

Name: Marija Cerjak

Photo:



Age: 47

Nationality: Croat

Current position: full prof., University of Zagreb Faculty of Agriculture

Research areas: Agricultural and food marketing, Market research and consumer behaviour with recent focus on experimental and behavioural economics, Rural tourism.

Education:

Executive MBA Training in Agribusiness and Commerce, University of Zagreb Faculty of Agriculture (2007)

PhD, University of Zagreb Faculty of Agriculture (2005)

MSc, University of Zagreb Faculty of Agriculture (2001)

BSc, University of Zagreb Faculty of Agriculture (1998)

Other responsibilities and positions:

EAAE Liaison Officer for Croatia

Organiser of the 183 EAAE seminar (2022)

President of the Croatian Society of Agricultural Economists (2018 – 2022)

Member of the Management Board of the European Food Safety Authority (EFSA; 2021-2022)

Cordinator of the H2020 project AgriFoodBoost (*Boosting Excellence in Experimental Research for Agri-Food Economics and Management; 2020-2024*)

2011 - Evaluator of research proposals for EU and national research councils

Personal home page: <https://www.agr.unizg.hr/en/member/62>

Selected publications (max 5):

Rivera-Toapanta, E., Kallas, Z., Čandek-Potokar, M., Gonzalez, J., Gil, M., Varela, E., Faure, J., Cerjak, M., Tomažin, U., Aquilani, C., Lebret, B., Karolyi, D., Pugliese, C., Gil, M. J. (2022). Marketing strategies to self-sustainability of autochthonous swine breeds from different EU regions: a mixed approach using the World Café technique and the Analytical Hierarchy Process. *Renewable Agriculture and Food Systems* 37 (1), 92-102

Faletar, I., Kovačić, D., Cerjak, M. (2021). Purchase of organic vegetables as a form of pro-environmental behaviour: Application of Norm Activation Theory, *Journal of Central European Agriculture*, 22,1, 211-225

Ilakovac, B., Cerjak, M., Voca, N. (2020). Why do we waste food? In-depth interviews with consumers, *Energy Sources, Part A: Recovery, Utilization, and Environmental Effects*, 42,16, 1977-1988

Ilakovac, B., Voca, N., Pezo, L., Cerjak, M. (2020). Quantification and determination of household food waste and its relation to sociodemographic characteristics in Croatia, *Waste Management* 102, 231-240

Tomić Maksan, M., Kovačić, D., Cerjak, M. (2019). The influence of consumer ethnocentrism on purchase of domestic wine: Application of the extended theory of planned behaviour, *Appetite* 142, 104393

Challenges facing the EAAE:

The European Association of Agricultural Economists (EAAE) faces a number of challenges arising from global societal changes that are transforming the agricultural economy in Europe. Agricultural economists have to deal with issues such as climate change, sustainable agriculture, policy changes, technological advancements, digital transformation, demographic changes, and evolving consumer preferences. Addressing these challenges requires a more comprehensive approach to teaching and research.

To meet these challenges, the EAAE must play an active role in researching and promoting innovative solutions that foster sustainability in the European agri-food sector. This requires collaboration with other experts and organisations to explore ways to improve the economic, social and environmental impact of the sector. The EAAE should also focus on building stronger partnerships with national associations of agricultural economists to foster better collaboration.

In addition, the EAAE can contribute to the development of agricultural economics education by promoting excellence, encouraging adaptation to technological and social change, promoting a multidisciplinary approach and focusing on the social implications of its research, including environmental, health and economic impacts. Through a holistic approach to teaching and research, the EAAE can help equip future agricultural economists with the skills, knowledge and understanding needed to meet the challenges of the industry.

What I would like to see achieved in the next Board period (September 2020 – August 2023):

The EAAE should continue to promote the exchange of ideas and knowledge between scientists and practitioners and make valuable contributions to agricultural policy development. This is key to supporting the sustainable development of the agricultural sector in Europe and around the world.

The association could expand its role in promoting agricultural economics education by organising workshops and seminars for teachers and other experts in the field of agricultural economics. Such activities would encourage teacher mobility and the development of joint educational programmes. The exchange of ideas and experiences would also help improve teachers' knowledge and skills, which they could then pass on to students and future researchers.

In addition, the EAAE can support agricultural and food consumers by promoting innovation, informing consumers about important issues, and monitoring trends and consumer needs. By doing so, the association can help ensure that consumers have access to safe, affordable, and nutritious food, while also supporting sustainable agriculture.

To support young scientists, the EAAE should provide opportunities for them to work with experts in the field and present new ideas and technologies. This would enable greater involvement of young researchers in EAAE activities and help cultivate the next generation of agricultural economists.

Finally, the EAAE should advocate for greater visibility of agricultural economics and agricultural economists and their role in society. By promoting greater recognition of the field and its practitioners, the association can help ensure that the agricultural sector receives the attention and resources it needs to thrive and meet the challenges of the future.