

COMMODITY SCIENCE — QUALITY SCIENCE IN THE IIIrd MILLENNIUM

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The name of the field, discipline, curriculum: Commodity science = Merceologia = Warenkunde = Towaroznawstwo implies that the object of interest is only „commodity”.

The real field of interest is the following process: creation of the idea of a product (service) — design — selection of materials and technology — selection of packaging, storage and transport conditions — offering the product as commodity on the market — selling it to a consumer — use of the product by the consumer — disposal of the exploited product by the consumer (the sum of these events means the product's life cycle).

The leading aim being all the time: consumer- and environment — friendly good quality.

The product in the form of „commodity” exists for only a short time and the only task is to maintain its quality during its presence on the market.

There are plenty of proposals how to change the name of the field. During the meeting of the Commodity Science — Quality Science Committee of the Polish Academy of Sciences (November 19th, 1999) the following names have been discussed:

commodity science (in different languages),

merceology (Latin-Greek origin),

pojotology (Greek origin),

productology,

quality science,

quality design,

quality management,

product quality science,

product sciences,

risk prevention,

supply chain management and others.

It has been accepted to continue discussion within the following frame: „Quality science — Commodity science — Quality management” with indication: in the new name the words „quality” and „commodity science” should be present.

During the 12th IGWT Symposium in Poznań and Gdynia it has been decided to introduce an important change in the name of IGWT, replacing the word “Warenkunde” for “Warenwissenschaften”, thus stressing the scientific character of the discipline (already present in the name “Commodity science”).

Aim and scope of the segments of the product life cycle mentioned above only limited interest of commodity science — quality science should attract:

attainment of the technical excellency, owing to implementation of ISO and TQM standards became trivial,

maintenance of the quality of the product during its presence on the market as a commodity is rather easy when using contemporary technical equipment of wholesale and retail trades.

The main responsibility of a commodity science — quality science experts should be now: „safeguarding the quality of a product in the hands of the consumer”.

The consumer is the central object in the economy, all the economic activities are undertaken to satisfy the needs of the consumer, but once he has purchased a „commodity” he is entirely forgotten.

The consumer needs our expert help how to use the properties and utility of the purchased product in the optimal way. This most important period of products’ life, including its disposal can be understood in terms of product management and remembering that what concerns us the most is — quality management .

The second issue of top importance is: **Ecoquality**.

The good quality of the natural environment is the main condition for our survival. We have to accept and remember that: **we are the immanent part** of the natural environment !

The ecological issues are and will remain the main problems to be solved because there is no good quality without satisfying the ecological requirements.

Since the first report of the „Club of Rome” in the 50-ties and the oil crisis in the 70-ties we know that the era of careless exploitation came to the end.

Now we should accept as a challenge also for commodity science — quality science the issue formulated recently again by the „Club of Rome”:

“Double the welfare — reduce twice the use of natural environment”,
achieving in this way fourfold increase of economical effectivity and better quality of life .

E.U. von Weizsäcker, A.B. Lovis, L.H. Lovis, “Factor Four. Doubling Wealth, Halving Resource Use”, Earthscan Publications LTD, London, 1998.

ИЗМЕНЕНИЯ В ИДЕОЛОГИИ ПОДГОТОВКИ ТОВАРОВЕДОВ

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В последние 15 лет происходила активная трансформация идеологии подготовки специалистов товароведного профиля, в целях поиска места и роли научного и практического товароведа в изменяющемся общественном разделении труда в цепи движения продукции от момента ее создания до конечного использования.

В Советском Союзе, на Постсоветском пространстве в странах Восточной Европы подготовка специалистов товароведного профиля осуществлялась по следующим специальностям:

товароведение и организация торговли (до 1985 г., СССР);

товароведение (1985-1992 гг., СССР);

коммерческая деятельность (с 1993 г. по настоящее время, Беларусь, Украина);

товароведение и экспертиза (с 1993 г. по настоящее время, Россия, Украина);

создание и сохранение качества (с 1990 г., Польша).

Соответственно в дипломах специалистов после окончания вуза записывалась квалификация следующих вариантов: товаровед высшей квалификации, товаровед-инженер, товаровед-коммерсант, товаровед, товаровед-эксперт.

Во многих странах дисциплина “товароведение” в чистом виде или отдельные разделы традиционного товароведения читаются при подготовке экономис-