

## DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

### COMMODITY STUDIES AS A SCIENCE AND EDUCATIONAL DISCIPLINE: PRINCIPLES OF BUILDINGS AND DEVELOPMENT DIRECTIONS

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The product is a fundamental category of economic science and practice, a complex notion and no less complex material object as an object of special science and discipline of commodity science.

The subject of commodity science is the consumer value of goods, as well as the methods of their knowledge and provision. The purpose of commodity science is the study of the defining characteristics of the product, as well as their changes in all stages of commodity movement, and to achieve this goal commodity science as a science and discipline should solve many tasks among which, for example, is a clear definition of defining characteristics that make up the consumer value, the establishment of principles and methods of commodity science, which determine its scientific principles, systematization of goods by classification and coding, and others.

The principles of commodity science as a science and professional activity are security, efficiency, compatibility, interchangeability and systematization and compliance. A systemic approach to commodity management means that it (commodity management) is an integral whole movement of a multitude of goods with their systemic commodity-related characteristics. All principles

in commodity science play a decisive role, the initial provisions, the ideas of commodity science as a science and practice based on those principles.

Significant changes in recent years in technologies and volumes of production, the requirements of European and international standards, changes in the commodity markets of Ukraine require the introduction of certain changes in the subject and reorientation of the directions of development of domestic commodity science as a scientific discipline. Among the issues that, in our opinion, require solutions in the field of commodity science as a science, we can define the use of NBIC-technologies for the production of new types of goods, the assessment of the role of standardization, the development of scientific principles for the classification of goods obtained on the basis of nanotechnologies, environmental expertise of goods, computer technology, etc.

The use of commodity science as a discipline in many Ukrainian universities also requires some changes in curricula and programs that are dictated by significant changes in production and trade in modern Ukraine. New textbooks and manuals are required, where these changes will be reflected.