

РОЗВИТОК ПРОДУКТИВНИХ СИЛ І РЕГІОНАЛЬНА ЕКОНОМІКА

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Commodity science as a science and educational discipline: principles of buildings and development directions

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The analysis of commodity science as a science and educational discipline is carried out; the subject of commodity science is defined, those are consumer values and methods of their knowledge and its providing. The purpose of commodity science, as well as its task as a science and educational discipline for the achievement of this goal is singled out. The principles of constructing commodity science as a science and professional activity are revealed, they are safety, efficiency, compatibility, interchangeability and systematization, conformity. The main directions of commodity science development as a scientific and educational discipline in modern Ukraine are determined and summarized.

Keywords: commodity, commodity science as a scientific discipline, commodity science as a discipline, subject of commodity science, principles of commodity science, directions of development of commodity science.

Бабух І.Б. ТОВАРОЗНАВСТВО ЯК НАУКА ТА НАВЧАЛЬНА ДИСЦИПЛІНА: ПРИНЦИПИ ПОБУДОВИ ТА НАПРЯМКИ РОЗВИТКУ

Здійснено аналіз товарознавства як науки та учбової дисципліни, визначено предмет товарознавства – споживчі цінності та методи їх пізнання і забезпечення. Виокремлено мету товарознавства, а також його завдання як науки та учбової дисципліни для досягнення цієї мети. Розкрито принципи побудови товарознавства як науки та професійної діяльності – безпека, ефективність, сумісність, взаємозамінність та систематизація, відповідність. Визначено та узагальнено основні напрямки розвитку товарознавства як наукової та навчальної дисципліни в сучасній Україні.

Ключові слова: товар, товарознавство як наукова дисципліна, товарознавство як навчальна дисципліна, предмет товарознавства, принципи товарознавства, напрямки розвитку товарознавства.

Бабух И.Б. ТОВАРОВЕДЕНИЕ КАК НАУКА И УЧЕБНАЯ ДИСЦИПЛИНА: ПРИНЦИПЫ ПОСТРОЕНИЯ И НАПРАВЛЕНИЯ РАЗВИТИЯ

Осуществлен анализ товароведения как науки и учебной дисциплины, определен предмет товароведения – потребительские ценности и методы их познания и обеспечения. Выделены цель товароведения, а также его задача как науки и учебной дисциплины для достижения этой цели. Раскрыты принципы построения товароведения как науки и профессиональной деятельности – безопасность, эффективность, совместимость, взаимозаменяемость и систематизация, соответствие. Определены и обобщены основные направления развития товароведения как научной и учебной дисциплины в современной Украине.

Ключевые слова: товар, товароведение как научная дисциплина, товароведение как учебная дисциплина, предмет товароведения, принципы товароведения, направления развития товароведения.

Formulation of the problem in general.

Modern Ukrainian society lives in conditions of fundamental economic reforms. Their result should be the construction of a transparent, competitive political and economic system of market type, which will ensure the production and exchange of high-quality products, the widest range of food and non-food products. Product is a complex concept and no less complex mate-

rial object, which has certain consumer properties. Therefore, it is the object of special science and discipline of commodity science, which has its own history and directions of development, including in modern Ukraine.

The need for further improvement and reorientation of the directions of commodity research development is due to a number of reasons, among which:

- fundamental changes in the assortment structure of the domestic market, connected with the constant saturation of the domestic market by different groups and types of imported goods for their intended purpose;

- significant changes in the structure of the range, properties, levels of quality and environmental safety of goods, due to changes in the structure of the needs of consumers of different types of goods;

- implementation of the requirements of European and international standards in the sphere of domestic production and trade and the abandonment of outdated standards to domestic products;

- the need for the maximum approximation of domestic commodity science, both academic and scientific discipline to the current needs of consumers and the market for these goods.

An analysis of recent research and publications on a given problem. Commodity science as a science and professional activity, as well as a discipline in higher educational institutions, has been developing in many countries of the world for a long time. It is clear that there is a certain history of commodity science as a science, lately it is possible to observe the revival of the discussion of a wide range of problems in domestic commodity science, new textbooks and manuals are published (1; 5), monographs are published (3), articles appear in scientific periodicals (2; 4) and so on. In general, it can be stated that the state of development of commodity-related topics allows domestic researchers to conduct a serious analysis of the theoretical basis of commodity science as a science and the problems of teaching it as a discipline. At the same time, today it is necessary to focus the attention of researchers on the intensification of scientific research in those areas, which are determined by radical changes in scientific and technological and market-marketing character in the production and movement of goods.

Formulating the goals of the article (statement of the task). The purpose of the article is to reveal the subject, the purpose and tasks of commodity science, the principles of constructing commodity science as a science and professional activity, to systematically outline and formulate certain directions of the development of commodity science as a scientific and educational discipline.

Presentation of the main research material. For commodity research, there are many definitions, among which there are those whose history dates back to the Renaissance. Nowa-

days, under commodity science, first of all, we understand applied economic discipline, which studies the consumer properties of goods. The purpose of commodity study is to identify and analyze those characteristics of the product, which determine its consumer value. Naturally, at the stages of commodity movement there is a change in these characteristics and another purpose of commodity science is the study of these laws. It is worth noting that the urgent need to organize knowledge about the properties of the product appeared during the Great Geographic discoveries. The subject of analysis for commodity science is, first and foremost, the useful properties of goods. In addition, in commodity science, a lot of attention is paid to those factors that determine the quality of goods. From an applied point of view, commodity science covers such areas as control and quality assessment, as well as the conditions of storage and transportation of goods at which their useful properties are not lost. From a theoretical point of view, commodity science has paid special attention to the classification and standardization of goods. Commodity study has its own methods: survey, monitoring, experiment, analysis, synthesis, comparison, measurement, registration, etc. The application of a particular method is due either to a specific practical purpose (identification of commodity information, receipt of factual data on the properties of the product), or the need to prepare the theoretical basis in a particular industry [6, p. 8].

In modern trade, the duty of commodity scientist is not only to ensure the movement of goods, but also the performance of services relating to the purchase, sale, storage, packaging of goods, as well as other services, both retail and wholesale.

The subject of commodity science is the consumer values of goods, as well as methods for their knowledge and provision. Only use value makes the product a commodity, since it has the ability to satisfy specific human needs. If the use value of the goods does not meet the real needs of consumers, it will not be in demand, and therefore will not be used for its intended purpose in the sphere of application that is specified for it.

At the present stage of development of commodity science, it is no longer enough simply to describe the use value of goods. The subject of commodity science are methods of their knowledge, as well as commodity-based activities to preserve this value at various stages of commodity circulation to ensure its required level.

The goal of commodity research is the study of the basic characteristics of the goods that

make up its use value, as well as their changes at all stages of commodity circulation. To achieve this goal, commodity science as a science and academic discipline must solve the following problems:

- a clear definition of the fundamental characteristics that make up the use value;
- the establishment of principles and methods of commodity science, which determine its scientific basis;
- systematization of a variety of goods through the rational use of classification and coding methods;
- determination of the nomenclature of consumer properties and indicators of goods;
- assessment of the quality of goods, including new domestic and imported goods;
- ensuring the quality and quantity of goods at different stages of their technological cycle by taking into account the forming factors and regulating the remaining factors;
- information support of commodity activity from the manufacturer to the consumer;
- commodity characteristics of specific goods, and so on [7].

Any science and professional activity are based on certain principles. Principle is the basic starting position of any theory, teaching, guiding idea, the basic rule of activity. The principles of commodity science are safety, efficiency, compatibility, interchangeability and systematization, conformity.

Safety is the fundamental principle that consists in the absence of unacceptable risk associated with the possibility of causing damage to the life, health and property of people by the goods (or service, or process). Safety is also one of the mandatory consumer properties of the product, which is considered as a risk or damage to the consumer, limited by the acceptable level. From the point of view of commodity science, a commodity must have security for all business entities. At the same time, in goods science, the principle of safety for goods and the environment must also be observed with respect to the processes of packaging, transportation, storage, pre-sales preparation for sale. Packaging, the environment, etc. should be safe.

Efficiency is the principle that is to achieve the most optimal result in the production, packaging, storage, sale and consumption (operation) of goods. This principle is important in the formation of the assortment, as well as ensuring the quality and quantity of goods at various stages of commodity circulation. All types of commodity activities should be aimed at increas-

ing efficiency. This is achieved by an integrated approach based on the choice of such methods and tools that provide the best end results at minimal cost. Thus, the efficiency of packaging or storage is determined by the number of stored goods of appropriate quality and the costs of these processes. Compatibility is a principle defined by the suitability of goods, processes or services for sharing that does not cause undesirable interactions. Compatibility of goods is taken into account in the formation of the assortment, their placement for storage, the choice of packaging, and the optimal regime. The compatibility of parts, components during installation, adjustment and operation of complex technical and other goods is an indispensable condition for maintaining their quality in the consumer. The compatibility of goods with their consumption is important for the most complete satisfaction of needs. Thus, the use of incompatible foods can cause serious metabolic disorders in humans.

Interchangeability is a principle defined by the suitability of one product, process or service to be used instead of another product, process or service in order to fulfill the same requirements. The interchangeability of goods causes competition between them and at the same time allows satisfying similar needs by different goods. The closer the characteristics of individual products, the more they are suitable for interchangeable use. The ability of a product or individual components of its products to be used in place of another to fulfill the same requirements plays an important role in the formation of an assortment of interchangeable goods.

Systematization is the principle of establishing a certain sequence of homogeneous, interconnected goods, processes or services. Given the variety of objects, systematization in commodity management is extremely important, since it allows them to be combined into interrelated and mutually subordinate categories (systematic categories), to compile a system built around a certain plan. The principle of systematization is the basis for a group of methods, which include classification, generalization and coding. It is widely used in commodity science. This principle is based on the presentation of educational information in all sections of the "Commodity Research of Food Products" and "Commodity Research of Non-Food Products." A systematic approach to managing goods movement, based on the principle of systematization, means that each system is an integrated whole, even if it consists of separate, disconnected subsystems. The system approach allows you to see the

product, its commodity characteristics, quality assurance and quantity processes as a set of interconnected subsystems, united by a common goal, to reveal its integrative properties, internal and external links.

Compliance is the principle of compliance with established requirements. At the same time, the characteristics of goods or processes of production, transportation, storage, sale and operation must comply with the regulatory requirements of regulatory documents or consumer requests. In commodity science, this principle plays a decisive role in assortment management, quality assessment, provision of conditions and terms of transportation, storage and sale, as well as in the choice of packaging. This principle is based on the definition of quality gradations, detection of defects and prediction of the retention of goods [1, p. 19].

Substantial changes in recent years in technologies and volumes of production of various purposes and methods of production of groups of domestic goods, reorientation of industrial enterprises to the requirements of European and international standards for quality and safety of products, significant changes in the situation on commodity markets in Ukraine require the introduction of certain changes in the subject and reorientation directions of development of domestic commodity science as a scientific discipline. We are talking about changes and reorientation of the directions of development as a branch of commodity science, as well as university science [4, p. 9].

Here is a brief list of the problems that, in our opinion, require a first-rate solution in the field of commodity science as a scientific discipline [3]. Analysis of literary sources allows us to formulate the following areas of research in the field of commodity science:

- development of theoretical and methodological principles for the formation of optimal structure of assortment of different purpose groups and types of goods and methods of their analysis;
- search and use of non-traditional types of domestic raw materials for the production of new types of goods of perspective designation;
- use of NBIC-technologies for the production of new types of goods of different intended use;
- assessment of the role of standardization in the formation and assessment of the level of quality and safety of domestic industry goods;
- development of scientific principles for the classification of different purpose groups of products obtained on the basis of nanotechnologies;

- ecological examination of ecologically safe types of goods of domestic industry;

- development of criteria for a comprehensive assessment of the quality and safety of goods obtained on the basis of nano-, bio- and chemical technologies;

- improvement of the existing and development of new systems of classification and coding for different purpose groups of goods suitable for the use of modern computer technology to manage the range and quality of these goods in the field of trade.

At the same time, many countries of the world have long been developing commodity science and as an educational discipline. Significant progress in the development of commodity science as a discipline has also been achieved in Ukraine. Recently, commodity study is studied not only in trade and economic institutions of higher education, but also in some other universities. So the use of commodity science as a discipline in many technical universities in Ukraine in recent years is due to the following reasons:

- the high popularity of commodity professions in the labor market and a wide range of employment opportunities after graduation;

- the necessity of using engineering professional knowledge in forming the assortment, properties and quality of technically complex types of goods;

- certain difficulties with the employment of graduates of some engineering specialties of technical universities of Ukraine [5, p. 21].

Commodity study as a basic discipline for training specialists of various commodity-studying profile studies as methodological principles of formation and evaluation of assortment, properties, quality and safety of different purpose and methods of production of groups of goods, and norms, criteria and methods for assessing the level of quality and safety of goods, the possibility of use the goods according to their purpose, the conditions of preservation of the goods, the peculiarities of their transportation and care in the conditions of exploitation, as well as information provision of the movement of goods from manufacturer to the consumer.

Thus, commodity science refers to the basic educational disciplines in the formation of professional competence not only specialists of the commodity-specific profile, but also experts, merchants, marketers, etc.

It is known that commodity science as a discipline is based on such disciplines as chemistry, physics, biology, mathematics, the basics of technologies of production of various groups of

goods, as well as standardization, certification and examination of goods.

On the other hand, it is commodity science that is the basis for many economic disciplines (especially technology of commercial activity, marketing, economics, etc.).

In our opinion, the urgent need to introduce into the curricula and programs of various courses in commodity science and the new changes in the course of these courses and the subsequent changes with the obligatory consideration of the situation on the modern domestic and international markets of these goods, namely:

- give a general description of new production technologies, modern assortment, properties, quality and safety, competitiveness, as well as criteria and methods for their evaluation;
- to identify competitive advantages and trends of the structure of assortment and properties, quality and safety, reliability in the operation of those types of imported goods, which dominate in the domestic market;
- to reveal and substantiate the factors that determine the level of competitiveness of goods (especially export destination);
- to implement the European system of evaluation and quality control and safety of goods in the practice of domestic industry;
- to take a more active part in developing new and improving existing types of normative documentation regarding the improvement of classifica-

tion, the formation and evaluation of the optimality of properties, the quality and safety of non-food products of various intended use, as well as the criteria and methods for their evaluation.

Conclusions from this study. Generalized understanding of commodity science as a science and discipline, its subject, goals and objectives are defined. The principles of constructing commodity science as a science and professional activity are revealed. Some directions of commodity science development as a scientific and educational discipline in modern Ukraine are singled out. Prospects for further research are the preparation of new textbooks and study guides on commodity science, which would reflect the fundamental changes in the “commodity world” of modern Ukraine. In the theoretical search for commodity science as the most promising, in our opinion, there are such directions as further development of theoretical and methodological foundations of the formation of the optimal structure of the range of different groups and types of goods, the development of scientific principles for the classification of goods obtained on the basis of nanotechnologies, ecological examination of goods, use of modern computer technologies for the management of assortment and quality of goods, the process of their standardization, study and generalization of foreign experience in the field of commodity science.

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