

CURRICULUM VITAE ABREVIADO (CVA)

Part A. PERSONAL INFORMATION

First name	Melania		
Family name	Salazar-Ordóñez		
Gender (*)	Female	Birth date (dd/mm/yyyy)	
Social Security, Passport, ID number	32050821-E		
e-mail	msalazar@uco.es	URL Web	
Open Research and Contributor ID (ORCID)(*)	https://orcid.org/0000-0003-3349-8215		

A.1. Current position

Position	Associate Professor		
Initial date	26/02/2021		
Institution	Universidad de Córdoba		
Department/Center	Agricultural Economics, Sociology and Policy		
Country	Spain	Teleph. number	+34 686 62 73 46
Key words	Farmer Behaviour, Consumer Behaviour, Sustainability reporting, Experimental Economics		

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

Period	Position/Institution/Country/Interruption cause
2019-2021	Lecturer/Universidad de Córdoba/Spain/Promotion
2017-2019	Associate Professor/Universidad Loyola/Spain/Change to Universidad de Córdoba
2010-2017	Junior Lecturer and Lecturer/Universidad Loyola/Spain/Promotion
2009	Postdoctoral Researcher/IFAPA/Spain/End contract period
2008	Self-employed Researcher/IFAPA/Spain/End contract period
2007-2004	Predocctoral Scholarship/IFAPA/Spain/End contract period

A.3. Education

PhD, Licensed, Graduate	University/Country	Year
PhD in Regional Economics	Universidad de Sevilla (Spain)	2009
Bachelor in Rural Development	Universidad de Córdoba (Spain)	2010
Bachelor in Bussiness Administration	Universidad de Córdoba (Spain)	2002

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

Associate Professor at the Universidad de Córdoba, with **13 years' of postdoctoral experience in consumer behaviour in agri-food markets**. She got a PhD scholarship (Formación de Personal Investigador) in the IFAPA Research Centre (Instituto de Investigación y Formación Agraria y Pesquera-Granada) and made a four months' stay in the Scottish Agricultural College in Edinburgh. She won both the Consejo Económico y Social de Andalucía Award for her doctoral Thesis about citizens' preferences regarding agri-food policies and twice the Unicaja Agricultural Research Award in the year 2010 and 2011. In the same year, her post-doctoral contract with IFAPA finished and she got a position in a private university (Universidad Loyola de Andalucía-Sevilla). She was working at the Universidad Loyola Andalucía until Abril of 2019 from junior lecturer to associate professor position. In that period, Melania Salazar-Ordóñez received a strong formation and experience in teaching (with more 2.100 hours of university teaching), and she struggled to continue researching. It is worth mentioning she obtained two research Sexenios (from 2006 to 2013 and 2014 to 2019) and she was invited three times in different research stays to Twente University (Holland) for a total of 5 months, publishing two papers. Consequently, from the year 2011, **over 22 publications in peer-reviewed journals indexed in the JCR has been published** (18 in Q1 and Q2 - no

one in MDPI journals and all of them, except for two, in open access). In addition, she has had an important **international activity by means of intensive collaborations with Asia (Bangladesh and Cambodia) and Latin América (Honduras)**. Her participation in four international researches as a main researcher within the leading team, where she collaborated hand by hand with local actors, has allowed her to develop the necessary skills to manage difficult situations related to the coordination of different partners, training of researchers and surveyors, designing questionnaires for illiterate people, getting to rural citizens in developing countries, etc. It is notable that she participated in the performance of the first census made in the rural area of South Kosbash (Bangladesh), where she was training some lecturers of the Bangladesh Academy for Rural Development and performing interviews with rural women who actually had not recognize any rights. When Melania Salazar-Ordóñez changed her position to the Universidad de Córdoba in the year 2019, she was incorporated in the WEARE Research Group where she has been intensively collaborating as it is shown by the six publication indexed in JCR published in 2021, and she has gotten **a coordinated project and an individual project as a main researcher** of the Universidad de Córdoba partner to analyse, in the former, consumer behaviour regarding agri-food products made by goat milk, which has been feeding with byproducts derived from olive oil production process, in a circular economy subject, and, in the latter, the sustainability reporting from agri-food companies.

Part C. RELEVANT MERITS (*sorted by typology*)

C.1. Publications (JCR journals and book chapters)

- 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*, 46(2), 354-368.
- Anguiano-Santos, C.; **Salazar-Ordóñez, M.** (2024). Sustainability reporting as a tool for fostering sustainable growth in the agri-food sector: the case of Spain. *Journal of Environmental Planning and Management*, 67(2), 426-453
- **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.
- **Salazar-Ordóñez, M.**; Rodríguez-Entrena, M.; Villanueva, A.J. (2021). Exploring the commodification of biodiversity using olive oil producers' willingness to accept. *Land Use Policy* 107, 104348.
- 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.
- 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.
- Granado-Díaz, R.; Villanueva, A.J.; Rodríguez-Entrena, M.; **Salazar-Ordóñez, M.**; Estévez, M.; Sanz, A., Manrique, T. (2021). ¿Existe un patrón de preferencias del consumidor diferente según el tipo de jamón ibérico? *ITEA-Información Técnica Económica Agraria*, 117(5): 557-579.
- Dogbe, W.; **Salazar-Ordóñez, M.**; Gil, J.M. (2021). Disentangling the drivers of obesity: an analytical framework based on socioeconomic and intrapersonal factors. *Frontiers in Nutrition*, 8, 585318.
- 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. *ITEA-Información Técnica Económica Agraria*, xx, 1-18.
- **Salazar-Ordóñez, M.**; Rodríguez-Entrena, M. (2019). Hybridizing consumer behavioural approaches on agrifood markets: Attitudes, judgements and choices. *Spanish Journal of Agricultural Research*, 17(2), 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.
- **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.
- 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.
- Rodríguez-Entrena, M.; **Salazar-Ordóñez, M.**; Cordon-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.** (2015). Assessing the potential effects of the European Union multilevel approach to the Coexistence Policy. *European Review*, 23(4), 489-500.
- Rodríguez-Entrena, M.; **Salazar-Ordóñez, M.** (2015). Consumer behavior regarding Genetically Modified foods: A mediator model. In: *Genetically Modified Organisms in Food*, pp. 167-179. Elsevier Publishers.
- Rocamora-Montiel, B.; Colombo, S.; **Salazar-Ordóñez, M.** (2014). Social attitudes in southern Spain to shape EU agricultural policy. *Journal of Policy Modeling*, 36, 156-171.
- 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.
- **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.
- **Salazar-Ordóñez, M.**; Pérez-Hernández, P.P.; Martín-Lozano, J.M. (2013). Sugar beet for bioethanol production: An approach based on environmental agricultural outputs. *Energy Policy*, 55, 662-668.
- García-Alonso, C.R.; Campoy-Muñoz, P.; **Salazar-Ordóñez, M.** (2013). A Multi-objective Evolutionary Algorithm for enhancing Bayesian networks hybrid-based modelling. *Computers & Mathematics with Applications*, 66(10), 1971-1980.
- Rodríguez-Entrena, M.; **Salazar-Ordóñez, M.**; Sayadi, S. (2013). Coexistence of conventional, organic and GM crops from a European Union governance approach. In: *Advances in Environmental Research*, pp. 125-144. Nova Science Publishers.
- **Salazar-Ordóñez, M.**; Pérez-Alcalá, G. (2012). Institutional Innovations in the Common Agricultural Policy: A theoretical approach based on legitimacy. In: *Research Topics in Agricultural and Applied Economics*, Vol. 3, pp. 47-56. Bentham Books.
- **Salazar-Ordóñez, M.**; Rodríguez-Entrena, M.; Sayadi, S. (2012). Conocimiento y opiniones sobre la Política Agraria Común: Un análisis desde la óptica de los ciudadanos. *ITEA- Información Técnica Económica Agraria*, 108(2), 148-164.

C.3. Research projects

- GO-BIORUMIOLI: Productos bioeconómicos derivados de pequeños rumiantes a través de la revalorización de subproductos del aceite de oliva - GOPG-MA-20-0001. Period: 2022-2024. Granted: Consejería de Agricultura, Ganadería, Pesca y Desarrollo Sostenible, Junta de Andalucía. Budget: 262.332,94€ (59.150€ UCO partner). Partners: DCOOP,

Agrotechbiomed, Cooperativas Alimentarias, Consorcio ceiA3, UCO. Main researcher: Melania Salazar Ordóñez (UCO).

- Las empresas agroalimentarias: un análisis desde la responsabilidad social corporativa y el comportamiento del consumidor - RSCAGRO. ProyExcel_00347. Period: 2022-2025. Granted: Consejería de Conocimiento, Investigación y Universidad. Proyectos de Investigación de Excelencia 2021. Budget: 77.520€. Main researcher: Melania Salazar Ordóñez (UCO).
- AgrEcoMed - New Agroecological Approach for Soil Fertility and Biodiversity Restoration to Improve Economic and Social Resilience of Mediterranean Farming Systems – AGRECOMED. PRIMA-S2-2021/PCI2022-132987. Period: 2022-2025. Granted: Horizon 2020 - European Union's Framework Programme for Research and Innovation. Budget: 104.999,98€. Researcher. Main researcher: Julio Berbel (UCO).
- Análisis de políticas de agua en un contexto de escasez hídrica y cambio climático: un modelo hidro-económico a escala cuenca integrando efectos micro y macroeconómicos – BHYEM. PID2019-107127RB-I00. Period: 2020-2024. Granted: Ministerio de Ciencia, Innovación y Universidades. Budget: 93.170€. Researcher. Main researcher: Julio Berbel (UCO).
- Análisis del comportamiento del consumidor en el mercado de aceite de oliva español: Potenciales repercusiones de la aplicación de una reforma del etiquetado – MercaOli. RTA2013-00032-00-00. Period: 2014-2017. Granted: Instituto Nacional de Investigación y Tecnología Agraria y Alimentaria - INIA (Proyectos de investigación fundamental orientada). Budget: 78.522€. Main researcher: Macario Rodríguez (IFAPA).

C.4. Contracts, technological or transfer merits

- Fortalecimiento de capacidades institucionales locales y de la población rural para el desarrollo territorial en Chittagong, Bangladesh. 10-PR1-0430. Period: 2010-2013. Budget: 402.421€. Granted: Agencia Española de Cooperación Internacional para el Desarrollo. Partners: Bangladesh Academy for Rural Development. Main researcher within the leading team of researchers and managers.
- Concertación social y empoderamiento económico, con equidad de género, en los territorios rurales de Stung Treng y Ratanakiri. 10-PR1-512. Period: 2011-2013. Budget: 438.400€. Granted: Agencia Española de Cooperación Internacional para el Desarrollo. Partners: Centre d' Étude et de Développement Agricole Cambodgien, Departamento de Administración Local y Unidad Provincial de Administración Local Stung Treng y Ratanakiri. Main researcher within the leading team of researchers and managers.
- Fomento de la asociatividad de productores/as y la participación de grupos organizados para asegurar procesos de seguridad alimentaria en el departamento de Ocotepeque, Honduras. 11-PR1-0289. Period: 2011-2013. Budget: 506.550€. Granted: Agencia Española de Cooperación Internacional para el Desarrollo. Partners: Cooperativa Cafetalera Ecológica La Labor Ocotepeque Limitada - COCAFELOL y La Mancomunidad Güisayote. Main researcher within the leading team of researchers and managers.
- Seguridad alimentaria, manejo de recursos hídricos y forestales, y mejora de la productividad agrícola y de la comercialización, con enfoque territorial y fomentando la sostenibilidad ambiental, en Honduras. 14-CO1-318. Period: 2015-2018. Budget: 2.500.000€. Granted: Agencia Española de Cooperación Internacional para el Desarrollo. Partners: CESAL, Fundación COPADE, la Mancomunidad SOL, Mancomunidad Valle de Sensenti y La Mancomunidad Güisayote. Main researcher within the leading team of researchers and managers.