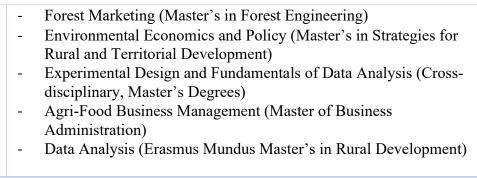




FACULTY PROFILE

PERSONAL INFORMATION	
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TEACHING EXPERIENCE IN	UNDERGRADUATE AND POSTGRADUATE PROGRAMMES
Courses Taught (maximum of 10)	 Undergraduate: Market Research (Bachelor's Degree in Business Administration and Management and Double Bachelor's Degree) Commercial Management and Valuation of Agri-Food Companies (Bachelor's Degree in Agricultural Engineering and Rural Development) Research Methods and Techniques I and II (Bachelor's Degree in Social Work) Research Methods in Social Education (Bachelor's Degree in Social Education)
	Postgraduate: - Natural Resource Economics (Master's in Forest Engineering)







RESEARCH EXPERIENCE		
Research Lines (maximum of 3)	 Multifunctional Analysis of Agricultural Systems Analysis of Consumer Preferences Analysis of the Sustainability of Agricultural Farms 	
Publications (maximum of 3)	 Martín-García, J. / Gómez-Limón, J.A. / Arriaza, M., "Conversion to organic farming: does it change the economic and environmental performance of fruit farms?", in: <i>Ecological Economics</i> 220 (2024), 108178 DOI: https://doi.org/10.1016/j.ecolecon.2024.108178 Martín-García, J. / Gómez-Limón, J.A. / Arriaza, M., "Conventional vs. organic olive farming: Which has a better economic performance?", in: <i>Agricultural and Food Economics</i> 11/1 (2023), pp. 1-27 DOI: https://doi.org/10.1186/s40100-023-00292-5 Salazar-Ordóñez, M. / Rodríguez-Entrena, M. / Arriaza, M., "How do consumers respond to price gaps in private brand agrifood products?", in: <i>British Food Journal</i> 123/11 (2021), pp. 	



	3610-3623 DOI: https://doi.org/10.1108/BFJ-12-2020-1155
Research Projects (last 5 years, maximum of 3)	 "The Ecological Transition of Agriculture: Microeconomic Analysis for Supporting Policy Decision-Making" (FARMPERFORM). Ref. PID2022-136239OB-I00. Call: Spanish National Programme for Scientific, Technical, and Innovation Research. Knowledge Generation Projects. 2022 Call. Duration: From 1st September 2023 to 31st August 2027 "Governance Innovations for a Transition to Sustainable and Equitable Water Use in Europe" (GOVAQUA). Reference: HE-CL6-GOV-2022-RIA-101086578. Call: Horizon-CL6-GOVERNANCE. Funding Entity: European Commission. Duration: From 1st February 2023 to 31st January 2027
	- "Design of Efficient Policies for the Ecological Transition of Agriculture. A Microeconomic Approach" (TRANSECOag). Ref. ProyExcel_00459. Call: Andalusian Plan for Research, Development, and Innovation (PAIDI 2020). 2021 Call. Funding Entity: Regional Government of Andalusia and European Regional Development Fund (ERDF). Duration: From 2 nd December 2022 to 31 st December 2025

MAXIMUM NUMBER OF WORDS PER DOCUMENT: 440

