ОБ ОСОБЕННОСТЯХ ЭКОНОМИЧЕСКОЙ И ПРОМЫШЛЕННОЙ ПОЛИТИКИ ДЛЯ ЭФФЕКТИВНОГО ПРОИЗВОДСТВА КАЧЕСТВЕННОЙ И ВОСТРЕБОВАННОЙ ПРОДУКЦИИ ПОТРЕБИТЕЛЯМИ РЕГИОНОВ ЮФО И СКФО

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В статье отражено авторское убеждение, что конфликт интересов вокруг значения планирования в организации производства, в определенном мире, связан с кризисом само экономического мышления. Господство односторонности и абсолютизация количественных методов неизбежно ведут исследователей в эмпиризм и утилитаризм, к необоснованной мере упрощения, требуемого методикой математических расчётов мнение вытесняет знание, субъективность объективность подхода. Формат планирования должен соответствовать своеобразию социально-го статуса экономики. Её целью является создание благоприятных условий для развития человека, следовательно, планирование обязано воспринимать человека, как главный капитал, цель движения, а не только и не столько его фактор.

Ключевые слова: конкурентоспособность, востребованность, каче-

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ство, доступность, инновационность, цифровая технология. экономическая политика, промышленная политика, союз федеральных, региональных и муниципальных ветвей власти. качественный рост, потребление, внутренний и международный рынок, социокультурные аспекты, планирование, рентабельность, прибыль, финансовая устойчивость, стабильность, покупательская способность.

ABOUT THE PECULIARITIES OF ECONOMIC AND INDUSTRIAL POLICIES FOR THE EFFICIENT PRODUCTION OF HIGH-QUALITY AND POPULAR PRODUCTS WITH CONSUMERS IN THE REGIONS OF SFD AND NCFD

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The article reflects the author's belief that the conflict of interests around the importance of planning in the organization of production, in a certain world, is associated with the crisis of self-economic thinking. The dominance of one-sidedness and the absolutization of quantitative methods inevitably lead researchers to empiricism and utilitarianism, to an unjustified measure of simplification required by the method of mathematical calculations. Opinion supersedes knowledge, subjectivity and objectivity of approach. The planning format should correspond to the specific social status of the economy. Its goal is to create favorable conditions for human development, therefore, planning must perceive the person as the main capital, the goal of the movement, and not only and not so much its factor.

Keywords: competitiveness, demand, quality, availability, innovation, digital technology, economic policy, industrial policy, Union of Federal, regional and municipal branches of government; quality growth, consumption, domestic and international market, socio-cultural aspects, planning, profitability, profit, financial stability, stability, purchasing power.

Planning in the economy became a problem in the Industrial revolution, when production became mass-produced. Over time, the relevance of the problem of planning-scale, form, meaning steadily increased, and the discussion became more complex and aggravated. The practice of using planning turned out to be contradictory, which created even more tension in the battle of opinions. The monograph reflects the author's belief that the conflict of interests around the importance of planning in the organization

of production is, to a certain extent, related to the crisis of economic thinking itself. The domination of one-sidedness and the absolutization of quantitative methods inevitably lead researchers to empiricism and utilitarianism, to an unjustified measure of simplification required by the method of mathematical calculations. Opinion supersedes knowledge, subjectivity and objectivity of approach. The planning format should correspond to the specific social status of the economy. Its goal is to create favorable conditions for human development, therefore, planning must perceive the person as the main capital, the goal of the movement, and not only and not so much its factor. Planning is futile to make it dependent on market exposure. The market must be planned as part of total planning. Neoliberalism is dangerous in its desire to separate the subjects of production and distribution. The system-forming factor of social development is ensuring high-quality growth of consumption, and all the forces of society should be equally interested in this: the owner of the means of production, the consumer and the state. The state to effectively manage, you need control over production, the question is, what should it be? The monograph pays special attention to the methodology of management and the socio-cultural aspect of planning. Planning belongs to the fundamental features of the history of human life, characterizes the essence of intelligence in the form of consciousness. Man, to become homo sapiens, went through an evolutionary path in 2.5 million years. Our ancestors were homo habilis, homo erectus, immediate predecessors who failed to take advantage of intelligence, African homo sapiens, neardeltans, CRO-magnons, the Altaic form of homo sapiens, and perhaps many other forms. Intelligence is not only the main attribute of the quality of modern man, it indicates the vector of development of the species. Work and sociality arose in the process of natural changes, so it is not surprising that once there were "skilled people" who were replaced by "straight people" "who assimilated the stable characteristics of" skilled people". The merit of homo sapiens is that by developing its intelligence, it was able to give the development of labor the form of labor activity, and social relations the quality of social life. Labor activity became the basis of human history, society-the form of its organization, intelligence-the driving force.

It is not enough to be intelligent; one must be aware of the total significance of reason as the ability to know and control activities. All crises in history are the product of a crisis of the intelligence of consciousness, its cognitive capacity, and social responsibility. The concepts of "consciousness" and "intelligence" are different. Intelligence - a sign of the species, consciousness-a sign of a social subject, which can be a person, communi-

ty-marriage, family, social group, historical form of community. At the same time, consciousness and intelligence differ only within the framework of their historical unity, they define the dualism of human nature, protect man as a product of evolution and serve as an instrument for his further development. Intelligence is the power of our knowledge, consciousness is a means of managing knowledge, it directs and restricts activities in the mutual interests of social subjects and natural conditions of activity, so science is both a special form of knowledge and a social means of regulating the possibilities of applying knowledge.

The necessity of science is due to developing labor. Labor in the world of living beings of the pre-human formation remains unchanged and is regulated by instincts and conditioned reflexes. The highest achievement of knowledge at this level is intelligence. Understanding that opens up access to knowledge of the laws of relationships and change has become relevant with the possibility of sustainable transformation of the environment. Science ensures the effectiveness and safety of human participation in the development of reality, both natural and social. Together with philosophy, it is intended to integrate human reality into the logic of world development.

Activity management is the basic requirement for the sustainability of human existence in the developing world. Planning is a universal function of activity management. Conflicts in understanding the significance of activity planning are explained by the interpretation of the concept itself, and are primarily verbal in origin. Even Plato and Aristotle realized the epistemological feature of the concept as a form of human knowledge. The concept, in contrast to imaginative thinking - intelligence - generalizes a range of specific phenomena, so it assumes its own characteristic expressiveness. Only the word is able to execute the concept. It is with the verbal expression of the concept that many difficulties in achieving understanding are associated.

We define a General phenomenon not directly, but indirectly through a concept created by consciousness. The concept is revealed using words. The importance of the verbal tool in scientific knowledge prompted famous thinkers in the 1920s – 30s to organize a special study of the possibilities of the word as a way to formalize scientific understanding. The linguistic direction in positivism could not solve the stated problem, but it allowed us to understand its significance for science. The transformation of science in the process of NTR in the mid-twentieth century into a direct productive force has shown that the correct interpretation of the content of the concept in words is also important for managing the practical application of scientific creativity in economic activity.

The success of critics of the Soviet system of management of the national economy, in the Wake of which they tried to put an end to the socialist gains in planning, was largely the result of elementary pseudo-scientific speculation about the content of basic concepts, successfully superimposed on provoked objective difficulties and the low level of mass economic and political thinking – the habit of waiting for "instructions from above", hopes for the prudence of statesmen. The 1990s will go down in national history not only as a time of regular political turmoil and socio-economic crisis, but also as a test of national consciousness, a severe time of its purification from various kinds of temptations. You need to rely solely on yourself. All those in the West, East, and South of Russia should have the status of partners in solving global challenges. It is not reasonable to ignore the experience of others, but we need to follow a common path in our own way. You can only believe in yourself, regularly checking achievements with the direction and development plans, this is the strategic postulate.

As for the practical course of implementing the political strategy, the situation has also become clearer. Without planning, there is no sustainability in development. We need to understand the multidimensional nature and scale of planning. The organization of production on all its scales requires planning. Socialism and capitalism should not be seen as alternatives to social progress, but as different systems for planning socio - economic development.

Socialism cannot be historically one-dimensional, because it is historically prepared and must absorb the national specifics of development, and capitalism is just as diverse. Socialism and capitalism have a common production platform, and they require the industrialization of the economy. Engels considered socialism as a solution to the contradictions of an industrially developed economy. Planning as a tool for socio-economic development can be denied only in one case, when the content of the concept of "planning" is distorted.

The modern world economy has a global, or rather integrated, appearance, due to the fact that it became industrial by the third Millennium. Along with industrialization, the inconsistency of the organization of production and the form of its stability was revealed. Hence the permanence of crisis phenomena. The construction of competition and market freedom in the absolute has led to the fact that they have ceased to consider the amount of losses from the struggle of all with all. Japan, borrowing the specifics of the Soviet Union's socialist practice, contrasted the principle of participatory governance with the ideal of competitive struggle for survival. Japa-

nese analysts have rightly identified the advantages of consolidation in creativity over the desire to win at any cost to a competitor. Participation does not negate the importance of competition; it gives competition a cultural expression that is naturally inherent in a civilized form of life.

Competition in the field of activity is an ennobled form of struggle for survival. It is regulated by law, but it suppresses the moral value of the social organization of human life. Competition in the absence of dominance in the relations of solidarity inevitably leads to disunity, conflict and, as a result, to the strengthening of the functions of law due to the weakening of the position of morality.

Physics recognizes four forces: electromagnetic, gravitational, strong and weak interaction. By analogy with nature, strong and weak interactions can also be distinguished in modern social life. Strong-provides morality.

The fact that moral interaction is really strong confirms the way it is maintained – self-control of the consciousness of the individual and all the group subjects that make up society. The weak legal interaction of social actors with each other and with society as a whole requires the organization and functioning of a special state institution. Neanderthal man, like CROMAGNON, was already intelligent and socialized, moreover, in physical status had more power, but could not stand the competition and died out. One version of anthropologists claims that the weak link of the Neanderthal was its lack of communication. Social relations should serve as much as possible to realize the potential of homo sapiens. Competition in the economy reproduces subjective originality, in particular, the identity of the individual, and, in a certain sense, it is natural and reasonable, but homo sapiens developed in society, so it is not differences that are intended to be the social and economic dominant, but the need for joint creation of the new.

All the outstanding scientific economists of the NINETEENTH century were also noted in the history of philosophical thought. This fact is significant. It illustrates the specifics of Economics. Its subject is the processes on which the personal and social life of a person is based. The attempts of liberal economists to isolate economic activity and contrast it with political activity are nothing more than a desire to take capitalism beyond their own understanding of social progress in the recent past – to stop social history at its bourgeois level.

Neoliberal ideologues refuse to support the logic of a democratic approach to understanding history. When the democratic movement was formed in England and France, its founders presented capitalism as a way to resolve social and political contradictions. Feudalism had run out of his-

torical resources, the Democrats reasoned, and should give way to a social system that was more historically dynamic and more capable of meeting social demands. Bourgeois society, following this pattern, will also eventually become obsolete, but in the old feudal tradition will cling to the lost right to present a social perspective.

It is easy to see that propaganda uses the terms "capitalism" and "bourgeois society" less frequently, replacing them with "industrial", "new industrial", "post-industrial", "Technotronic", and "information" societies. The concept of "mode of production" is simplified in liberal interests to "form of organization of production", and political economy is minimized in Economics. The goal of this transformation is to bring economic thinking to the level of technical concepts, which will simplify economic methodology, limiting it to mathematical calculations and models.

The main thing is to remove the burden of political responsibility from economic theory, to separate economic reflection from state concerns. Property relations and distributions are camouflaged, and their distortions are transferred to the technical problems section. The meaning of the outstanding achievements of economic science is distorted. Thus, A. Smith's justification of the need for freedom for subjects of industrial activity is reduced to freedom of competition, while the Scottish scientist also meant freedom of cooperation for producers, which is especially significant in relation to small and medium-sized production. Cooperation develops economic planning.

In the light of the current tension in international relations, projecting political restrictions on economic relations seems to be an extremely important measure to understand the concepts of "management", "organization" and "planning". The revision of the classical political and economic scientific heritage is focused on them.

Management theory in General form was formed by the end of the 1950s, when after numerous experiments using differential equations and calculus of variations, modifications of classical theories and methods, found that the seemingly different problems of engineering and economic changes have a common mathematical description. Management as a specific subject-oriented activity requires a high level of process organization, which is impossible without including planning based on scientific calculations in the activity.

The problem here is not hamlet's: "to be or not to be!?" Problem: what should I do? At a time when manufacturers were artisans and shop organizations, production was different piece, so everyone planned according to

their capabilities, planning was not one of the current problems. The situation changed radically with the Industrial revolution. Production has become mass - produced, and the time has come to compete for the market of raw materials, sales, and labor.

Reflecting the changes that have taken place, planning has changed in all its modes of action and forms of manifestation. Hence the differences in the attitude to planning among producers and in economic theory, which is going through a difficult time in its history. Bulgakov's Professor Preobrazhensky instructed: revolutions, to be successful, must begin and Mature in the minds of people. The writer's observations confirmed the events of the crises of the twenty-FIRST century.

Even before the latest crises, critical researchers were uncomfortable, they came close to understanding that economic recessions and downturns that significantly constrain social progress are not caused by external factors: financial adventures, political and military conflicts, infectious pandemics. Their reasons are the contradictions of production itself, in particular, the inefficiency of management, conjuncture caused by political considerations that run counter to the regularity of economic movement. The immeasurable number of Nobel laureates among economists, approaching the number of physicists who have developed a modern scientific picture of nature, only once again convinces of the stability of the crisis in economic theory.

The increased interest in Europe in Karl Marx's "Capital" demonstrates disillusionment with the research talent of contemporary economists. Europeans are not confused by the fact that the scientific analysis of A. Smith, D. Ricardo, K. Marx, and J. S. mill was carried out within the limits of the requirements of the classical period of the history of science, which replaced the non-classical period, giving way to the post-non-classical one. The point is not in names, it is in changing ideas about the specifics of scientific knowledge.

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