

CURRICULUM VITAE (CVA)

CV date	2024/02/19
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Part A. PERSONAL INFORMATION

First name	Macario		
Family name	Rodríguez Entrena		
Gender (*)	Male	Birth date (dd/mm/yyyy)	21/04/1980
Social Security, Passport, ID number	74637159C		
e-mail	mrentrena@uco.es	URL Web: https://acortar.link/ErVK1M	
Open Research and Contributor ID (ORCID)(*)	0000-0002-9339-439X		

(*) *Mandatory*

A.1. Current position

Position	Associate Professor		
	Head of the Research Group SEJ-649 - EAARN Agricultural Economics, Water, and Natural Resources		
	Director of the Master's Program in Circular Economy and Sustainability		
Initial date	22/06/2020		
Institution	Universidad de Córdoba		
Department/Center	Agricultural Economics, Finance and Accounting		
Country	Spain	Teleph. number	957218442
Keywords	Agricultural Economics; Consumer Behaviour; Food Policy; Discrete Choice; Structural Equation Modelling; Behavioural and Experimental Economics		

A.2. Previous positions (research activity interruptions, art. 45.2.c))

Period	Position/Institution/Country/Interruption cause
01/09/2016 – 21/06/2020	Assistant Professor / Universidad de Córdoba / Spain / Promotion
03/09/2012 – 31/08/2016	Postdoctoral researcher / IFAPA
18/10/2011 – 02/09/2012 01/09/2010 – 28/02/2011	Researcher hired under projects / IFAPA
01/01/2004 – 31/12/2008	Predoctoral researcher / IFAPA

A.3. Education

PhD, Licensed, Graduate	University/Country	Year
Environmental Sciences	Universidad de Granada	2003
PhD Agricultural Economics	Universidad de Córdoba	2010

Part B. CV SUMMARY (max. 5000 characters, including spaces)

Macario Rodríguez-Entrena is an Associate Professor of Agricultural Economics at the Universidad de Córdoba where **he leads as principal the research group SEJ-649 EAARN** – Economía Agraria, del Agua y de los Recursos Naturales. He has a solid background in agricultural economics focused on: i) sustainability assessment of agricultural systems and provision of public goods and externalities; ii) analysis of farmers behaviour and preferences and designing of agri-environmental policy instruments; and iii) modelling of consumer behaviour and designing of agri-food policies. He was granted with a PhD scholarship to be developed in the Andalusian Institute of Agricultural Research and Training, and then he graduated as PhD in the Universidad de Córdoba (Spain). He joined this institution as an Assistant Professor of Agricultural Economics in 2016. He has participated in **4 consortiums financed by 7FP** (<http://www.claimproject.eu/>) and **by H2020** (<http://www.provide-project.eu/>; <https://suwanu-europe.eu/>; <https://www.moving-h2020.eu/>) and **has led three research projects**: one national research project funded by the INIA (National Institute of Agricultural Research), as well as by the European Union - ERDF-European Regional Development Fund 2014-2020; and two regional

(Junta de Andalucía and UCO). Likewise, **he has participated in several (7) national research projects**. He won the UNICAJA award on Agricultural Economics and got the extraordinary PhD award of the Universidad de Córdoba. He has been a visiting researcher in the Scotland's Rural College in the Land Economy, Environment and Society (LEES) Research Group and in the Twente University in the Product-Market Relations Department. Recently, he won the highly competitive grant "José Castillejo" which funded a 4-months research stay in the LEES Research Group. He has published over 50 scientific papers and reports, including **31 in peer-review journals indexed in Q1 and Q2 in JCR**, with an h-index of 21 in Google Scholar. He also runs a business in olive grove sector combining hand-on experience in environmental and agribusiness management sector with academic and scientific involvement.

Part C. RELEVANT MERITS (sorted by typology)

C.1. Publications in JCR indexed journals

- Aguianos-Santos, C., Rodríguez-Entrena, M. (2024). Sustainability reporting in focus: analysing Spanish transposition of the non-financial reporting European directive in the agri-food sector. *Agricultural and Food Economics*, 12, 10. DOI: 10.1186/s40100-024-00303-z.
- Anguiano-Santos, C., Salazar-Ordóñez, M., Tornel-Vázquez, R., Rodríguez-Entrena, M. (2024). Sustainability reporting harmonisation? A utopian endeavour for European agri-food companies. *Journal of Policy Modeling*. <https://doi.org/10.1016/j.jpolmod.2024.01.008>
- Barreiro-Hurle, J., Dessart, F., Rommel, J., Czajkowski, M., Espinosa-Goded, M., Rodríguez-Entrena, M., Thomas, F., Zagorska, K. (2023). Willing or complying? The delicate interplay between voluntary and mandatory interventions to promote farmers' environmental behavior. *Food Policy*, 120, 102481.
- Rommel, J., Rodríguez-Entrena, M. (2022). Farmers' risk preferences in 11 European farming systems: A multi-country replication of Bocquého et al. (2014). *Applied Economic Perspectives and Policy*, 45(3), 1374-1399.
- Espinosa-Goded, M., Rodríguez-Entrena, M., Salazar-Ordóñez, M. (2021). A straightforward diagnostic tool to identify attribute non-attendance in discrete choice experiments. *Economic Analysis and Policy*, 71, 211-226.
- Salazar-Ordóñez, M., Rodríguez-Entrena, M., Arriaza, M. (2021). How do consumers respond to price gaps in private brand agrifood products? *British Food Journal*, 123(11), 3610-3623.
- Villanueva, A. J., Salazar-Ordóñez, M., Granado-Díaz, R., Rodríguez-Entrena, M. (2021). Consumers' preferences for traditional meat products: Production system and objective quality cues in Iberian ham. *Italian Journal of Animal Science*, 20(1), 1987-2001.
- Arriaza, M., Salazar-Ordóñez, M., Rodríguez-Entrena, M. (2021). Análisis del impacto multifacético de la componente monetaria en la elección de los aceites de oliva. *Informacion Tecnica Economica Agraria*. <https://doi.org/10.12706/itea.2021.015>
- Salazar-Ordóñez, M., Rodríguez-Entrena, M., Villanueva, A. J. (2020). Exploring the commodification of biodiversity using olive oil producers' willingness to accept. *Land Use Policy*, 107, 104348.
- Granado-Díaz, R., Gómez-Limón, J.A., Rodríguez-Entrena, M., Villanueva, A.J. (2020). Spatial analysis of demand for sparsely located ecosystem services using alternative index approaches. *European Review of Agricultural Economics* 47(2), 752-784.
- Salazar-Ordóñez, M., Rodríguez-Entrena, M. (2019). Hybridizing consumer behavioural approaches on agrifood markets: Attitudes, judgements and choices. *Spanish Journal of Agricultural Research* 17, e0109.
- Salazar-Ordóñez, M., Schuberth, F., Cabrera, E.R., Arriaza, M., Rodríguez-Entrena, M. (2018). The effects of person-related and environmental factors on consumers' decision-making in agri-food markets: The case of olive oils. *Food Research International* 112, 412-424.
- Rodríguez-Entrena, M., Villanueva, A.J., Gómez-Limón, J.A. (2019). Unraveling determinants of inferred and stated attribute nonattendance: Effects on farmers' willingness to accept to join agri-environmental schemes. *Canadian Journal of Agricultural Economics* 67, 31-52.
- Rodríguez-Entrena, M., Schuberth, F., Gelhard, C. (2018). Assessing statistical differences between parameters estimates in Partial Least Squares path modeling. *Quality and Quantity*, 52(1), 57-69.

- Salazar-Ordóñez, M., Rodríguez-Entrena, M., Cabrera, E., Henseler, J. (2018). Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets. *Food Quality and Preference*, 68, 146-155.
- Schaller, L., ... (16/19) (2018). Agricultural landscapes, ecosystem services and regional competitiveness-Assessing drivers and mechanisms in nine European case study areas. *Land Use Policy*, 76, 735-745.
- Zasada, I., ... (8/16) (2017). A conceptual model to integrate the regional context in landscape policy, management and contribution to rural development: Literature review and European case study evidence. *Geoforum*, 82 (July 2016), 1–12.
- Rodríguez-Entrena, M., Colombo, S., Arriaza, M. (2017). The landscape of olive groves as a driver of the rural economy. *Land Use Policy*, 65, 164–175.
- Villanueva, A. J., Glenk, K., Rodríguez-Entrena, M. (2017). Protest Responses and Willingness to Accept: Ecosystem Services Providers' Preferences towards Incentive-Based Schemes. *Journal of Agricultural Economics*, 68(3), 801-821.
- Villanueva, A., Rodríguez-Entrena, M., Arriaza, M., Gómez-Limón, J.A. (2016). Heterogeneity of farmers' preferences towards agri-environmental schemes across different agricultural subsystems. *Journal of Environmental Planning and Management*, 60(4), 684-707.
- Rodríguez-Entrena, M., Salazar-Ordóñez, M., Cordón-Pedregosa, R., Cardenas, J.L. (2016). Analysing granulated brown sugar – panela – market in Western Honduras. *British Food Journal*, 118 (2), 495-512.
- Rodríguez-Entrena, M., Salazar-Ordóñez, M., Becerra-Alonso, D. (2016). An assessment of the barriers to the consumers' uptake of genetically modified foods: a neural network analysis. *Journal of the Science of Food and Agriculture*, 96, 1548–1555.
- Cabrera-Martínez, E., Arriaza, M., Rodríguez-Entrena, M. (2015). Is the extra virgin olive oil market facing a process of differentiation? A hedonic approach to disentangle the effect of quality attributes. *Grasas y Aceites*, 66, 1-14 (e-105).
- Rodríguez-Entrena, M., Salazar-Ordóñez, M. (2015). Assessing the potential effects of the European Union multilevel approach to the Coexistence Policy. *European Review*, 23, 489-500.
- Villanueva, A., Gómez-Limón, J.A., Arriaza, M., Rodríguez-Entrena, M. (2015). Assessment of greening and collective participation in the context of agri-environmental schemes: The case of Andalusian irrigated olive groves. *Spanish Journal of Agricultural Research*, 13, 1-16 (e0108).
- Villanueva, A., Gómez-Limón, J.A., Arriaza, M., Rodríguez-Entrena, M. (2015). The design of Agri-environmental schemes: Farmers' preferences in Southern Spain. *Land Use Policy*, 46, 142-154.
- Villanueva, A., Targetti, S., Schaller, L., Arriaza, M., Kantelhardt, J., Rodríguez-Entrena, M., Bossi-Fedrigotti, V., Viaggi, D. (2015). Assessing the role of economic actors in the production of private and public goods in three EU agricultural landscapes. *Journal of Environmental Planning and Management*, 58(12), 2113-2136.
- Rodríguez-Entrena, M., Espinosa-Goded, M., Barreiro-Hurlé, J. (2014). The role of ancillary benefits on the value of agricultural soils carbon sequestration programs: evidence from a latent class approach to Andalusian olive groves. *Ecological Economics*, 99, 63-73.
- Rodríguez-Entrena, M., Arriaza M., Gómez-Limón, J. A. (2014). Determining economic and social factors in the adoption of cover crops under mower control in olive groves. *Agroecology and Sustainable Food Systems*, 38, 69-91.
- Rodríguez-Entrena, M., Arriaza, M. (2013). Adoption of conservation agriculture in olive groves: Evidence from Southern Spain. *Land Use Policy*, 34, 294-300.
- Rodríguez-Entrena, M., Salazar-Ordóñez, M., Sayadi, S. (2013). Applying Partial Least Squares to Model Genetically Modified Food Purchase Intentions in Southern Spain Consumers. *Food Policy*, 40, 44-53.
- Rodríguez-Entrena, M., Salazar-Ordóñez, M. (2013). Influence of scientific-technical literacy on consumers' behavioural intentions regarding new food. *Appetite*, 60, 193-202.
- Rodríguez-Entrena, M., Sayadi, S. (2013). Analysing consumers' preferences towards GM food in Southern Spain. *New Genetics and Society*, 32, 18-36.

- Salazar-Ordóñez, M., Rodríguez-Entrena, M., Sayadi, S. (2013). Agricultural Sustainability from a Societal View: An Analysis of Southern Spanish Citizens. *Journal of Agricultural and Environmental Ethics*, 26, 473-490.
- Rodríguez-Entrena, M., Barreiro-Hurlé, J., Gómez-Limón, J. A., Espinosa-Goded, M. (2012). Evaluating the demand for carbon sequestration in olive grove soils as a strategy toward mitigating climate change. *Journal of Environmental Management*, 112, 368-376.

C.3. Research projects

- GO-BIORUMIOLI: Productos bioeconómicos derivados de pequeños rumiantes a través de la revalorización de subproductos del aceite de oliva. Granted: Junta de Andalucía – FEDER. Period: 2022-2024. Budget: 232.332,93€. Participation: Main Researcher (Investigador Principal).
- AgrEcoMed - New agroecological approach for soil fertility and biodiversity restoration to improve economic and social resilience of mediterranean farming systems. Granted: H2020 - PRIMA-S2-2021/PCI2022-132987. Period: 2022-2024. Budget: 104.999 €. Participation: Researcher.
- PAGOS por servicios ecosistémicos basados en resultados: Análisis de diseños innovadores en política de agroambiente y clima (PAGOSER-Eco) - PID2019-107693RR-C21). Granted: INIA. Period: 2021-2023. Budget: 72.600 €. Participation: Researcher.
- MOVING - Mountain Valorization through Interconnectedness and Green Growth - H2020-RUR-2019-01-862739. Period: 2021-2023. Budget: 790.000 €. Participation: Researcher.
- *Percepción del cambio climático en el sector agrario andaluz (CLIMAGRI)*. Granted: Fondos FEDER and Universidad de Córdoba. Periodo: 2020-2022. Budget: 29.500 €. Participation: Main Researcher (Investigador Principal).
- *PROViding smart DELivery of public goods by EU agriculture and forestry (PROVIDE)*. Granted: Comisión Europea - H2020. Period: 2015-2018. Budget: 2,9 millones de €. Participation: Researcher.
- *Análisis del comportamiento del consumidor en el mercado interno del aceite de oliva: potenciales repercusiones de la aplicación de una reforma del etiquetado (MERCAOLI) – RTA2013-00032-00-00*. Granted: INIA - Plan Estatal de investigación Científica y Técnica y de Innovación 2013-2016. Period: 2014-2018. Budget: 78.522€. Participation: Main Researcher (IP).
- *Supporting the role of the Common Agricultural Policy in landscape valorisation: Improving the knowledge base of the contribution of landscape management to the rural economy*. Granted: Comisión Europea - FP7. Period: 2012-2015. Budget: 1,5 millones de €. Participation: Researcher.
- *Explotaciones de olivar: construcción y análisis de indicadores sintéticos como herramienta para la gestión pública de los territorios de olivar (SUSTANOLEA) - P10-AGR-5892*. Granted: Junta de Andalucía - Incentivos a proyectos de investigación de excelencia. Period: 2011-2015. Budget: 168.297 €. Participation: Researcher.

C.4. Contracts, technological or transfer merits

- Asistencia Técnica con la Universidad de Córdoba para el apoyo técnico-científico en la elaboración de la primera estrategia andaluza del Sector del Olivar. Ref: 12023073.
- Contract Number – CCR.I.C.896401. European Commission – Joint Research Centre. Task: Behavioural experiment with farmers in order to better understand farmers’ decisions to participate in environmentally friendly practices with the aim of building an assessment framework to guide the Common Agricultural Policy (CAP) reformulation beyond 2020.
- Contract Number – 2019 0000263429. Junta de Andalucía – AGAPA. Task: To design and analyse a discrete choice experiment exercise with Andalusian consumers about the valorisation of the agroecosystem, “La Dehesa”, where the Iberian pigs are raised.
- Contract Number – JRC/SVQ/2021/VLVP/0333. European Commission – Joint Research Centre. Task: Understanding of underlying mechanisms of farmer risk behaviour - EU wide replication of the study of Bocquého et al. (2013) to elicit risk preferences of farmers.