



Editorial Note

Contributions of Agricultural Economics Research towards Sustainable Natural Resources

Nolila Mohd Nawil* and Nitty Hirawaty Kamarulzaman¹

¹Department of Agribusiness and Bioresource Economics, Faculty of Agriculture, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia

*Corresponding author: Nolila Mohd Nawil, Department of Agribusiness and Bioresource Economics, Faculty of Agriculture, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia; nolila@upm.edu.my

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Main Text

The global concerns on sustainability issues such as scarcity of natural resources, rapid environmental degradation, intense international competitions, and imbalanced of social equities are increasing, resulting in growing attention towards sustainable use of natural resources, especially in the agriculture sector. Natural resources, both renewable and non-renewable are a part of the real wealth for a nation which can contribute towards fiscal revenue, income, and poverty reduction (OECD, 2011). In the agriculture sector, natural resources can be used to provide occupations in enhancing the livelihoods of the poorer communities. Land and water are among the most fundamental and significant natural resources for the function of agriculture systems, and the optimum use of these resources is very crucial and requires proper techniques and methodological approaches. Although natural resources promote economic growth for a nation, some researchers believed that it can also hinder economic growth. Thus, significant research in natural resources must be able to be distinguished by an interdisciplinary prominence and a lively perspective. Technological and institutional constraints have been oriented towards solving concrete resource management and policy problems, and indeed it is achieved by emphasizing empirical and quantitative analyses (Lichtenberg et al., 2010). Researchers also introduced methods to evaluate efforts made in the conservation of natural resources as well as new

techniques and approaches that enable efficient and sustainable resource management policies can be well planned.

Apart from the roles of researchers in finding a suitable methodology to optimizing the use of natural resources, producers and consumers are also playing significant parts. Changes in consumers' preferences for organic produce for example have also encouraged farmers to adopt organic practices, which led to the sustainability of natural resources like water and land. However, the production of organic produce should follow certain established organic standards such as the Organic Certification Scheme (MyOrganic) and must be certified by the acknowledged certifying organization. The certificate has been revealed able to increase awareness among consumers towards organic produce (Ibitoye et al., 2014). The organic food industry is facing several challenges such as inconsistent supply, limited variety of produces, and price difference between organic and conventional produce (Somasundram, 2016). This requires continuous effort and support by the stakeholders and policymakers in ensuring the sustainability of organic production and consumption, thus safeguard the conservation of natural resources. However, efforts from marketers to attract consumers to purchase organic food can be achieved by implementing various marketing strategies (Saleki et al., 2019). Besides, consumers and societies nowadays are more exposed and concerned with recent environmental issues. An example of a positive reaction towards environmental issues is "Go Green Campaign" among consumers which showed a stronger intention to change their behavior towards green movements (Hosseinpour et al., 2015).

All the issues discussed above need to be addressed and the Malaysian Journal of Agricultural Economics (MJAE) can be used as one of the platforms to publish and channel the latest findings of research in natural resources to the target readers and audience. The main objective of MJAE is to publish current, high-quality, and original research papers and encourage publication from different streams of research that helps to enrich further the relevant and insightful reviews of natural resources in the areas of agriculture economics. Besides natural resources, any studies related to agribusiness and other scopes as listed in the journal are very much welcome as we aspire to be engaging, accessible, and integrative at the same time. Your submissions are very much welcomed and will make a significant impact on the continuous development and achievement of the journal. Warm wishes and thank you in advance for your contribution to the Malaysian Journal of Agricultural Economics (MJAE).

Conflicts of Interest: The authors declare no conflict of interest.

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