

Zein KALLAS-CV

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EDUCATION

- ❖ Ph.D. in Economics and Agricultural Politics. University of Valladolid, Valladolid, Spain (2006).
- ❖ Dissertation title: "Demand for non-commodity outputs from extensive agricultural systems: choice experiment versus contingent valuation". Excellent *cum laude*.
- ❖ Master of Science in Agro-food Marketing. International Center for Advanced Mediterranean Agronomic studies-Mediterranean Agronomic Institute of Zaragoza (CIHEAM-IAMZ), Zaragoza, Spain (2003).
- ❖ Master in Agro-food Management. Industrial Organization School (EOI), Madrid, Spain (2004).
- ❖ Agriculture Engineer in Food Science and Technology- Lebanese University, Lebanon (2001). Degree accredited to the Spanish Degree: Serie A: Nº 0320738/2006/H07674, Spanish Ministry of Education and Science.

FIELDS OF INTEREST

- ❖ Agro-food sectors analysis, Agro-food Marketing, consumer behaviors
- ❖ Organic agriculture adoption and agricultural Policy Analysis.
- ❖ Choice experiments and Survival analysis.

ACADEMIC EXTERNAL ACCREDITATIONS

- ❖ Lecturer Accreditation by the *Agència per a la Qualitat del Sistema Universitari de Catalunya* (AQU). Government of Catalonia, Spain.
- ❖ Assistant Professor Accreditation by the *Agencia Nacional de Evaluación de la Calidad y Acreditación*, Ministry of Education and Science, Spain.
- ❖ Associate Professor Accreditation by the *Agencia Nacional de Evaluación de la Calidad y Acreditación*, Ministry of Education and Science, Spain.

PROFESSIONAL EXPERIENCE

- ❖ Assistant Professor. Department of Agro-Food Engineering and biotechnology: - Agriculture faculty of Barcelona-University of Catalonia, DEAB-UPC (since September 2007)
- ❖ Researcher. Research Center of Agro-food economics and development. CREDA (since September 2006).
- ❖ Associate Professor. National University of Distance Education. UNED (since September 2007)

PUBLICATIONS

1. KALLAS, Zein; GÓMEZ-LIMÓN, José A. and ARRIAZA, Manuel (2008). "Demand for non-commodity outputs from extensive agricultural systems". *Mediterranean Journal of Economics, Agriculture and Environment*, II (1), pp.4-13.
2. ARRIAZA, Manuel; GÓMEZ-LIMÓN, José A. KALLAS, Zein and NEHHAY, Olexandr (2008). "Demand for non-commodity outputs from mountain olive groves". *Agricultural Economics Review*, 9 (1), pp. 5-23.
3. KALLAS, Zein; GÓMEZ-LIMÓN, José A. and BARREIRO, Jesús (2007). "Decomposition of the aggregated value of agricultural multifunctionality: combining contingent valuation and the analytic hierarchy process". *Journal of Agricultural Economics*, 58 (1), pp. 1-24.
4. KALLAS, Zein; GÓMEZ-LIMÓN, José A. and ARRIAZA, Manuel (2007). "Are Citizens Willing to pay for Agriculture multifunctionality?". *Agricultural Economics*, 36, pp. 307-321.
5. KALLAS, Zein and GÓMEZ-LIMÓN, José Antonio (2007). "Valoración de la multifuncionalidad agraria: una aplicación a través del método de los experimentos de elección". *Estudios de Economía Aplicada*, 25 (1), pp. 1-37.
6. KALLAS, Zein; GÓMEZ-LIMÓN, José A. and ARRIAZA, Manuel NEHHAY, Olexandr. (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*, 11(1), pp. 49-79.
7. KALLAS, Zein; GÓMEZ-LIMÓN, José Antonio and SAN MARTÍN, Roberto.(2005) Comercio y Marketing Electrónico de los productos agroalimentarios de calidad certificada en Castilla y Laón. *Revista Española de Estudios Agrosociales y Pesqueros*, 207, pp. 143-178

PAPERS CURRENTLY IN REVIEW

1. KALLAS, Zein; SERRA, Teresa and GIL, José M. Effects of policy instruments on farm investments and production decisions in the Spanish COP sector. *Applied Economics*.
2. KALLAS, Zein; SERRA, Teresa and GIL, José M. Farmer's objectives as determinant factors of organic farming adoption, *Agricultural Economics*

WORKING PAPERS

1. KALLAS, Zein; LAMBARRAA, Fatima and GIL, José M. Analytical hierarchy process versus the choice experiments: a stated preference analysis.
2. LAMBARRAA, Fatima and KALLAS, Zein. Policy impact on the efficiency of Less Favored Area Spanish olive farms.
3. KALLAS, Zein and GIL, José M. Assessing the impact of advertising on wine preference using Choice Experiments.
4. MERCADÉ, Lluc; GIL, José, M.; KALLAS, Zein and SERRA, T. Farmers' preferences for crop insurance adoption. A choice experiment approach.
5. KALLAS, Zein; and LAMBARRAA, Fatima. Duration analysis to determine factors that lead wine and processed meat agro-industries to abandon their activities: Policy implications

CHAPTER IN BOOKS

1. KALLAS, Zein; GÓMEZ-LIMÓN; José Antonio y Barreiro, Jesús. (2007) "Oferta y demanda de los bienes y servicios públicos en la agricultura española" En *La Multifuncionalidad de la agricultura*, pp. 109-131, Eumedia y el Ministerio de Agricultura, Pesca y Alimentación, Madrid.
2. GÓMEZ-LIMÓN, José A.; KALLAS, Zein y ARRIAZA, Manuel. "Demanda social a favor de la multifuncionalidad en sistemas agrarios de baja productividad". En *La Multifuncionalidad de la agricultura*, pp. 151, 168. Eumedia y el Ministerio de Agricultura, Pesca y Alimentación, Madrid.
3. ARRIAZA, Manuel; GÓMEZ-LIMÓN; José Antonio; KALLAS, Zein. (2007). "Valoración económica del carácter multifuncional de sistemas agrarios extensivos". En *Informe anual del sector Agrario en Andalucía 2006*, pp.431-461, Fundación Unicaja, Málaga.
4. ARRIAZA, Manuel; KALLAS, Zein; GÓMEZ-LIMÓN; José Antonio. (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, Junta de Andalucía, Sevilla.

CONGRESSES AND SEMINARS

1. KALLAS, Zein; SERRA, Teresa and GIL, José M. 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), Pre-conference Workshop: Innovative policies and institutions to support agro-industries development, Beijing, China.
2. KALLAS, Zein and LAMBARRAA, Fatima (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.
3. KALLAS, Zein; LAMBARRAA, Fatima and GIL, José 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*.
4. LAMBARRAA, Fatima and KALLAS, Zein (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
5. LAMBARRAA, Fatima and KALLAS, Zein (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.
6. MERCADÉ, Lluc; GIL, José, M.; KALLAS, Zein and SERRA, T. 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.
7. KALLAS, Zein; SERRA, Teresa and GIL, José M. 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.
8. KALLAS, Zein; 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.
9. KALLAS, Zein; GÓMEZ-LIMÓN, J. A. y ARRIAZA, M. (2007). "Willingness to pay for agricultural multifunctionality of extensive agricultural systems". Paper presented at the *VI Congreso Nacional de Economía Agraria*, Albacete, Spain.
10. KALLAS, Zein; GÓMEZ-LIMÓN, J. A. y 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*, Barcelona, Spain.

11. ARRIAZA, M; KALLAS, Zein y 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*, Barcelona, Spain.
12. KALLAS, Zein; GÓMEZ-LIMÓN, J. A. y 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.
13. ARRIAZA, M.; GÓMEZ-LIMÓN, J. A. KALLAS, Zein y 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.
14. KALLAS, Zein y GÓMEZ-LIMÓN J. A. (2006). "Agriculture multifunctionality Valuation. The case of cereal steppes in Castilla and León". Paper presented at the *10º Congreso de Economía de Castilla y León*, Valladolid, Spain.
15. ARRIAZA, M.; GÓMEZ-LIMÓN, J. A. KALLAS, Zein y NEHHAY, O. (2006). "Social Demand for agriculture multifunctionality of olive groves: a choice experiment approach". Paper presented at the *IX Encuentro de Economía Aplicada*, Jaén, Spain.
16. KALLAS, Zein y GÓMEZ-LIMÓN J. A. (2006). "A joint valuation of agriculture multifunctionality. The contingent valuation and the analytical hierarchy process approach". Paper presented at the *XX Congreso Anual de la Asociación de Economía Aplicada*, La Laguna, Spain.
17. KALLAS, Zein y GÓMEZ-LIMÓN J. A. (2006) "Is there a social demand for agriculture multifunctionality". Paper presented at the *VI Coloquio Ibérico de Estudios Rurales*, Huelva, Spain.
18. KALLAS, Zein y 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, Netherland.
19. KALLAS, Zein y 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*, Palencia, Spain.
20. KALLAS, Zein; GÓMEZ-LIMÓN, J. A. y SAN MARTÍN, R. (2004). "E-commerce of high quality Agro-food products". Paper presented at the *V Congreso Nacional de Economía Agraria*, Santiago de Compostela, Spain.
21. KALLAS, Zein; GÓMEZ-LIMÓN, J. A. (2006) "Valuation of non-commodity outputs of multifunctional agriculture, the case of Tierra de Campos". Presented in the seminar of CREDA-Polytechnic University of Catalonia, Castelldefels, Spain.

22. Participation in the 90th Seminar of the European Association of Agriculture Economics (2004). Multifunctionality: a characteristic or an objective of agriculture. EAAE, Rennes, France

FINANCED RESEARCH PROJECTS (COMPETITIVE CALLS)

1. *Title:* Study on the improved methods for animal-friendly production, in particular on alternatives to the castration of pigs and on alternatives to the castration of pigs and on alternatives to the dehorning of cattle. ALCASDE. SANCO D5 JK/dj D(2008)450346. *Funding:* European Commission, Health and consumers directorate-general, animal health and welfare. 212.000€. Project director: Maria Angels Oliver . Centre: CREDA-UPC-IRTA.
2. *Title:* Red de experimentacion, de cambios y de transferencia para el desarollo de la agricultura ecologica en producciones vegetales a destinacion de agricultores catalanes, EFA10/08. *Funding:* European Commission. Programa Operativo de Cooperación Territorial España-Francia-Andorra 2007-2013. 128.000 €
3. *Title:* Estudi de mercat de la carn de conill: consumidor potencial y perspectives de futur. *Funding:* Departament d'Agricultura, Alimentació i Acció Rural, Generalitat de Catalunya. 2009-2010. 28.000€. Project director: Jose Maria Gil
4. *Title:* Los Efectos de las Medidas de Desacoplamiento de la PAC sobre las Decisiones de Producción (The Effects of CAP Decoupling Measures on Production Decisions) (2007- 2010). *Funding:* Ministerio de Educación y Ciencia, €37,000. Project director: Teresa Serra. Centre: CREDA-UPC-IRTA.
5. *Title:* El comercio electrónico de productos agroalimentarios de calidad en Castilla y León: situación actual y perspectivas. (The e-commerce of high quality Agro-food products: Situation and Perspectives). *Funding:* Ministerio de Educación y Ciencia (MEC) y Fondo de Desarrollo Regional (FEDER), 3.000€. Project director: José Antonio Gómez-Limón. Centre: Valladolid University.
6. *Title:* Análisis prospectivo de la sostenibilidad de los sistemas agrarios nacionales en el marco de la PAC: (FUTURPAC) (2006-2009). (Sustainability analysis of agricultural systems in the PAC frame). *Funding:* Ministerio de Educación y Ciencia (MEC) y Fondo de Desarrollo Regional (FEDER), 154.880,00 €. Project Ref. contract AGL2006-05587-C04-01/AGRof. Project director: José Antonio Gómez-Limón. Centre: Valladolid University.
7. *Title:* Principales Factores Determinantes de las Decisiones de Producción y Consumo de Alimentos Ecológicos (Main Determinants of Organic Food Production and Consumption Decisions). (2007- 2010). *Funding:* Instituto Nacional de Investigación y Tecnología Agraria y Alimentaria (INIA), €44,020.8. Project coordinator: José M. Gil. Centre: CREDA-UPC-IRTA.
8. *Title:* Multifuncionalidad de la agricultura: análisis de la demanda social de bienes y servicios públicos procedentes del sector agrario en Castilla y León (Agriculture multifunctionality: The social demand of non

- commodities goods) (2005-2007). *Funding:* Consejería de Educación de Castilla y León, 13.400 €. *Project Ref.:* VA006A05. *Project director:* José Antonio Gómez-Limón. *Centre:* Valladolid University.
9. *Title:* Cuantificación de la multifuncionalidad (externalidades ambientales y sociales) producida por los sistemas agrarios continentales (social and environmental externalities valuation in agricultural systems) (2004-2006). *Funding:* Ministerio de Ciencia y Tecnología y el FEDER, 70.350 €. *Project Ref.:* MULTIAGRO (AGL2003-07446-C03-01). *Project director:* José Antonio Gómez-Limón. *Centre:* Valladolid University.
10. *Title:* Gestion de la demanda d'eau agricole et politiques de tarification en Tunisie et en Espagne: Une analyse moyennant des techniques multicritères (water Demand through tariffs politics) (2006-2007). *Funding:* Spanish Agency of International Cooperation (AECI), 9.500 €. *Project Ref.:* A/3433/05. *Project director:* José Antonio Gómez-Limón. *Centre:* Valladolid University.

COURSES TAUGHT

1. Accounting, 6 credits (compulsory). Degree in Agricultural science, Polytechnic University of Catalonia (2006-2007), shared with other professor.
2. Agro-food Management, 6 credits (compulsory). Degree in Agricultural science, Polytechnic University of Catalonia-UPC (2006-2007), shared with other professor.
3. Economics of Agro-food market, 6 credits (compulsory), Agriculture Doctoral Program, Polytechnic University of Catalonia-UPC (2006-2007), shared with other professor.
4. Agro-food Marketing, 6 credits (compulsory), Degree in Agricultural science, Polytechnic University of Catalonia-UPC (2006- present).
5. Applied Economics, 6 credits (compulsory). Degree in Environment Science, Universidad Nacional de Educación a Distancia-UNED (2007-Present).
6. Marketing and viability analysis of agro-food projects. Technologic Institute of Agro-Food Studies (ITAGRA), 6 hours (2006).
7. Marketing, promotion and distribution channels of agro-food products. Technologic Institute of Agro-Food Studies (ITAGRA), 6 hours (2004).

AWARDS AND GRANTS

1. Spanish Ministry of Exterior Affairs and the Spanish Agency of International Cooperation (MAE-AECI). International competitive call. Grant for realizing doctoral studies. (September 2003- September 2006).
2. CIHEAM-IAMZ. -Mediterranean Agronomic Institute of Zaragoza (CIHEAM-IAMZ). International competitive call. Grant for realizing the Master study in Agro-Food Marketing. (July 2001-July 2003).

3. Industrial Organization School and FEDERER. Spanish competitive call. Grant for realizing Master study in Agro-food Management. (October 2003-May 2004).
4. International Association of Agriculture Economist and the Food and Agriculture Organization (IAAE-FAO). International competitive call. Grant for Assisting at the *26th Conference of the IAAE*, Gold Coast, Australia. (August 2006).
5. International Association of Agriculture Economist and the Food and Agriculture Organization (IAAE-FAO). International competitive call. Grant for Assisting at the *27th Conference of the IAAE*, Beijing, China. (August 2009).
6. Spanish Association of Agriculture Economics. Spanish competitive call. Grant for the assistance to the VI Congress of the SAAE. Albacete, Spain (September 2007)
7. Cantabria University (UC). Spanish competitive call. Grant for realizing an advanced short course. Suances, Spain. (September, 2005).
8. International University of Menéndez Pelayo (UIMP) and the Economic School of "Herbert A. simon". Spanish competitive call. Grant for short course participation- Santander (Spain).
9. CIHEAM-IAMZ. -Mediterranean Agronomic Institute of Zaragoza (CIHEAM-IAMZ). International competitive call. Grant for short course participation. Zaragoza, Spain (2003).
10. Valladolid University. Spanish competitive call. Grant for advanced short course participation. (2004). Madrid Spain.
11. Spanish Association of Agriculture Economics. Spanish competitive call. Grant for the assistance at the V Congress of the SAAE. Santiago de compostela, Spain (September 2004).

ADVANCED COURSES REALIZED

1. Summer School in Event History & Survival Analysis, Paul D. Allison, University of Bologna, Forlì, Bertinoro, June, 2009.
2. The 3rd Advanced Summer School. Discrete Choice Modeling. William H. Greene. Crete, Greece. August, 2009.
3. 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
4. The Spanish multinationals, emerging reality, Economic School of "Herbert A. simon"-UIMP, Santander, Spain, 2004
5. The economics of natural resources and the environment, Cantabria University UC, 2004

6. Modelling in Agricultural Economics with The General Algebraic Modeling System (GAMS), Polytechnic University of Madrid, Madrid, 2004
7. Agro-food Market Research: A modern Approach CIHEAM-IAMZ-Zaragoza, Spain, 2003

ORGANIZATION OF CONGRESS

1. 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. Member of the organizing committee.
2. 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. Member of the organizing committee.
3. 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. Member of the organizing committee.

OTHER COMMENTS

- ❖ Personal support in the organization of the VI Congress of Spanish Association of Agriculture Economics (September 2007).
- ❖ Personal support in the organization of the V Congress of Spanish Association of Agriculture Economics (September 2004).
- ❖ 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).