

FACULTY PROFILE



PERSONAL INFORMATION	
Name and Surname(s)	SALAZAR ORDÓÑEZ, Melania
Category	Tenured Associate Professor
Degree(s)	Graduate in Business Administration and Management (<i>Licenciatura</i>)
Department	Agricultural Economics, Finance, and Accounting
Area of Expertise	Economics, Sociology, and Agricultural Policy
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Research Profile (ORCID Code; Researcher ID)	0000-0003-3349-8215; A-4715-2015
TEACHING EXPERIENCE IN UNDERGRADUATE AND POSTGRADUATE PROGRAMMES	
Courses Taught (maximum of 10)	<ul style="list-style-type: none"> - Economic Policy - International Challenges of Economic Policy - Agri-Food Business Management
RESEARCH EXPERIENCE	
Research Lines (maximum of 3)	<ul style="list-style-type: none"> - Modelling Consumer Behaviour in Agri-Food Markets - Modelling Farmer Behaviour and Decision-Making in Production and Markets

	<ul style="list-style-type: none"> - Sustainable Behaviour of the Agri-Food Business
Publications (maximum of 3)	<ul style="list-style-type: none"> - Anguiano Santos, C. / Salazar Ordóñez, M. / Tornel Vázquez, R. / Rodríguez Entrena, M., “Sustainability reporting harmonisation? A utopian endeavour for European agri-food companies”, in: <i>Journal of Policy Modeling</i> (2024) DOI:10.1016/j.jpolmod.2024.01.008 - Salazar-Ordóñez, M. / Rodríguez-Entrena, M. / Villanueva, A.J., “Exploring the commodification of biodiversity using olive oil producers’ willingness to accept”, in: <i>Land Use Policy</i> 107 (2021), 104348 DOI:10.1016/j.landusepol.2019.104348 - Salazar-Ordóñez, M. / Rodríguez-Entrena, M. / Cabrera, E.R. / Henseler, J., “Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets”, in: <i>Food Quality and Preference</i> 68 (2018), pp. 146-155 DOI: 10.1016/j.foodqual.2018.02.010
Research Projects (last 5 years, maximum of 3)	<ul style="list-style-type: none"> - “Bioeconomic Products Derived from Small Ruminants through the Revaluation of Olive Oil By-products” (GO-BIORUMIOLI) (GOPG-MA-20-0001). Ministry of Agriculture, Livestock, Fisheries, and Sustainable Development, Regional Government of Andalusia. Principal Investigator - “New Agroecological Approach for Soil Fertility and Biodiversity Restoration to Improve Economic and Social Resilience of Mediterranean Farming Systems” (AgrEcoMed).





	<p>Horizon 2020 European Union. Investigator</p> <ul style="list-style-type: none">- “The Agri-Food Companies: An Analysis from the Perspective of Corporate Social Responsibility and Consumer Behaviour” (RSCAGRO). Ministry of Economic Transformation, Industry, Knowledge, and Universities, Regional Government of Andalusia. Principal Investigator
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