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	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal
Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2023 Issue: 01 Volume: 117

Published: 06.01.2023 <http://T-Science.org>

Issue



Article



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ON THE PRIORITY OF INNOVATION CENTERS TO GUARANTEE THE PRODUCTION OF QUALITY PRODUCTS BY THE ENTERPRISE

Abstract: In the article, the authors analyzed the state of the market in the regions of the Southern Federal District and the North Caucasus Federal District, confirmed the presence of a significant shortage of shoes, which justifies the feasibility of forming a cluster within the framework of the TOPs on the basis of shoe enterprises in the regions of the Southern Federal District and the North Caucasian Federal District. At the same time, we were able to form the entire product range that would satisfy the needs of consumers in these regions, with the rationale that it will be in demand and competitive through the formation of innovative technological processes using a quality management system to ensure quality management. In addition, ensuring efficient operation, business leaders would significantly improve the socio-economic situation of these regions, filling the regional formations with budgetary funds that they need so much.

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

Language: English

Citation: Blagorodov, A. A., Prokhorov, V. T., & Volkova, G. Y. (2023). On the priority of innovation centers to guarantee the production of quality products by the enterprise. *ISJ Theoretical & Applied Science*, 01 (117), 13-33.

Soi: <http://s-o-i.org/1.1/TAS-01-117-3> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.01.117.3>

Scopus ASCC: 2000.

Introduction

UDC 517.34:685.64

Currently, in the period of a market economy, strategic management is a special management technology that ensures the smooth implementation of the organization's production process in a constantly changing environment.

It is the features of the structure and quality of enterprise management that play the most important role in modern conditions. The quality of organization

management allows not only to achieve the set goals, but also to ensure the survival of the enterprise in an environment where each organization seeks to win in achieving a competitive advantage. In order to achieve a clear competitive advantage, it is important to identify products that will be in demand by the consumer, as well as to produce high quality products in comparison with competitors. Of course, this aspect, on the one hand, puts forward special requirements for technical processes, and on the other hand, it also puts forward high demands on the quality

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of management. This is due, first of all, to the economic, financial and marketing policies of the enterprise and their effectiveness.

An important role in strategic management is occupied by the intelligence intensity of technologies that are used in the management and production process.

The share of purchase and sale of licenses for the use of patents and know-how, which has grown significantly in world trade turnover, is becoming an integral factor in the struggle for competitive advantage. More competitive products that cause greater consumer demand win and conquer the market.

In modern conditions, organizations create special services designed to ensure the creation of such products that will not be inferior to the competitors of the enterprise.

An important position in this process is also the creation of special ideas that provide the organization with an advantage over competitors, this advantage should be based on a special system and its effectiveness.

It is necessary to determine the main features of the strategic management of the organization in modern market conditions:

in order to successfully carry out its activities, the organization must have a clear focus, in other words, the enterprise must have a specific strategy that will determine the enterprise management system;

the efficiency of the enterprise directly depends on what strategic goals have been achieved;

the strategy must constantly change, in accordance with the changes that occur in the external environment;

an organization's strategy must have its own uniqueness.

Regarding the last point, it is important to emphasize that if an organization uses fairly standard technologies in its activities that have already been tested by someone, then the enterprise cannot count on a great result, since it has already been achieved by a leader in this field.

So, in order to take a leadership position, it is important to work out a special technology, which must be unique in its structure. That is, the strategy should contain such methods and directions that no other organization has yet.

The quality of "it is written for generations" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universal, relevant, it is strategic.

The domestic light industry is not going through the best of times, and the consumer is offered products of dubious quality that have entered our markets in counterfeit and other illegal ways, that is, they do not have guarantees for buyers to exercise their rights to

protect themselves from unscrupulous manufacturers and suppliers.

The existing world practice of wide application of modern methods is based on standardization and certification. Standardization allows generalizing best practices, formalizing them in an accessible and understandable form, and making them available to everyone who wants to apply these best practices. Certification makes it possible to assess the level of implementation of the requirements of the standards into practice and provide an appropriate guarantee for the consumer. At present, no more efficient mechanism has been devised to disseminate advanced experience in solving various problems, and the corresponding international structures for standardization and certification have been created in the world.

Main part

Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively pushing the "social sector" to the sidelines, is not compatible with the prospect of economic development, which is confirmed by the steady striving of the social democrats in the West to turn the economy into a front for social security and a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be oriented towards resource-saving production technologies. She demanded a new look at the root concepts. The new economy is called temporarily "prudent".

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Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

It is equally important to understand the role and significance of quality activity, that is, to what extent leaders penetrated the essence of things, learned to manage things, change their properties (range), form, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person, that is, in accordance with the requirements of the Federal Law "On Technical Regulation".

Both political leaders and the government have recently been talking about the need for a competent industrial policy. A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, writes in his book "Out of the Crisis": "... managing paper money, not a long-term production strategy - the path to the abyss. Whether the state needs to pursue an industrial policy, one can cite the statement of the outstanding economist of the past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't really say.

What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country?

Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in a full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which, in turn, depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of the enterprise depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the

experience of advanced countries that at one time emerged from such crises (the United States in the 30s, Japan, Germany in the post-war period, later South Korea and some other countries) shows, in all cases the basis for industrial policy and the rise economy was put a strategy to improve the quality, competitiveness of products that would be able to win both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative - were subordinated to this main goal.

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly. Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The priority of market competition is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to deploy the economy in front of social security, a fair distribution of profits. The new economy is called temporarily "prudent". Current principle: "the strongest, the fittest survive", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be oriented towards resource-saving production technologies. She demanded a new look at the root concepts. Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

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The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production.

The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

The results of studies conducted under the UN Development Program made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential and only a third of the world's wealth comes from natural resources and production structure. A quality-oriented strategy undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and to a more complete and comprehensive satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to the possibilities", no one dared to cancel openly and officially, realizing the absurdity of denying the essential forces of man.

It is believed that by knowing nature, its quality, state of quality, quality levels are revealed, embodying new knowledge in production. Post-classical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in a systemic sense - temporary, conditional. And here it is absolutely justified to believe that the main thing in production is the result, not the process. Consumption regulates the market. Therefore, the demands of the market must dominate production. The task of the

society is to contribute worldwide to the development of demand in the market: to maintain the range of goods, stimulate price stability, increase purchasing power, improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, in the first place puts "production planning that is not focused on such goods and services for which the market shows demand." Try to answer him. Production in the transition from industrial to post-industrial society of mass consumption is conceived as a function of the market. And the authors fill these properties of quality with criteria, namely:

- the ideology of quality - the prospect of development of production;
- quality management is an integrated approach to solving a quality problem;
- fashion and technical regulation - components of the quality of manufactured shoes;
- the quality systems "ORDER/5 S" and "THREE" NOT "- not only the basis of stability and production safety, but also a guarantee of quality;
- quality in the market is a paradigm of the formation of production that meets the needs of the market;
- advertising is always at the service of quality;
- an excursion into the past as a guarantee of quality in the future;
- a model for assessing product quality - these are production priorities;
- forecasting the cost of quality when developing a new range of footwear is the key to its demand and its competitiveness;
- a technique for business visual evaluation of a product - a means of assessing the effectiveness of quality;
- improving the quality and competitiveness of domestic special. shoes;
- about indicators for assessing the quality of shoes - as a tool for the formation of demanded products;
- quality and market: a marriage of convenience and this is indisputable;
- the stability of the work of enterprises is a guarantor of the quality of the shoes they produce;
- all these aspects together provide a quality revolution that guarantees the manufacturer a stable success in a market with unstable demand.

The work presented to your attention is the fruit of joint reflections on topical problems of improving the activity of an important branch of the public economy by leading Russian and foreign experts. A collectively executed monograph always has an advantage over an individual form of creativity. A single author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on

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the problem under study, but to talk about how his colleagues “see” this problem, to state someone else’s view of the order of things, to turn into the process of declared discussions in their opponents. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such an excellent thinker as G. Hegel sinned, voluntarily or involuntarily substituting opponents, to make it easier to criticize them. This work represents an original author's approach and opens up the opportunity to learn the most significant first-hand, without intermediaries, which often overshadow creative relationships.

The dynamics of the market development in the last decades of the last century and at the beginning of the third millennium invariably shows the growing interest of consumer demand in the quality of goods. With all the economic, social and political costs, humanity is getting richer, but wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course for the quality of goods confidently and everywhere. The new economy is called temporarily “prudent”. The current principle: “survival of the strongest, most adapted”, will replace the “social production partnership” - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - “the manufacturer makes exactly what what the consumer needs. A “thrifty” economy will be oriented towards resource-saving production technologies. It will require a new look at the root concepts. The philosophy of quality will also change. We must be prepared for the coming events.

In the last quarter of a century, the term “problem”, pushing its “competitor” - “task” to the periphery - has firmly established itself in the verbal leaders of all discussions, regardless of their scale. The “problem” has become a kind of “brand”, indicating a high professional stake in the discussion. In such a rapid ascent of the “authority” of the problem, one can easily find political roots. The current, obviously inflated status of the problem is an ideological move that provides a certain political line. Defects of qualification can be hidden behind a problem, problems lead politicians away from real cases, which they are unable to solve.

Emphasizing the natural relationship between the “problem” and the “task”, the peculiarity of the problem, which manifests itself in its unusualness as a task: the task has a way of solving it in existence, the problem is also solved as a task, but so far there is no way to solve it. It exists conditionally, potentially. The interpretation of the problem by reducing the concept to a more general concept of “task” contains a hint for those who are aimed not at discussion, but at the solution. The solution to the problem should be sought by considering the problem as a complex task, composed of several coexisting in a

complex or sequentially related tasks. What is important here is that the “problem” is not something inaccessible to ordinary thinking, it is the sum of tasks. Dealing with a problem is the same as deciphering this sum of solution problems, then simpler, already known problems combined in a problem. The problem should be presented as a technical problem. The solution of a technical problem is carried out in two ways: empirical or theoretical. All five of the simplest technical devices were created before Archimedes, even the “Archimedes screw”, however, all of them were the product of an experimental search based on trial and error, so their use and modernization, integration presented considerable difficulties. The merit of Archimedes was that the great ancient thinker developed the theory of these mechanisms, thereby helping to solve practical problems of various scales. He “removed” the problem, presenting it as a sum of tasks, and found their solution. even the “Archimedes screw”, however, all of them were the product of an experimental search based on trial and error, so their use and modernization, integration presented considerable difficulties. The merit of Archimedes was that the great ancient thinker developed the theory of these mechanisms, thereby helping to solve practical problems of various scales. He “removed” the problem, presenting it as a sum of tasks, and found their solution. even the “Archimedes screw”, however, all of them were the product of an experimental search based on trial and error, so their use and modernization, integration presented considerable difficulties. The merit of Archimedes was that the great ancient thinker developed the theory of these mechanisms, thereby helping to solve practical problems of various scales. He “removed” the problem, presenting it as a sum of tasks, and found their solution.

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

A problem is a separation in the theory of the quality of a phenomenon. The next stage is already technical - the definition of regulatory characteristics. Normativity, represented by properties and quantitative parameters, allows thinking to engage in working, professional and practical work.

When developing normativity, they always experience the pressure of the need to match the set parameters with the quality features of the product. The correspondence between the norm and the property of quality is objectively relative, their coincidence is achieved conditionally, i.e. it takes

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place because the manufacturer himself determines the quality parameters of the product, often this is entrusted to expert organizations. But all the same, some model of quality is taken as quality. To put it simply, someone assigns quality. The real quality in such a completely acceptable scenario remains a transcendental formation.

Why did subjective and transcendent idealism turn out to be so in demand in various areas of non-philosophical professional activity? Because thinking professionals, including reflective engineers, scientists, and educators have found in them a solution to their specific issues. Someone decided not to complicate professional reflections by recognizing the supersensible as a reality, limiting themselves to a "model of quality", others thought about the fact that sensory reality would deprive us of a reliable intersubjective criterion of quality and doom us to eternal discussions on the topic "What is good and why is it not bad?" They accepted the idea of a transcendent, primary substance in relation to individual consciousness, which can direct professional thought with its logic. Of course, transcendent being will not put forward a formula for the concrete quality of a product, but the logical premises of the definition will inform. As a result, it will arm the professional search for qualitative certainty with the technology of thinking.

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

Man learns from nature, imitates what he sees in it. If the "finds" of nature, formed over hundreds of millions of years of natural selection and inheritance of the signs that have appeared, help a person solve his problems, he borrows them, altering them for himself.

The "first shoes" and "first clothes" created by man were not much different from the protection of the limbs and body of animals. The shoe sole is suggested by the protective layer of the skin of animals that lived next to humans, the heel is a stylized copy of the structure of hooves. Our ancestors either did not wear clothes or made them from ready-made skins. Along with the establishment of relationships with nature, human ideas were formed, which later grew into an understanding of what was happening. The understanding of quality was originally formed under the influence of the objective properties of things. As human activity developed, imitation gave way to creativity. Even the rock paintings of our ancestors show that consciousness was not content with copying. It was looking for its own way of movement. A person could not only repeat the quality of things, he had to supplement them with history, adapt to an active mode of existence. The historical

logic of human existence, built on the basis of its intelligently active nature, made it necessary to include in the understanding of the quality of things of anthropogenic production elements of non-natural and non-material origin - human needs, interests. "Quality" has become involved in a system of relations that is different from the natural one, and its influence on the interpretation of quality only increases with time. This acceleration has become especially noticeable in the conditions of market liberalization of the economy. "

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

Human life as a biological phenomenon is essentially material, the possibilities of transforming human activity are determined by the state of production of the material foundations of life. Man measured and measures the quality of things not so much depending on their relationship with other things, but on his relationship to them. Even ancient thinkers noted: "Man is the measure of all things."

Modern man will not produce what he does not need. E. Deming's enumeration of the seven deadly diseases of the market, established by him, always began with the mismatch of the product with market demand. What has been said should not be absolutized, tearing it out of the general system of reasoning about quality, but it is clear that in determining the quality of things created by man, one must proceed from the human attitude towards them, and not just their objective properties. In the manufactured product, even in the case when it is not intended for the market, a measure of professional labor has been invested, it has absorbed the human principle: knowledge, will, mastery of execution, therefore it cannot be determined purely objectively by the presence or absence of natural properties.

The natural beginning of the product of human activity represents only objective grounds that made it possible to build on them another part of the product that materialized the quality of the individual's labor. A person, as it were, shares a part of himself: he transfers the reproducible part of his professional quality to another material phenomenon. Moreover, this is another phenomenon - the product of the master's activity.

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Nature in this respect is only an accomplice, the raw material base of the master. Defining the objectivity of a quality, one often simplifies the interpretation of objectivity. The concept of "objectivity" is wrong to reduce to a material, natural existence.

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

When characterizing the quality of a product of activity, it is advisable to rely not so much on its natural nature, but on the specificity of the existence of the product - its spatio-temporal functions and design. The portfolio is purchased out of season, therefore, the buyer is guided, first of all, by sustainable fashion trends, preferences of his own taste and high-quality, natural properties of the item. He is ready to exchange "good" money for a fairly expensive product.

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

They try to buy shoes for a season, for a maximum of two, therefore, it is also possible to invest "good money", however, in the idea of "good money", the priority relations will have to be modified.

In the new expression, the concept of "good money" will be in relation to the concept of "price". Everything will eventually be simplified to a specific quantitative proportion - money per unit of time. The quantitative equivalent of quality is the most important feature, ignoring which the manufacturer risks losing consumer interest.

To find the optimal proportion of the ratio of quality to quantity - to measure quality, two requirements must be taken into account:

firstly, try to comprehensively define quality, remembering that quality is a set of essential features of a product built in a certain way;

secondly, relying on the decoding of quality, in the most serious way to single out the levels of quality being - the degree of quality of the product.

In Soviet times, it is no coincidence that there was a deep differentiation in the quality status of products. Only having studied the state of purchasing power, the mood of your buyer, macroeconomic trends, it is advisable to move on to pricing policy.

A manufacturer who has forgotten that the consumer, to whom he has oriented his assortment, perceives the quality of the products offered through the price, combined with a cunning consumption scheme, will not last long. The reason for the difficult position of the Russian manufacturer is not in the

change in the form of ownership, but in the dictatorship of the market.

Marketing research is a new and unusual thing for us. For twenty years of incomprehensible economic policy, it is impossible to integrate into the philosophy of market relations, numbering several hundred years. The absence of a civilized market in the country also interferes. In a word, the manufacturer must seek salvation not from the state, but in his own head, tuning his consciousness to the waves of the market clogged with numerous "noises". In order to steer, one must know the market situation and not "stuff" thinking with memories of the objectivity of quality properties.

A quarter of a century ago, the director of a large leather and footwear company bitterly explained: "Technologically, we are ready to sew the highest quality goods. There is no quality leather. The incoming raw materials do not allow us to turn around in the market." He identified quality with raw materials. The variety of quality was reduced to one of its attributes. He clearly lacked the space to think. And today's thinking has remained similar to that formed forty years before 2000, when the position of classical political economy developed by K. Marx seemed unshakable.

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

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

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

In the 50s. 20th century the paradigm of economic theory is changing. If earlier economic thought revolved around production, now its epicenter is consumption - purchasing power, market development. The understanding of labor and the worker is changing. Market actors are becoming the main actors in the economy. Market management pushes production managers to the periphery of life. The market acquires an independent force that

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dominates society. Politicians are legally separated from the market, adding to the illusion of its complete freedom. The new philosophy of the economy is presented as follows: the flourishing of the market should pull the rise of production. An increase in production must saturate the state treasury. The state will get a real opportunity for a strong social policy. Everything, as you can see, was painted "according to notes."

One question remained: where to get the initial capital, which would ensure high consumer demand and launch the economic mechanism? The United States profited from the Second World War, Western Europe used cheap labor and its property in numerous colonies. With Japan and South Korea, the Americans defended themselves against us and a resurgent China. The economic mechanism seemed to work. It is controlled by transnational corporations. Today there are about 3,400 such corporations. Of these, there are more than 400 interstate corporations, 7.5 times more non-governmental ones, and the number of the latter is increasing. Between 300 and 600 companies control the global market.

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

We note the emphasis of the policy aimed at ensuring quality, on the needs of the buyer, which involves a comprehensive study of his tastes, calculations, designs. In essence, the consumer is considered a participant in the definition of quality. Quality requires a new level of understanding, objectification of consumer interest and a clear orientation in the trends of macroeconomic processes on a national and global scale. The technical regulation of product quality also needs to be systematically modified to be in tune with the micro and macro movements of the economy, changes in consumer real demand.

In particular, there are grounds to predict an increase in the presence of sellers from Western Europe in the consumer market with offers within the average price range for goods of "non-Chinese" quality. In 2008, in industrialized countries, 350 million people. earned an average of \$18 an hour. The labor force available to European and individual Asian countries is estimated at 1 billion 200 million people, who so far earn only \$2 per hour. They cannot but draw attention to themselves.

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

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

More and more researchers are approaching the idea of the broadest context for defining quality. Quality should characterize a non-isolated phenomenon. The relation of the phenomenon to the environment of existence, conditions of expression, and other phenomena is manifested in quality. The definition of quality by Britannica, reprinted in the Great Universal Encyclopedia, brings confusion to the ranks of analysts: "Quality in philosophy is a property that characterizes things taken separately, in contrast to the ratio that characterizes things taken in pairs, triplets, etc. ". G. Hegel said that the quality "<...> is that, losing what, the phenomenon ceases to be itself", but the dialectically thinking German philosopher did not even think of isolating the phenomenon in quality. It was for G. Hegel a concept that reflects the relationship of the phenomenon. The advantage of G. Hegel's dialectical thinking was its systemic nature. He thought of relationships, phenomena as a system and logically had in mind a system-forming factor. The phenomenon does not dissolve in the system, it forms it with its relations, which, in turn, together with the phenomenon form what we call quality. By the way, G. Hegel was not the discoverer of quality in the system of relations of the phenomenon. Similar ideas were expressed, one way or another, by his predecessors. "Objective qualities (i.e., those inherent in natural things themselves) and subjective qualities (contained only in human perceptions) were already distinguished by Democritus, later by Galileo, then by Locke, who first used the terms "primary" (i.e., objective, material-physical) and "secondary" (i.e. subjective, formed due to the psyche) qualities. The phenomenon does not dissolve in the system, it forms it with its relations, which, in turn, together with the phenomenon form what we call quality. By the way, G. Hegel was not the discoverer of quality in the system of relations of the phenomenon. Similar ideas were expressed, one way or another, by his predecessors. "Objective qualities (i.e., those inherent in natural things themselves) and subjective qualities (contained only in human perceptions) were already distinguished by Democritus, later by Galileo, then by Locke, who first used the terms "primary" (i.e., objective, material-physical) and "secondary" (i.e. subjective, formed due to the psyche) qualities. The phenomenon does not dissolve in the system, it forms it with its relations, which, in turn, together with the

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Subsequently, I. Kant called Locke's objective qualities a priori (ideal), and subjective - a posteriori (real). It is easy to see in philosophy the opposition not so much of the idealistic and materialistic interpretation of the concept of “quality”, but of the supporters of simplified materialistic views on quality and their opponents, who proposed to include signs of human activity in the definition of quality.

While there was no human consciousness, everything that existed was represented by the existence of objects, things, their properties,

relationships, movement. To define the world before human existence, two initial concepts are quite sufficient: “object” and “process”.

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

An object for consciousness acquires a specific mode of existence - it becomes an object. An object is a product of interaction between an object and consciousness. Together with the object, the quality of the object appears, which may or may not coincide with the objective quality of the object, in the case when the subject enters into systemic relations with the object, forming a system of the “subject-object” type.

Specifically, such a system manifests itself in the form of production, the product produced, and relations in production. “The quality of processes, organization, life is a motivation of a higher level compared, for example, with profit,” says B.S. Alyoshin.

In confirmation, he cites an interesting table (table. 1).

Table 1. Results of a sociological survey on ten factors for the successful operation of an enterprise

Success factors	The share of surveyed enterprises that noted the most important success factors, in %	
	2021	2022
Product quality	95	98
Customer Service	93	96
Introduction of new technologies	88	90
Attracting highly qualified personnel	85	91
New product development	85	90
Reduced time-to-market for new products	80	89
Improving the organizational structure	75	84
Intellectual Property Protection	59	60
Cooperation with suppliers	55	63
Development of foreign markets	54	70

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The correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally ingenious and deceptive. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - nothing more.

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

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

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

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

The quality of goods has several creators. Some of them - a fashion designer, designer, technologist, manager - are always in sight, their qualifications and experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

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

Our emphasis on market research should not be seen as a call to look in the market for keys to quality. Thus, we want to emphasize the importance of the market factor in the development of the doctrine of the quality of goods.

The market attracts attention as a concentration of opposing interests, this is the "frontal" place where some "execute" others, then "execute" these others. Americans rightly consider the market to be a "holy" thing for society, they carefully protect market tournaments from monopoly "attacks".

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

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

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

In the 21st century, the situation is different. The image of quality is no less important for the market than the objective quality of the product itself. As soon as the object of production turns into an object, the human component is included in the quality of the object, and it is completed in a way that is combined with the object, into a general quality system.

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The consumer who is able to unravel the tangle of subjective-objective relations that form the quality of the goods presented to the buyer is able to satisfy the market need. When they were students, today's specialists most often did not understand why philosophers explain the "objective" and "subjective" to them. It seemed that they were doing irrelevant business.

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

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

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

Outwardly, the definition of the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but, basically, diverging views.

The designer, technologist, manager (they can be combined) develop their understanding of the quality of the goods, they are connected by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure of the integrity of the manufacturer. In addition, the buyer has his own tastes, due to the real buying opportunity.

There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized, attracts with its potential. By controlling the market, the intermediary-speculator is able to form an image of quality in his own interests, in particular through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in a combination of properties of natural origin and added by the manufacturer, as a result, we came to an understanding that combines the concept of product quality and the image of quality.

Consensual quality is not true quality, quality "agreement" is a phantom of virtual reality. There are no documents, procedures, everything is done "blindly". There are too many factors, their dynamics are great, interests are contradictory. However, the spontaneous genesis of a consensus quality should not confuse anyone.

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

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

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

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

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

Any general exists objectively, but only through the singular, therefore at the end of the process there is always a single, specific buyer, Pyotr Stepanovich Sidorov, and boots that Pyotr Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales consultant professionally explained to Pyotr Stepanovich that there are boots of better quality and also inexpensive, but, being an independent person, he did not change his mind. This is why pre-sale preparation of products is important. The last word belongs to the buyer, his perception of the quality of the goods. Everything else just plays along with him.

The most serious contradiction, apparently, remains the divergence in the images of the quality of the product of the manufacturer and the consumer.

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The special importance of a different approach to the quality of the manufacturer and consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - the product. The former produce it, the latter consume it, but have different motives due to the position in the system and the culture of perceiving the goal.

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

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

What is the output for the manufacturer? There is only one way out - a direct presence in the market and significant investments in the education and education of consumers. It is difficult to overcome such a program alone, but it is absolutely realistic to unite. The domestic manufacturer has everything necessary to oust the speculator from the retail market. It has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the old, pre-reform priorities, which are actively exploited by unscrupulous manufacturers and which the authorities bashfully close their eyes, unable to return to the Soviet experience. Confectioners, meat makers, winemakers shamelessly use Soviet brands, replacing them with surrogates. The brands of Vyatka, Orenburg, Ivanovo, some Moscow and Leningrad enterprises. The return trend is gaining momentum. Of course, clothes and shoes are not sausage and vodka, or chocolate and confectionery products of natural origin. However, all products have something in common - the responsibility of the manufacturer.

The euphoria of the nineties has passed, democratic freedom, which turned into arbitrariness in production and on the market, has sobered up the souls of Russians drunk with will. Disillusioned with democratic reforms, they are no longer so impressed with many others in the new way of life. Now is precisely the moment in history when light industry can win back its rightful place in the market. You just need to act differently. Reevaluate and redo yourself. To abandon the former one-dimensional view of the consumer as the "object" of relations.

In the old days, the consumer was completely dependent on the manufacturer. The market was closed, the choice was dictated; it, in essence, the buyer did not have. Today, the consumer has more

opportunities to choose, while satisfying his taste. The new configuration of relations on the market and the manufacturer needs to take advantage.

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

Objectively high-quality, high-tech products are, as before, inaccessible to a Russian with average capabilities. He admires them, as if they were models, or gets annoyed, realizing that all this is not for him. Chinese consumer goods have lost their appeal. Turkey and Eastern European producers are forced to adapt to WTO requirements. The product they offer increases in price, but not in quality. The price is also helped by the disproportionately increasing costs of carriers.

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

The consumer lives in a specific environment, forming a certain symbiosis with it. Access to the creation of the consumer is effective both in the direct application and through the living environment. So far, the manufacturer is sluggish, and the market is vigorously fighting for the buyer, presenting him in his marketing research as a kind of ready-made, statistical subject that needs to be lured with an offer. The real battle for the consumer is ahead when the manufacturer understands the benefits of a full-scale consumer education and education program. The consumer must be prepared, then he will go through the market labyrinths along a given route.

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

An ill-mannered and unenlightened buyer is invited by advertising, whose credulity to advertising is inversely proportional to the state of knowledge and taste. The mass consumer is given over to the slaughter of advertising and market arbitrariness. For responsible producers, instead of complaining about

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fate, it's time to turn around and enter into spiritual contact with the consumer. It is naive to hope that he will independently get out of the fake scenery of the market and advertising. But even if the consumer manages to overcome the ingenious inventions of the market, then by that time domestic producers will become relic phenomena and the revival of the activities of national producers will lose social relevance.

There is no doubt that the business of educating your customer is costly, troublesome, unknown, laborious, requiring great patience, the ability to appreciate the slow, uneven progress towards the goal, to fight with everyone who declared himself and his occupation to be a supranational, democratic phenomenon and makes a name for himself on speculation in area of human values.

No one disputes the priority of universal human interests, and the need for all-round protection of national security is also indisputable. And without the modern production of essential goods for a person, national security cannot be ensured. So, domestic producers will have to solve a dilemma: either produce their own consumer simultaneously with the development of production, or continue to moan about the outrage that is being created and squeeze out to the market periphery closer to the edge of the market and its end.

The revival of the domestic light industry will also force the market situation to change, the market will be forced to respond, because its interests are determined by the dynamics of consumer demand. Then it will be easier to breathe for many: producers, consumers - will feel the national taste and intermediaries.

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

Tightly engaged in educating the taste of the consumer, manufacturers themselves will be forced to improve their skills. No wonder they say that the best way to educate yourself is to try to teach others. It can be argued that the manufacturer has considerable reserves of improvement in all areas of activity. The first steps must be taken towards the consumer. You can not trust the consumer to the "concerns" of the intermediary and it is unreasonable to leave the consumer alone with himself - he should be taken as associates, accomplices and seriously prepared for the perception of the product.

Fashion and quality are like symphonic music. They are polyphonic. As you need to prepare the ear for the perception of a complex piece of music, so does the mind - for the evaluation of the product. Shoes, clothes - this is not a simple product. They accumulate the high professional status of the manufacturer, his skill, and the experience of

generations. The buyer must be connected to the joint process not at the final moment "money is a commodity", but somewhere in the technological process.

When a wave of protest against the construction and operation of nuclear power plants began throughout Europe, the French opened access to those who wished to get acquainted with the work of these nuclear power plants. They realized in time that it is difficult to convince with a word, it is necessary to give an opportunity to a person from outside to look and decide for himself. Schoolchildren went on excursions to the nuclear power plant, they were given meetings with specialists, video clips were shown, and a program was specially developed. And the work done was crowned with success. The doubters have overcome the critical attitude, re-educated. Especially after they calculated with a calculator how much it would cost to shut down the nuclear power plant, who would benefit from re-profiling electricity production in a country that does not have hydrocarbon raw materials. The French have lived in a market economy for centuries and have learned to value both personal wealth and national security.

Russian democrats of the late twentieth century, they cared about the rights of an abstract person, taken outside the fatherland, and caused significant damage to patriotic feeling. In the 90s of the XX and the beginning of the XXI centuries. Russian authorities condescendingly looked at the destruction of the image of the Soviet past, the active revival of pre-Soviet antiquity. Few people understood that any stone thrown into national history ends up in the national present and future. Who needed to "break the connection of times"? Those who wanted to change the situation on the market and make their own business on it. The buyer was convinced that everything domestic is no good, it is necessary to purchase foreign.

The formula "everything is bad!" known for a long time, and in troubled times works well. It would be falsely patriotic to say: "We are doing well!" However, the domestic manufacturer did not sew his products out of the blue. The approach must be differentiated. By replacing Russian products with Chinese ones with the help of advertising and pricing policy, the sellers not only deceived the buyer, but undermined the position of the national manufacturer during the crisis, instead of rebuilding production in alliance with it and forming their own market.

The market is synonymous with competition. Competition is vital, but competition is always politics, and not only economic. The state has no right to be free from the market, namely:

firstly, the state is called upon to ensure national security and express the interests of its people in everything that is done on the territory of the country;

secondly, the constitution of the Russian Federation says: "The Russian Federation is a welfare

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state." And the Russian government in the 1990s. she was not afraid of the market, she built the market just like that, because she herself was a part of this market. The authorities created the market for themselves, knowing about the fragility of their own and the market.

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

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

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

The consumer is ripe for a serious relationship with the manufacturer. Word for the last. Manufacturers must be the first to take steps towards a smart economy and lead consumers. It is not always clear what is an "innovative solution", "intellectual capital"? This is in our thoughts - a new policy of the manufacturer in relations with the consumer, aimed at achieving mutual trust. The consumer must trust the producer, the producer - the sustainable choice of the consumer, whom he brought up. The formation of a civilized market is one of the main tasks of the action plan for the development of light industry for 2007-2010s. Despite the well-known positive dynamics, the situation cannot be reversed. In the market for domestic goods remains below 25%. More than 50% are counterfeit and contraband products.

The image of the goods, its quality, as before, builds the clothing market. The clothing market is associated with gross violations, substitution of products in stores. The lion's share of the 1.5 trillion is "circling" in the clothing market. rubles.

It will not be possible to overcome the hypertrophy of the market overnight, and how long the process of strengthening the status of the official domestic manufacturer in the market depends on a number of factors: political will, which ensures the

consistency and vigor of the struggle (here one can transfer the American practice of suppressing mafia structures without discussion); the size of investments - the state traditionally shifts them to extra-budgetary organizations; development of the raw material base - back in 2006, the Ministry of Agriculture ordered to reflect in the departmental program urgent measures to combat the subcutaneous gadfly, prevent and improve cattle from hypodermatosis for 2007-2009, but how all this happens in our country is known: sheep breeding remains in a protracted crisis, hunting has declined sharply, cell fur cultivation has been reduced to a minimum and continues to fall; stimulation of expert production remains on stamped paper; development of innovative activity and training of qualified personnel. Innovative activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help, and it is, however, it was bypassed in state circulars.

A counterfeit and a contraband product, which is most often the same thing, has always been on the market and in stock. The difference is that in Soviet times, the amount of illegal product depended on the severity of state control over illegal activities, and such rigidity did not irritate the West. Nobody tried to interfere with us, on the contrary, they showed understanding. In 2010, as well as all the last 20 years, illegal immigrants in the clothing market openly establish their own rules. The preventive measures are so democratic that they can be neglected without prejudice to business.

The reason for the flourishing of illegal relations in the legal market is not the existence of criminal groups - they are consumers of counterfeit goods. And the current market will not allow domestic producers to develop. They will not share their buyer voluntarily, and you will not take the power of the buyer, he needs to be recruited, interested in domestic products. And here many questions arise:

Firstly, it is useless to enter a corrupt market with competitive products. They will set their own price there, they need to launder money received in other areas of business, also illegal, but more profitable. The enterprise is interested in working capital, i.e. in order to sell the product faster at a profitable, but not inflated price. State intervention is required;

Secondly, "tastes are not disputed, but tastes are brought up." By changing the position of their products on the market with the help of the competent authorities or by cooperating and opening their own sales market, domestic manufacturers have the opportunity to separate part of the buyer from the masses of the market and make this part of their own, with a good prospect, without deceiving the consumer, to significantly increase the ranks of fans of Russian goods.

Specialists need to go to school, universities, technical schools, colleges, colleges, organize meetings with interesting people, demonstrate

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products, production, open joint creative circles, hold competitions, quizzes, debates. We need to open production. Some time will have to be patient, apparently, the diversion of funds will cause a slight decrease in economic indicators. Everyone knows that in order to jump further or higher, you need to retreat.

It is surprising that there is no section in the program for the development of the industry aimed at forming its own sector of consumers. The program is tailored according to the patterns of the Soviet era, without taking into account modern realities, with the exception of an indication of the need to actively involve private investment in the process, which is very difficult to implement in the current economic situation. The shadow economy is based on counterfeit goods, "gray" manufacturers prefer to invest in customs to import smuggled goods. The most realistic is the formation of the stability of consumer interest in the products produced by tuning the tastes of the buyer to it.

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

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

Japanese progress is quite specific, it is unlikely that this will be repeated anywhere on the scale of the "Japanese miracle". Japan was ideally in the right place at the right time, helped by world politics. Now, neither the Europeans nor the United States will organize the highest favored nation treatment for anyone, not even Israel. However, this scheme, at least in part, needs to be adopted, in particular, by manufacturers of consumer goods.

In Russia, there are good traditions, exclusive technologies that attract custom-made consumers who strive for originality and economy. For example, the craftsmen of one of the regions of the Central region brought to the fair of folk crafts in 2010 in Novosibirsk products made from nettle fiber, which have a proven healing effect. In the manufacture of linen, cedar fibers were used. In Western Europe, a cooling cycle has begun, snow, which was exotic for

the inhabitants, is entering everyday life. Russia has the richest experience in making ecological clothing and footwear for snowy winters, it is enough to give them a design familiar to Europeans in order to interest a Western buyer, or maybe keep something modern, Russian. In a normal European market, the main thing is to make a mark, then gain a foothold, including the creation of joint ventures.

At the same time, one should not follow in the footsteps of the Japanese. In Russia, everyone will have enough of their buyer. The interests of the domestic consumer should be a priority. We all hope, not without reason, that a better time is ahead of us. Accordingly, changes in consumer ability will affect the status of the producer.

The revival of interest in domestic goods will add optimism to domestic producers. It is only important that confidence does not grow into self-confidence. The recommendation of the classic of modern economic theory E. Deming, known as the "chain reaction of E. Deming", will help to avoid a fatal illness.

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

E. Deming relied on the triumph of professional thinking, its natural desire for something new, which coincided with the progressive movement. Developing the intellectual approach of his predecessor W. Shewhart, E. Deming connected four creative acts of thinking with a logical knot: observation, development of actions, implementation and analysis.

The listed operations, which made up the "Deming cycle", unite the commonality of the status of the individual, her innovative interest in the matter. In fact, half a century before the first work on the innovation economy, an American specialist made a presentation of the very concept of "innovation" as applied to the management of economic activity.

The basis of the content of this concept is formed by four consecutive actions: professionally built observation of the situation, its monitoring is the beginning of the path of innovation, a very crucial moment of scientific knowledge is the description of the object; development of improvement measures - a positive change in the situation, the main thing here is the organization of the process in a new way, so that a motive appears that stimulates the performer; the next step is implementation and the final act is analysis, the purpose of which is to evaluate the results of implementation and gain experience to start the next round of the spiral of creativity.

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

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

A serious miscalculation of the methodological training of domestic specialists-managers, engineers in universities should long ago be recognized as its one-sidedness. Our professional education is traditionally focused on progress and innovation.

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

Professional training involves a thorough, in-demand analysis of mistakes, miscalculations, shortcomings, in a word, negativity in all its manifestations. A specialist is not insured against shortcomings either with a red diploma, or experience, or systematic study. We are not talking about the elimination of negative consequences, but about their "quality" side and frequency. It is possible and necessary to fight against this, it is in this direction that the lessons of E. Deming are especially significant.

The most dangerous is the desire to follow the beaten path. This path eventually leads to a dead end. You don't need to learn to do like everyone else. To learn is to develop independence.

The theory of quality management in our universities is taught outside the "production-consumption" system, the course was conveniently reduced to the history of the problem and the quality management system, separating it into the field of production. The consumer, the process of exploitation, was located outside the main subject, presenting it as an infrastructure, without thinking about the fact that production is not self-sufficient, it is conditioned by consumption by other production, but, ultimately, any production is brought to consumption. The very word "production" is just the beginning of the phrases: "production of services", "production of a product". The first can be read as "relationship production".

If production is "production of relations (services)", then why do we talk about the quality of production in isolation from the subject of relations,

which is opposed to the producer of a product or service? That, the other, the subject is the customer of services, products, so the quality of production is of no less interest to him than the manufacturer.

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

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

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

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

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

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

Universities, according to their status, should actively cooperate with production and, together with production, carry out systematic, widespread work to educate the consumer's consciousness. Without such creative activity, the future of the domestic clothing and footwear manufacturer looks like the real Russian automobile industry - we will become an annex of Europe, we will lose the creative component, we will lose traditions and national characteristics. One

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should strive to sheathe not the whole world, like the Chinese, but one's own, Russian, consumer. He is still able to appreciate the dignity of fellow countrymen, but he must not be left to the mercy of fate.

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

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

To the "difficulties" E. Deming attributed:

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

- the opinion that mechanization, automation and computerization will help to make a breakthrough in the field of product quality. This opinion is again a defect in the training of a specialist, the limitations of professional culture. The quality of the product, and in a general sense - "boots are clothes for the feet", and in a particular sense - the quality of shoes as a combination of certain properties of boots, is a matter of human creativity. Boots are not harvested on a tree - in the workshop, boots are sewn by specialists according to models developed by related specialists from leather, which was selected by other specialists. Only at the beginning of the production chain of a product are we able to detect the presence of a natural phenomenon of nature - the skin of an animal. Technology in any form (outdated, modern, future) was, is and will forever remain a means of labor, created by a person and launched (or not launched) by him into production. Technique allows you to make products of a certain quality, gives stability to the quality of the product - and that's it! We repeat: the quality of a product is created by a specialist, it is a product of his activity. Technology does not create quality. This is where E. Deming's warning follows: do not expect a breakthrough in the field of quality from a technician;

- neglect of the actions necessary for the successful implementation of the quality improvement program. Another confirmation of the importance of the humanitarian development of the personality of a specialist, which top managers in the system of vocational education do not want to hear about. S.P. Tymoshenko wrote that in US universities

the humanitarian component is at the level of 20-25%. In England, it is approaching a third. Savings on liberal arts education result in major losses in special training. The place of dialectical thinking is occupied not even by a formal-logical one, but by a defective-everyday one, based on the "kondo" phrase "maybe it will work out, it will blow through". Why did the former Prime Minister of the Russian Federation express the historical thought "We wanted the best, it turned out as always"? Because they managed as best they could, and not as they should, unprofessionally. Since then,

In dialectical logic, there are some wise and simple rules that reflect the actual order of things, namely:

firstly, you need to carefully study what was and how it was, so as not to step on the old rake again;

secondly, to thoroughly, comprehensively understand the essence of the matter, its infrastructure and relations, including the analysis of macroeconomic dynamics;

thirdly, the starting point should be the practical expression of the intention, but it is important to interpret the very concept of "practical meaning" not in a narrowly pragmatic way.

fourthly: the truth is always concrete and unambiguous.

In a big business, unimportant little things happen only to those who approach it unprofessionally. Everything matters here. The concept of "quality of raw materials" equally includes organoleptic characteristics, age, storage and transportation conditions. One has only to try to rank them, as a series of non-trivial "little things" will go in succession and the quality will turn into out of condition. We are involuntarily forced to return to the beginning again and highlight the relevance of technical regulation of the quality of goods and services, as well as their production.

Quality management began more than a century ago with primitive actions and attention to detail. G. Ford Jr., A. Sloan, F. Taylor and A. Foyle - different people were united by a common attitude to the details of production. They, like everyone else, naturally recognized them, however, unlike everyone else, they did not treat them with disdain. They spontaneously understood that the essential is not born on its own, it is born in the non-essential, the big grows out of the small, the necessary arises at the crossroads of the accidental. Quality cannot be carved out of quantity, but in order to obtain the desired quality, the required quantity is needed. Quantity makes up a measure - "qualitative quantity".

In the presence of "qualitative quantity", i.e. measures, we can already do the appropriate quality. The Bible states, "In the beginning was the word, and that word was with God, and that word was God." In the theory of quality, the beginning seems different: "First, quantity is required: funds, specialists, ideas,

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etc.” Therefore, the campaign for quality began with Ford with economy, with Taylor and Foyle - with the level of organization. And the main problem already at that time, perhaps not yet so obvious, was the “scissors” in terms of quality and quantity.

Let us clarify: the economic effect does not manifest itself in an abstract, pure quantity, although it is potentially included in it, but in a realized quantity similar to demand.

Taken abstractly, demand is more of a psychological category and less of an economic one. In the economic aspect, demand acquires the value of a factor when it is provided either by the purchasing power or by the settlement power that allows obtaining credit.

The manufacturer is obliged to strive not to create quality. Its goal is production efficiency. The quality of everything for everything is a means of achieving efficiency, a lure, a nozzle in the understanding of a fisherman. You can get a modern quality product and go bankrupt, because you will not be able to sell the product at a profit. The market will not accept it.

Quality in an economic application is a concept that is correlated with efficiency and does not coincide with it, as many people think. Quality management, including the development of technical standards, regulation with their help, involves modeling the filtering of ideas, plans through the “gateway” of quality goods to the market. It will open or slightly open the market for innovations to the full extent of access to mass demand.

K. Ishikawa came up with a “circle of quality” and proposed “cause-effect” diagrams. The idea of the Japanese specialist is extremely simple: it is necessary to involve the entire staff of the enterprise in quality management. The totality of participation is the key to the quality of production. The concept of K. Ishikawa was embodied in the history of Toyota. B.S. Aleshin argued that “it was at this phase of quality assurance that quality management in its modern sense took shape.”

K. Ishikawa, thanks to the involvement in the process of creating high-quality products of all those employed in production, managed to remove “the contradiction between improving the quality and increasing the efficiency of production in its former forms.” In almost all countries with a high average income of the population, the consumer began to receive high quality goods and services at an affordable price, bringing a number of European countries, Canada, the USA, and some Arab states closer to the “consumer society”. The “miracle” born in Japan, like all previous miracles of the economy, turned out to be short-lived, which once again confirmed the position of skeptics: “Miracles do not happen! There are ups and downs.”

Every “miracle” is a success acquired by a specific historical situation and flourishing within the boundaries of its time. The features of historical time

contribute to the birth of “miracles”, they also determine the miraculous limits.

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

K. Ishikawa closed the concept of “quality” to those who produce it. Those for whom the product is designed, remained out of work. They were not interested in their opinion. The isolation argument is impressive: consumers are not in the know, they are not specialists. K. Ishikawa did not systematically consider the main relationship in the economy “producer - consumer”. Once they were in one person, they were opposed by commodity production. It arose as an alienation of the abilities of the individual, dividing it not conditionally, but physically, but the personality remained in both forms: the producer and the consumer. The proportions of hypostases have changed and continue to change. However, their essence is a dialectical opposition that does not allow them to exist without each other, and this must be taken into account.

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

The modern economy shows that the producer, having opposed himself to the consumer, has moved the arrow of his movement to a dead end. It is necessary to come to grips with the return of the consumer to mutual understanding, for which, first of all, it is necessary to reduce the distance in the professional aspect of relations - to educate and educate in the consumer the subject not of a passive, third-party, random, but a partner in a common cause.

In the latest economic policy, technical regulation is one of the main conditions for achieving quality standards. It allows balancing the relationship between centrifugal and centripetal forces in the development of production, democratizing production management and, at the same time, preventing it from sliding into production itself, i.e. autonomous self-sufficient production. The system will fall apart if its constituents decide that they themselves are the system. Democracy and arbitrariness are incompatible phenomena. Freedom in a democratic interpretation is reasonable only when it is the freedom to act both in one's own interests and in the interests of the system. Control can be in the form of self-control or in the

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form of centralized activity, but it must take place in the interests of democracy, which in our context means the interests of the consumer.

Conclusion

The dialectic of the market that unites the producer and the consumer is simple - these are opposites that exist exclusively in unity, therefore it is necessary to look for a balance of interests of both subjects in order to give the production of quality goods a sustainable character that serves as protection against recessions and crises. Gone are the crises of overproduction, classic for capitalism in the 19th and first half of the 20th centuries. They were replaced by financial systemic shocks. Experts are looking for a panacea in a quality, smart, lean, lean economy. "Historical experience shows that with increased attention to quality in many countries, a way out of crisis situations began.

The change in the qualitative strategy of economic policy from incitement to quality production to the formation of a need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need for a cultured person in work, as it may seem to those specialists who have rebuilt from political economy to economics, reducing dialectical analysis to statistical analysis adapted to the variability of modern production. We are talking about solving the system-forming problem of history - about the relationship of the individual to society and society to the individual, who is more impressed by which side of this contradiction, but in principle this is just a double helix of social progress. A developed society is tested as a condition for the development of the individual.

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively drawn up "schedule". You don't get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. "Seven Deadly Diseases" by E. Deming will fit into one thing - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production - there is no chance to win a stable position in the face of increasing competition. In the shop. Let's make one

more addition - to the qualitative direction of the development of production and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of demand for high-quality products. This need must be verified by responsibility to the consumer as to oneself. The ancient wisdom of Confucius: Treat others the way you want them to treat you.

The specificity of achieving rationality in modern, qualitatively oriented production lies in the solidarity of human capital:

- internal solidarity of producers, their need for quality,
- external solidarity with the consumer, taking into account the interests of the latter,
- solidarity in understanding quality based on a combination of economic and socio-cultural approaches,
- consistency and balance of the economic policy of the state in the conditions of market orientation, stimulation of the interests of quality in the development of the market by means of the economic mechanism.

We have tried to define and summarize the main conditions for achieving solidarity. As far as the analysis of literature data allows us, this is done for the first time, so clarifications and additions will be received positively.

So, what should be considered the necessary conditions for achieving a fundamental change in relation to the quality of the production of a truly high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the consumer's need to create a product of the required quality.

1. The presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the commodity market. Otherwise, the market will not allow you to take a stable place on it.

2. Significant increase in purchasing power. Reaching a level that allows you to select the desired product. A quality product, by definition, cannot be cheap, but it can be made available through market mechanisms.

3. A high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a matter to which he devoted his life. Expanded consumer education, perception of them as subjects of a common cause.

4. Overcoming the feeling of conscious and unconscious alienation of the individual's ability to work and its products through the following means:

- achieving symmetry of the quality of labor and wages;

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— reduction to a reasonable ratio of the difference in the amount of remuneration of managers and performers, the clarity of the grounds for such proportionality;

— reward addition on the dynamics of advanced training and on participation in the improvement of the production process;

— full use of socio-cultural mechanisms for stimulating the individual to a general corporate movement, entering into command forms of movement;

— sustainability of corporate activities;

— formation of relationships of the type: "One for all, all for one." Active promotion of the team form of responsibility for the results of work;

— organization of a systematic competition for the quality of work;

— striving for national and international recognition of the quality and range of products;

— the formation of labor dynasties, participation in the distribution of profits.

— understanding the quality of the product as a comprehensive assessment of the product;

— the realization that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as the building material of quality.

By definition, footwear in terms of quality must ensure the interaction of two fundamental competencies - safety and comfort in use. The aesthetic properties of shoes are subordinated to them and packaged in them. With their help, the manufacturer "lures" the consumer, like flowers of plants, calling on insects, performing the work of pollination through consumption, an assortment of shoes that can be in demand by the population of small and medium-sized cities in the regions of the Southern Federal District and the North Caucasus Federal District, within which it is planned to form territories of advanced socio-economic development (TORs). Their formation will provoke the restoration of light industry enterprises, on the basis of which production will be carried out, which is in demand not only by the population of these regions, but also by other territories and in countries of near and far abroad.

Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services

consumed in the full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase high-quality goods and services. The effectiveness of the work of enterprises depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important.

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly. Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing "the priority of social assistance", is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front on social security, a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be oriented towards resource-saving production technologies. She demanded a new look at the root concepts. Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

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	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
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