

Radivoj V. Prodanović, PhD



Radivoj Prodanović is an Associate Professor in the narrower scientific field of Agribusiness Management at the Faculty of Economics and Engineering Management, University Business Academy in Novi Sad. His primary expertise includes agricultural economics, agricultural and rural policy, agribusiness management, natural resource management, sustainable agricultural development, and environmental protection. In recent years, he has focused on decision-making regarding farm management issues and sustainable production systems and technologies.

He is a lecturer on the Jean Monnet Module "European Sustainable Values in the Common Agricultural Policy," teaching the courses "Rural Policy of the European Union" and "Rural Policy of Serbia in the Context of EU Integration," supported by the European Education and Culture Executive Agency (EACEA). Additionally, he teaches in the Jean Monnet Module "European Sustainable Values in Environmental Protection and Agricultural Policy," delivering courses such as "Climate Change and Agriculture: EU Strategies for Mitigating the Negative Effects of Climate Change in Agriculture" and "EU Sustainable Practices as a Strategy for Preserving and Improving Natural Resource Quality," also supported by the European Education and Culture Executive Agency (EACEA).

He is the author or co-author of over 100 papers published in international and national scientific journals, monographs, and conference proceedings on topics including food production and processing economics, agribusiness management, agromarketing, sustainable agricultural development, and agroecosystem protection.

He has participated in several national projects co-financed by the Provincial Secretariat for Scientific Research and Higher Education, the Environmental Protection Directorate of the City of Novi Sad, and the Ministry of Agriculture, Forestry, and Water Management.

He has experience in creating and evaluating academic study programs. He serves as a member of editorial boards and a reviewer for several scientific journals. He is also a reviewer for the National Accreditation Body (NAT) in the field of technical-technological sciences.

He has received recognition for scientific excellence in the field of agricultural economics, ranking as the third most-cited researcher in AP Vojvodina in 2022.

He has been a regular member of the IRASA Academy since 2019 in the Technical-Technological Sciences section and a member of the Scientific Association of Agricultural Economists of the Balkans since 2020.