

**ADAPTIVE MECHANISM OF DIGITAL COORDINATION OF ACCESS TO FOOD
RESOURCES BASED ON THE BUSINESS MODEL OF SMALL BAKERY
ENTREPRENEURSHIP OF FRONTLINE TERRITORIES**

The article substantiates an adaptive mechanism of digital coordination of access to food resources based on the business model of small bakery entrepreneurship of frontline territories. The features of the functioning of small bakery businesses in conditions of high infrastructural instability, security risks, disruption of logistics processes, resource shortages and instability of digital communication channels are investigated. It has been established that the activities of such enterprises largely depend on the security situation, the availability of energy infrastructure, the stability of network communication and the possibility of operational coordination of interaction with consumers.

The increasing role of the information component in ensuring food access is justified, since data on the availability of products, their readiness time, place of delivery and operating mode acquire high coordination value. It has been proven that the absence of agreed coordination mechanisms causes an increase in transaction costs, chaos in consumer behavior, overloading of delivery points and disruption of the continuity of operational activities.

It has been determined that modern small business entities in frontline communities combine commercial activities with social support of the population, humanitarian functions and elements of crisis response, ensuring food micro-resilience of communities. In this regard, the adaptation of digital solutions should provide not only commercial interaction, but also the management of availability modes, synchronization of information flows, coordination of delivery scenarios and support of backup communication channels.

The proposed mechanism combines organizational, economic, information and technological-adaptive components that contribute to the sustainability of small bakery entrepreneurship, increasing the efficiency of food access coordination and strengthening the food security of frontline communities. To validate the mechanism, the use of sociological analysis, Lean Startup principles and agent-oriented modeling is proposed.

Keywords: adaptive mechanism, digital coordination, food resources, small bakery entrepreneurship, frontline territories, food resilience, wartime conditions.