



NOMBRE Y APELLIDOS:	MACARIO RODRÍGUEZ ENTRENA
CATEGORÍA PROFESIONAL:	PROFESOR AYUDANTE DOCTOR
CARGO:	
DEPARTAMENTO:	ECONOMÍA, SOCIOLOGÍA Y POLÍTICA AGRARIAS
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LÍNEAS DE INVESTIGACIÓN

Research Interests:

- Modelling of Consumer and Farmer Behaviour
- Agri-food Marketing Research
- Designing of Agri-Environmental Policy Instruments
- Sustainable Farming Systems

PROYECTOS DE INVESTIGACIÓN

Current research projects:

- RTA2013-00032-00-00. MERCAOLI "Análisis del comportamiento del consumidor en el mercado interno del aceite de oliva: potenciales repercusiones de la aplicación de una reforma del etiquetado [Analysis of consumer's behaviour in the Spanish olive oil market: potential impacts of the implementation of the label policy reform]. Period: 2015-2018. Project Coordinator: Macario Rodríguez-Entrena (IFAPA-UCO). Financed by: Ministry of Economy and Competitiveness (MINECO).
- Horizon 2020 (H2020-ISIB-2014-2; Topic: ISIB-01-2014) Contract n° 633838. PROVIDE project. PROVIDing smart DELivery of public goods by EU agriculture and forestry. Period: 2015-2018. Project Coordinator: Davide Viaggi (Univ. of Bologna). Spanish Coordinator: José A. Gómez-Limón (University of Córdoba). www.provide-project.eu. Funded by European Commission.

PUBLICACIONES/OTRAS ACTIVIDADES

Google scholar profile: <https://scholar.google.es/citations?user=pkagohUAAAJ&hl=es&oi=ao>

ORCID: <https://orcid.org/0000-0002-9339-439X>

SCOPUS: <https://www.scopus.com/authid/detail.uri?authorId=54793348600>

ResearchID: <https://publons.com/researcher/1262759/macario-rodriguez-entrena/>

Most relevant peer-reviewed publications related to consumer behaviour:

- 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. R., & 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., Schuberth, F., & Gelhard, C. (2018). Assessing statistical differences between parameters estimates in Partial Least Squares path modeling. *Quality & Quantity*, 52(1), 57–69.
- Cabrera-Martínez, E., Arriaza, M. and 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. and Becerra-Alonso, D. (2015). 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*. DOI: 10.1002/jsfa.7247.
- Rodríguez-Entrena, M. and Salazar-Ordóñez, M. (2013). Influence of scientific-technical literacy on consumers' behavioural intentions regarding new food. *Appetite* 60: 193-202.