

Dmytro Frolov

Kyryvyi Rih National University

ORCID ID: 0009-0001-3926-3348

CONCEPTUAL PRINCIPLES OF ASSESSING ADAPTIVE COMPETITIVENESS OF AGRICULTURAL DISTRIBUTORS IN EMERGENCY MANAGEMENT SITUATIONS

The article explores theoretical and methodological approaches to assessing the adaptive competitiveness of agricultural distribution enterprises in emergency management situations. It is proposed to consider the competitiveness of an agricultural distributor as an adaptive system of short strategic cycles, and not a short-term stable advantage. A conceptual model of forming an integral indicator of adaptive competitiveness based on a system of qualitative and quantitative indicators and an evaluation algorithm is developed, which includes blocks of logistical stability, financial adaptability, innovative and digital development and organizational flexibility.

The functioning of the agricultural market largely depends on the efficiency of the activities of agricultural distributors, which ensure the advancement of material and technical resources to agricultural producers. Constant transformations of the agricultural market both at the global and local levels lead to the need for systematic measurement of the level of competitiveness of producers and distributors. The overall level of competitiveness of agricultural distributors is influenced by a number of seasonal factors, the presence of which makes a static assessment impossible, and on the contrary, emphasizes the relevance and need for constant assessment, taking into account extraordinary business conditions and the uncertainty of the agricultural market. In this regard, the question arises of a qualitative and quantitative assessment of the adaptive competitiveness of agricultural distributors, which would take into account seasonal fluctuations in the situation of the relevant markets and the current difficult conditions for conducting economic activity.

Keywords: agricultural distribution, enterprise competitiveness, economic and mathematical modeling, optimization, financing and investment and innovative development, uncertainty, risk, efficiency, business processes, strategic management, financial and economic activity.