

CV

ZEIN KALLAS CALOT



**UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH**



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I. PROFESSIONAL & ACADEMIC SITUATION

I.1. Personal information

First and Family name	ZEIN KALLAS CALOT
Age	45

I.2. Current position

Name of University/Institution	Polytechnic University of Catalonia (UPC) Barcelona School of Agri-Food and Biosystems Engineering (EEABB)		
Department	Department of Agri-Food Engineering and Biotechnology (DEAB)		
Address and Country	C\ Esteve Terradas, 8, 08860, Castelldefels, Spain		
Phone number	935521213	e-mail	zein.kallas@upc.edu / zein.kallas@office365.upc.edu
Current position	Full Professor	From	2006 to present
Espec. cód. UNESCO	3199, 5302, 531201		
Palabras clave	Food Chain, Agrifood Market Analysis, Consumer Behavior, Adoption Studies, Economic Valuation Methods		
Name of University/Institution	Center for Agro-food Economy and Development (CREDA-UPC-IRTA)		
Address and Country	C\ Esteve Terradas, 8, 08860, Castelldefels, Spain		
Phone number	935521213	e-mail	zein.kallas2@irta.cat
Current position	Researcher	From	2006 to present
Espec. cód. UNESCO	3199, 5302, 531201		
Palabras clave	Food Chain, Agrifood Market Analysis, Consumer Behavior, Adoption studies, Economic Valuation Methods		

I.3. Certification of University agencies

- | | | |
|----------------------------|----------------------|------------|
| ▪ Full Professor (CL) | AQU Catalan Agency | 20/05/2020 |
| ▪ Associate Professor (AG) | AQU Catalan Agency | 01/03/2013 |
| ▪ Associate Professor (TU) | ANECA Spanish Agency | 12/01/2012 |
| ▪ Assistant professor (CD) | ANECA Spanish Agency | 21/01/2010 |
| ▪ Assistant professor (L) | AQU Catalan Agency | 03/12/2007 |

I.4. Graduate and Postgraduate studies

- **2006: Ph.D. in Agricultural Economics and Policies.** University of Valladolid, Valladolid, Spain.
 - *"Demand for non-commodity outputs from extensive agricultural systems: choice experiment versus contingent valuation". Excellent cum laude.*
- **2004: Professional Master in Agribusiness Management.** School for Industrial Organization (EOI), Madrid, Spain.
 - *"Setting up an Agro-food business for medicinal plants import from northern Africa". Excellent cum laude*
- **2003: Master of Science in Agro-food Marketing.** International Center for Advanced Mediterranean Agronomic Studies-Mediterranean Agronomic Institute of Zaragoza (CIHEAM-IAMZ), Zaragoza, Spain.
 - *"The e-commerce for high quality Agri-Food products". Excellent cum laude*
- **2001: Agricultural Engineer in Food Science and Technology-**, Agricultural Faculty of the Lebanese University, Beirut, Lebanon. Adapted and certified by the Spanish Ministry of Education and Science: Serie A: N° 0320738/2006/H07674.
 - *"Polyphenols' extraction from waste waters of olive oil mills". Excellent cum laude.*

I.4.1. Post-Doc research courses

1. The 3rd Advanced Summer School. Discrete Choice Modeling. **William H. Greene**. Crete, Greece. August, 2009.
2. Summer School in Event History & Survival Analysis, **Paul D. Allison**, University of Bologna, Forlì, Bertinoro, June, 2009.

I.4.2. Pre-Doc research courses

1. The economics of natural resources and the environment. International Center for Advanced Mediterranean Agronomic Studies-Mediterranean Agronomic Institute of Zaragoza (IAMZ), **Pere Riera**, Zaragoza, Spain, 2005
2. Modelling in Agricultural Economics with The General Algebraic Modeling System (GAMS), **María Blanco**, Polytechnic University of Madrid, Madrid, 2004
3. Agro-food Market Research: A modern Approach CIHEAM-IAMZ-Zaragoza, Spain, 2003
4. The economics of natural resources and the environment, Cantabria University UC, 2004
5. The Spanish multinationals, emerging reality, Economic School of "Herbert A. Simon"-UIMP, Santander, Spain, 2004

I.4.3. Masters and PhD. Grants

1. Spanish Ministry of Exterior Affairs and the Spanish Agency of International Cooperation (**MAE-AECI**). International competitive call.
 - ✓ Grant for Doctoral studies (September 2003- September 2006).
2. CIHEAM-IAMZ. -Mediterranean Agronomic Institute of Zaragoza (**CIHEAM-IAMZ**). International competitive call.
 - ✓ Grant for Master studies in Agrofood Marketing (July 2001-July 2003).
3. Industrial Organization School and **FEDER**. Spanish competitive call.
 - ✓ Grant Master studies in Agro-food Management (October 2003-May 2004).

II. RESEARCH ACTIVITIES

II.1. Certification of the research activity

- First period (2006-2011) of the research activity accreditation from AQU (Agència per a la Qualitat del Sistema Universitat de Catalunya).
- Second period (2012-2017) of the research activity accreditation from AQU (Agència per a la Qualitat del Sistema Universitat de Catalunya).
- Third Period (2018-2023) under evaluation next months

II.2. Publications JCR-ISI journals

2025

1. BAISHAKHY, S. D., BABA, Y., MISSAOUI, S., & KALLAS, Z. (2025). How Socio-Psychological Drivers Prompt the Adoption of Nature-Based Solutions: Evidence from Mediterranean Dryland Ecosystems. *Environment, Development and Sustainability*.
2. OUERTANI, E., ERRAACH, Y. ARFA, L. KALLAS, Z., DE MAGISTRIS, T., ORNELAS, S. (2025) Beekeepers' intentions to adopt resilience strategies for climate change: a comparative and integrated approach using Theory of Planned Behavior and Protection Motivation Theory. *Frontiers in Climate*
3. LARVOE, N., BABA, Y., DE HERRALDE, F., & KALLAS, Z. (2025). European Union green deal in action: Harnessing consumer preferences to drive pesticide reduction in winegrowing. *Journal of Cleaner Production*, 519, 145979 (IF: 9.8, Q1). <https://doi.org/10.1016/j.jclepro.2025.145979>
4. MOHD ALI N.I., MOHAMAD N.S. HASSAN, N.I., KALLAS Z., CHE MUSTAPA, M.A., LAM. K.C., AIYUB, K., SHARIF ALI, S.S. MOHD ALI, N.I. (2025) Exploring the complex nexus of climate change, food security, and public health: A scientific perspective through bibliometric analysis *Environmental Science and Policy* 170 (2025) 104118 <https://doi.org/10.1016/j.envsci.2025.104118>
5. LI, S., KALLAS, Z., ORNELAS, S., MUSTAPA, M. A. C., BEHRENDT, L., HAJDU, Z., MICHELS, E., & MEERS, E. (2025). Market potential for food from circular farming in Europe: Evidence from six EU countries on consumer demand and willingness to pay. *Nature npj-Science of Food*.
6. ORNELAS HERRERA, S. I., BABA, Y., ERRAACH, Y., OUERTANI, E., ARFA, L., MUTLU ÇAMOĞLU, S., ... & KALLAS, Z. (2025) Analysing Blockchain Adoption in Beekeeping: Application of Theoretical Models and Their Effectiveness. *Frontiers in Sustainable Food Systems*, 9, 1566341. (IF: 3.6, Q2). <https://doi.org/10.3389/fsufs.2025.1566341>
7. MENÉNDEZ I MOLIST, A., KALLAS, Z. & GUADARRAMA FUENTES, O.V. (2025). How the proximity sales certification shapes consumer perception of sustainability in short food supply chains. *Discover Sustainability*, 6, 259 (IF: 2.4, Q2). <https://doi.org/10.1007/s43621-025-01107-x>
8. LARVOE, N., BABA, Y., KALLAS, Z., & DE HERRALDE, F. (2025). Consumer acceptance and willingness to pay for olive oil with reduced pesticide use in the Euro-Mediterranean region: A reference-dependent contingent valuation approach. *Journal of Agriculture and Food Research*, 19, 101629 (IF: 4.8, Q1). <https://doi.org/10.1016/j.jafr.2024.101629>
9. MUSTAPA, M. A. C., KAJAD, N., & KALLAS, Z. (2025). Context matters: how different information influences consumer preferences and willingness to pay for animal products fed with insects. *Journal of Insects as Food and Feed*, 1-17. [Q1, IF = 4.7] <https://doi.org/10.1163/23524588-00001373>
10. MUSTAPA, M. A. C., BABA, Y., BAISHAKHY, S. D., & KALLAS, Z. (2025). Evolving Appetites: Current Evidence and Future Perspectives in Terms of Meat Substitutes in Europe. *Food Science & Nutrition*, 13(1), e4753. [Q2, IF = 3.5] <https://doi.org/10.1002/fsn3.4753>
11. MUSTAPA, M. A. C., BABA, Y., KALLAS, Z., GARCIA, M. B., GONZALEZ, C. E., & LÓPEZ-MAS, L. (2025). Consumers' attitudes toward and willingness to pay for organic aquaculture products: Evidence from Spain. *Aquaculture*, 742126. [Q1, IF = 3.9] <https://doi.org/10.1016/j.aquaculture.2025.742126>
12. MUSTAPA, M. A. C., & KALLAS, Z. (2025). Meta-Analysis of Consumer Willingness to Pay for Short Food Supply Chain Products. *Global Challenges*, 2400154. [Q1, IF = 4.4] <https://doi.org/10.1002/gch2.202400154>
13. KHALIL, R., BABA, Y., KALLAS, Z., HADDARAH, A., PUJOLA, M. (2025). Preferences of consumers engaged in sports towards high-protein snacks with cricket flour and carob: Determinant factors and hedonic evaluation. *Journal of Insects as Food and Feed* (IF: 4.7, Q1).

14. ORNELAS HERRERA, S.I., BABA, Y., **KALLAS, Z.**, MEERS, E., MICHELS, E., HAJDU, Z., & SPICNAGEL, A. M. (2025). The role of environmental attitudes and consumption patterns in consumers' preferences for sustainable food from circular farming system: a six EU case studies. *Agricultural and Food Economics*, 13(1),7. <https://doi.org/10.1186/s40100-025-00350-0>
15. MISSAOUI, S., RAHMANI, D., COLOMBO, S., **KALLAS, Z.**, GIL ROIG, J.M., AKAICHI, F. (2025) Heterogeneity in citizens' valuation of ecosystem services resulting from a lagoon public restoration project: Evidence from Tunisia. *Mediterranean Journal of Economics, Agriculture and Environment*

2024

16. KHALIL, R., **KALLAS, Z.**, PUJOLÀ, M., & HADDARAH, A. (2024). Consumers' Willingness to Pay for Snacks Enriched with Insects: A Trending and Sustainable Protein Source. *Future Foods*, 100360. <https://doi.org/10.1016/j.fufo.2024.100360>, (IF: 5.6, Q1).
17. KHALIL, R., **KALLAS, Z.**, PUJOLÀ, M., & HADDARAH, A. (2024). Organoleptic characteristics of high-protein snacks with novel and sustainable ingredients: Cricket flour and carob powder. *Food Science & Nutrition*. 00, 1-15. <https://doi.org/10.1002/fsn3.4392> (IF: 3.5, Q2)
18. MENÉNDEZ I MOLIST, A., **KALLAS, Z.**, & GUADARRAMA FUENTES, O. V. (2024). Assessing the Downstream and Upstream Preferences of Stakeholders for Sustainability Attributes in the Tomato Value Chain. *Sustainability*, 16(6), 2505. (IF:3.3, Q2) <https://doi.org/10.3390/su16062505>
19. MUSTAPA, M. A. C., **KALLAS, Z.**, SILANDE, C., GAGNAIRE, V., JAN, G., LÓPEZ-MAS, L., & AGUILÓ-AGUAYO, I. (2024). From Taste to Purchase: Understanding the Influence of Sensory Perceptions and Informed Tasting on Plant-Based Product Purchases-An Extension of the Theory of Planned Behavior. *Journal of Agriculture and Food Research*, 101188. <https://doi.org/10.1016/j.jafr.2024.101188>
20. MUSTAPA, M. A. C., **KALLAS, Z.**, LÓPEZ-MAS, L., ALAMPRESE, C., CONTIERO, S., & AGUILÓ-AGUAYO, I. (2024). Consumer attitudes, willingness to pay and hedonic evaluations of innovative legume gnocchi products. *Journal of the Science of Food and Agriculture*. [Q1, IF = 3.3] <https://doi.org/10.1002/jsfa.14063>
21. ORNELAS, S.; **KALLAS, Z.**, SEREBRENNIKOV, D., THORNE, F., MCCARTHY, S. (2024) Circular farming: EU consumers' purchase intention and willingness to pay for circular beef – A discrete choice experiment within the theory of planned behaviour (2024) *Journal of Environmental Planning and Management*. <https://doi.org/10.1080/09640568.2024.2351418>
22. ORTIZ-SOLÀ, J., AYUSO, M., LÓPEZ-MAS, L., **KALLAS, Z.**, ABADIAS, M., BARROS, L. & AGUILÓ-AGUAYO, I. (2024) Sensory Optimization of Gluten-Free Hazelnutomelette and Sugar-Modified Chestnut Pudding: A Free Choice Profiling Approach for Enhanced Traditional Recipe Formulations. *Journal of Food Science*. <http://10.1111/1750-3841.17244>
23. SEREBRENNIKOV, D.; **KALLAS, Z.**; THORNE, F.; ORNELAS, S.; MCCARTHY, S. (2024) Determinants of organic food purchase behavior in the European Union: A cross-country analysis guided by the theory of planned behavior. *British Food Journal* <https://doi.org/10.1108/BFJ-04-2023-0305>
24. TUNA, A., ORTIZ-SOLÀ, J., LÓPEZ-MAS, L., BASER, F., **KALLAS, Z.**, AGUILÓ-AGUAYO, I., ... & TOKATLI, F. (2024). Development of a yeast-free bread using legume and nut flours in a gluten-free flour: Techno-functional characteristics and sensory evaluation. *International Journal of Food Science & Technology*. 4 <http://dx.doi.org/10.1111/ijfs.17153>
25. ZHANG, R., **KALLAS, Z.**, CONNER, T. S., LOEFFEN, M. P. F., LEE, M., DAY, L., ... & REALINI, C. E. (2024). Factors influencing the willingness to pay a price premium for red meat with potential to improve consumer wellness in Australia and the United States of America. *Meat Science*, 109495. <https://doi.org/10.1016/j.meatsci.2024.109495>

2023

26. HERRERA, S. I. O., **KALLAS, Z.**, SEREBRENNIKOV, D., THORNE, F., & MCCARTHY, S. N. (2023). Towards circular farming: factors affecting EU farmers' decision to adopt emission-reducing innovations. *International Journal of Agricultural Sustainability*, 21(1), 2270149. <https://doi.org/10.1080/14735903.2023.2270149>
27. LÓPEZ-MAS, L., CLARET, A., ARVISENET, G., DEL CASTILLO, R., **KALLAS, Z.**, ZUCCARO, M., & GUERRERO, L. (2023). European consumers' beliefs about the main pillars of the sustainability: a comparison between wild and farmed fish. *Aquaculture International, Journal of the European Aquaculture Society*, 1-21. European consumers' beliefs about the main pillars. <https://fishdoi.org/10.1007/s10499-023-01070-2>, (IF: 2.953, Q2), Citations: 0
28. MUSTAPA, M. A. C., & **KALLAS, Z.** (2023). Towards more sustainable animal-feed alternatives: A survey on Spanish consumers' willingness to consume animal products fed with insects. *Sustainable Production and Consumption*, 41, 9-20. [Q1, IF = 12.1] <https://doi.org/10.1016/j.spc.2023.07.027>

2022

29. RIVERA-TOAPANTA, E., **KALLAS Z.**, ČANDEK-POTOKAR M. ..., VARELA E. & GIL, J. M. (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**, 1-11. DOI: <https://doi.org/10.1017/S1742170521000363> , (IF: 2,915, Q1), Citations: 0
30. VARELA, E., & **KALLAS, Z.** (2022) Societal preferences for the conservation of traditional pig breeds and their agroecosystems: Addressing preference heterogeneity and protest responses through deterministic allocation and scale-extended models. **Journal of Agricultural Economics**. <https://doi.org/10.1111/1477-9552.12472> . (IF: 4,163, Q1), Citations: 0
31. VARELA, E., & **KALLAS, Z.** (2022). Extensive Mediterranean agroecosystems and their linked traditional breeds: Societal demand for the conservation of the Majorcan black pig. <https://doi.org/10.1016/j.landusepol.2021.105848> **Land Use Policy**, 112, 105848. (IF: 6,189, Q1), Citations: 2
32. LI, S., **KALLAS Z.**, & RAHMANI, D. (2022). Did the COVID-19 lockdown affect consumers' sustainable behaviour in food purchasing and consumption in China? **Food Control**, 108352. <https://doi.org/10.1016/j.foodcont.2021.108352> , (IF: 6,652, Q1), Citations: 33

2021

33. SÁNCHEZ B.I.; CUEVAS REYES, V. **KALLAS Z.** & ZEGBE J.A. (2021) Preferences in 'Jalapeño' Pepper Attributes: A Choice Study in Mexico. **Foods** 2021, 10(12), 3111; <https://doi.org/10.3390/foods10123111> , (IF: 5,561, Q1), Citations: 1
34. LI, S. & **KALLAS Z.** (2021). Meta-analysis of consumers' willingness to pay for sustainable food products. **Appetite**, 105239; <https://doi.org/10.1016/j.appet.2021.105239> , (IF: 5,016, Q1), Citations: 46
35. PEJMAN, N., **KALLAS, Z.**, Reig, L., Velarde, A., Moreno, M., Magnani, D., ... & Dalmau, A. (2021). Should Animal Welfare be Included in Educational Programs? Attitudes of Secondary and University Students from Eight EU Countries. **Journal of Applied Animal Welfare Science**, 1-20; <https://doi.org/10.1080/10888705.2021.1969931> , (IF: 1,633, Q2), Citations: 0
36. LI S., **KALLAS Z.**, RAHMANI D. & GIL, J.M. (2021). Trends in Food Preferences and Sustainable Behavior during the COVID-19 Lockdown: Evidence from Spanish Consumers. **Foods**, 10(8), 1898; <https://doi.org/10.3390/foods10081898> , (IF: 5,561, Q1), Citations: 13
37. **KALLAS Z.**, ALBA M.F., CASELLAS K., BERGES M., DEGREEF G. & GIL J.M. (2021). The development of short food supply chain for locally produced honey. **British Food Journal**, 123(5), 1664-1680, <https://doi.org/10.1108/BFJ-01-2019-0070> , (IF: 2,102, Q2), Citations: 7
38. KHALIL, R., **KALLAS Z.**, HADDARAH, A., EL OMAR, F., & PUJOLÀ, M. (2021). Impact of COVID-19 Pandemic on Willingness to Consume Insect-Based Food Products in Catalonia. **Foods**, 10(4), 805; <https://doi.org/10.3390/foods10040805> , (IF: 5,561, Q1), Citations: 7

2020

39. ORDUÑO, M.A.; **KALLAS Z.**; ORNELAS S.I. (2020). Farmers' environmental perceptions and preferences regarding climate change adaptation and mitigation actions; towards a sustainable agricultural system in México. **Land Use Policy** 99 (2020): 105031. <https://doi.org/10.1016/j.landusepol.2020.105031> , (IF: 6,189, Q1), Citations: 11
40. VITALE M., **KALLAS Z.**, RIVERA-TOAPANTA E., KAROLYI D., CERJAK M., LEBRET B., & OLIVER M.A. (2020). Consumers' expectations and liking of traditional and innovative pork products from European autochthonous pig breeds. **Meat Science**, 168,108179. <https://doi.org/10.1016/j.meatsci.2020.108179> , (IF: 5,209, Q1), Citations: 15
41. SEREBRENNIKOV, D.; THORNE, F. **KALLAS, Z.** & MCCARTHY, S. (2020) Factors Influencing Adoption of Sustainable Farming Practices in Europe: A Systemic Review of Empirical Literature. **Sustainability**, 12(22), 9719. <https://doi.org/10.3390/su12229719> , (IF: 3,251, Q2), Citations: 29

2019

42. FERRER L., P. **KALLAS Z.**, REIG L. AMORES DG. D. (2019). The use of insect meal as a sustainable feeding alternative in aquaculture: Current situation, Spanish consumers' perceptions and willingness to pay. **Journal of Cleaner Production**, 229, 10-21. <https://doi.org/10.1016/j.jclepro.2019.05.012> , (IF: 9,297, Q1), Citations: 54
43. **KALLAS Z.**; VARELA E.; ČANDEK-POTOKAR M.; PUGLIESE C.; CERJAK M.; TOMAŽIN U;... & GIL J.M. (2019). Can innovations in traditional pork products help thriving EU untapped pig breeds? A non-

hypothetical discrete choice experiment with hedonic evaluation. *Meat science*, 154, 75-85. <https://doi.org/10.1016/j.meatsci.2019.04.011>, (IF: 3,644, Q1), Citations: 15

44. RAHMANI D., **KALLAS Z.**, PAPPA M. & GIL J.M. (2019). Are Consumers' Egg Preferences Influenced By Animal Welfare Conditions And Environmental Impacts? *Sustainability*, 11, 6218. <https://doi.org/10.3390/su11226218>, (IF: 2,576, Q2), Citations: 14
45. PEJMAN N., **KALLAS Z.**, DALMAU A., & VELARDE A. (2019). Should Animal Welfare Regulations Be More Restrictive? A Case Study in Eight European Union Countries. *Animals*, 9(4), 195. <https://doi.org/10.3390/ani9040195>, (IF: 2,323, Q1), Citations: 16
46. ORDUÑO, M.A.; **KALLAS Z.**; ORNELAS S.I. (2019). Analysis of farmers' stated risk using lotteries and their perceptions of climate change in the northwest of Mexico. *Agronomy*, 9(1), 4. <https://doi.org/10.3390/agronomy9010004>, (IF: 2,603, Q1), Citations: 7
47. ORDUÑO TORRES, M.A., **KALLAS Z.**, ORNELAS HERRERA, S.I., & GUESMI B. (2019). Is Technical Efficiency Affected by Farmers' Preference for Mitigation and Adaptation Actions against Climate Change? A Case Study in Northwest Mexico. *Sustainability*, 11(12), 3291. <https://doi.org/10.3390/su11123291>, (IF: 2,576, Q2), Citations: 4
48. **KALLAS Z.**; VITALE M. & GIL, J.M. (2019). Health Innovation in Patty Products. The Role of Food Neophobia in Consumers' Non-Hypothetical Willingness to Pay, Purchase Intention and Hedonic Evaluation. *Nutrients*, 11(2), 444. <https://doi.org/10.3390/nu11020444>, (IF: 4,546, Q1), Citations: 21
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50. SÁNCHEZ B.I.; **KALLAS Z.**; Rojas O. & GIL J.M. (2018). Determinant Factors of the Adoption of Improved Maize Seeds in Southern Mexico: A Survival Analysis Approach, *Sustainability*, 10(10), 3543. <https://doi.org/10.3390/su10103543>, (IF: 2,592, Q2), Citations: 11
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II.3. Publications in peer-reviewed journals (Scopus)

1. **KALLAS Z.**; ČANDEK-POTOKAR M.; TOMAŽIN U.; PUGLIESE C.; AQUILANI C. & GIL, J.M. (2017). Measuring Consumers' preferences for Traditional and Innovative Pork Products. *Agriculturae Conspectus Scientificus*, 82(2): 1-5. CiteScore: 0.3, Q3.
2. **KALLAS Z.**, GIL J.M., PANELLA-RIERA N., BLANCH M., TACKEN G., CHEVILLON P., DE ROEST K. & OLIVER, M.A. (2012). New EU Policies Towards Animal Welfare: The Relative Importance of Pig Castration. *EuroChoices*, 11(3), 36-43. 10.1111/1746-692X.12008, SCImago Journal Rank: 0.25, Q2, CiteScore: 0.7, Q2.
3. **KALLAS Z.**, GÓMEZ-LIMÓN J.A.; ARRIAZA M. & NEHHAY O. (2006). Análisis de la demanda de bienes y servicios no comerciales procedentes de la actividad agraria: el caso del olivar de montaña Andaluz. *Economía Agraria y Recursos Naturales*, 6(11), 49-79. <https://doi.org/10.22004/ag.econ.8006>

II.4. Publications in peer-reviewed journals (AHCI, ERIH, CARHUS, INRECS...)

1. **KALLAS Z.** & GÓMEZ-LIMÓN J.A. (2007). Valoración de la multifuncionalidad agraria: una aplicación a través del método de los experimentos de elección. *Estudios de Economía Aplicada*, 25 (1), 107-144.
2. **KALLAS Z.**, GÓMEZ-LIMÓN J.A. & SAN MARTÍN R. (2005). Comercio y marketing electrónico de los productos agroalimentarios de calidad certificada en Castilla y León. *Revista Española de Estudios Agrosociales y Pesqueros*, 207, 143-178. <https://doi.org/10.22004/ag.econ.166090>.

II.5. Publications in peer-reviewed non-indexed journals with external evaluation

1. SÁNCHEZ-TOLEDANO B., ZEGBE J. & **KALLAS Z.** (2019). Tipología de productores de durazno en Zacatecas, México por atributos de calidad del fruto. *Revista Mexicana De Ciencias Agrícolas*, 10(3), 743-751. <https://doi.org/10.29312/remexca.v10i3.1575>
2. LAMBARRAA F. & **KALLAS Z.** (2010). Policy impact on the efficiency of Less Favored Area Spanish olive farms. *Food Economics*, 7 (2), 100-106. <https://doi.org/10.1080/16507541.2010.531948>
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II.6. Publications in sectorial journals (extension)

1. ROMERO R., HARRAK, H. & **KALLAS, Z.** (2016). La rentabilidad de los quesos artesanos Una aproximación al coste de producción de cinco quesos representativos de los quesos artesanos catalanes. *Industrias Lácteas Españolas*, 438: 30-42.
2. ESCOBAR, C, **KALLAS, Z.** & GIL, J.M (2015) Survey: Consumers in Catalonia Accept Farmed Sea Bream, Vary on Form. *The Global Aquaculture Advocate*, 18(2): 52-54.
3. ESCOBAR, C, **KALLAS, Z.** & GIL, J.M (2012). Catalonia Consumers Prefer Wild Mussels. Study Finds Knowledge of Mussel Farming Limited. *The Global Aquaculture Advocate*, 15(3): 55-57.
4. **KALLAS, Z.**, BARCO, M.C., MONEO, M. & ANDRINO, P. (2012). What, who and how? The Traditional markets of Barcelona. *Informacions*, 249: 13.

II.7. Chapters in books

1. **KALLAS, Z.**; ESCOBAR, C. & GIL, J.M. (2013). El diseño de Doble Respuesta en los Experimentos de Elección (DREE). En marketing agroalimentario aplicaciones metodológicas y estudios de casos en el contexto global, 161-170. ISBN: 978-607-32-2088-0, *Pearson Educación*.

2. **KALLAS, Z.** & GIL, J.M. (2012) Valoración económica de la agrobiodiversidad. en la agrobiodiversidad como fuente de beneficio. ISBN: 978-84-616-0341-1 **Fundació Estudis Superiors d'Olot**, Olot, Girona.
3. GÓMEZ-LIMÓN, J.A. & **KALLAS, Z.** (2011) "Valoración de las funciones sociales y ambientales de la agricultura: los casos de las estepas cerealistas y del olivar de montaña". En Valoración Agraria: antecedentes para un futuro próximo, 89-98, ISBN: 978-84-614-7655-8 **Universidad Politécnica de Cartagena**, Cartagena.
4. **KALLAS, Z.**; GÓMEZ-LIMÓN, J.A. & BARREIRO, J. (2007) "Oferta y demanda de los bienes y servicios públicos en la agricultura española" En La Multifuncionalidad de la agricultura, pp. 109-131, ISBN: 978-84-491-0790-0 **Eumedía y el Ministerio de Agricultura, Pesca y Alimentación**, Madrid.
5. GÓMEZ-LIMÓN, J.A.; **KALLAS, Z.** & ARRIAZA, M. "Demanda social a favor de la multifuncionalidad en sistemas agrarios de baja productividad". En La Multifuncionalidad de la agricultura, pp. 151, 168. ISBN: 978-84-491-0790-0, **Eumedía y el Ministerio de Agricultura, Pesca y Alimentación**, Madrid.
6. ARRIAZA, M.; GÓMEZ-LIMÓN, J.A. & **KALLAS, Z.** (2007). "Valoración económica del carácter multifuncional de sistemas agrarios extensivos". En Informe anual del sector Agrario en Andalucía 2006, pp. 431-461, ISBN: 978-84-95191-96-0 **Fundación Unicaja**, Málaga.
7. ARRIAZA, M.; **KALLAS, Z.** & GÓMEZ-LIMÓN, J.A. (2007) "Análisis de la demanda de productos locales y ecológicos en la zona de Jerez de la Frontera". En Estrategias de diversificación productiva del sector alimentario de Jerez la Frontera, pp. 277-285, Depósito Legal: SE-4882-07, **Junta de Andalucía**, Sevilla.

II.8. Books

1. KALLAS, Z. & GÓMEZ-LIMÓN, J.A. (2012) Economic Valuation of Agricultural Multifunctionality. The Choice Experiments versus the joint use of the Contingent Valuation and the Analytical Hierarchy Process. Language (Spanish). ISBN: 978-3-8484-5240-8. Editorial Académica Española.
2. ESCOBAR, C, KALLAS, Z. & GIL, J.M (2012) Positioning Study of aquaculture products by Consumers in Catalonia, Center for Agro-food Economy and Development. Language (Catalan). ISBN: 978-84-940022-1-2. The Research and Technology Food and Agriculture Center, IRTA, Barcelona.

II.9. Participation and direction in competitive research projects

1. **Title:** *Empowering healthy lifestyle behaviour through personalised intervention portfolios to prevent and control obesity during vulnerable stages of life.*
Financing entity: European Commission under the PRIMA 2020
Reference: Grant Agreement number: 101080645 [2023] [HEALTHYW8] Programme HORIZON EUROPE, HORIZON-HLTH-2022-STAYHLTH-01-two-stage. Prevention of obesity throughout the life course.
Duration: 01/06/2023-31/05/2029.
Project coordinator: Bohn, Torsten (Health Institute of Luxemburg).
Project Budget: 10.001.182,00 €.
CREDA Budget: 345.375€
Project main Researcher at CREDA (IP): Zein Kallas
Role: Leader of the Work Package Multi-criteria and economic evaluation of the interventions.
2. **Title:** *Sustainable approaches to land and water management in Mediterranean drylands.*
Financing entity: European Commission H2020 under the Partnership for Research and Innovation in the Mediterranean Area Programme PRIMA
Reference: Grant Agreement number: [2123] [SALAM-MED] [Call 2021 Section 1 Water RIA]
Duration: 01/04/2022-31/03/2025.
Project coordinator: Pier Paolo Roggero (Università degli Studi di Sassari).
Project Budget: 2.835.714 €.
CREDA Budget: 200.000,00€
Project main Researcher at CREDA (IP): Zein Kallas
Role: Leader of the Work Package The human factor. Sustainable business opportunities.
3. **Title:** *Multi-agent Agri-food living labs for new supply chain Mediterranean systems. Towards more sustainable and competitive farming addressing consumers' preferences and market changes.*

Financing entity: European Commission H2020 under the Partnership for Research and Innovation in the Mediterranean Area Programme PRIMA

Reference: [LAB4SUPPLY] [Call 2020 Section 2 Thematic Area 3-Agrofood chain Topic 2.3.1 New optimized models of Agri-food supply chain systems offering fair price for consumers and reasonable profit share for producers under the funding scheme of "Collaborative Project" and type of action "Research and Innovation Actions (RIA)".

Duration: 01/06/2021-31/05/2024.

Project coordinator: Zein Kallas (CREDA).

Project Budget: 1.477.020,00 €.

CREDA Budget: 200.000,00€

Project main Researcher at CREDA (IP): Zein Kallas

Role: Project Coordination and Leader of the Work Package Agri-food Innovation Ecosystem (AIE) Living-Lab (LL).

4. Title: *Developing innovative plant-based added-value food products through the promotion of LOCAL Mediterranean NUT and LEGUME crops.*

Financing entity: European Commission H2020 under the Partnership for Research and Innovation in the Mediterranean Area Programme PRIMA

Reference: Grant Agreement number: [2033] [LOCALNUTLEG] [Call 2020 Section 1 Agrofood Value Chain IA]

Duration: 01/05/2021-31/04/2024.

Project coordinator: Ingrid Aguiló-Aguayo (IRTA).

Project Budget: 2.055.936,76€.

CREDA Budget: 91.000,00€

Project main Researcher at CREDA (IP): Zein Kallas

Role: Leader of the Work Package Assessment of consumers' satisfaction and acceptance of the innovative plant-based added-value food products.

5. Title: *Development of a Blockchain-based ecosystem that allows an improved positioning of small producers of honey on local and international markets.*

Financing entity: European Commission H2020 under the Partnership for Research and Innovation in the Mediterranean Area Programme PRIMA

Reference: ID: 1711, [TECHONEY] [Call 2021 Section 2 – Thematic Area 3 "Agrofood chain" – Topic 2.3.1 "Increasing the resilience of small-scale farms to global challenges and COVID-like crisis by using adapted technologies, smart agri-food supply chain and crisis management tools" under the funding scheme of "Collaborative Project" and type of action "Research and Innovation Actions (RIA)."

Duration: 01/04/2022-31/03/2025.

Project coordinator: Tiziana Di Magistris (CITA).

Project Budget: 1.248.531 €.

CREDA Budget: 120.000,00€

Project main Researcher at CREDA (IP): Zein Kallas

Role: Leader of the Work Package Honey Innovation and Learning Community LAB.

6. Title: *Are promotional strategies a barrier to reduce greenhouse gases emissions from meat products?*

Financing entity: Agencia Estatal de Investigación

Reference: [SUSPROMO] [PID2019-111716RB-I00]

Duration: 01/06/2020-31/05/2023.

Project coordinator: Zein Kallas.

Project Budget: 32.670,00€.

CREDA Budget: 32.670,00€

Project main Researcher at CREDA (IP): Zein Kallas

Role: Leader of the Work Package Stakeholders analysis and expert opinions to adopt the use of insect meal as sustainable feed alternatives and the Work Package WP4: Consumers preferences for poultry and pig fed with insect meals.

7. **Title:** *Integrated novel strategies for reducing the use and impact of pesticides, towards sustainable Mediterranean vineyards and olive groves.*
Financing entity: European Commission under the Horizon 2020 Call H2020-EU.3.2.1.1. - Increasing production efficiency and coping with climate change, while ensuring sustainability and resilience.
Reference: NOVATERRA-101000554
Duration: 01/11/2020-31/10/2024.
Project coordinator: DeHerralde, Felicidad (IRTA).
Project Budget: 4,884,346.35€.
CREDA Budget: 166.250,62€
Project main Researcher at CREDA (IP): Zein Kallas
Role: Co-Leader of the Work Package: Validation and Impact Evaluation Of Integrated Global Solutions For An Effective And Adapted IPM Strategy. Leader of the Task 5.3.1: Evaluation of stakeholders' acceptance. Leader of the Task 5.3.2: Cost-benefit assessment. Leader of the Task 5.3.3: Willingness to pay of consumers.
8. **Title:** *Efficient Carbon, Nitrogen and Phosphorus cycling in the European Agri-food System and related up- and down-stream processes to mitigate emissions*
Financing entity: European Commission under the Horizon 2020.
Reference: CIRCULAR AGRONOMICS-773649
Duration: 01/09/2018-30/02/2023.
Project coordinator: Victor Riau (IRTA).
Project Budget: 6,999.795,50€.
CREDA Budget: 280.875€
Project main Researcher at CREDA (IP): Zein Kallas
Role: Co-Leader of the Work Package: Social and Economic Evaluation. Participation in Task 4.1: Farmers Dialogue and Task 4.2: Consumer Acceptance Evaluation.
9. **Title:** *Transition towards a more carbon and nutrient efficient agriculture in Europe*
Financing entity: European Commission under the Horizon 2020
Reference: NUTRI2CYCLE-773682
Duration: 01/10/2018-31/09/2023.
Project coordinator: Erik Meers (Ghent University-GU).
Project Budget: 6.850.050€.
CREDA Budget: 196,625.00 €
Project main Researcher at CREDA (IP): Zein Kallas
Role: Leader of the Work Package: The Human Factor: Understanding (and influencing) consumer behaviour, perception and acceptance in four EU case studies.
10. **Title:** *Diversity of local pig breeds and production systems for high quality traditional products and sustainable pork chains.*
Financing entity: European Commission under the Horizon 2020-Research & Innovation Action
Reference: TREASURE-634476.
Duration: 01/02/2015-01/02/2019.
Project coordinator: Meta Candek-Potokar (Agricultural Institute of Slovenia (KIS)).
Project Budget: 3,395,986.75€.
CREDA Budget: 214,450.00€
Project main Researcher at CREDA (IP): José Maria Gil
Role: Task Leader: Consumers' preference and Willingness to Pay in six EU case studies.
11. **Title:** *Adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems.*
Financing entity: European Commission under the Horizon 2020-Research & Innovation Action
Reference: FEED-A-GENE 633531.
Duration: 01/03/2015-01/03/2019.
Project coordinator: Jaap Van Milgen (INRA).

Project Budget: 9,933,795.00€.

CREDA Budget: 145.772,14€

Project main Researcher at CREDA (**IP**): José Maria Gil

Role: Participation in the Task: Evaluation of consumers and farmers' attitudes. Responsible for the design of the Choice Experiments to analyze consumers' willingness to pay towards products obtained with sustainable animal production systems with less carbon and water footprints.

12. Title: *Study on the improved methods for animal-friendly production, in particular on alternatives to the castration of pigs and on alternatives to the dehorning of cattle.*

Financing entity: European Commission, Health and consumers' directorate-general, animal health and welfare

Reference: ALCASDE, SANCO/D5/2008/SI2.517191.

Duration: 01/12/2008-01/12/2009.

Project coordinator: Maria Angels Oliver (IRTA).

Project Budget: 212.000€.

CREDA Budget: 28.000€

Project main Researcher at CREDA (**IP**): José Maria Gil

Role: Evaluation of consumers and farmers' attitudes towards animal welfare and alternative to pig castrations in Europe. Responsible of the questionnaire the consumers' Choice Experiments designs.

13. Title: *Market potential and quality of meat and meat products from entire males. European perspectives of banning pig castration.*

Financing entity: Instituto Nacional De Investigación Agroalimentaria

Reference: RTA-2011-00027-C02-01-BOARMARKET (61056-CREDA).

Duration: 01/01/2012-01/01/2015.

Project coordinator: Maria Angels Oliver (IRTA).

Project Budget: 107.758,56€.

CREDA Budget: 13.521.38€

Project main Researcher at CREDA (**IP**): Zein Kallas

Role: Leader of the Consumers' preference study and Stakeholders analysis.

14. Title: *Beef enriched with n-3 and CLA. Lipid metabolism, product quality and consumer attitude towards functional foods.*

Financing entity: Instituto Nacional De Investigación Y Tecnología Agraria Y Alimentaria-INIA

Reference: RTA2009-00004-C02-00

Duration: 19/10/2009 - 19/10/2012.

Project coordinator: Carolina Realini Cujó (IRTA)

Project Budget: 178.293,60 €

Role: CREDA participated as External Research team. Responsible of the design and analysis of the consumers' Willingness to Pay of healthy beef products.

15. Title: *Price transmission between energy and food markets: the impact of biofuels.*

Financing entity: Gobierno de España. Ministerio de Educación y Ciencia (MEC). Dirección General de Universidades (DGU), Instituto Nacional de Investigación y Tecnología Agraria y Alimentaria (INIA)

Reference: RTA-2009-00013-00-00.

Duration: 01/10/2009-01/9/2012.

Project coordinator: Teresa Serra (CREDA).

Project Budget: 39,699.6. €.

CREDA Budget: 39,699.6 €

Project main Researcher at CREDA (**IP**): Teresa Serra (CREDA)

Role: Evaluation of consumers attitudes and Willingness to pay towards Biodiesel. Responsible of the survey design and the choice experiment.

16. Title: *The Effects of CAP Decoupling Measures on Production Decisions.*

Financing entity: Gobierno de España. Ministerio de Educación y Ciencia (MEC). Dirección General de Universidades (DGU)

Reference: AGL-2006-00949/AGR.

Duration: 01/10/2007-30/09/2010.

Project coordinator: Teresa Serra (CREDA).

Project Budget: 51.183€

CREDA Budget: 51.183€

Project main Researcher at CREDA (**IP**): Teresa Serra (CREDA)

Role: Evaluation of farmers decision to invest in the Cereals, Oilseeds, Proteinseeds sector and the impact of the Policy intervention on such decision.

17. Title: *Determinants factors of Organic Food Production and Consumption Decisions.*

Financing entity: Instituto Nacional De Investigación Y Tecnología Agraria Y Alimentaria-INIA

Reference: RTA-2006-00002-00-00.

Duration: 01/09/2007-31/10/2010.

Project coordinator: José Maria Gil (CREDA).

Project Budget: 44.000€

CREDA Budget: 44.000€

Project main Researcher at CREDA (**IP**): José Maria Gil (CREDA)

Role: Responsible of the design and analysis of farmers' decision to adopt organic farming.

18. Title: *Agriculture multifunctionality: The social demand of non-commodities goods.*

Financing entity: Consejería de Educación de La Junta de Castilla y León

Reference: VA006A05

Duration: 01/09/2005-31/10/2007.

Project coordinator: José Antonio Gómez-Limón (Universidad De Valladolid).

Project Budget: 13.400€

Role: Analysis of citizens preferences towards multifunctionality of agriculture. My Ph.D. dissertation was carried out within this project.

19. Title: Social and environmental externalities valuation in agricultural systems.

Financing entity: Ministerio de Ciencia y Tecnología y el Fondo Europeo De Desarrollo Regional FEDER

Reference: MULTIAGRO (AGL2003-07446-C03-01)

Duration: 01/10/2004-30/09/2006.

Project coordinator: José Antonio Gómez-Limón (Universidad De Valladolid).

Project Budget: 70.350€

Role: Analysis of citizens preferences towards multifunctionality of agriculture. My Ph.D. dissertation was carried out within this project.

20. Title: The e-commerce of high quality Agro-food products: Situation and Perspectives.

Financing entity: Consejería de Economía y Hacienda de la Junta de Castilla y León

Reference:

Duration: 15/09/2002-15/10/2003.

Project coordinator: José Antonio Gómez-Limón (Universidad De Valladolid).

Project Budget: 3.000€

Role: Analysis of agribusiness adoption of the e-commerce. My Master dissertation was carried out within this project.

21. Title: Ensure fair NEXUS transition for climate change adaptation and sustainable development implementation based on coupled nature-based systems and bioeconomy.

Financing entity: European Commission under the PRIMA 2020. H2020 (PRIMA - Partnership for Research & Innovation in the Mediterranean Area)

Reference: Grant agreement no. [2142] [SURE_NEXUS] [Call 2021 Section 1 Nexus IA]. Ensure Fair Nexus Transition for Climate Change, Adaptation and Sustainable Development.

Duration: 01/04/2022-31/03/2025.

Project coordinator: Jordi, Morato Farreras (UPC)

Project Budget: 3,891,543.00€.

CREDA Budget: 200.000€

Project main Researcher at CREDA (IP): Ibtissem taghouti

Role: Participation in the proposal preparation

22. Title: INnovations in plant Varlety Testing in Europe to foster the introduction of new varieties better adapted to varying biotic and abiotic conditions and to more sustainable crop management practices.

Financing entity: European Commission H2020. Call H2020-EU.3.2.1.1. - Increasing production efficiency and coping with climate change, while ensuring sustainability and resilience

Reference: Grant agreement no. 817970 [INVITE].

Duration: 01/07/2019-30/06/2024.

Project coordinator: François Laurens (INRAe)

Project Budget: € 7,999,988.25 €.

CREDA Budget: 179,784.00€

Project main Researcher at CREDA (IP): José Maria Gil

Role: Participation in the proposal preparation, Presenting CREDA in the Kick-off Meeting.

23. Title: Réseau d'experimentation, d'échange et de transfert pour le développement de l'agriculture biologique en productions végétales à destination des agriculteurs catalans

Financing entity: Interreg Sudoe- EU (Objectif 3 de coopération territoriale Espagne - France - Andorre). Fondo Europeo De Desarrollo Regional FEDER

Reference: EFA 10/08 [RedBio]

Duration: 01/01/2009-30/06/2012.

Project coordinator: François Laurens (INRAe)

Project Budget: € 2 728 894 €.

CREDA Budget: 128,000.00€

Project main Researcher at CREDA (IP): José Maria Gil

Role: Participation in the first planning of activities with the Spanish partner UB.

24. Title: Prospective analysis of the sustainability of national agricultural systems within the framework of the CAP: continental systems

Financing entity: Ministerio de Educación y Ciencia (MEC) y Fondo de Desarrollo Regional. Plan Nacional de Investigación Científica, Desarrollo e Innovación Tecnológica.

Reference: AGL2006-05587-C04-01/AGR [FuturPAC]

Duration: 10/01/2006-31/12/2009.

Project coordinator: José Antonio Gómez Limón (Universidad de Valladolid)

Project Budget: € 154,880.00€.

Role: Initial planning of activities – institution changes.

II.10. PhD. Dissertations supervised

1. Selene Ivette Ornelas Herrera: Consumer and farmer preferences towards a sustainable agri-food system. Institute of sustainability –UPC,
2. Shanshan Li: Consumers' preferences and willingness to pay towards sustainable food products: Current situation and future perspective in EU and China. Institute of sustainability –UPC,
3. Reine Khalil The Use of Insects as Sustainable Food Ingredients: Future Perspectives and Consumers' Preferences. Phd in Departament d'Enginyeria Agroalimentària i Biotecnologia
4. Animal welfare in Europe and Iran: policy perspective and society- Institute of sustainability –UPC, 10/03/2022 by Niloofar Pejman
5. Analysis of preferences towards climate change adaptation and mitigation actions: perspective of the farmers in northwestern Mexico. Institute of sustainability –UPC, 20/11/2020 by Orduño Torres, Miguel Ángel.
6. Consumer preferences towards omega 3 health claim on food products, Institute of sustainability - UPC, 12/07/2017 by Yasmina Baba EL Mokhtari.
7. Preferences heterogeneity amongst consumers towards high quality Catalan wines: a choice experiment approach, Institute of sustainability -UPC, 10/07/2017 by Cristina Escobar González.
8. Farmers' Preferences and The Factors Affecting Their Decision to Improve Maize Crops in Mexico, Institute of sustainability –UPC, 08/06/2017 by Blanca Isabel Sánchez Toledano.

II.11. PhD. Dissertations currently under supervision.

1. Adrià Menéndez i Molist (2022-2023): Sustainable models of agri-food supply chain offering fair prices to consumers and reasonable profit to producers: the tomato value chain in Catalonia.
2. Adzran Mustapa (2022-2023): Consumer preferences and acceptance for innovative plant-based added-value food products in Spain (2022-2023): experimental and survey evidence.
3. Filippo (2022-2023). Competitiveness of Mediterranean Agrifood sector: challenges and perspectives
4. Noah (2022-2023) Stakeholders' acceptance of new alternative innovations for sustainable olive oil and wine growing.

II.12. Research international congresses and seminars

1. Confreso EuropeosRennes

2. Congreso Zaragoza

3. Congreso WELLNES 2023

4. LÓPEZ-MAS, L.; CLARET, KALLAS, Z.; ZUCCARO, M.; GUERRERO, L. (2022) European consumers' sustainability beliefs: wild fish versus farmed fish. **Aquaculture Europe 22: Innovative Solutions in a changing world**, European Aquaculture Society, Rimini, Italy.
5. LÓPEZ-MAS, L.; BERMÚDEZ, A...KALLAS, Z.; ZUCCARO, M.; GUERRERO, L. (2022) Which aspects are more important for European consumers to assess fish sustainability? 10th European Conference on **Sensory Analysis and Consumer Research**. Turku, Finland.
6. LÓPEZ-MAS, L.; CLARET, A...KALLAS, Z.; ZUCCARO, M.; BERMÚDEZ, A.; GUERRERO, L. (2022). Conocimiento y percepción de los consumidores europeos sobre el logotipo ecológico. V Congreso de la **Asociación Española de Profesionales del Análisis Sensorial (AEPAS)**, Girona, España.
7. RAHMANI, D., KALLAS, Z. AND GIL, J.M. (2022) The effect of rational and emotional promotional messages on consumer sensory evaluation, buying intention, and willingness to pay for products with

protected designation of origin (PDO). International Center for Food Chain and Network Research, **University of Bonn**, Germany.

8. RAHMANI, D., **KALLAS, Z.** AND GIL, J.M. (2022) How COVID-19 affected consumers' preferences and attitudes toward foods with Protected Designation of Origin (PDO). **Worldwide Perspectives on Geographical Indications** Food and Agriculture Organization of the United Nations (FAO) and the Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), **Montpellier (France)**.
9. **KALLAS, Z.**, RAHMANI, D., MORCILLO, Y., COLOMER, D. AND GIL, J.M. (2022) The impact of emotional storytelling on consumers' acceptance and purchasing intention of cheese and hazelnut with Protected Designation of Origin. **Worldwide Perspectives on Geographical Indications** Food and Agriculture Organization of the United Nations (FAO) and the Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), **Montpellier (France)**.
10. ORNELAS, S.; **KALLAS, Z.** (2022). Prioritization of potential motivations affecting the adoption decision of a sustainable innovation involved in the circular economy at the farm level: Catalonia case study. **International Symposium on the Analytic Hierarchy Process- Decision-Making in Business Practice**-the International Society on Multiple Criteria Decision Making and Pittsburgh University. p. 61-62. Proceedings: ISSN 1556-8296. doi.org/10.13033/isahp.y2022.064
11. RUIZ, L., **KALLAS, Z.**; MENÉNDEZ I MOLIST, A.; PUIG DE MORALES, M.; NOUTFIA, Y.; BOUGHAMOURA, O. & OUABOUCH, H. (2022). Consumers' Preferences for Sustainability Attributes When Selecting a Place to Purchase Fruits and Vegetables In Spain, France & Morocco. **International Symposium on the Analytic Hierarchy Process- Decision-Making in Business Practice**-the International Society on Multiple Criteria Decision Making and Pittsburgh University. Proceedings: ISSN 1556-8296. doi.org/10.13033/isahp.y2022.064.
12. MENÉNDEZ I MOLIST, A.; **KALLAS, Z.**; PUIG DE MORALES, M.; NOUTFIA, Y., BOUGHAMOURA, O. & OUABOUCH, H. (2022). Preferences Analysis of Restaurants, Industry and Retailers for Selecting Fruits and Vegetables Suppliers In Spain, France And Morocco. **International Symposium on the Analytic Hierarchy Process- Decision-Making in Business Practice**-the International Society on Multiple Criteria Decision Making and Pittsburgh University. Proceedings: ISSN 1556-8296. doi.org/10.13033/isahp.y2022.064.
13. MENÉNDEZ I MOLIST, A.; **KALLAS, Z.**; PUIG DE MORALES, M.; NOUTFIA, Y., BOUGHAMOURA, O. & OUABOUCH, H. (2022). Assessing Farmers' Objectives to Participate In Short Food Supply Chains In Spain, France And Morocco. **International Symposium on the Analytic Hierarchy Process- Decision-Making in Business Practice**-the International Society on Multiple Criteria Decision Making and Pittsburgh University. Proceedings: ISSN 1556-8296. doi.org/10.13033/isahp.y2022.064
14. KHALIL R.; **KALLAS, Z.**; HADDARAH, A; EL OMAR, FAWAZ; PUJOLÀ, M. (2021). Impact of COVID-19 Pandemic on Willingness to Consume Insect-Based Food Products in Catalonia, **ICAE International Conference of agricultural Economists, August 17-31, Online, India**
15. PEJMAN, N; **KALLAS, Z.**; REIG, L; VELARDE, A.; MORENO, M; MAGNANI, D., ... & DALMAU, A. (2021). Should Animal Welfare Be Included in Educational Programs? Attitudes of Secondary and University Students from Eight EU Countries, **ICAE International Conference of agricultural Economists, August 17-31, Online, India**
16. Li, S; **KALLAS, Z.** (2021). Meta-Analysis of Consumers' Willingness to Pay for Sustainable Food Products. **ICAE International Conference of agricultural Economists, August 17-31, Online, India**
17. ORNELAS, S; **KALLAS Z.**; ANGEL ORDUÑO TORRES, M. (2020). Climate Change Adaptation and Mitigation Actions Based on Farmers' Environmental Preferences and Perceptions. Sustainable Agriculture, Mexico. **ICAE International Conference of agricultural Economists, August 17-31, Online, India**
18. FERRER LLAGOSTERA, P; **KALLAS, Z.**; REIG, L; AMORES DE GEA, D. (2019). The Use Of Insect Meal As A Sustainable Feeding Alternative In Aquaculture : Current Situation, Spanish Consumers' Perceptions And Willingness To Pay, **XVI EAAE congress: Raising the Impact of Agricultural Economics: Multidisciplinarity, Stakeholder Engagement and Novel Approaches, 20th -23th July, on line Prague, Czech Republic**
19. RAHMANI, D ; **KALLAS Z** ; PAPA, M ; GIL, J. M. (2021). Animal Welfare or Greenhouse Gas emissions ? Consumers' preferences for hens' eggs in Spain, **XVI EAAE congress: Raising the Impact of Agricultural Economics : Multidisciplinary, Stakeholder Engagement and Novel Approaches, July 20-23, 2021 on line Prague, Czech Republic.**
20. ORNELAS, S. ; **KALLAS, Z** ; SEREBRENNIKOV, D ; FERNÁNDEZ, B ; - MANTOVI, P ; GRASSAUER, F ; HOLBA, M ; - MCCARTHY, S. (2021). Factors affecting farmers' decision to adopt innovative circular farming practices and solutions in EU. **179TH EAAE SEMINAR Food Policy Modelling as an Effective**

- and Expeditious Response to Today's Urgent Issues. 09 - 10 september, **2021**, chania, crete, **Greece**, Mediterranean Agronomic Institute Of Chania, Ciheam Mai.Chania
21. Li, S – **KALLAS, Z** ; Rahmani, D ; Gil, J. M. (**2021**), The impact of COVID-19 lockdown and consumers' risk preference and perceptions on food purchasing and consumption behaviour in Spain. **179TH EAAE SEMINAR**. food policy modelling as an effective and expeditious response to today's urgent issues. **09 - 10 september**, chania, crete, **Greece** | Mediterranean Agronomic Institute Of Chania, Ciheam Mai.Chania.
 22. Rahmani, D., KALLAS, Z. Gil, J.M. & LOUREIRO, M. (2021) Impact of COVID-19 on shopping habits. 2021 AAEA & WAEA Joint Annual Meeting: Food Markets and COVID-19: An International Perspective. August 1-3, Austin, Texas, USA.
 23. ORDUÑO TORRES M.A., **KALLAS Z.**, ORNELAS HERRERA, S.I. (**2019**) Farmers' perceptions of environmental change and preferences for climate change' adaptation and mitigation actions in in northeastern Mexico. **IX Congreso Internacional de Educación Ambiental** para la Sustentabilidad, desde la Innovación, la Transdisciplinariedad e Interculturalidad, Mazatlán, Sinaloa, **Mexico**,
 24. **KALLAS, Z.**; GONZÁLEZ, J.; JAUME, J.; GIL, M.; RIVERA-TOAPANTA, E.; OLIVER, M.A. & GIL, J.M. (**2019**) Study of the opinions of the stakeholders of the Porc Negre Mallorquí production system by means of the World Café Focus Group methodology. The **51st Swine Days' Research**, 5th-6th February, Paris, **France**.
 25. LEBRET, B.; **KALLAS, Z.**; LENOIR, H., PERRUCHOT, M.H., VITALE, M.; OLIVER, M.A. (**2019**) Étude consommateurs sur les produits traditionnels de porcs de race locale: attentes et évaluation hédonique. The **51st Swine Days' Research**, 5th-6th February, Paris, **France**.
 26. **KALLAS, Z.**; VITALE, M.; ČANDEK-POTOKAR, M.; LEBRET, B.; PUGLIESE, C.; CERJAK, M.; OLIVER, M.A.; TOMAŽIN, U.; AQUILANI, C. KAROLYI, D. & GIL, J.M. (**2018**) Are Food Neophobic Consumers Reluctant to Innovative Traditional Pork Products? An Analysis in five European countries using A Non-Hypothetical Choice Experiment. The **30th International Conference of Agricultural Economists**, **28 July – 2 August**, Vancouver, **Canada**.
 27. **KALLAS Z.**; ALBA M.F.; CASELLAS K.; BERGES M.; DE GREEF G.; GIL J.M. (**2018**) Consumers' Opinions towards the Short Food Supply Chains of Honey Origin: A Non-Hypothetical Discrete Choice Experiment with Hedonic Evaluation in Argentina. The **164th EAAE Seminar**, Preserving Ecosystem Services via Sustainable Agro-food Chains. Mediterranean Agronomic Institute of Chania (MAICh), 5-7 September, Chania, **Greece**.
 28. LEBRET, B.; **KALLAS, Z.**; LENOIR, H., PERRUCHOT, M.H., VITALE, M.; OLIVER, M.A. (**2018**). Consumers' study on traditional pork products from local breeds: expectations and hedonic evaluation. The **69th Annual Meeting of the European Federation of Animal Science (EAAP)** 27th - 31st August, Dubrovnik, **Croatia**. Wageningen Academic Publishers, 492 (ISBN: 978-90-8686-323-5), doi.org/10.3920/978-90-8686-871-1.
 29. DILME, J., RIVERA-TOAPANTA, E., VITALE, M., **KALLAS, Z.**, GIL,M.; OLIVER, M.A. (**2018**) Innovative patties from Majorcan Black Pig meat: Results of a consumer study in Barcelona. The **69th Annual Meeting of the European Federation of Animal Science (EAAP)** 27th - 31st August, Dubrovnik, **Croatia**. Wageningen Academic Publishers, 494 (ISBN: 978-90-8686-323-5), doi.org/10.3920/978-90-8686-871-1.
 30. KAROLYI, D.; CERJAK, M.; OLIVER, M.A.; DILME, J.; VITALE, M.; **KALLAS, Z.**; GIL, J.M.; ČANDEK-POTOKAR, M. (**2018**). Consumers' acceptance of health-related innovations in dry-cured ham from Turopolje pig breed, The **69th Annual Meeting of the European Federation of Animal Science (EAAP)** 27th-31st August, Dubrovnik, **Croatia**. Wageningen Academic Publishers, 495 (ISBN: 978-90-8686-323-5), doi.org/10.3920/978-90-8686-871-1.
 31. **KALLAS Z.**; Alba M.F.; Casellas K.; Berges M.; De Greef G.; Gil J.M. (2017). Impact of the Sensory Experience On Consumers' Preference Toward the Origin of Honey: A Case Study in Mar Del Plata – Argentina. **IAAE Interconference- Symposium** :Agricultural Productivity, Climate Change and Sustainable Resource Management, October 17-20, 2017. University of Talca, **Chile**
 32. LAASAL M., **KALLAS Z.** & GIL J.M. (2017) Consumers Preferences for Dairy-Alternative Products Using Home-Scan Data and Alternative Choice Experiment Designs. The XV EAAE Congress. Towards Sustainable Agri-Food Systems: Balancing between Markets and Society, August 29 – September 1 Parma, Italy.
 33. GIL, J. M. & **KALLAS, Z.** (2017) The analysis of Consumers' preference: A methodological approach. The international Food Marketing Research Symposium. The Institute of Food Products Marketing, University of Zagreb Faculty of Agriculture, June 15-16, 2017 Dubrovnik, Croatia.

34. SÁNCHEZ B.I., **KALLAS, Z.** & GIL, J.M. (2017) Survival Analysis of Adoption of Improved Corn Seeds in The Southern Mexico. The 2017 Annual Meeting of the American Agricultural and Applied Economic association, July 30–August 1, Chicago, United states.
35. **KALLAS Z.**; ČANDEK-POTOKAR M., TOMAŽIN U., PUGLIESE C., AQUILANI C. & GIL, J.M. (2017) Measuring Consumers' preferences for Traditional and Innovative Pork Products. The 25th International Symposium of Animal Science Days, September 21 Brandlücken, Austria.
36. ČANDEK-POTOKAR M., TOMAŽIN U., ŠKRLEP M., BATOREK-LUKAČ, N., PREVOLNIK M., DOVČ P., **KALLAS, Z.**, & GIL, J.M. (2017) Krškopolje pig in treasure project: from rearing to product. Proceedings of the 11th International Symposium Modern Trends in Livestock Production, October 11-13, Belgrade, Serbia
37. **KALLAS, Z.**; BORRISSE, F.; MARTÍNEZ, B.; VIEIRA, C.; PANELLA, N. OLIVER, M.A. & GIL, J.M. (2016) A comparison of Generalized Multinomial Logit, Random Parameters Logit, WTP-space and Latent Class models to study the consumers' preferences for animal welfare. The 157th EAAE Seminar 'VI Workshop on Valuation Methods in Agro-food and Environmental Economics', Castelldefels, Spain.
38. **KALLAS, Z.**; DALMAU, A.; VELARDE, A.; MAGNANI, D.; MORENO, M.; PROTOPAPADAKI, V.; RIBIKAUSKAS, V.; RIBIKAUSKIENE, D. & GIL, J.M. (2016). The relative importance of pig welfare in seven European Countries. The IX International Symposium on Mediterranean Pig, Portalegre, Portugal.
39. HELLALI, W.; **KALLAS, Z.** & GIL, J. M. (2015) Consumer's revealed preferences for yogurt purchase in Catalonia: A Generalized Multinomial Logit Approach. *The 148th seminar of the EAAE "Does Europe need a Food Policy?"* The Hague. Netherlands.
40. **KALLAS, Z.**; BORRISSE, F.; MARTÍNEZ, B.; VIEIRA, C.; RUBIO, B.; PANELLA, N.; GIL, M.; LINARES, M.B.; GARRIDO, M.D.; OLIVARES, A.; MIGUEL I.; OLIVER, M.A. & GIL J.M. (2015) The impact of the sensory experience on scale and preference heterogeneity: The GMNL model approach applied to pig castration and meat quality. 143rd Joint EAAE-AAEA Seminar "Consumer Behavior in a Changing World: Food, Culture and Society. Napoli, Italy
41. ESCOBAR C., **KALLAS Z.**, & GIL J.M. (2015) Impact of the economic and political changes on consumers' wine preferences in Catalonia (Spain): a generalized multinomial logit approach 143rd Joint EAAE-AAEA Seminar "Consumer Behavior in a Changing World: Food, Culture and Society. Napoli, Italy
42. BABA, Y.; **KALLAS, Z.**; GIL, J.M.; & REALINI, C. (2015) Impact of hedonic evaluation on consumers' preferences for beef enriched with Omega 3: A Generalized Multinomial Logit Model approach. *The 29th Conference of the International Association of Agricultural Economists*, agriculture in an interconnected world, Milan, Italy.
43. BABA, Y.; **KALLAS, Z.** & REALINI, C.(2015) A multi-criteria stated method to analyze consumers' preference and sensory evaluation towards omega-3 enriched eggs: The Analytical Hierarchy Process (AHP). *The 29th Conference of the International Association of Agricultural Economists*, agriculture in an interconnected world, Milan, Italy.
44. OUESLETI, B., COSTA-FONT M., **KALLAS, Z.**, & GIL, J.M. (2015). Determinant factors affecting the point of purchase selection: valuation and perceptions. *The 29th Conference of the International Association of Agricultural Economists*, agriculture in an interconnected world, Milan, Italy.
45. ESCOBAR, C.; **KALLAS, Z.** & GIL, J.M. (2014) "Consumers' preferences for Gilthead Sea Bream consumption in Catalonia: A choice experiment approach". Aquaculture International Conference and Exposition Europe, San Sebastian, Spain.
46. BABA, Y.; **KALLAS, Z.**; GIL, J.M. & REALINI, C. (2014) Impact of hedonic evaluation on consumers' preferences for beef attributes including its enrichment with *n*-3 and CLA fatty acids. *60th International Congress of Meat Science and Technology*, Punta Del Este, Uruguay.
47. PANELLA-RIERA, N.; BLANCH, M.; FONT-I-FURNOLS, M.; GIL, M.; **KALLAS, Z.** & OLIVER, M.A. (2014) Consumer's segmentation based on acceptability of boar meat in a study carried out in Barcelona (ES) and Reading (UK). *60th International Congress of Meat Science and Technology*, Punta Del Este, Uruguay.
48. BORRISSE-PAIRÓ, F.; **KALLAS, Z.**; PANELLA-RIERA, N.; AVENA, M.; IBÁÑEZ, M., OLIVARES, A., GIL, J.M. & OLIVER, M.A. (2014) Analysis of the stakeholders' attitudes for banning of castration of male pigs in Europe: focus group methodology. *60th International Congress of Meat Science and Technology*, Punta Del Este, Uruguay.
49. **KALLAS, Z.** & GIL, J.M. (2014) Consumers' preferences towards biodiesel in the Spanish transport sector: A case study in Catalonia. *The European Association of Agricultural Economics Congress, Agri-Food and Rural Innovations for Healthier Societies*, Ljubljana, Slovenia.

50. **KALLAS, Z.**; Realini, C.E. & GIL, J.M. (2013). Information impact on consumers' preference towards beef meat enriched with polyunsaturated fatty acids (omega-3 and conjugated linoleic acid). *The 137th EAAE seminar, V Workshop on Valuation Methods in Agro-food and Environmental Economics "Methodological and empirical challenges in Valuation Methods", Barcelona, Spain.*
51. Escobar, C; **KALLAS, Z.** & GIL, J.M. (2013). Consumers' wine preferences depending on the occasion of consumption: A case study in Catalonia. *The 137th EAAE seminar, V Workshop on Valuation Methods in Agro-food and Environmental Economics "Methodological and empirical challenges in Valuation Methods", Barcelona, Spain.*
52. Panella-Riera N., F. Borrisser, M.Gil, **Z. KALLAS**, A. Olivares, B.Martínez, M.D. Garrido and M.A. Oliver (2013). BOARMARKET- Potential market and meat quality from entire male pigs, facing new EU-policies towards the banning of castration. *Workshop on the castration and boar meat.* The European Association of Animal Production. Monells, Girona, Spain.
53. **KALLAS, Z.**; Escobar, C & GIL, J.M. (2012) Advertisement Impact on Consumers' Preferences Using Choice Experiments: A Heteroskedastic Extreme Value Model. *The 129rd EAAE seminar, IV Workshop on Valuation Methods in Agro-food and Environmental Economics "Methodological and empirical challenges in Valuation Methods", Barcelona, Spain.*
54. **KALLAS, Z.**; BABA, Y. & RABELL, C. (2012) How Important Are Cultural and Environmental Objectives for Rice farmers in South Senegal?. The 28th Conference of the International Association of Agricultural Economists (IAAE), The Global Bio-Economy, Foz do Iguaçu, Brazil.
55. **KALLAS, Z.** & GIL, J.M. (2011) A Dual Response Choice Experiments (DRCE) design to assess rabbit meat preference in Catalonia: A Heteroscedastic Extreme-Value Model. *The XIIIth Congress of the European Association of Agricultural Economists (EAAE).* Challenges for Agriculture, Food and Natural Resources, Zurich, Switzerland.
56. **KALLAS, Z.**; GIL, J.M.; PANELLA-RIERA, N.; BLANCH, M.; TACKEN, G.; CHEVILLON, P.; DE ROEST, K. & OLIVER, M.A. (2011) Facing new EU policies towards animal welfare improvement. The relative importance of pig castration. *The 62nd Annual Meeting of the European Association of Animal Science (EAAP). The importance of animal production for food supply, food quality and environment, 29 August-2 September, Stavanger – Norway.*
57. PANELLA-RIERA, N.; BLANCH, M.; FONT I FURNOLS, M.; **KALLAS, Z.**; GIL, J.M.; TACKEN, G.; CHEVILLON, P.; DE ROEST, K.; GIL, M. & OLIVER, M.A. (2011) Description of EU pork consumers: a survey carried out in 6 countries. *The 62nd Annual Meeting of the European Association of Animal Science (EAAP). The importance of animal production for food supply, food quality and environment, 29 August-2 September, Stavanger – Norway.*
58. PANELLA-RIERA, N.; BLANCH, M.; **KALLAS, Z.**; GIL, J.M.; GIL, M. & OLIVER, M.A. & FONT I FURNOLS, M. (2011) Acceptability of meat with different levels of boar taint compounds for Spanish and English consumers. *The 62nd Annual Meeting of the European Association of Animal Science (EAAP). The importance of animal production for food supply, food quality and environment, 29 August-2 September, Stavanger – Norway.*
59. **TACKEN, G.**, FONT I FURNOLS, M.; PANELLA-RIERA, N.; BLANCH, M.; OLIVER, M.A., CHEVILLON, P.; DE ROEST, K.; **KALLAS, Z.** & GIL, J.M. (2011) Consumer attitude and acceptance of boar taint. *The 62nd Annual Meeting of the European Association of Animal Science (EAAP). The importance of animal production for food supply, food quality and environment, 29 August-2 September, Stavanger – Norway.*
60. **KALLAS, Z.** & GIL, J.M. (2011). Decomposing the value of rabbit meat. A joint use of the contingent valuation and the analytical hierarchy process. *The XI Symposium of the Analytical Hierarchy Process (ISAHP), 15-18 June Sorrento, Italy.*
61. **KALLAS, Z.** (2011) Butchers' preferences for rabbit meat; AHP Pairwise comparisons versus a LIKERT scale valuation. *The XI Symposium of the Analytical Hierarchy Process (ISAHP), 15-18 June, Sorrento, Italy.*
62. GIL, J.M. & **KALLAS, Z.** (2010). Consumers' attitudes and preferences towards pig castration: the trade-off between animal welfare and hedonism. *The 61st Annual meeting of the European Association of animal Production (EAAP). Impact of food demand, in quantity and quality wise, on Animal Production, 22-27 August, Heraklion, Greece.*
63. **KALLAS, Z.** & GIL, J.M. (2009). Assessing the impact of advertising on wine preference using Choice Experiments. Third annual conference of the American Association of Wine Economists and the Association of Food Economists. Reims, Champagne (France).
64. **KALLAS, Z.**; SERRA, T. & GIL, J.M. (2009.) Effects of policy instruments on farm investments and production decisions in the Spanish COP sector. The 27th Conference of the International Association of Agricultural Economists (IAAE), Beijing, China.

65. **KALLAS, Z.** & LAMBARRAA, F. (2009). Duration analysis to analyze factors leading wine and processed meat agro-industries to abandon their activities: Policy implications. The 27th Conference of the International Association of Agricultural Economists (IAAE), Pre-conference Workshop: Innovative policies and institutions to support agro-industries development, Beijing, China.
66. **KALLAS, Z.;** LAMBARRAA, F. & GIL, J.M. (2009). Analytical hierarchy process versus the choice experiments: a stated preference analysis. *The tenth international symposium on the Analytic Hierarchy Process Symposium, Pittsburgh, Pennsylvania, USA.*
67. LAMBARRAA, F. & **KALLAS, Z.** (2009). Policy impact on technical efficiency of Spanish olive farms located in Less Favored Area. *The 111th EAAE-IAAE Seminar "Small farms: Decline or Persistence?"* University of Kent, Kent, United Kingdom
68. LAMBARRAA, F. & **KALLAS, Z.** (2009). Subsidies and technical efficiency: An application of stochastic frontier and Random-effect Tobit models to LFA Spanish olive farms. *The 113th EAAE seminar: A resilient European food industry and food chain in a challenging world*, Chania, Greece.
69. MERCADÉ, Lluç; GIL, José, M.; **KALLAS, Z.** & SERRA, T. (2009) Farmers' preferences for crop insurance adoption. A choice experiment approach. *The 113th EAAE seminar: A resilient European food industry and food chain in a challenging world*, Chania, Greece.
70. **KALLAS, Z.;** SERRA, T. & GIL, J.M.(2009) Farmer's objectives as determinant factors of organic farming adoption, Agricultural Economics. *The 113th EAAE seminar: A resilient European food industry and food chain in a challenging world*, Chania, Greece.
71. **KALLAS, Z.** & GÓMEZ-LIMÓN, J.A. (2008). Alternative approaches for analyzing preference heterogeneity in Choice Experiments. *I Workshop on Valuation Methods in Agro-food and Environmental Economics: State-of-the art and future challenges in Stated Choice Experiments*, Barcelona, Spain.
72. **KALLAS, Z.;** GÓMEZ-LIMÓN, J.A. & ARRIAZA, M. (2007). Demand for non-commodity outputs from Spanish extensive agricultural system. Paper presented at the *I Mediterranean Conference of Agro-Food Social Scientists; 103rd EAAE Seminar*, 23-25 April, Barcelona, Spain.
73. ARRIAZA, M; **KALLAS, Z.** & GÓMEZ-LIMÓN, J.A. (2007). Demand for local and organic products in Southern Spain. Poster presented at the *I Mediterranean Conference of Agro-Food Social Scientists. 103rd EAAE Seminar*, 23-25 April, Barcelona, Spain,
74. **KALLAS, Z.;** GÓMEZ-LIMÓN, J.A. & ARRIAZA, M. (2006). Are citizens willing to pay for agricultural multifunctionality? Paper presented at the *26th Conference of the International Association of Agricultural Economists*, Gold Coast, Australia.
75. ARRIAZA, M.; GÓMEZ-LIMÓN, J.A. **KALLAS, Z.** & NEHHAY, O. (2006). Andalusian demand for non-market goods from mountain olive groves. Poster presented at the *26th Conference of the International Association of Agricultural Economists*, Gold Coast, Australia.
76. **KALLAS, Z.** & GÓMEZ-LIMÓN J.A. (2005). Joint valuation of non-commodity outputs of multifunctional agriculture: a choice experiment approach. Paper presented at the *European/EAAE PhD Workshop*, Wageningen, Netherlands.

II.13. Research Spanish congress and seminars

1. Congresos nacionales
2. PEJMAN N., **KALLAS Z;** REIG, L; VELARDE, A; MORENO, M; MAGNANI, D; PROTOPAPADAKI, V; RIBIKAUSKAS, V; RIBIKAUSKIENĖ, D; DALMAU, A. (2021). Should Animal Welfare be Included in Educational Programs? Attitudes of Secondary and University Students from Eight EU Countries. XIII Congreso de economía agroalimentaria, Cartagena, 1-3 September, Spain.
3. FERNÁNDEZ D; REIG L; ALBA M.; **KALLAS Z;** LANZAROTE L. (2021). Strategies to revitalise agro-food value chains in medium sized cities: the case of Villanova i la Geltrú. XIII Congreso de economía agroalimentaria, Cartagena, 1-3 September, Spain.
4. ESCOBAR C, CAPDEVILA C, CHAMS N, **KALLAS Z,** LECEGUI A, MERCADÉ L, REIG L, TEIXIDÓ J, VARELA E, VIDAL-MONES B, DIAZ-RUIZ R, (2021). Impacto del covid-19 en el sector agroalimentario durante el estado de alarma, XIII Congreso de economía agroalimentaria, Cartagena, 1-3 September, Spain.
5. KHALIL R, **KALLAS Z,** HADDARAH A, EL OMAR F, PUJOLÀ M. (2021). Impact of covid-19 pandemic on willingness to consume insect-based food products in Catalonia, XIII Congreso de economía agroalimentaria, Cartagena, 1-3 September, Spain.
6. LI, S, **KALLAS Z.** (2021), Meta-analysis of consumers' willingness to pay for sustainable food products, XIII Congreso de economía agroalimentaria, Cartagena, 1-3 September, Spain.

7. ORDUÑO M.A., **KALLAS Z**, ORNELAS S. (2021). Farmers' preferences regarding climate change adaptation and mitigation actions, towards a sustainable agriculture. XIII Congreso de economía agroalimentaria, Cartagena, 1-3 September, Spain.
8. LECEGUI A., CAPDEVILA, C., DÍAZ, R., ESCOBAR, C., REIG, L., **KALLAS, Z.**, MERCADÉ, L., TEIXIDÓ, J., VIDAL, B., CHAMS, N., Y VARELA, E. (2021). XIX Jornadas de Producción Animal de la Asociación Interprofesional para el Desarrollo Agrario (AIDA) e Información Técnica Económica Agraria (ITEA). Impacto y medidas de adaptación del sector ganadero español durante el confinamiento en la primera ola del Covid-19, 1-2, Junio, online, Spain.
9. **KALLAS Z.**, VITALE M. & GIL, J.M. (2019) The willingness to pay for health innovation in patty products. The role of food neophobia and hedonic evaluation. XII Congreso de Economía Agraria, September, Lugo, Spain.
10. ORDUÑO TORRES M.A., **KALLAS Z.** & ORNELAS HERRERA, S.I. (2019) Análisis del riesgo declarado de los agricultores mediante el uso de loterías y sus percepciones del cambio climático en el noroeste de México. XII Congreso de Economía Agraria, September, Lugo, Spain.
11. PEJMAN N., **KALLAS Z.**, DALMAU A., VELARDE, A. (2019) Should Animal Welfare Regulations Be More Restrictive? A Case Study in Eight European Union Countries. XII Congreso de Economía Agraria, September, Lugo, Spain.
12. MORILLAS X., **KALLAS Z.** & PUJOLA M. (2019) The Impact Of The Non-Added Sugar Claim On Children Acceptance Towards Orange Juice Enriched With Stevia. The Importance Of Parents And Children Food Neophobia. XII Congreso de Economía Agraria, September, Lugo, Spain.
13. SAGRERA A., ESCOBAR C. & **KALLAS Z.** (2019) Consumers' perceptions, emotional values and the Willingness to Pay towards Luxury Wine in Catalonia. XII Congreso de Economía Agraria, September, Lugo, Spain.
14. ESCOBAR C., **KALLAS Z.** & GIL J.M. (2017). Estrategias de Comercialización de la IGP Pollo y Capón Del Prat. *XI Congreso de la Asociación Española De Economía Agraria: Sistemas Alimentarios Y Cambio Global desde el Mediterráneo*, 13-15 septiembre, Orihuela-Elche, España.
15. **KALLAS Z.**; BORRISSE-PAIRÓ F., VIEIRA C. & GIL J.M. (2017). Animal welfare or meat quality? A controversial trade-off: a non-hypothetical choice experiment with attribute non-attendance treatment. *XI Congreso de la Asociación Española De Economía Agraria: Sistemas Alimentarios Y Cambio Global desde el Mediterráneo*, 13-15 septiembre, Orihuela-Elche, España.
16. **KALLAS Z.** (2016) Tendencias del consumidor Cómo influyen los factores de salud, publicidad y bienestar animal en el comportamiento del consumidor. Seminario en la jornada de intercambio de alumnos de la universidad Chapingo México y el Centre de Recerca en Economia i Desenvolupament Agroalimentari (CREDA-UPC-IRTA), Castelldefels, España.
17. ESCOBAR C., **KALLAS Z.** & GIL J.M. (2015) Consumers' wine preferences in a changing scenario: a generalized multinomial logit approach. X Congreso Nacional de Economía Agraria. Alimentación y territorios sostenibles desde el sur de Europa. Córdoba, España.
18. BABA, Y.; **KALLAS, Z.**; PÉREZ-JUAN M.; SAÑUDO C.; ALBERTÍ P.; INSAUSTI, K. & REALINI, E.C. (2015) Preferencias y aceptabilidad de los consumidores por la carne de vacuno enriquecida en omega-3 y ácido linoleico conjugado en tres ciudades españolas. *X Congreso Nacional de Economía Agraria, Alimentación y territorios sostenibles desde el sur de Europa*. Córdoba, España.
19. BORRISSE-PAIRÓ, F.; **KALLAS, Z.**; PANELLA-RIERA, N.; AVENA, M.; IBÁÑEZ, M.; OLIVARES, A.; OLIVERA, M.A. & GIL, J.M. (2015). Potential impact of the future pig welfare policy in Europe on the Spanish sector. *X Congreso Nacional de Economía Agraria, Alimentación y territorios sostenibles desde el sur de Europa*. Córdoba, España.
20. **SÁNCHEZ, B. I.**; **KALLAS, Z.** & GIL, J.M. (2015) Caracterización de agricultores de maíz en el estado de Chiapas, México. *X Congreso Nacional de Economía Agraria, Alimentación y territorios sostenibles desde el sur de Europa*. Córdoba, España.
21. ESCOBAR, C.; **KALLAS, Z.** & GIL, J.M. (2014) "Explorant les preferències del consumidor de vi a Catalunya". *2ª Jornada de Recerca en Enologia i Viticultura a Catalunya*. Universitat Rovira i Virgili, Tarragona.
22. **KALLAS, Z.**; GIL, J.M.; PANELLA-RIERA, N.; BLANCH, M.; FONT-I-FURNOLS, M.; CHEVILLON, P.; TACKEN, G DE ROEST, K. & OLIVER, M.A. (2013) "Does sensory experience influence European consumers' preferences for animal-compassionate meat? A case study related to pig castration". *IX Congreso de Economía Agraria. Innovación Rural y Alimentaria frente a la Crisis*, Barcelona, Spain

23. GIL, J.M.; **KALLAS, Z.**; OLIVER, M.A.; BORRISSE, F.; PANELLA-RIERA, N.; OLIVARES, A. & GARRIDO, M.D. (2013) "Banning pig castration in Spain: a supply chain perspective". *Workshop on the castration and boar meat. The European Association of Animal Production*. Monells, Girona, Spain.
24. GIL J.M & **KALLAS, Z.** (2011) Valoración económica de la agrobiodiversidad, III Seminario Internacional sobre Agrobiodiversidad. La Agrobiodiversidad como fuente de beneficio, Universidad internacional Menéndez Pelayo, Olot, Spain.
25. Escobar, C. **KALLAS, Z.** & Gil J. M. (2011). "Consumers' Preference for mussel consumption in Catalonia: A Choice Experiment approach". *XIII Congreso Nacional de Acuicultura: En equilibrio con el medio ambiente*. Escuela Superior de Agricultura de Barcelona. Castelldefels (Barcelona)
26. **KALLAS Z.**; ESCOBAR, C & GIL, J.M. (2011) Are preferences for red wine in special occasion heterogeneous?: forced versus non forced approach. *VIII Congreso Nacional de Economía Agraria, Asociación Española de Economía Agraria*, Madrid, España.
27. **KALLAS, Z.**; Escobar, C & GIL, J.M. (2011) A dual response choice experiments design to assess wine preference in Catalonia: a heteroscedastic extreme-value model. *VIII Congreso Nacional de Economía Agraria, Asociación Española de Economía Agraria*, Madrid, España.
28. GUESMI, B., SERRA, T., **KALLAS Z.** & GIL, J.M. (2011) "The productive efficiency of organic farming. The case of grape growing in Catalonia". *V Congreso de Eficiencia y Productividad*, Universidad de Córdoba, Córdoba.
29. **KALLAS Z.** (2010). La Utilización del Proceso Analítico Jerárquico (AHP), *Workshop de Valoración Agraria*, Universidad Politécnica de Cartagena y la Universidad Miguel Hernández, Cartagena.
30. **KALLAS Z.**; LAMBARRAA, F. & GIL, J.M. (2009). "The theoretical and purchasing stated preferences. Could lead to different results?". *VII Congreso Nacional de Economía Agraria, Asociación Española de Economía Agraria*, 16-18 September, Almería, España.
31. **KALLAS Z.**; GÓMEZ-LIMÓN, J.A. & ARRIAZA, M. (2007). Willingness to pay for agricultural multifunctionality of extensive agricultural systems. *VI Congreso Nacional de Economía Agraria, Asociación Española de Economía Agraria*, Albacete, Spain.
32. **KALLAS Z.** & GÓMEZ-LIMÓN J.A. (2006). Agriculture multifunctionality Valuation. The case of cereal steppes in Castilla and León. *10º Congreso de Economía de Castilla y León, Junta de Castilla y León*, Valladolid, Spain.
33. ARRIAZA, M.; GÓMEZ-LIMÓN, J.A. **KALLAS Z.** & NEHHAY, O. (2006). Social Demand for agriculture multifunctionality of olive groves: a choice experiment approach. *IX Encuentro de Economía Aplicada*, Jaén, Spain.
34. **KALLAS Z.** & GÓMEZ-LIMÓN J.A. (2006). A joint valuation of agriculture multifunctionality. The contingent valuation and the analytical hierarchy process approach. *The XX Congreso Anual de la Asociación de Economía Aplicada*, La Laguna, Spain.
35. **KALLAS Z.** & GÓMEZ-LIMÓN J.A. (2006). Is there a social demand for agriculture multifunctionality. *The VI Coloquio Ibérico de Estudios Rurales*, Huelva, Spain. 23-24 February
36. **KALLAS Z.** & GÓMEZ-LIMÓN J.A. (2004). Agriculture multifunctionality and agriculture policies implications. The case of Castilla y León. Paper presented at the *9º Congreso de Economía de Castilla y León, Junta de Castilla y León*, Palencia, Spain.
37. **KALLAS Z.**; GÓMEZ-LIMÓN, J.A. & SAN MARTÍN, R. (2004). E-commerce of high quality Agro-food products. *The V Congreso Nacional de Economía Agraria, Asociación Española de Economía Agraria*, Santiago de Compostela, Spain.

II.14. Invited Research conference

1. **Kallas, Z.** (2017). Vida útil de los alimentos desde la perspectiva de las empresas y los consumidores. III Jornadas De Ciencia y Tecnología De Los Alimentos: Vida Útil De Los Alimentos: Un Reto Para La Industria Alimentaria. **Facultad de Veterinaria, Universidad de Murcia**, Murcia.
2. **Kallas, Z.** (2016). ¿Cómo abordar la sostenibilidad en la investigación de Economía Agraria? Jornada de Sostenibilitat en Ramaderia. IRTA, Torre Marimon.
3. **Kallas, Z.** (2016). El comportamiento de los consumidores y el análisis sensorial. IV edición del Curso de Introducción al análisis sensorial. Escuela Superior de Agricultura de Barcelona-UPC, Castelldefels, España.
4. **Kallas, Z.** (2015). Cómo influyen los factores de salud, publicidad y bienestar animal en el comportamiento del consumidor hacia la compra de alimentos. Análisis Intercultural del Consumidor. I

Simposio de tópicos actuales sobre el comportamiento del consumidor. 12-14 octubre 2015, Universidad de Sonora, Hermosillo, Sonora; México

5. **Kallas, Z.** (2014). Cambios en los hábitos del consumidor. Tendencias y necesidades” en la asignatura Estrategias de innovación y desarrollo de los alimentos elaborados. Facultad de Ciencias Económicas y Empresariales. Departamento de Tecnología de los Alimentos, Nutrición y Bromatología, Facultad de Veterinaria, Universidad de Murcia, Murcia.
6. **Kallas, Z.** (2013). Measuring the social value of agriculture. Invited conference for the SHuMED - Sustainable Human Development for MED Countries project. Institute of Sustainability, UPC, Barcelona.

II.15. Ph.D. thesis jury member

	Thesis Title	Institution	Course
1.	Health claims, nutritional labels and consumer preferences (experience in agricultural activities-olive oil specially) by Lara Bou Fakhreddine	UPNa	2022-2023
2.	Assessment of farmers' perceptions of the sustainable agricultural practices in the "Biocorridors for Living Well" program in Ecuador: Pisque Mojanda San Pablo and Cayambe Coca by Maritza Satama Bermeo	UPM	2021-2022
3.	Un enfoque holístico para evaluar la Sostenibilidad de las Indicaciones Geográficas: una aplicación a las DOP de aceite en Cataluña By Omar Vicente Guadarrama Fuentes	UPC	2021-2022
4.	Livelihood strategies and risk behavior of cacao producers in Ecuador. Effects of national policies to support cacao farmers and specialty cacao landraces by José Alberto Díaz Montenegro	UPC	2019-2020
5.	Sustainable consumption: fiscal policies and household behaviour by Wisdom Dogbe	UPC	2018-2019
6.	Sustainability and firm performance: evidence from corporate and farm level by Amer Ait-Sidhoum	UPC	2018-2019
7.	Factores psicológicos que influyen en las decisiones de compra de alimentos con declaraciones nutricionales by Belinda López-Galán	UniZar	2017-2018
8.	Aspectos económicos y sociales de la desalación de acuíferos continentales a pequeña escala en el SE de España (Murcia y Alicante) y Siggiewi, Malta by Jesús Omar Aparicio Del Moral	UPC	2017-2018
9.	Can social capital help Indian small holder farmers? analysis of its impact on rural development, agricultural efficiency, production and risk by Elena Poli	UPC	2014-2015
10.	Consumer preference heterogeneity towards olive oil virgin extra: hypothetical and non-hypothetical choice experiments by Yanguí, Ahmed	UPC	2014-2015
11.	Using statistical copulas to measure dependence in the agrofood sector by Ahmed Nasreldin, Osama	UPC	2014-2015
12.	The Role of Economic Factors in Obesity Prevalence and Diet Quality in Spain by Amr Radwan	UB	2013-2014
13.	Understanding recent food price patterns: a time-series approach by Fadi Mohamed Hisham Abdelardi Khalaf.	UB	2013-2014
14.	Consumer preferences for organic food: behavior building-up, importance of pricing, information and sensory issues by Avitia Rodríguez, Jessica Alejandra.	UPC	2011-2012
15.	An assessment of the impacts of recent food market shocks on food prices using price transmission analysis by Islam. Hassouneh.	UPC	2011-2012
16.	Consumer Acceptance, Choice and Attitudes towards Genetically Modified (GM) Food by Montserrat Costa-Font	UPC	2008-2009

II.16. Ph.D. Research Plan jury member

1. Different Cation Complexations for Food Fortification and Nutritional Purposes, Mattar, Ghadeer, UPC (2020-2021).
2. Comparación del manejo convencional vs. la agricultura de conservación en el cultivo de cacao, estudio de caso en el Cantón Simón Bolívar. Luis Burgos Miranda (2017-2018).
3. Assessment of the Societal Impact of Research & Innovation In the Agro-Food sector-Nour Chams-UPC (2017-2018).
4. Análisis y evaluación de la Sostenibilidad y la Gobernanza en las Indicaciones Geográficas de Cataluña, España-Omar Vicente Guadarrama Fuentes-UPC (2017-2018)
5. Percepción e imagen de los consumidores europeos sobre nuevos productos de acuicultura- Laura López Mas- UPC (2018-2019)

II.17. Reviewer for scientific Journals

- African Journal of Agricultural Research
- Agribusiness
- Agricultural and Resource Economics (EARN)
- Agricultural Economics
- Appetite
- Applied economics
- Australian journal of Agricultural Economics
- British Food Journal
- Canadian Journal of Agricultural Economics
- Cleaner and Responsible Consumption
- Ecological Economics
- European Review of Agricultural Economics (Best Referee Award for 2016)
- Food Quality and Preference
- Food Research International
- Foods
- Forest Policy and Economics
- Forest Policy and Economics
- International Journal of Consumer Studies
- International journal of environmental research and Public Health
- International Journal of Wine Business Research
- Journal of agricultural science and technology
- Journal of Clean Production
- Journal of Retailing and Consumer Services
- Journal of Technology and Science education
- Journal of Water Supply: Research and Technology - AQUA
- Land Use Policy
- Meat Science
- Meat Science
- Natural resources and society
- Nutrients
- Plos One
- Psychology and Marketing
- Renewable Agriculture and Food Systems
- Renewable and sustainable energy reviews
- Renewable and sustainable energy reviews
- Spanish journal of agricultural research
- Spanish journal of agricultural research
- Sustainability
- Wine economics

II.18. Membership in Associations

- Member of the Analytic Hierarchy Process Academy (AHPA)
- Member of the Spanish Association of Agriculture Economics (AEEA).
- Member of the European Association of Agriculture Economics (EAAE).
- Member of the International Association of Agricultural Economics (IAAE).

II.19. Others merits

1. **Scientific Director** of the Research Centro of Economy and agri-food development-CREDA (2021)
 - ✓ Initial planning of the ongoing projects and contracts in CREDA
 - ✓ Prioritization and promoting new research calls
 - ✓ Identification of human resources need by projects
 - ✓ Validation of the progress of projects and contracts deliverables in CREDA
 - ✓ To actively contribute to uptake R+D+I economic funds from both public institutions (competitive calls) and private agreements within the Agro-food sector.
2. **Responsible** for the area of "**competitiveness of the agri-food sector**" of CREDA (2018-2020)
3. **Project Reviewer** of the State Research Agency (AEI)
4. Academic Committee of the **Doctoral Program** in Agro-Food Technology and Biotechnology.

5. **Associate Editor** of the Spanish Journal of Agricultural Research 2022-current.
6. **External Advisory Board** of PRIMA Project AG-WaMED ADVanced AGROecological approaches based on the integration of insect farming with local field practices in MEDiterranean countries
7. Board International Association of Agriculture Economist (**IAAE**). International competitive call. Grant for Assisting at the 28th Conference of the IAAE, Foz do Iguaçu, Brazil. (August 2012).
8. International Association of Agriculture Economist and the Food and Agriculture Organization (**IAAE-FAO**). International competitive call. Grant for the 27th Conference of the IAAE, Beijing, China. (August 2009).
9. International Association of Agriculture Economist and the Food and Agriculture Organization (**IAAE-FAO**). International competitive call. Grant for the 26th IAAE Conference, Gold Coast, Australia. (August 2006).
10. **University of Kent**, United Kingdom. Grant for the assistance to the 111th EAAE-IAAE Seminar, Kent, UK.
11. Spanish Association of Agriculture Economics (**AEAE**). Spanish competitive call. Grant for the assistance to the VI Congress of the AEAE. Albacete, Spain (September 2007)
12. Cantabria University (**UC**). Spanish competitive call. Grant for realizing an advanced short course. Suances, Spain. (September, 2005).
13. International University of Menéndez Pelayo (**UIMP**) and the Economic School of "Herbert A. Simon". Spanish competitive call. Grant for short course participation- Santander (Spain).
14. CIHEAM-IAMZ. -Mediterranean Agronomic Institute of Zaragoza (**CIHEAM-IAMZ**). International competitive call. Grant for short course participation. Zaragoza, Spain (2003).
15. Valladolid University (**UVA**). Spanish competitive call. Grant for advanced short course participation. (2004). Madrid Spain.
16. Spanish Association of Agriculture Economics (**AEAE**). Spanish competitive call. Grant for the assistance at the V Congress of the AEAE. Santiago de Compostela, Spain (September 2004).

III. TEACHING ACTIVITIES

SUMMARY INDICATORS OF TEACHING ACTIVITIES COURSES 2007-2023

<i>Quinquennium</i>	2007-2011 2012-2016-quality mention 2017-2022-quality mention
Bachelors' official Courses-UPC	2.484 hours
Masters' official courses	648 hours
Effective Lecturer capacity with thesis supervision	148%
Effective Lecturer capacity without thesis supervision	108%
Student evaluation (max 5)	4,71
Bachelor thesis supervised-total	49
Bachelor thesis supervised by course	3,06/course
Master thesis supervised-total	20
Master thesis supervised by course	1,25/course
Bachelor thesis jury member-total	127
Bachelor thesis jury member by course	7,93/course
Tutor of Internship Agreements-UPC	43
Tutor of Internship Agreements-International Mobility-total	18
Tutor of Internship Agreements-International Mobility by course	1,12/course
International Education congress	4
National workshops and seminars	4
Education Technical report	1
Education Publications in indexed journals	2
Education projects	3
Challenge Based learning experience	1
Instructor and trainer at the Institute of Educational Sciences-ICE	22 courses (64,5 hours)
Courses received at the Institute of Educational Sciences-ICE-total	26 courses (141,5 horas)
Courses received at the Institute of Educational Sciences-ICE-course	8,8 hours/course

III.1. Certifications of teaching activities

- First five-year period positive evaluation (*Quinquennium*: 2007-2011)
- Second five-year period positive evaluation (*Quinquennium*: 2012-2016) with quality mention.
- Third five-year period positive evaluation (*Quinquennium*: 2017-2022) with quality mention.

III.2. University courses taught and students evaluations

III.2.1. Bachelors' official Courses-UPC

Courses (official name in Catalan)	Code	Institution	Year	Hours
Mercats Agraris i Comercialització	91073	EEABB-UPC	2006-2007	90
Organització d'Empreses	98012	EEABB-UPC	2006-2007	12
Comptabilitat	98023	EEABB-UPC	2006-2007	30
Mercats Agraris i Comercialització	91073	EEABB-UPC	2007-2008	60
Mercats Agraris i Comercialització	91073	EEABB-UPC	2008-2009	60
Mercats Agraris i Comercialització	91073	EEABB-UPC	2009-2010	150
Economia i Gestió d'empreses	390202	EEABB-UPC	2010-2011	42
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2010-2011	48
Mercats Agraris i Comercialització	91063	EEABB-UPC	2010-2011	60
Comptabilitat	98023	EEABB-UPC	2010-2011	41
Comptabilitat	98023	EEABB-UPC	2011-2012	20
Economia i Gestió d'empreses	390202	EEABB-UPC	2011-2012	74
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2011-2012	73
Economia i Gestió d'empreses	390202	EEABB-UPC	2012-2013	213
Anàlisi Sensorial	390446	EEABB-UPC	2012-2013	18
Economia i Gestió d'empreses	390202	EEABB-UPC	2013-2014	162
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2013-2014	18
Anàlisi Sensorial	390446	EEABB-UPC	2013-2014	10
Economia i Gestió d'empreses	390202	EEABB-UPC	2014-2015	148
Economia i Gestió d'empreses	390202	EEABB-UPC	2015-2016	130
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2015-2016	18
Anàlisi Sensorial	390446	EEABB-UPC	2015-2016	10
Economia i Gestió d'empreses	390202	EEABB-UPC	2016-2017	156
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2016-2017	16
Anàlisi Sensorial	390446	EEABB-UPC	2010-2011	10
Economia i Gestió d'empreses	390202	EEABB-UPC	2017-2018	112
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2017-2018	16
Anàlisi Sensorial	390446	EEABB-UPC	2017-2018	10
Economia i Gestió d'empreses	390202	EEABB-UPC	2018-2019	130
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2018-2019	16
Anàlisi Sensorial	390446	EEABB-UPC	2018-2019	13
Economia i Gestió d'empreses	390202	EEABB-UPC	2019-2020	54
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2019-2020	16
Anàlisi Sensorial	390446	EEABB-UPC	2019-2020	13
Economia i Gestió d'empreses	390202	EEABB-UPC	2020-2021	70

Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2020-2021	16
Anàlisi Sensorial	390446	EEABB-UPC	2020-2021	11
Economia i Gestió d'empreses	390202	EEABB-UPC	2021-2022	70
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2021-2022	16
Anàlisi Sensorial	390446	EEABB-UPC	2021-2022	13
Economia i Gestió d'empreses	390202	EEABB-UPC	2022-2023	100
Anàlisi De Mercats i Valoració Agrària	390210	EEABB-UPC	2022-2023	16
Anàlisi Sensorial	390446	EEABB-UPC	2022-2023	13

III.2.2. Masters' official courses-UPC

Courses (official name in Catalan)	Code	Institution	Year	Hours
Economia De Mercats Agroalimentaris (Màster en Sistemes Agrícoles Periurbans)	30332	EEABB-UPC	2006-2007	8
Gestió Sostenible d'empreses Agroalimentàries (Màster Agricultura per al Desenvolupament)	30366	EEABB-UPC	2009-2010	5.5
Projecte d'empresa Aquícola, (Màster en Aquicultura)	565045	UB-AUB-UPC	2011-2012	7.5
Gestió Sostenible d'empreses Agroalimentàries (Màster Agricultura per al Desenvolupament)	30366	EEABB-UPC	2011-2012	5.5
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2012-2013	20
Màster en Anàlisi de Polítiques Agràries, Alimentàries i Mediambientals-Erasmus Mundus	390404	EEABB-UPC	2012-2013	16.5
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2013-2014	15
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2013-2014	10
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2013-2014	20
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2013-2014	10
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2014-2015	15
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2014-2015	10
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2015-2016	30
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2015-2016	12
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2016-2017	30
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2016-2017	12
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2017-2018	30
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2017-2018	12
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2018-2019	30
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2018-2019	12
Aquicultura com a Sector Productiu (Màster en Aquicultura)	565045	UB-AUB-UPC	2019-2020	20
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2019-2020	15

Aqüicultura com a Sector Productiu (Màster en Aqüicultura)	565045	UB-AUB-UPC	2020-2021	20
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2020-2021	15
Aqüicultura com a Sector Productiu (Màster en Aqüicultura)	565045	UB-AUB-UPC	2021-2022	20
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2021-2022	15
<i>Economics of Aquaculture: Market Trends, Innovation and Consumer Behaviour</i> (Màster en Aqüicultura)	565045	UB-AUB-UPC	2022-2023	12
Fonaments d'economia, Economia Ambiental i Ecològica (Màster en Ciència i Tecnologia de la Sostenibilitat)	480011	IS-UPC	2022-2023	15

UB: Universitat de Barcelona, UAB: Universitat Autònoma de Barcelona, IS: Institut de Sostenibilitat

III.2.3. Masters' official courses-UB (Universidad de Barcelona)

Courses (official name in Spanish)	Code	Institution	Year	Hours
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2010-2011	12,5
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2011-2012	12,5
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2012-2013	12,5
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2013-2014	12,5
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2014-2015	12,5
Gestión y Legislación de las empresas Agrarias (Máster en Agrobiología Ambiental)	572343	UB	2015-2016	15
Gestión y Legislación de las empresas Agrarias (Máster en Agrobiología Ambiental)	572343	UB	2016-2017	15
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2017-2018	15
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2018-2019	15
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2019-2020	15
Empresas Agrarias: Instalaciones, Viabilidad y Gestión (Máster en Agrobiología Ambiental)	565469	UB	2020-2021	15
Gestión y Legislación de las empresas Agrarias (Máster en Agrobiología Ambiental)	572343	UB	2021-2022	15
Gestión y Legislación de las empresas Agrarias (Máster en Agrobiología Ambiental)	572343	UB	2022-2023	15
Gestión y Legislación de las empresas Agrarias (Máster en Agrobiología Ambiental)	572343	UB	2022-2023	15

III.2.4. Masters' official courses-UVA (Universidad de Valladolid)

Courses (official name in Spanish)	Code	Institution	Year	Hours
Marketing Agroalimentario (Máster en Gestión de empresas Agroalimentarias)	-	UVA	2016-2017	10
Legislación y Marketing Agroalimentario (Máster en Calidad, Desarrollo e Innovación de Alimentos)	OB4	UVA	2011-2012	10

Legislación y Marketing Agroalimentario (Máster en Calidad, Desarrollo e Innovación de Alimentos)	OB4	UVA	2012-2013	10
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III.2.5. Bachelors' official courses- UNED (Universidad Navcional de Estudios a Distancia)

Courses (official name in Spanish)	Code	Institution	Year	Hours
Economía Aplicada	01604045	UNED	2007-2008	12
Economía Aplicada	01604045	UNED	2008-2009	12
Economía Aplicada	01604045	UNED	2009-2010	12
Economía Aplicada	01604045	UNED	2010-2011	8
Economía Aplicada	01604045	UNED	2011-2012	6
Economía Aplicada	01604045	UNED	2012-2013	6
Introducción a la gestión Económica	0160204-	UNED	2010-2011	8
Técnicas de investigación social para estudios medioambientales	390446	UNED	2010-2011	8
Economía Ambiental	61012075	UNED	2011-2012	8
Economía Ambiental	61012075	UNED	2012-2013	10
Economía Ambiental	61012075	UNED	2013-2014	10
Economía Ambiental	61012075	UNED	2014-2015	10

III.2.6. Student average evaluation of the regulated courses-UPC

Courses	06/07	08/09	09/10	10/11	11/12	12/13	13/14	15/16	16/17	17/18	18/19	19/20	21/22	22/23
Average Evaluation	4,18	4,18	4,9	4,59	4,79	4,97	4,74	4,59	4,74	4,74	4,84	4,88	4,82	4,59
Participation %	43,51	12,94	15,79	50,5	28,31	31,25	33,33	37,37	63,87	58,5	69,44	53,15	54,03	46,72
Average all courses	4,71													

III.3. Master and Bachelors thesis supervised

III.3.1. Master thesis supervised

1. Consumers' willingness to pay and purchase intentions towards more sustainable meat products: Introducing insects' meal alternatives in animal feed, Nada Kajad, 07/2023. International Master in agro-food marketing **Mediterranean Agronomic Institute of Zaragoza-IAMZ**.
2. The Impact of Brand and Food Neophobia Attitude on the Acceptance of Craft Beer with Health Claim, Semiha Deniz Dönmez, 07/2019. International Master in agro-food marketing **Mediterranean Agronomic Institute of Zaragoza-IAMZ**.
3. Consumer's revealed preferences for dairy alternative drinks in Catalonia. Trends and perspectives, Mohamed Laassal, 07/2017. International Master in agro-food marketing **Mediterranean Agronomic Institute of Zaragoza-IAMZ**.
4. Consumer's revealed preferences for yogurt in Catalonia: A Generalized Multinomial Logit Approach, 07/2015, Wajdi Hellali. International Master in agro-food marketing **Mediterranean Agronomic Institute of Zaragoza-IAMZ**.

5. Determinant factors affecting the point of purchase selection: valuation and perceptions, Bilel Ouesleti, 07/2013. International Master in agro-food marketing **Mediterranean Agronomic Institute of Zaragoza-IAMZ**.
6. The productive efficiency of organic Farming-Mediterranean Agronomic Institute of Zaragoza, Bouali Guesmi, 07/2010. International Master in agro-food marketing **Mediterranean Agronomic Institute of Zaragoza-IAMZ**.
7. Estudio de la rentabilidad económica-financiera de las posibles inversiones en una empresa mejillonera de Arenys de Mar, Catalunya, Víctor Ajuria Llorens, 09/2015. **Máster universitario en Acuicultura (UB-UAB-UPC)**.
8. El uso de harinas de insecto como alternativa de alimentación sostenible para el futuro de la acuicultura. Estado actual y preferencias del consumidor, Pau Ferrer Llagostera, 09/2018. **Máster universitario en Acuicultura (UB-UAB-UPC)**.
9. Importancia de algunas características intrínsecas y extrínsecas de nuevos productos elaborados con lubina de acuicultura (*Dicentrarchus labrax*) y su relación con la disposición a pagar de los consumidores. Laura Marín Cosgaya. 09/2018. **Máster universitario en Acuicultura (UB-UAB-UPC)**.
10. Consumers' perceptions and willingness to pay towards organic aquaculture in Spain: future perspectives, Martí Banús Garcia, 09/2022. **Máster universitario en Acuicultura (UB-UAB-UPC)**.
11. Estudio sobre los posibles efectos de la neofobia en la acuicultura actual y de futuro, Víctor García Pérez, 09/2017. **Máster universitario en Acuicultura (UB-UAB-UPC)**.
12. Consumer preferences towards biodiesel in Spain: A Choice Experiment Approach, Milena Rmuš, 09/2013. **European Master in Agricultural, Food and Environmental Policy-UPC**
13. Consumers' perceptions and attitudes regarding biodiesel: a case study in Catalonia, Ilias Kyriakopoulos, 09/2012. **European Master in Agricultural, Food and Environmental Policy-UPC-Erasmus-Mundus**.
14. Consumer's revealed preferences for dairy alternative drinks in Catalonia: a multinomial logit approach. 07/2016. Yara Hmada. **European Master in Agricultural, Food and Environmental Policy-UPC-Erasmus-Mundus**.
15. Implementation of a new commercial agent (SOENA) in the rice sector Anambé basin (Senegal). Cristina Rabell Vélez, 28/09/2011. **Master in Agriculture for Development-UPC**.
16. Organic waste management and analysis of feasibility in canton Duran, (Ecuador). 17/07/2012, Luis Burgos Miranda, **Master in Agriculture for Development-UPC**.
17. El Proceso Analítico Jerárquico y Análisis de Riesgo declarado; enfoques metodológicos 9/2018, Selene Ivette Ornelas Herrera, 09/2018. **Máster Interuniversitario en Estadística e Investigación Operativa (UPC-UB)**.
18. The case of dairy-alternative beverages as evidenced by a choice experiment in Italy and in Spain, Arianna Sanasi, 09/2016. **Máster in Science and Agri-food Technology-Erasmus+**, Universidad de Milano.
19. Plan de negocio para la creación de una industria de caldo de pescado en la cofradía de la Villajoyosa, José Manuel Sebastián Andrés, 09/2017, Master gestión pesquera sostenible, **Mediterranean Agronomic Institute of Zaragoza-IAMZ**.
20. Hacia un modelo de Cadenas Cortas de Suministro de Alimentos (SFSC): Análisis de las preferencias del consumidor como eje principal para la mejora de la sostenibilidad alimentaria, 09/2022. **Master de Agrobiología Ambiental**, Universidad de Barcelona.

III.3.2. Bachelors thesis supervised

1. Estudio de viabilidad económica, legal, sanitaria y de consumo para la introducción en España de huevas de mújol en salazón procedentes de Mauritania, Bulbena Ortiz, Xavier, 09-2008
2. Estudio de mercado de los consumidores potenciales en el sector cunícola, Danti Ribas, Alba, 01-2009
3. Análisis de preferencia de los consumidores hacia nuevos productos a base de carne de conejo, Antón Antón, Iván, 11-2009
4. Los puntos de venta de carne de conejo: limitaciones y perspectivas de consumo, Leal Domínguez, David, 11-2009
5. Importancia del bienestar animal en la decisión de compra de productos cárnicos, Cabana Villar, Jordi, 06-2010
6. Mercats municipals a Barcelona: paradistes i consumidors. perspectives de futur., Andriño Reguera, Paula, 07-2011
7. Elaboració d'una cervesa artesana amb ginebró, Bermell Baizán, Griselda, 06-2011
8. Análisis de las preferencias de consumo de la leche enriquecida, Caballero Rodríguez, Dolores, 07-2011
9. Mercats municipals a Barcelona: paradistes i consumidors. perspectives de futur., Moneo Jiménez, Marta, 07-2011
10. Biodièsel: preferències i perspectives de futur, Mazaira Font, Antoni, 09-2011
11. Estudio de la calidad percibida en el cordero chamarito por carniceros, Restaurantes Y Consumidores de la Ciudad de Logroño, Martín Casas, Norman, 11-2011
12. Quina és la situació del vi català en el mercat actual?, Anguela Calvet, Sílvia, 07-2012
13. Importància de la despesa en altres aprovisionaments a la indústria agroalimentària. 2005-2009., Fàbrega Vázquez, Pedro Miguel, 06-2012
14. Quina és la situació del vi català en el mercat actual?, Olives Domènec, Joan, 07-2012
15. Estudio de la calidad percibida en el cordero Chamarito por carniceros, Restaurantes Y Consumidores de Bilbao, Garanto Farré, Xavier, 04-2012
16. Actituds i opinions del consumidor front el productes ecològics a la península Ibèrica., Alcañiz Rodríguez, Alberto, 11-2012
17. Estudio sobre la importancia y aceptación en el mercado de huevos con omega3, Pérez Canguero, Ana, 11-2012
18. Impacto de la información sobre las preferencias sensoriales de los huevos enriquecidos con omega-3 mediante El Proceso Analítico Jerárquico (AHP), Rivas Fernández, Nerea, 02-2014
19. Estudi de mercat del formatge artesà català, Tena Villarroja, Irene, 07-2013
20. Importancia del bienestar animal para las carnicerías en la decisión de compra de carne de cerdo, Nevot Lopez, Marta, 07-2014
21. Anàlisi econòmic i financer i projecte de millora de l'empresa familiar germans soler, SCP, Peraire Soler, Josep, 07-2014
22. Importancia del bienestar animal en la decisión de compra de alimentos: adaptación a las nuevas normativas europeas, del Moral Vera, Maria del Mar, 12-2014
23. Análisis del sector de producción de algas con fines alimentarios. percepción del consumidor frente al consumo de algas, Balcazar Bañeras, Sara, 09-2014
24. Els sucs verds: perspectives i mercat a Catalunya, Olive Planelles, Roma, 09-2015

25. Detecció d'oportunitats per l'exportació de fuet al mercat polonès a través de l'anàlisi de consumidors potencials, Pont Boix, Aleix, 09-2015
26. Food fraud in Europe: the impact of horse meat scandal on the Catalan consumers, Banchero Portela, Maria Romina, 10-2016
27. Business plan Orverd, del viver a casa, Gibert Rangel, Albert, 09-2016
28. Plan de negocio para una empresa dedicada a la producción, distribución y venta de micro-verduras, Roque Font, Sebastià, 07-2017
29. Preferències dels consumidors de cervesa. importnacia dels atributs de mercat i sensorials, Lago Llopart, Marc, 07-2017
30. value chain analysis of groundnut sector in Turkey, Ozalp, Burhan, 07-2017
31. La importancia de las cadenas cortas en la decisión de compra de la miel. un caso de estudio, Fahmi, Saad, 06-2018
32. Luxe i vi, percepció i disposició a pagar dels consumidors a Catalunya, Sagrera Cots, Anna, 07-2018
33. Importància relativa del benestar animal en vuit països europeus: perspectives del consumidor i de la societat, Soler Pasqual, David, 09-2018
34. Actitudes y opiniones hacia el consumo alimentario sostenible. situación actual y perspectivas de futuro, Espino Martínez, Paula, 02-2019
35. Impacte de la neofòbia i la informació sobre l'acceptació en nens de primària del suc de taronja enriquit amb Stevia, Morillas Bou, Xavier, 07-2019
36. Desarrollo de un zumo de verduras cold press destinado al consumidor infantil (niños 7 - 10 años), Barbeta Martínez, Inés, 11-2020
37. Aplicativos y ventajas de la Blockchain en la industria alimentaria, Calderón Vi des, Javier, 07-2020
38. Impacto de la covid-19 sobre el comportamiento de compra y de consumo del consumidor en Cataluña, García Ruiz, Núria, 09-2020
39. Diseño e implantación de un sistema de gestión de proyectos de i+d+ i en la empresa aves nobles y derivados S.L, de acuerdo a la normativa UNE 166.002, Lliberia Varias, Júlia, 10-2020
40. Palabras deliciosas: Evaluación del Impacto de Mensajes Cortos de Narración Emocional Sobre la Aceptación del Consumidor de Productos Con denominación de Origen Protegida, Roucaud Carreira, Marc, 07-2020
41. Agricultura com a eina de transformació social, Grau Pagès, Eva, 07-2021
42. Gestión de la contaminación en la industria cárnica del sector porcino y propuestas de mejora, Agusti Guillaumes, Josep, 10-2021
43. Pla de negoci d'una empresa de cultiu de bolets a catalunya, Jardí Campillo, Eduard, 09-2021
44. Análisis de Mercado Y Preferencias del Consumidor de la Bebida Alcohólica Hidromiel, Rodríguez Manrique, Carla, 09-2021
45. Valorització de subproductes de la indústria alimentaria: estudi i optimització d'obtenció d'hidrolitzats proteics, Galofré Cardo, Roger, 02-2022
46. Plan de negocio para la adaptación de una explotación al cultivo de cáñamo, Pla Vallvé de Avilés, Jorge, 02-2022
47. Estudio de mercado sobre el vino dulce Vinsanto, Sánchez Baena, Andrés, 10-2022
48. Sistema alimentario sostenible: procesamiento de galletas en base de harina de insecto y preferencias de mercado por el consumidor, Fernández Gascón, Nerea, 09-2022
49. Análisis del comportamiento de los consumidores hacia el consumo de tomate e higo en Catalunya como dos casos de estudio, Lozano Reyes, Alex, 02-2023.

III.4. Master and Bachelors Thesis Jury Member

III.4.1. Master thesis jury member (Total number)

Number of assistances	institution
3	UPC-Erasmus Mundus
4	CIHEAM-IAMZ
6	Master Acuicultura

III.4.2. Bachelor thesis jury member (Total Number)

Number of assistances	institution	Year
3	UPC-EEABB	2007
3	UPC-EEABB	2008
6	UPC-EEABB	2009
6	UPC-EEABB	2010
14	UPC-EEABB	2011
8	UPC-EEABB	2012
5	UPC-EEABB	2013
4	UPC-EEABB	2014
14	UPC-EEABB	2015
12	UPC-EEABB	2016
6	UPC-EEABB	2017
10	UPC-EEABB	2018
5	UPC-EEABB	2019
11	UPC-EEABB	2020
8	UPC-EEABB	2021
11	UPC-EEABB	2022
1	UPC-EEABB	2023
127	UPC-EEABB	TOTAL

III.5. Mobility (Erasmus+, SICUE) and training agreements tutors**III.5.1. Tutor of Internship Agreements EEABB:-UPC: 43.**

Number of Internship Agreements	institution	Courses
2	UPC-EEABB	2022-2023
6	UPC-EEABB	2021-2022
9	UPC-EEABB	2020-2021
3	UPC-EEABB	2019-2020
5	UPC-EEABB	2018-2019
1	UPC-EEABB	2017-2018
2	UPC-EEABB	2016-2017
11	UPC-EEABB	2015-2016
4	UPC-EEABB	2014-2015

III.5.2. Tutor of Internship Agreements of International Mobility

- Tutor of Internship Agreements of International Mobility-EEABB-UPC: **7 incoming students**.
 - ✓ Hochschule Osnabrück, University of Applied Sciences-Germany
 - ✓ Çukurova Üniversitesi-Turkey
 - ✓ Università degli Studi di Milano Statale -Italy
 - ✓ Universidad de Sonora-México
- Tutor of Internship Agreements of International Mobility-CREDA: **11 incoming students**
 - ✓ Agricultural University of Athens-Greece
 - ✓ Universidad de Chapingo, México
 - ✓ Universidad de Barcelona.

III.6. Teaching innovations activities

III.6.1. Participation in financed educational projects

1. **Title:** Disseny d'estratègies conjuntes i aplicació de diferents eines d'un entorn d'aprenentatge virtual (Atenea-Moodle) en els ensenyaments de nous graus de l'Escola Superior d'agricultura de Barcelona (ESAB-UPC)
Reference & acronym: RIMA
Duration: 2009-2010
Funding: Universitat Politècnica de Catalunya
Total Budget: 15,500.03€
Project Coordinator & center: Maria Isabel Achaerandio Puente, Departament d'Enginyeria Agroalimentària i Biotecnologia
Publications associated to the project: 2.F., 3.F., 4.F., 1.G.

2. **Title:** Study on Education and Information Activities on Animal Welfare.
Reference & acronym: EDUCAWELL, SANCO/2012/11138
Duration: 2013-2014
Funding: European Commission, Health and Consumers' Directorate-General
Total Budget: 150.000€
Total Budget CREDA: 8.508€
Project Coordinator & center: Antonio Velarde (IRTA)
Project IP at CREDA: Zein Kallas
Publications associated to the project: 2.G.

3. **Title:** Acceso del sector agroalimentario catalán al programa de doctorados industriales: análisis de principales barreras y propuestas de mejora
Reference & acronym: 0200-61089
Duration: 2015-2016
Funding: Departament d'Agricultura, Ramaderia i Pesca - Generalitat de Catalunya
Total Budget CREDA: 8.500€
Project Coordinator & center: Zein Kallas (CREDA)
Publications associated to the project: 1.A.

III.6.2. Education Publications in indexed journals

1. **Kallas, Z.** & Ornat, C. (2012). Technological or traditional **tools for documents' correction?** A case study in higher education. *Journal of Technology and Science Education*. Vol 2(2), 86-93.
2. Pejman, N., **Kallas, Z.**, Reig, L., Velarde, A., Moreno, M., Magnani, D., ... & Dalmau, A. (2021). Should Animal Welfare be **Included in Educational Programs?** Attitudes of Secondary and University Students from Eight EU Countries. *Journal of Applied Animal Welfare Science*, 1-20.

III.6.3. Education technical reports

1. ALBA M., **KALLAS Z.** & GIL J.M (2016). Catalan agri-food sector access to the industrial doctorate program: analysis of main barriers and proposals for improvement (in Spanish). **Departament d'Agricultura, Ramaderia i Pesca - Generalitat de Catalunya**, Barcelona.

III.6.4. Education International Congress

1. **Kallas, Z.**; Masaló, I. & Gil, J.M. (2021) Impact of Covid-19 Lockdown on Students' Performance in the Starting Phase of Food and Biological Systems Engineering. III Congreso Internacional de Innovación Docente e Investigación en Educación Superior: Cambios en el proceso de enseñanza-aprendizaje de las Áreas del Conocimiento, 16-20 noviembre, Madrid. ISBN: 978-84-09-35493-1 Depósito Legal: AL 3575-2021.
2. Masaló, I.; **Kallas, Z.**; Almirall, A.; Ornat, C. & Achaerandio, I. (2012) Cuestionarios Moodle como herramienta transversal de aprendizaje. The VII Congrés Internacional de Docència Universitària i Innovació. La universitat, una institució de la societat. Barcelona, Spain. ISBN: 978-84-695-4073-2.
3. Ornat, C. & **Kallas, Z.** (2012) MOODLE, WEB 2.0 & "IFRAME". *The 6th International Technology, Education and Development Conference*. INTED, International Association of Technology, Education and Development, IATED, Valencia, Spain.
4. **Kallas, Z.** (2011). What to use? Technological or traditional tools for documents' correction? The students decide". 4th International Conference of Education, Research and Innovation, ICERI. Madrid, Spain.

III.6.5. Education Spanish Workshops and Seminars

1. **Kallas, Z.** & Ornat, C. (2012). Google and Moodle Calendar: Synergy in education. The 4th Workshop of supporting platform for teaching of the Polytechnic University of Catalonia, Barcelona, Spain
2. **Kallas, Z.** & Ornat, C. (2011). Moodle-Atenea as a tool for displaying images directly from your mobile phone. The 3rd Workshop of supporting platform for teaching of the Polytechnic University of Catalonia, Barcelona, Spain
3. Ornat, C. & **Kallas, Z.** (2011). Updating the information on Moodle-Atenea just sending an email. The 3rd Workshop of supporting platform for teaching of the Polytechnic University of Catalonia, Barcelona, Spain.
4. **Kallas, Z.** (2011). "The Web 2.0, what we mean? tools for supporting teachers". Moodle-Atenea Workshop, tools for supporting teaching, Castelldefels, Spain.

III.6.6. Challenge Based Learning Experience

1. Introducing the **Challenge Based Learning** experience with the collaboration of DAMM company during the academic year 2021-2022 in the Subject of Economics and Business Management with an external formation course financed by the EU of about 25 hours carried out by a learning consultancy (Stellar Labs) <https://www.stellarlabs.io/about-stellar-labs>. The main objective of the proposed challenges by DAMM were to create an economic activity that propose solution to reduce plastic consumption, reduce waste in the production process and to reuse residues and waste and introduce circular farming activities at farm level. As a result, a pre-startup BYCRON business was created by students who wins a young Entrepreneurs' Competition of the UPC (*convocatòria 2022 d'ajuts Impuls UPC | Talent Emprenedor*).

III.7. Activities at the Institute of Educational Sciences (ICE)-UPC

III.7.1. Instructor and trainer at the Institute of Educational Sciences (ICE)-UPC

Course	Year	Hours
1. Jornada Moodle-Atenea 2011 (Iniciativa Grup Gium-A del projecte RIMA)	2011	Ponente (1)
2. Atenea I la Web 2.0 (Primera edició)	2011	6
3. Atenea I la Web 2.0 (Segona edició)	2011	6
4. III Dia Atenea	2011	Ponente (1)
5. Atenea I la Web 2.0 (Tercera edició)	2011	4
6. Taller d'iniciació a la Web 2.0 amb Atenea	2011	4
7. Atenea I la Web 2.0 (Quarta edició)	2012	4
8. Atenea I la Web 2.0 (Quinta edició)	2012	4
9. Sessió Informativa sobre Atenea 6 (Primera edició)	2012	1.5
10. Sessió Informativa sobre Atenea 6 (Segona edició)	2012	1.5
11. Sessió Informativa sobre Atenea 6 (Tercera edició)	2012	1.5
12. Sessió Informativa sobre Atenea 6 (Quarta edició)	2012	1.5
13. Sessió Informativa sobre Atenea 6 (Quinta edició)	2012	1.5
14. Sessió Informativa sobre Atenea 6 (Sexta edició)	2012	1.5
15. Jornada: IV Dia d'Atenea	2012	Ponente (1)
16. Sessió Informativa sobre ATENEA 6 (Setena edició)	2013	1.5
17. Atenea I la Web 2.0 (Sexta edició)	2013	4
18. Atenea I la Web 2.0 (Setena edició)	2013	4
19. Eines web 2.0 a l'abast de la docència	2014	4
20. Eines de gestió i organització: Google calendar, Doodle i Google Docs	2014	4
21. Eines de presentació: Prezi i Mindomo	2014	4
22. Eines web 2.0 a l'abast de la docència	2015	4

III.7.2. Courses received at the Institute of Educational Sciences (ICE)-UPC

Course	Year	Hours
23. Curs Avançat d'Atenea: És possible gamificar Atenea?	2021	3
24. Evitar el plag i Urkund	2020	2
25. Incorporar la Perspectiva de Gènere en la Docència universitària	2020	2
26. Qüestionaris Atenea	2020	4
27. Comunicar a les xarxes socials des de la universitat.	2019	4
28. Aprèn a enregistrar i editar un vídeo: Servei de producció audiovisual	2019	5
29. Prevenció de Riscos Laborals: Convenis Universitat-Empresa	2019	4
30. Com millorar l'impacte de la recerca: Gestió de la identitat digital (Campus del Baix Llobregat)	2015	3
31. Introducció al software estadístic R (3ª edició)	2015	9
32. Qüestionaris ATENEA. Més que simples qüestions, tota una eina de correcció automàtica de problemes al teu servei	2014	4
33. Jornada: IV Dia d'ATENEA	2014	5
34. Com introduir el dossier de l'estudiant (ePortfolio) a la meva assignatura	2012	8
35. Introducció al software lliure d'estadística R	2012	6
36. Summer Intensive Teaching Subjects in English / Intensiu d'estiu en ensenyament d'assignatures de contingut en anglès	2011	18
37. Jornada d'innovació docent UPC: RIMA 2011	2011	5
38. III Dia d'Atenea	2011	5.5
39. DRAC bàsic 2.0. (1a edició) (Campus del Baix Llobregat)	2011	3
40. Jornada d'Innovació Docent UPC 2011	2011	7
41. Eines per buscar informació acadèmica a Internet i introducció al Web 2.0. Campus Sud.	2010	3
42. Les competències genèriques: Aprenentatge autònom i Treball en equip	2010	4
43. Estratègies per emetre la veu d'una manera eficient i sana	2010	8
44. Qüestionaris Atenea. Més que simples qüestions, tota una eina de correcció automàtica de problemes al teu servei (ESAB)	2010	4
45. DRAC bàsic 16a edició (Campus del Baix Llobregat)	2009	2
46. Tècniques de negociació	2009	8
47. Jornada d'innovació docent UPC 2009: presentació de resultats dels projectes de millora de la docència	2009	5
Total		141.5 h

III.8. Other courses taught

- ✓ **Los experimentos de elección: métodos para identificar las preferencias de los consumidores.** 12-14 octubre 2015, Universidad De Sonora, División de Ciencias Económicas y Administrativas, Departamento de Contabilidad, Sonora, México.
- ✓ **Curso preparatorio a las oposiciones:** La Unión Europea. Principales instituciones comunitarias y organismos directamente relacionados con la agricultura. **Política agraria comunitaria.** Principios básicos, objetivos, características i medidas. Política de precios i mercados y política de estructuras. El pago único y les ayudas directas a la modulación- *Col·legi Oficial d'Enginyers Tècnics Agrícoles i Perits Agrícoles de Catalunya*, Barcelona. 28 de mayo 2008.

- ✓ **Food sustainability assessment: a methodological approach.** AHP for resolution of conflicts. 15-24 February 2021- CIHEAM Zaragoza, Mediterranean Agronomic Institute of Zaragoza.
- ✓ **El Proceso Analítico Jerárquico;** Concepto y Aplicación. **Universidad de Lleida**, 2009 Lleida.

III.9. Other Education merits

- ✓ Proposal and approval of the subject **Sensory Analysis** during the academic year 2012-2013 within the bachelor studies of EEABB
- ✓ Proposal and approval of the subject: **Aquaculture economics and marketing strategies**, within the *International Master of Science in Health Management in Aquaculture (Erasmus-Mundus)* during the academic year 2022-2023
- ✓ Proposal and approval of the subject **Empresas Agrarias: instalaciones, legislación, viabilidad y gestión** during the academic year 2010-2011 of the Máster Agrobiología UB.
- ✓ Proposal and approval of the subject **Gestión y Legislación de las Empresas Agrarias** during the academic year 2015-2016 of the Máster Agrobiología UB.

IV. MANAGEMENT ACTIVITIES

IV.1. Direction responsibilities

1. **Deputy director** of PROMOTION and EXTERNAL RELATIONS of EEABB-UPC (2014-2015). **Experience in the management of:**
 - ✓ Erasmus-SICUE agreements
 - ✓ EEABB external internship agreements
 - ✓ Promotion activities and communication
 - ✓ Doors Open Days of university visits
 - ✓ Promotion sessions in town halls
 - ✓ *Saló d'ensenyament* and Futura education Fairs-Barcelona
 - ✓ Fairs Science *onsite*-Barcelona
 - ✓ Coordinator of the *Summer University* for Scientific Promotion 2014/2015 –EEABB
 - ✓ EEABB Manager of the EEABB-Mercabarna Scholarships program 2014-2016
2. **Deputy Director** of ECONOMY and INFRASTRUCTURES (2019-current). **Experience in the management of:**
 - ✓ Budget proposal of the EEABB and resource allocation
 - ✓ Coordination and management of specific projects
 - ✓ Management of teaching spaces (Laboratories' needs)
 - ✓ Coordination of personal of support of training activities
 - ✓ Responsible of the Energy Emergency Program activated in 2022

IV.2. Member of boards and commission

1. **Elected representative** of the non-permanent professor at the DEAB Board (Department of Agri-Food Engineering and Biotechnology) (2016-2017)- *Junta de Departamento DEAB*.
2. **Elected representative** of the permanent professor at the DEAB Board (2018-current)- *Junta de Departamento DEAB*.
3. Member of the **permanent commission** of the EEABB (2014-2016 & 2019-current).
4. Member of the EEABB direction **board** (2014-2016 & 2019-current). *Junta de Escuela EEABB*.
5. Member of the **Curricular Assessment Committee** (CAC) EEABB (2021-current). *Comisión de evaluación curricular*.
6. Member of the **EEABB assembly** (*Consejo de EEABB*): 2007-current
7. Member of the **DEAB assembly** (*Consejo de departamento*): 2007-current

IV.3. Organizing and scientific committees of congress and seminars

1. Member of the organizing committee the PhD. Day at the University campus CBL, Castelldefels 2 June 2023.
2. Moderator and organizer of the seminar "generation of value within the food supply chain"- Ministry of Agriculture, Fisheries and Food- online, 25 November 2021
3. Member of the organizing committee of the XIV Congreso de economía agroalimentaria, Zaragoza, 6-8 September 2023, Spain
4. Member of the scientific and organizing committee XIII Congreso de economía agroalimentaria, Cartagena, 1-3 September 2021, Spain
5. Member of the organizing committee XII Congreso de Economía Agraria, Lugo, 4-6 September 2019, Spain
6. Member of the scientific committee. X Congreso Nacional de Economía Agraria. Alimentación y territorios sostenibles desde el sur de Europa. Córdoba (Spain), September, 9th-11th, 2015
7. Member of the organizing committee. IX Congreso Nacional de Economía Agraria. Innovación Rural y Alimentaria frente a la Crisis, Barcelona, Spain, September, 3rd- 4th 2013.

8. Member of the organizing committee. Methodological and empirical challenges in Valuation Methods. V EAAE Workshop on Valuation Methods in Agro-food and Environmental Economics and the 137th EAAE Seminar, Barcelona (Spain), June, 27th- 28th, 2013.
9. Member of the organizing committee. Methodological and empirical challenges in Valuation Methods. IV EAAE Workshop on Valuation Methods in Agro-food and Environmental Economics and the 129th EAAE Seminar, Barcelona (Spain), July, 12th- 13th, 2012.
10. Member of the organizing committee. Experimental Auctions: theoretical background and empirical applications. II EAAE Workshop on Valuation Methods in Agro-food and Environmental Economics. Barcelona (Spain), July, 2d- 3rd, 2009.
11. Member of the scientific and organizing committee. State-of-the art and future challenges in Stated Choice Experiments. I EAAE Workshop on Valuation Methods in Agro-food and Environmental Economics, Barcelona (Spain), July, 3rd- 4th, 2008.
12. Member of the organizing committee. Conference of Moodle-Atenea, tools for supporting teaching, Campus del Baix Llobregat, Castelldefels, Barcelona (Spain). February, 2011.
13. Member of the organizing committee. Adding Value to the Agro-Food Supply Chain in the Future Euro-Mediterranean Space, I Mediterranean Conference of Agro-Food Social Scientists, Barcelona (Spain), April 23-25, 2007.

IV.4. Other management activities

1. **Vice-President** of the Spanish Association of Agri-food Economy (2019-current)
2. **Liaison officers** between the Spanish Association of agri-food Economy (AEEA) and the European Association of Agricultural Economists (EAAE) (2019-current)
3. **Responsible** for the communication CREDA (Web page, social networks, software needs...) 2009-2014
4. Member of the **Agricultural Valuation Committee** of the Official College of Agricultural Engineers of Catalonia
5. Member of the **Evaluation Committee** of the bachelor degree accreditation of EEABB
6. Member of the **Internal Evaluation Committee (CAI)** - Accreditation Process Degrees in Food Engineering and Biological Systems of the EEABB

V. TRANSFERENCE ACTIVITIES

SUMMARY INDICATORS OF TRANSFERENCE ACTIVITIES

Financed contract with public & private institutions and their Reports	17
Total amount of contracts' budget	251.201 €
Total amount of contracts' budget as IP	130.501 €
Invited Conference in seminars for Stakeholders	10
Cooperation with developing countries	2
Publications in transfer journals	4
Courses taught for Stakeholders (hours)	34
Science Workshops with families and primary schools (hours)	122
Primary students involved	274
Families involved	30

V.1. Financed contract with public & private institutions and Reports

- Title:** Opiniones De Los Agentes De La Cadena Hacia La Mejora De La Sostenibilidad Ambiental De Los Tratamientos Con Cobre En La Viticultura dentro del proyecto Sudoe COPPERPLACE
Reference & acronym: 00300014
Duration: 2022
Funding: The Wine Technological Platform (Ptv).
Total Budget: 7,260.00€
Project Director & center: Cristina Escobar - Zein Kallas (CREDA)
Report associated: *Escobar, C. & Kallas, C. (2022). Determinación De Las Opiniones Y Percepciones De La Red De Agentes del sector vitivinícola Mediante Técnicas Cualitativas.*
Rol: Participación en el diseño y ejecución de los talleres participativos, revisión del informe y dirección.
- Title:** Plan Estratégico Para La Dinamización Del Sector Primario En Vilanova I La Geltrú
Reference & acronym: 00300002
Duration: 2021
Funding: Ayuntamiento de Vilanova I La Geltrú
Total Budget: 8,500.00€
Project Director & center: Elsa Varela (CREDA)
Report associated: *Fernández D., Kallas Z., Reig L., Llanzarote L. & Gil, J.M. (2021) Informe Del Pla Estratègic Per A La Dinamització Del Sector Primari A Vilanova I La Geltrú.*
Rol: Estudio de la percepción ciudadana, análisis de datos. Diseño y ejecución de los talleres participativos, revisión del informe y dirección.
- Title:** Desarrollo Del Plan Estratégico Del Sector Agrario en Sant Boi de Llobregat: Hacia Una Agricultura Sostenible
Reference & acronym: 00300018
Duration: 2021-2022
Funding: Ayuntamiento de Sant Boi de Llobregat
Total Budget: 14,500.00€
Project Director & center: José Maria Gil
Report associated: *Fernández D., Freixa E., Sarroca A., Guesmi B., Kallas Z. & J.M. Gil (2022) Pla Estratègic D'agricultura De Sant Boi De Llobregat 2030. Diagnosi Del Sector Agroalimentari De Sant Boi De Llobregat.*
Rol: Participación en el diseño del estudio de la percepción ciudadana, dirección y guía a lo largo de la ejecución. Revisión del informe.

-
4. **Title:** Anàlisi y Diagnòstico de las necesidades de las personas y retos del tejido empresarial de los territorios de Castelldefels, Gavà y Begues en el marco de la Digitalización en la cadena de valor de la alimentación y la industria auxiliar vinculada al territorio
Reference & acronym: 00300013
Duration: 2021
Funding: **Ayuntamiento de Castelldefels, de Gavà i de Begues**
Total Budget: 14,995.00€
Project Director & center: Cristina Escobar (CREDA) - Zein Kallas.
Report associated: Escobar C. & Kallas Z. (2022) Digitalització En La Cadena De Valor De L'alimentació Necessitats De Les Persones I Reptes Del Teixit Empresarial Als Municipis De Castelldefels, Gavà I Begues Informe D'anàlisi I Diagnòstic
Rol: Participación en el diseño del estudio de la percepción ciudadana, el diseño del indicador de madurez digital de la cadena alimentaria. Dirección y guía a lo largo de la ejecución. Revisión del informe y presentación de resultados.
-
5. **Title:** Impacte COVID-19 al sistema Agroalimentari català
Reference & acronym: 91158
Duration: 2020
Funding: **Departament D' Agricultura, Ramaderia I Pesca - Generalitat De Catalunya.**
Total Budget: 17,500.00€
Project Director & center: Zein Kallas (CREDA)
Report associated: Rahmani D., Kallas Z. & Gil J.M. (2020) Impacte del COVID 19 sobre la importància de l'atribut "LOCAL"
Rol: Participación en el diseño del estudio, revisión del informe final.
-
6. **Title:** Sacrifici sense atordiment a catalunya: avaluació de benestar i socio-econòmica del sacrifici sense atordiment (Halal i kosher)
Reference & acronym: 00300018
Duration: 2020
Funding: **Departament D' Agricultura, Ramaderia I Pesca - Generalitat De Catalunya.**
Total Budget: 14,750.00€
Project Director & center: Djamel Rahmani (CREDA)
Report associated: Velarde A., Baulida B., Pallisera J., Rahmani D., Kallas Z. & Gil J.M. (2020) Sacrifici Sense Atordiment A Catalunya
Rol: Participación en el diseño del estudio, y el cuestionario a los stakeholders.
-
7. **Title:** La història darrera d'un aliment. Impacte del relat emocional sobre la percepció sensorial de l'Avellana de Reus D.O.P. i el Formatge de l'Alt Urgell i la Cerdanya
Reference & acronym: 61156
Duration: 2020
Funding: **Departament D' Agricultura, Ramaderia I Pesca - Generalitat De Catalunya.**
Total Budget: 25,800.00€
Project Director & center: Zein Kallas (CREDA)
Report associated: Kallas, Z.; Rahmani, D.; Mendoza, R.; López, L.M.; Roucaudc, M.; Gil, J.M. (2020) Storytelling. La importància del relat La història darrera d'un aliment
Rol: Diseño del estudio de consumidores (sensorial e intención de compra). Elaboración del informe y presentación de resultados.
-
8. **Title:** Impacte de la campanya publicitària en xarxes socials sobre el consum de fruita de proximitat i locals a Catalunya
Reference & acronym: 61143-1
Duration: 2019
Funding: **Departament D' Agricultura, Ramaderia I Pesca - Generalitat De Catalunya.**
Total Budget: 13,500.00€
Project Director & center: José Maria Gil (CREDA)
Report associated: Kallas, Z.; Rahmani, D.; Gil, J.M. (2020) Estudi de l'impacte de la campanya de promoció sobre el consum i les preferències per la fruita dolça
Rol: Participación en el diseño del estudio y el cuestionario para analizar las preferencias y la disposición a pagar por los atributos local, canal corto y de temporada para la manzana, pera y melocotón antes y después de la campaña publicitaria.
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9. **Title:** Estudi de l'impacte de la campanya de promoció de nadal en el consum i les preferències dels productes alimentaris amb Denominació d'origen Catalan
Reference & acronym: 61143-2
Duration: 2020
Funding: **Departament D' Agricultura, Ramaderia I Pesca - Generalitat De Catalunya.**
Total Budget: 13,500.00€
Project Director & center: José Maria Gil (CREDA)
Report associated: Rahmani, D.; Kallas, Z.; Gil, J.M. (2020) Estudi de l'impacte de la campanya de promoció sobre la intenció de compra i consum dels aliments locals
Rol: Participación en el diseño del estudio y el cuestionario para analizar las preferencias y la disposición a pagar por el atributo origen antes y después de la campaña publicitaria.
-
10. **Title:** Observatori Agroalimentari de Preus
Reference & acronym: 61102
Duration: 2021-2022
Funding: **Departament D' Agricultura, Ramaderia I Pesca - Generalitat De Catalunya.**
Total Budget: 46,800.00
Project Director & center: Zein Kallas- Cristina Escobar (CREDA)
Report associated: Escobar, C., Kallas Z. (2021) Fruita de llavor. Campanya de Poma 2020/21, Escobar, C., Kallas Z. (2021) Fruita de llavor. Campanya de Pera 2020/21, Escobar, C., Kallas Z. (2021) Fruita seca. 2021, Escobar, C., Escolà, A.; Kallas Z. (2021) Fruita de Pinyol. 2021
Rol: Participación en la elaboración de las estadísticas de precios sectoriales de referencia, dirección y revisión de los informes.
-
11. **Title:** El Mercat de l'Hamburguesa: Quantificació del consum i noves tendències (I) i, el Canal de la Distribució Majorista (II)
Reference & acronym: 61103 + 61118
Duration: 2017
Funding: **Granja Germans Rubí, S.L. Can Badal- Josep Alimentació SLU.**
Total Budget: 13,050.00€
Project Director & center: Cristina Escobar (CREDA)
Report associated: Escobar, C., Kallas, Z.; Hector, C. & Gil J.M. (2017) Exploració de mercat de l'hamburguesa Consum i noves tendències.
Rol: Participación en el diseño del estudio, las entrevistas y el plan. Revisión del informe final.
-
12. **Title:** Potencial de mercat del Pollastre i Capó del Prat i Estratègies de Comercialització
Reference & acronym: 61098
Duration: 2016
Funding: **Ajuntament del Prat de Llobregat.**
Total Budget: 6,000.00€
Project Director & center: Cristina Escobar (CREDA)
Report associated: Escobar C., Kallas Z., Ferreiro H. i Gil J.M. (2016) Potencial de mercat del Pollastre i Capó del Prat i Estratègies de Comercialització
Rol: Diseño del estudio y el cuestionario, la entrevistas para analizar las preferencias. Dirección y revisión del informe final
-
13. **Title:** Impacte de l'Escàndol de la Carn de Cavall en el Consum de Carn a Catalunya
Reference & acronym: 61082
Duration: 2015
Funding: **Departament d'Agricultura, Ramaderia, Pesca i Alimentació- Generalitat de Catalunya.**
Total Budget: 15,000.00€
Project Director & center: Zein Kallas (CREDA)
Report associated: Escobar C., Kallas, Z., Bancho R. & Gil J.M. (2015) Impacte de l'Escàndol de la Carn de Cavall en el Consum de Carn a Catalunya
Rol: Diseño del estudio y el cuestionario para analizar las preferencias y la disposición a pagar por el atributo origen antes y después de la campaña publicitaria.
-
14. **Title:** guide to the development of the CLEANLEACH business plan as a project is supported by the European soil and water engineering group (ESWEG) and the European nursery stock association (ENA).
Reference & acronym: 61088
Duration: 2015
Funding: **Institut de Recerca i Tecnologia Agroalimentàries- Generalitat de Catalunya.**
Total Budget: 3,146.00€
Project Director & center: Zein Kallas (CREDA)
Report associated: Kallas, Z. (2015) Road Map for Clean Leach Business Plan
Rol: Responsable del estudio, elaboración del plan de trabajo, entrevistas, taller participativo y elaboración del informe.
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15. **Title:** Valoración cualitativa de la percepción del jamón ibérico por parte de los consumidores de Reino Unido y Francia
Reference & acronym:
Duration: 2012
Funding: Consultora AGR!
Total Budget: 14.400.00€
Project Director & center: Montserrat Costa-Font (CREDA)
Report associated: *Cost-Font, M.; Kallas, Z.; Gil, J.M. (2012) Valoración cualitativa de la percepción del jamón ibérico por parte de los consumidores de Reino Unido y Francia*
Rol: Participación en la elaboración del plan de trabajo, Los Focus groups, revisión del informe.
-
16. **Title:** Estudi de mercat de la carn de conill: consumidor potencial y perspectives de futur
Reference & acronym:
Duration: 2011
Funding: Departament d'Agricultura, Alimentació i Acció Rural, **Generalitat de Catalunya**.
Total Budget: 13.000.00€
Project Director & center: José Maria Gil (CREDA)
Report associated: **Kallas, Z. & Gil, J.M. (2011) Anàlisis del consum de conill al sector restaurador de Catalunya**
Rol: responsable del diseño de los cuestionarios de consumidores, carnicerías y restaurantes, análisis de datos y estimación de los modelos. Redacción de los informes finales.
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17. **Title:** Estudi de posicionament dels productes aquícoles catalans per part del consumidor a Catalunya
Reference & acronym: 61097
Duration: 2012
Funding: Consultora Institut de Recerca i Tecnologia Agroalimentàries **Generalitat de Catalunya**.
Total Budget: 9.500.00€
Project Director & center: José Maria Gil (CREDA)
Report associated: *Escobar C., Kallas Z. & Gil J.M. (2012). Estudi de posicionament dels productes aquícoles catalans per part del consumidor a Catalunya*.
Rol: Participación en el diseño de los experimentos de elección para analizar las preferencias de los consumidores y su disposición a pagar por la acuicultura, codificación y estimación de los modelos econométricos. Revisión del informe final.
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V.2. Invited Conference in seminars for Stakeholders

1. **KALLAS, Z. (2022).** Understanding consumers' behaviour, perceptions and preferences towards 'circular farming. Biorefine clúster Europe. European Sustainable Nutrient Initiative Organized by Ghent University
2. **KALLAS, Z. (2021)** Social Aspects – farmer and consumer acceptance of biobased fertilizers, perceptions of risk. Economics of biobased fertilizer products and mineral counterparts. FertiCycle 1st Virtual Winter-school' in collaboration with Nutri2Cycle S1 – Waste processing and up-cycling concepts. University of Ghent and University of Copenhagen.
3. **KALLAS, Z. (2021)** El Factor humà. La vessant socioeconòmica: Acceptació pel sector i preferències del consumidor. Pla Anual de Transferència Tecnològica (PATT) del Departament d'agricultura, Ramaderia, Pesca, Alimentació i Medi Natural-Generalitat de Catalunya, 14 juny en línia, España.
4. **KALLAS, Z. (2021)** Anàlisi de les opinions i expectatives cap a l'adopció de les innovacions mitigadores de les emissions en l'activitat ramadera. Pla Anual de Transferència Tecnològica (PATT) del Departament d'agricultura, Ramaderia, Pesca, Alimentació i Medi Natural-Generalitat de Catalunya, 28 octubre en línia, España.
5. **KALLAS, Z. (2020).** Percepció de les innovacions per part del sector ramader. Estratègies per augmentar la sostenibilitat dels sistemes agroramaders. Pla Anual de Transferència Tecnològica (PATT) del Departament d'agricultura, Ramaderia, Pesca, Alimentació i Medi Natural-Generalitat de Catalunya, 10 desembre en línia, España.
6. **KALLAS, Z. (2019)** Iniciatives europees per al reciclatge de nutrients en sistemes agroalimentaris. Qüestionari al sector. Pla Anual de Transferència Tecnològica (PATT) del Departament d'agricultura, Ramaderia, Pesca, Alimentació i Medi Natural-Generalitat de Catalunya, 16 desembre, Vila-sana, España.
7. **KALLAS Z. (2015)** Mètodes de cocció i emmascarament de l'olor sexual en Frankfurt i l'om. Jornada sobre el potencial de mercat i qualitat de la carn de mascles sencers en el marc del Pla Anual de Transferència Tecnològica (PATT) del Departament d'agricultura, Ramaderia, Pesca, Alimentació i Medi Natural de la Generalitat de Catalunya, Monells, España
8. **KALLAS Z. (2015)** Prevalença d'olor sexual en Canals porcines, opinió del sector i resultats d'enquestes a carnisers. Jornada sobre el potencial de mercat i qualitat de la carn de mascles sencers en el marc del

Pla Anual de Transferència Tecnològica (PATT) del Departament d'agricultura, Ramaderia, Pesca, Alimentació i Medi Natural de la Generalitat de Catalunya, Monells, España.

9. **KALLAS, Z.** (2013). Impacto del análisis sensorial sobre las preferencias de compra de los consumidores. Next-Senses. La cultura en el consumo sensorial. centro de recursos sobre percepción y ciencias sensoriales. Escuela superior de Agricultura de Barcelona, Castelldefels.
10. **KALLAS, Z.** (2020) Fòrum Indicacions Geogràfiques, Un Valor Ocult Del Territori- Departament d'agricultura, Ramaderia, Pesca, Alimentació i Medi Natural de la Generalitat de Catalunya, Cosmocaixa- (Fundació Catalana de l'Esplai).

V.3. Cooperation with developing countries

1. Project of the Center for Development and Cooperation of the UPC:: Food Security in Mexico (2019-A009) Analysis of sustainable food security and nutrition with a gender approach in vulnerable communities in Chihuahua, Mexico. Participants: **KALLAS, Z.**, Orduño Torres, M.A., Ornelas Herrera, S.I.
2. Project of the Center for Development and Cooperation of the UPC: Climate change in Mexico (2017-U020). Adaptation actions of the agricultural sector to climate change in hydrological basins Pacífico Norte (Sinaloa) y Rio Bravo (Chihuahua). Participantes: **KALLAS, Z.**, Orduño Torres.

V.4. Courses taught for Stakeholders

Course	Stakeholders	Date	Hours	centre
1. Agricultural accounting	Farmers	2009	24	Federation of Catalan farmers' cooperatives
2. Marketing, promotion and distribution channels of agro-food products	Entrepreneurs	2005	6	Technologic institute of agro-food studies (ITAGRA)
3. Marketing and economic viability of agro-food projects	Entrepreneurs	2004	4	Technologic institute of agro-food studies (ITAGRA)

V.5. Science Workshops with families and primary schools

Mini-UPC Workshops	Participants	Number	Date	Hours	centre
1. És possible fer una lllaminadura saludable?	Primary students	50 students	2018	30	Els Pins Public School-Castelldefels
2. Preparem i tastem sucs saludables. És possible fer una lllaminadura saludable?	Primary students	50 students	2019	30	Els Pins Public School-Castelldefels
Castelldefels, Summer University for science and technology	Participants	Number	Date	Hours	centre
3. És possible fer una lllaminadura saludable?.	Families and kids	14 persons	2021	2	Public
4. Preparem i tastem sucs saludables.	Families and kids	15 persons	2021	2	Public
5. És possible fer una lllaminadura saludable?.	Families and kids	12 persons	2022	2	Public
6. És possible fer una lllaminadura saludable?.	Families and kids	15 persons	2023	2	Public
7. Taller de Aromes (Activitat Aquí STEM)	Primary students	22 students	2020	2	Escola L'Alzina Molins de Rei
TFG-Workshops	Participants	Number	Date	Hours	centre
8. Experiments with natural and processed orange juice	Primary students	80 students	2019	8	Centre de Recursos Pedagògics Margalló de Castelldefels, Barcelona
		94 students	2019	10	Centre de Recursos Pedagògics Frangoal de Castelldefels, Barcelona