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## FOREWORD TO THE FIRST ISSUE

During the 2019 the Institute of Agricultural Economics (IAE) from Belgrade has been celebrating its 70<sup>th</sup> anniversary. In line to such a significant jubilee for one widely recognized scientific-research institution, scientific board of the IAE made a decision to launch a new international open-access scientific journal under the title The Western Balkan Journal of Agricultural Economics and Rural Development (WBJAERD).

Journal will be primarily in the service of global science. At the same time, it will be in function of strengthening of IAE's and Serbian science achievements worldwide visibility. The WBJAERD will be published semi-annually, and it mainly includes original scientific articles, as well as technical and review articles. Journal is generally oriented to the topics linked to agricultural economics and rural development, as are the sustainability and competitiveness of agriculture, agrobusiness and rural areas, investments and calculations in agriculture, cooperation and integration in agriculture, current tendencies at agro-market and agro-marketing, rural sociology, strategic approach in development of agriculture and rural areas, agro and food policy development, rural tourism, importance of technological transfer and human capital in agro-complex, educational infrastructure in agribusiness, etc.

Besides all, WBJAERD responsibility is to carry out the promotion of previously conducted scientific researches that impact the sustainability of agriculture, trying to overcome a broad range of challenges affecting the further development of global agriculture and rural economy. Journal has to exert both the superiority and the advantage of researches focused to advancement of agriculture and rural areas.

In Belgrade, June 2019

Editorial Board of the WBJAERD



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