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*Dear readers,*

*we proudly present the fifth volume of our journal Agroekonomia croatica. It is a journal published by Croatian Society of Agricultural Economists, which enables our members and colleagues to release scientific and expert papers in agricultural economics and rural sociology area. There is also an electronic version of a printed journal available at the web pages of Croatian Society of Agricultural Economists (<http://www.haed.hr/aec/>), but it can be also seen at the following portals: Hrčak and AgEcon search.*

*Agroekonomia Croatica is the only journal from this specific research field in Croatia and one of the few of such in the region. Journal aims to promote scientific knowledge towards wider scientific community and business as well as through integration of different scientific branches.*

*This volume of Agroekonomia Croatica contains papers that discuss various topics. Five of the eight papers are research results of Croatian authors, one article is from Serbia and two from Hungary. The papers of foreign authors were presented at the 4th AgriMBA-AVA Congress „Smart Agribusiness for the Society of Tomorrow“ held in Porec 16th-20th June 2015. Topics covered in this issue include: corporate social responsibility, service quality management of agricultural insurance, application of a modern marketplace in the European agribusiness, the supermarket revolution in the Balkan countries, rural tourism of Croatia-Hungary cross-border areas, determinants of organic bread and bakery products purchase, opportunities and constraints of agrotourism development, business analysis of Croatian cooperative system. Considering the wide variety of the topics, I hope you will find something interesting and useful.*

*With a call for future fruitful cooperation, yours truly*

*Ružica Lončarić, editor in chief.*