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SUSTAINABLE AGRICULTURE
FOR GREENER FUTURE

Workshop on agri-environmental economics 5

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Abstract	The “Realized workshops on agri-environmental economics” is a deliverable within WP3 entitled “AgriGREEN business labs for workshops” of the AgriGREEN. This report shows realization of the fifth of the six workshops which is done in cooperation with Ivan Đurić and XR4mark company.
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LIST OF ACRONYMS

WP Work package

AgriGREEN Jean Monnet Centre of Excellence: Sustainable Agriculture for Greener Future

JMCE Jean Monnet Centre of Excellence

UNS University of Novi Sad



INTRODUCTION

As part of its activities, the AgriGREEN project envisages the implementation of **workshops on agri-environmental economics**, which aim to create stronger connection between the experts from companies and UNS through workshops which will be held in cooperation with business representatives in which students will gain practical knowledge in the field of agri-food sector.

The purpose of this workshop is to link theoretical knowledge from faculty education with practical work from real companies. Structure of each workshop is: intensive course 3 weeks and case study solving 1 week. At this fifth workshop, students had the opportunity to learn about innovative marketing techniques. The workshop was conducted by Ivan Đurić, from The Leibniz Institute of Agricultural Development in Transition Economies (IAMO), and co-founder of the company XR4mark, which applies the latest scientific and technological approaches to analysing consumer behaviour, improving marketing strategy and training employees. Their approach is based on the application of a combination of "immersive technologies" (VR, AR, XR) and various biosensors, where students were able to learn about the latest technologies in marketing and had opportunities to participate in the application of those technologies. The product used as an example was **organic apples**. The idea of the workshop is to show how and in what way consumers experience the importance of organic products, how they perceive them in markets and what is important characteristics when choosing apples.

Together with educators from the faculty, i.e. members of the project team, a case study was designed, on which the students worked for four weeks. The first three weeks were dedicated to an intensive training course. So, after completing this intensive course, a case study competition was organized, where participants' theoretical and practical knowledge was tested. The case study, titled "**Innovative Marketing for Organic Apples**", was tasked with enabling students to create different ways in which organic apples would attract consumers' attention in stores, compared to other types of produce. This course focused on participants who have been encouraged to discuss lessons learned, independently investigate specific topics, solve problems through case study and present the results of their research. This approach allows active participation in the learning process by talking with each other and listening to different points of view. Furthermore, it establishes a personal connection between participants and the topic of study, and it helps participants to think in a less personally biased way.

The structure of the report is as follows: Chapter 2 explains workshop idea and structure; Chapter 3 explains the realization of workshop; Chapter 4 explains raising awareness; while Appendix 1 shows all proofs that all activities are realized.



DESCRIPTION OF WORKSHOP

One of the aims of the WP 3: AgriGREEN business labs for workshops is that together with companies and business experts, 6 workshops will be developed and conducted in the new business labs on two locations (Subotica and Novi Sad). In the focus of this workshops will be management of the organic food production and Agriculture 4.0. This WP aims to prepare, develop, and conduct workshops together with experts from agribusiness companies. To grant equal opportunities, all the disadvantaged groups will have access to AgriGREEN business labs. Academic stuff and tutors from companies will together organize workshops on agri-environmental economics: management of organic food production and Agriculture 4.0. Tutors from companies will present some innovative methods in agricultural production, which are environmentally friendly. Also, new digital technologies will be presented. Every workshop is going to have special case study, as the real problem challenge.

The purpose of this workshop is to link theoretical knowledge from faculty educations with practical work in the segment of media and presenting solutions in the agri-environmental sphere. Number of estimated participants per workshop is 15, and duration of one workshop is 8 hours (4 weeks: 3 weeks (6 hours) intensive course and 1 week (2 hours) case study).



REALISATION OF WORKSHOP

As part of the fifth workshop within the faculty–industry collaboration program, students were introduced to innovative marketing techniques that combine theoretical knowledge with real-world business practices. The workshop was conducted by Ivan Đurić, researcher at The Leibniz Institute of Agricultural Development in Transition Economies (IAMO) and co-founder of XR4mark, a company specializing in immersive technologies and behavioural analytics. XR4mark integrates VR/AR/XR tools with various biosensors to analyse consumer behaviour and optimise marketing strategies. For the purposes of this workshop, the example product used was organic apples, chosen for their growing relevance in sustainable food systems and consumer health awareness.

This approach enabled students to understand both cognitive and emotional components of food choice, while also gaining practical experience with cutting-edge technology. Topics of intensive courses relate to problem solving in case study:

- How consumers perceive organic vs. conventional products.
- What visual, tactile and contextual cues influence their choices.
- How VR/AR/XR technologies can simulate real shopping environments.
- How biosensors (eye-tracking, EEG, GSR) capture subconscious consumer reactions.

This workshop was held in **difficult circumstances**, given the socio-political situation in Serbia, when all Faculties were blocked by students at the beginning of 2025, as an expression of their dissatisfaction with the social situation in Serbia. At the Faculty of Economics in Subotica and the Department in Novi Sad, all teaching activities were prohibited, while project activities were allowed to take place. In the spring of 2025, the faculty was completely blocked for project activities. The total number of full-time students was at least 10. Given that the Faculty of Economics in Subotica introduced electronic records, via QR codes, where each student logs in from their student account, the records were presented in the form of an electronic report. The attendance list are given in **Annex A**.

According to the project plan, the workshop included 3 lectures and one case study. Picture 1 shows workshop Agenda (also could be found in **Annex B**). The first lecture was held in a classroom at the faculty, while the remaining lectures and case study were held in the **AgriGREEN business lab** in Novi Sad:

1. Introductory lecture was held on January 13.
2. 3D XR Simulator, part one was held on January 20.
3. 3D XR Simulator, part two was held on January 29.



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The first lessons were devoted to the basic concepts of food marketing, quality perception and the psychology of decision-making when buying fruits and vegetables, with special emphasis on the differences between conventional and organic products. After that, the students were introduced to the principles of immersive technologies and the ways in which they are used in modern market research. Special attention was paid to biosensors (eye-tracking, measurement of galvanic skin reaction, EEG), with the use of which it was demonstrated how the subconscious reactions of consumers can be measured. Through a combination of lectures, equipment demonstrations, and practical exercises inside virtual stores, students developed the competencies needed to understand customer behavior, identify key elements of the sales environment, and create innovative marketing solutions. This integrated program prepared them to successfully apply the acquired knowledge and independently solve the case study in the last week.

Picture 1. Workshop Agenda

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Workshops on agri-environmental economics:

XR4mark research - organic apples


Dr Ivan Đurić
XR4mark

1. January 13, 2025 - Introductory lecture
2. January 20, 2025 - 3D XR Simulator, part one
3. January 29, 2025 - 3D XR Simulator, part two

February 5, 2025 - Case study: "Innovative Marketing for Organic Apples"

IA MO
Leibniz Institute of Agricultural Development
in Transition Economies





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During the course, students could download all the materials (presentations and case study) via the Microsoft Teams. Also, through this platform, students received notifications and communicated with lecturers.

Picture 2. Intensive course





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Picture 3. Eye-tracking and GSR experiment





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Realization of case study challenge included a few phases: creating a case study, presentation of problems, organization, and realization of case study presentation in business lab in Novi Sad and Subotica. In the final week, students faced the case study challenge titled: "Innovative Marketing for Organic Apples". The central task was to design a marketing strategy for organic apples that would:

- Attract consumers' attention in retail environments.
- Highlight the unique value and importance of organic production.
- Leverage immersive technologies to demonstrate how consumers experience and evaluate organic apples.

Picture 4. Case study task



The image shows a promotional flyer for the AgriGREEN case study. The top half of the flyer features the AgriGREEN logo (green text with a stylized water wave graphic) and the text "Sustainable Agriculture for Greener Future". Below this is the European Union flag logo with the text "Co-funded by the European Union". To the right, there is a clock icon with the text "February 5, 11am" and a location pin icon with the text "Novi Sad, Business lab". The middle section has a title "Case study: INNOVATIVE MARKETING FOR ORGANIC APPLES" in bold blue text. Below the title is a bulleted list of questions: "How consumers perceive organic labels, colour, shape, and packaging?", "What store elements (lighting, placement, storytelling) influence choice?", and "How to communicate authenticity, sustainability, and health benefits in a compelling way?". The bottom half of the flyer features a vibrant illustration of several ripe, colorful apples (red and green) with small green leaves.



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This case study illustrates how modern marketing is shifting toward experience-based, data-driven approaches. The combination of immersive technologies and consumer behavior analytics opens new possibilities for promoting organic products in ways that resonate with modern shoppers. Through the workshop "Innovative Marketing for Organic Apples", students gained a unique opportunity to connect their academic knowledge with practical tools used by industry leaders, preparing them for future roles in agribusiness, marketing, and technology-driven innovation.

RAISING AWARENESS ABOUT WORKSHOP

Visibility of the course is achieved through:

- Website of the project;
- Website of the Faculty of Economics;
- Social media of AGRO (Instagram and Facebook);
- Social media of Faculty of Economics (Instagram).

Also, all activities have been intensively promoted via project Instagram account (agro_efsu) as well as Instagram account of the Faculty of Economics (ekonomski_fakultet_subotica). Based on number of followers of these two accounts, workshop activities have been visible approximately to 5.500 people. Example of promoting case study on Instagram story is on Picture 5.

Picture 5. Case study on Instagram story

