through educational and promotional activities. The mechanism, of course, is expensive, but it is unlikely to win fierce competition in the market in another way.

The interests of the producer and the consumer do not always coincide, not immediately and not for a long time, because these are the interests of the subjects of production, separated by the barricade of the market. The market is a ring for them. The manufacturer is interested in profit. The consumer is in saving finances. One seeks to fill the cash register, the other does not empty the wallet. At the same time, both look at quality as a reward for winning a battle. Legal regulation helps to give the duel a civilized character. Avoid cheating.

The state cannot be aloof from the events taking place in the market, because the economy gives rise to politics; the movement of the market causes the movement of large social groups. And if today the class struggle has lost its relevance, then tomorrow the place of the proletariat and peasants will be occupied by dissatisfied - some with quality, some with price - consumers, the number of which will be no less, and the desire to win is even steeper.

The fate of each individual citizen cannot be dealt with by the state, and it is hardly advisable, but the fate of social groups should be in the zone of special attention of any state and always, if, of course, the state itself does not want to be in the zone of special attention of that main part of society, which in

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calm times is called the electorate, and in troubled times - the people.

Quality is a policy, firstly, and only, secondly, it is a product of the intricacies of relations in the market. Supporters of absolute market liberalization are "scientists" provocateurs of tension in public relations and "subversers" of national security.

All modern social experience confirms that participation in quality management is a function of the state and even interstate cooperation. An example is the Bologna Agreement. It was prepared by a social movement, but, in order to give it real power as a controller of the quality of education, legitimized by the collective political will.

"The attention of the state should be focused on: intensification of the process of import substitution by improving the quality of domestic products;

increasing the production potential of enterprises, creating advanced technologies and new types of high-quality products in order to expand the share of Russian products in the domestic and foreign markets as the domestic market develops and integrates into the world economy.

Updating the legal resources of the state throughout the vertical of political power in the field of quality management will undoubtedly contribute to the achievement of the following important results:

ensuring a quality standard of living of the population, without which it is definitely impossible to get out of the demographic collage. In order to be among the leaders of a non-absolute indication - a reserve fund, a loan paid off ahead of time, a loan, writing off part of it even to those who are not able to pay it in the foreseeable future - it is necessary to improve the quality of products and services in the social sphere;

strengthening security, territorial integrity, preventing military aggression;

strengthening the position in Russia in international relations, greater accommodating in economic partnership;

creating the image of Russia as a truly great, and not just a huge country;

development of environmentally sound policies and economic practices.

Integrating the analysis of real consequences to the intensification of the behavior of the state in the quality market, we note the most important. This is the only effective way to ensure national security, that is, what is in the ranking of the tasks of the state above everything else, since the achievement of everything else is possible only under conditions of national sovereignty.

A systematic approach to solving the problem of quality in the USSR began to take shape in the 1950s. The Saratov system of defect-free manufacturing of products, the NORM, KANARSPI, KS UKP systems

were quite successful experience in the socialist embodiment of the need to control production quality.

In the mid-1960s, the Lvov initiative became widespread in the domestic industry, and was recognized as a "system of defect-free labor" - STB.

The highest achievement of the "struggle for quality", apparently, was the creation on the basis of a combination of a serious experiment (VNIIS) and a comprehensive generalization of practical work to improve the quality of work at the leading Lviv enterprises of the Integrated Product Quality Management System (CS CPC).

This system turned out to be the first where the enterprise standards became the organizational and technical basis for product quality management. Unfortunately, the effectiveness of the application of best practices was not high. By the beginning of the 90s, only 10% of civilian technical products corresponded to the best foreign analogues.

The state has large and different levels of opportunities to influence the quality of production and product quality. The legal mechanism, which is in the hands of the state, can affect both directly the improvement of the quality of the production process, and indirectly.

With the help of tax policy, it is possible to stimulate high-quality production and block low-quality production. By protecting the consumer from a low-quality product, the state actively prevents unscrupulous manufacturers from entering the market.

The basis of the legal provision of the quality of production in our state is the constitution of the Russian Federation. The Constitution of 1993 was developed at the height of the redistribution of property, and therefore its creators did everything to ensure that the provisions (articles) of the supreme Law were extremely abstract, declarative. But in its abstract format, the Constitution of the Russian Federation did not ignore the right of Russian citizens to quality goods. The relevant articles are formulated to match the time of her birth, however, in this form, some certainty is present.

Article 41 of the Constitution of the Russian Federation states: "Everyone has the right to health care." Of course, it would be better to add - "and a healthy lifestyle." And even better: "the right to health care and a healthy lifestyle of Russian citizens is guaranteed by the state." However, in this scenario, the "legitimate" interests of the future oligarchs would suffer, so we settled on what we have.

This article does not seem to have a direct relationship to legal quality management. There is an indirect, mediated protection of the right of the country's population to health.

Goods for direct and long-term consumption must have the necessary level of quality so as not to be harmful to health. Otherwise, there are serious legal and financial sanctions against the manufacturer and the seller.

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	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 3.939	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

In order to ensure the protection of the right to health care, all possible tolerances (MACs), sanitary and hygienic requirements, state standards for products, services, industry standards in the company, and their own "standards" of enterprises (TU) were developed. Management structures were created or modernized inherited from the socialist time.

On the basis of the rights of citizens to quality goods proclaimed by the Constitution, a modern structure of legal support for quality management has been built.

The state does not interfere in the technology of production quality management. Its activities are aimed at controlling the method of production in order to exclude the possibility of harm to the health of citizens (and non-citizens) and harm to the natural environment of human life, as well as to prevent the appearance of dangerous low-quality goods on the market, deceiving consumers and legal regulation of relations between the seller (manufacturer) and the buyer in those situations that require such a measure.

The market is intended for ecological activities within the framework of normalized relations. Prices, priorities, demand, supply, advertising - all these are the mechanisms of the market as long as they remain within the limits of economic relations that are moral to the same markets.

Many violations of economic relations necessarily lead to the intervention of law enforcement agencies designed to protect the affected entity within the framework of the current legislation.

Any act of "purchase and sale" is a by-law and the legislator or the performer must be included in the process. Otherwise, the rights of the owner will suffer and the violator of market relations under jurisdiction will not be punished.

The situation with legal support of quality management is complex. The market divided the producer and the consumer, squeezing an intermediary (and more than one) between them. In this connection, it is necessary to differentiate the concepts: "quality production"; "the quality of the goods produced"; and "the quality of the product purchased" by the consumer.

An intermediary - a "speculator" - is quite capable of violating the technical conditions when delivering goods to the place of sale, in storing goods, and preparing them for sale. As a result, the quality parameters of the product will change. In the legal protection of the consumer, all possible situations and measures of responsibility of the seller are prescribed.

Consumer protection legislation has been around for a long time in European countries and North America and has been polished for centuries. In its current state, it is quite effective, which forces violators to reckon with it in order to avoid serious financial sanctions of death-like anti-advertising.

The Russian experience of legal regulation of relations in this area is much poorer, moreover, it was

formed in the specific conditions of the socialist market. The Law of the Russian Federation "On the Protection of Consumer Rights" was adopted in 1992 and was repeatedly edited (01/09/96; 12/17/99; 12/30/01) in order to make it more adequate to the developing economic situation.

The subject whose interests are protected by this law is a consumer who has purchased a product, more precisely, a product that does not meet the entire set of consumer and technical characteristics. And the object of legal relations is the quality of the goods.

Thus, the Law has a double effect: it protects the buyer from low-quality products and protects the market from low-quality goods. The manufacturer (and intermediary) received a legal signal about the need to present quality products to the market.

In the peripheral zone of interest of the legislators was also the revitalization of the activities of a number of federal bodies: on standardization, metrology and certification, sanitary and epidemiological surveillance, environmental protection and natural resources.

The categorical apparatus of the Law on the Protection of Consumer Rights was made up of the concepts: "consumer", "manufacturer", "seller", "standard", "lack of goods", "significant lack of goods", "safety of goods". As we can see, there is no mention of "quality" in the categorical apparatus of the law, despite the fact that it protects the consumer from low-quality goods, and doubles trying to protect the market from marriage and counterfeit products.

The developers of the ideology of the Law acted logically. They divided the content of the concept of "quality of goods" into components: "manufacturer of goods", "performer", "seller", "standard", "consumer", having built a system out of them, the forming factor of which was made "standard".

The relationship between the consumer and the producer is regulated in the Law with the help of the concept of "standard", which is subject to change in a certain system of units.

"Standards" are understood to exist at two levels: universal, controlled by the state, and sectoral, private, set independently by manufacturers, and having passed the necessary certification procedures.

According to the logic of building subordination relationships, the requirements of a higher level of organization are guidelines for the rest of the "pyramid". In the case of a contradiction, the advantage belongs to who (or what) is higher, i.e. more important.

It was superfluous to introduce the concept of "quality (of goods)" into the conceptual apparatus of the Law. It has been successfully replaced by the more verifiable concept of "standard". At the same time, reminding all market participants from the manufacturer and contractor to the consumer who is the boss in the house.

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From a philosophical and economic point of view, the main drawback of the law is the locality of the destination. The state is still under the hypnosis of the effectiveness of the economic liberalism of the American model, super-delicately in expressing its economic interests, forgetting that these interests are not the interests of the government, but the people of Russia. The state, especially the executive power as the top manager, should realize the interests of the people, instead of being afraid of being misunderstood by foreign partners. Foreign partners, when necessary, tighten the screws tightly. The state should introduce an economic policy regarding quality on a larger scale, then its effect will be more significant and the private judicial practice that has considered private claims against the seller regarding low-quality goods will sharply decrease.

It is necessary to protect the market from low-quality goods, as G. Ford, Sr., did in his time, when he

entrusted the "phase from rejection" to special production, removing quality control from the main production process. As a result, low-quality components stopped coming to the assembly line.

The state does not need to strive to be a subject of the market, it needs to be above the market, stimulating manufacturers of quality goods, and not allowing low-quality goods to enter the market. In the first case, economic incentives are required, in the second, administrative and criminal sanctions.

Now the state is facing the problems of quality management, as if, half a turn, modestly distancing itself. It is necessary to turn to face him and take up the quality, "rolling up your sleeves". Only then will the time come when the ministers will not be able by their power to postpone the deadlines for the implementation of the president's instructions for years.

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