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ON THE EFFECTIVENESS OF THE MEANING OF «STANDARD» FOR THE FORMATION OF FLEXIBLE DIGITAL PRODUCTION OF COMPETITIVE AND POPULAR FOOTWEAR

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

Key words: quality management, the meaning of the "standard", competitiveness, demand, assortment policy, footwear, assortment, light industry, import substitution, product priority, sustainability of the TEP from the enterprise's activities.

Language: English

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Introduction

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In the article, the authors researched and analyzed the features of the interaction between demand and sales of products manufactured at enterprises in the regions of the Southern and North Caucasian Federal Districts, as well as the management of real product quality, not advertising, through the motivation of the leader of the enterprise team to be responsible for this very product quality. The authors confirmed that the interaction of the product range policy with innovative technological processes formed on the basis of the use of universal and multifunctional equipment will allow the heads of light industry enterprises to form a price niche that guarantees them the replacement of imported products in the sales markets in the regions of the Southern and North Caucasian Federal Districts, and the population of these regions - jobs and social protection from the economic crisis.

The authors in their conclusions showed ways to solve this problem based on the use of innovative technological solutions, the development of an assortment policy taking into account the characteristics of these regions, reducing production costs due to effective technological solutions with more frequent changes in the assortment while maintaining minimal costs for reconfiguring the technological process and the formation of a pricing policy that creates advantages in the competitive struggle in markets with unstable demand.

The authors have developed software that allows tracking the movement of funds from the result of marketing policy in order to guarantee the enterprise prevention from bankruptcy. The collective monograph provides examples of calculating the main technical and economic indicators that allow the heads of the enterprise to make the only correct decisions that create economic stability for them. Of particular interest are the results of the authors' research, due to concern for children, so that the shoes they use, purchased outside of specially designated stores, would not be dangerous for them, forming pathological deviations of the foot due to non-compliance of shoes with the requirements of technical regulations. In this regard, the authors in their research propose a set of measures to provoke manufacturers to strictly comply with the requirements of technical regulations, guaranteeing children comfort and eliminating cases of flat feet, clubfoot and other defects, providing them with a healthy lifestyle. Another very important factor that

does not allow the adoption of a participatory method of personnel management at Russian enterprises can be considered the influence of the national culture of Russia. The choice of strategy for managing human resources in the practical activities of enterprises depends on this influence.

According to the majority of researchers who used the systemic approach, the cultural peculiarity of Russian entrepreneurs includes dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, and avoidance of irresponsibility. Often, preference is given to the personal qualities of an employee rather than his success in performing his job, and personal and business relationships are mixed. Our Russian reality also notes the tendency of entrepreneurs and their employees to bribe, conceal income from the tax service, forge documents, and disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee, in other words, the manager of the enterprise is inaccessible to lower-level employees. It has also been noted that Russians have an average level of individuality and often try to avoid uncertainty.

The implementation of all the results of the research proposals is possible only if regional and municipal branches of government actively participate in their implementation, so that, by creating new jobs in small and medium-sized cities, they guarantee their population all the social benefits for a decent life, ensuring their financing, including the work of preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena, and the appearance on the markets of demand for in-demand products with a price niche acceptable to the majority of consumers in these regions will reduce the migration of the population from these regions precisely due to the financing of all socially significant programs.

Formation of new words is a natural phenomenon for science, but in each case the legitimacy of neologisms is needed. Physicists, mathematicians, chemists, as a rule, make do with the accumulated stock of verbal expression of concepts. In economic theory there is a kind of competition - who will come up with more and faster new words, therefore the description of real phenomena is not specified, but is vague, complicating the understanding of the subject.

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Main part

The transition to a market economy in Russia has posed a number of problems for light industry enterprises, the main ones being adaptation to unusual conditions of increasing competition, a shrinking sales market due to high prices for manufactured products and the problem of non-payments, difficulties in finding suppliers of raw materials, materials and limited financial resources. At the same time, modern production facilities must have a number of special qualities to ensure the survival of an enterprise: high flexibility, the ability to quickly change the range.

Production that is unable to retool and adapt to the demands of real conditions, often small groups of consumers, is doomed to bankruptcy; technology becomes so complex that new forms of control, organization and division of labor are required. The existing planning based on the principle of "from what has been achieved" is unacceptable, since a sharp increase in the competitiveness of products is necessary; the structure of the cost of production changes, while due to difficulties with suppliers of raw materials, materials, the proportion of material costs associated with sales increases; a major problem is increasing the efficiency of the enterprise's activities in selling products.

With the transition to a new economy, improving the quality and competitiveness of leather goods has become a strategic task for all leather and footwear enterprises in the country and the region as a whole. There is a need to take into account the laws and requirements of the market when working, master a new type of economic behavior, adapt all aspects of their activities to the changing situation, changes in consumer demand must be taken into account with the defense of consumer interests before the industry. Fulfillment of these tasks is possible only on the basis of a deep study by manufacturers of domestic footwear products, the needs of individual groups (consumer segments), methods of examination of the quality and competitiveness of footwear. The situation that has developed in the footwear industry of the Southern and North Caucasian Federal Districts is, not least of all, the result of the inability of many managers of footwear enterprises in the Southern and North Caucasian Federal Districts to quickly adapt to the new requirements put forward by the market, to the emerging competition from Russian and foreign manufacturers. Therefore, the current situation has led to the development of a strategy for the development of competitive leather goods production in the Southern and North Caucasian Federal Districts. In our diploma project, we examined issues related to the development of domestic shoe production in the Southern and North Caucasian Federal Districts. As a result of the work carried out, favorable conditions for the implementation of the strategy were identified, namely:

- high concentration of skilled labor;

- coordinated specialization of producers;
- long-standing traditions of shoemaking;
- a small number of local suppliers of high-quality raw materials and components;
- high demand in the Southern and North Caucasian Federal Districts for quality footwear.

We believe that for the development of domestic producers of competitive products it is necessary, namely:

- increasing the investment attractiveness of the industry;
- creation of conditions conducive to improving the provision of the industry with material and raw material resources;
- protection of the domestic market from illegal circulation of goods;
- export promotion;
- legalization of preferential taxation for producers;
- development of an interconnected system of supply and sales, production and technological and innovation, pricing, financial, personnel policy and personnel management;
- improving the quality and design of manufactured products;
- combining the efforts of all manufacturers to promote footwear in the region;
- development of a set of measures of regional significance aimed at improving the socio-economic situation by creating new jobs;
- study of the product life cycle and the use of advertising and media;
- strengthening control and implementation of modern ISO quality management systems, development of dealer and distribution networks;
- preferential lending within the framework of targeted federal and regional programs ("Family", "Children", "Motherhood");
- expansion of the practice of leasing schemes;
- In conditions of increased commercial risk and uncertainty, it is advisable to use outsourcing.

The economic section provides an algorithm for calculating cash receipts from operating activities of shoe companies.

When selling 50% of footwear from the volume of production, enterprises incur losses. To solve this problem, conditions for selling footwear in a specified period of time and a sales volume of at least 50% are necessary. When such a situation arises, it is necessary to attract borrowed funds to cover costs and organize subsequent production through the use of a bank loan, factoring, leasing.

Based on the current situation in the economy of our country, in our opinion, an equally significant problem in the development of the regional consumer market is the lack of a full-fledged regulatory framework that ensures the functioning of the

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mechanism of state regulation of the consumer market in the regions. Based on this, it is state and regional intervention that should correct the situation in the domestic footwear market in the region, and thus there will be an opportunity to develop competitive leather goods production. From the analysis performed, we highlight the following trends in the development of shoe production in the Southern and North Caucasian Federal Districts, namely:

1. Due to the high level of migration of the working population of the Southern and North Caucasian Federal Districts to developing industries, the footwear industry of our districts can rightfully be called developing.

2. In the Southern and North Caucasian Federal Districts, close attention to the issues of high-quality provision of the industry with qualified specialists engaged in the leather and footwear industry is justified (a large number of specialized educational institutions for training personnel). An important factor is also increasing the investment attractiveness of the industry, especially on the part of regional authorities, and creating conditions for increasing its competitiveness. It is necessary to introduce high duties on imported finished footwear and low duties on imported basic and auxiliary materials and equipment, and it is also necessary to regulate the level of prices and tariffs that would guarantee the manufacturer and trade as a whole compensation for costs and accumulation of funds for improvement and further development of production. Thus, the prerequisites for the development of competitive product manufacturing in our region are significant and relevant. And in conclusion, we propose a set of the following measures, namely:

1. Creation of a regional program for the development and support of domestic footwear manufacturers in the Southern and North Caucasian Federal Districts (loans, investments, leasing, outsourcing).

2. Development of a modern raw material base for domestic industry.

3. Stimulation of the tax system for the modernization and reconstruction of existing footwear production and the creation of new competitive production.

4. Improving the financial condition and re-equipping 50% of fixed assets.

5. Taking measures to reduce the amount of imported footwear imported into the region and improving the quality of products by increasing exports to 35%, which will ensure the suppression of the trade in contraband footwear.

6. Recognition by the Government of the Russian Federation of the light industry as a priority among other industries and the adoption of a program for the "breakthrough" development of the industry for the period from 2020 to 2035.

7. Ensure a doubling of industrial production and footwear output to 115 million pairs by 2035.

8. Competent development of marketing policy for regional shoe manufacturers for better promotion of domestic shoe products in local markets and activation of media work at the federal and regional levels to raise the image of Russian footwear.

The implementation of the planned measures will lead to covering the deficit of all types of footwear, will ensure increased mobility of the workforce in the Southern and North Caucasian Federal Districts and a reduction in negative processes in the labor market, as well as a stable balance of interests of employees, employers and regional and state authorities. In our opinion, for the successful implementation of all the above measures, the interest of regional authorities in the development of leather goods production, reducing prices for components and energy costs and, no less importantly, convenient transportation is most necessary. Thus, all this taken together will provide our project with a wonderful future and stable positions both in the domestic market and in the markets of near and far abroad. Only the coherence and interest of all participants in these regions is necessary.

Conclusion

Quality is "destined" to be at all times in the epicenter of both scientific and amateurish reflections. The problem of ensuring the quality of activities is not just universal, relevant, it is strategic. The domestic light industry is going through hard times, and the consumer is offered products of dubious quality, which got to our markets by counterfeit and other illegal means, that is, having no guarantees for buyers to exercise their rights to protect themselves from unscrupulous manufacturers and suppliers.

The proposed methodology allows to reduce the duration of technological preparation of digital production and reduce the time of expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the conducted research is expressed in the intellectualization of the technologist's work with a reduction in time costs for the development of the range of manufactured import-substituting products and the assessment of the efficiency of technological processes in comparison with the typical economic calculation of the full cost of manufacturing such products.

The analysis of the influence of digital production organization forms and manufacturing technology on the cost of import-substituting products is carried out using the example of the technological process of manufacturing children's, women's and men's shoes taking into account the shift program. Theoretical dependencies are obtained to assess the influence of the "production organization" factor on individual costing items as a whole and other technical

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and economic indicators in order to prevent enterprises from bankruptcy.

Thus, all this taken together will provide the enterprises of light industry of the regions of the

Southern and North Caucasian Federal Districts with a stable position both in the domestic and in the markets of the near and far abroad. Only the good will of all interested parties is necessary.

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