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Juan Luis Nicolau is associate professor, PhD. in Economics and Business Administration. He is currently Associate Dean of Business Administration at the Faculty of Economics and Business Administration at University of Alicante, and director of the on-line Master of Tourism Management (*Instituto Universitario de Postgrado*). He teaches in the Master of Marketing, Master of Planning and Management in Tourism, and Master of Local Development and Land Innovation, all of them at University of Alicante. His research interests are the analysis of individual choice behaviour and the examination of firm market value. His research has been published in international journals such as *Strategic Management Journal*, *European Journal of Operational Research*, *Journal of Business Research*, *International Marketing Review*, *Tourism Management*, *Annals of Tourism Research*, *Journal of Travel Research*, *Tourism Economics*, as well as Spanish journals such as *Investigaciones Económicas*, *Revista de Economía Aplicada*, *Moneda y Crédito*, *Revista Española de Investigación en Marketing*, *Revista Europea de Dirección y Economía de la Empresa*, *Estudios Turísticos*.