

Juan Luis Nicolau
PhD. in Business Administration and Economics, University of Alicante, Spain
J. Williard and Alice S. Marriott Professor of Revenue Management, Virginia Tech, USA

Summary

15 awards (14 research awards and 1 teaching excellence award)

110 publications (84 of them included in the Web of Science (more than 50% listed on the first quartile))

Member of 9 editorial review boards of journals (4 of them included in the Web of Science)

Reviewer of 79 journals (53 of them included in the Web of Science)

Reviewer of 6 research agencies

2 books

5 book chapters

19 research seminars and invited conferences

16 research projects

67 conferences

Google Scholar Citations: 3220

H-index: 29

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Current position

J. Williard and Alice S. Marriott Professor of Revenue Management, Howard Feiertag Department of Hospitality and Tourism Management in the Virginia Tech College Pamplin of Business, 2017-present.

Previous experience

1. Tenured Full Professor of Marketing, Department of Marketing, College of Business and Economics, University of Alicante, 2012-2017
2. Dean of the College of Business and Economics, University of Alicante, 2014-2017
3. Associate Dean of the College of Business and Economics, University of Alicante, 2008-2014
4. Tenured Associate Professor of Marketing, Department of Marketing, College of Business and Economics, University of Alicante, 2002-2012
5. Assistant Professor of Marketing, Department of Marketing, College of Business and Economics, University of Alicante, 1996-2002

Awards and recognitions

1. **Research Award** for the best Spanish PhD thesis in tourism, Valencia Government, 2004, 6.000 euros.
2. **Research Award for the best marketing research project**, ESIC Business School, 2004, 3.000 euros.
3. **1st Prize in the Malaga Research Contest to the best tourism research project**, Malaga Government, 2006, 6.000 euros.
4. **Valedictorian Doctorate Award**, University of Alicante, 2007.
5. **"Outstanding Paper Award Winner"** at the Emerald Literati Network Awards for Excellence 2008.
6. **Secondary award in Joan Oró's Award to the scientific research divulgation**, Catalan Association of Scientific Communication, 2008, 350 euros.
7. **"Highly Commended Award"** at the Eirass 2009 Conference, Niagara.
8. **Award** for the best research project in tourism in the International Tourism Trade Fair (FITUR), 2010)
9. **Unicaja Award to the best socioeconomic research project**, Octubre 2010, 10.000 euros.
10. **Research Award of the Everis Foundation**, 2011, 6.000 euros.
11. **"Journal Paper of the Year Award" (second), International Federation of IT and Travel and Tourism (IFITT), 2014** [Park, S., Nicolau, J.L. and Fesenmaier, D. (2013) "Assessing advertising in a hierarchical decision model", *Annals of Tourism Research*, 40, 260-282]
12. **"Journal Paper of the Year Award" (third), International Federation of IT and Travel and Tourism (IFITT), 2014**, [Nicolau, J.L. and Santa-María, M.J. (2013) "The effect of innovation on hotel market value", *International Journal of Hospitality Management*, 32, 71-79].
13. **Spanish Government official research recognitions**: He has obtained -on three occasions- the official recognition of the Spanish Ministry of Science and Technology for his international quality research over the past 18 years. This Ministry evaluates each researcher's publications and determines the "official recognition" every six years with the incentives thereof. Periods: 1998-2003, 2004-2009 and 2010-2015.
14. He ranks **16th in the top-25** international researchers in tourism (<http://www.sciencedirect.com/science/article/pii/S221197361400049X>)
15. **Award for the best university professor of the year 2010** (Teaching Excellence Award) by the State Government of Valencia (Spain).

Publications Included in the Web of Science (Journal of Citations Report)

1. Nicolau, J.L. (2002) "Assessing New Hotel Openings through an Event Study", *Tourism Management*, 23, 1, 47-54.
2. Nicolau, J.L., Más, F. and Ruiz, F. (2002) "Foreign Expansion Strategy and Performance", *International Marketing Review*, vol. 19, 4, 348-368.
3. Nicolau, J.L. and Sellers, R. (2002) "The Stock Market's Reaction to Quality Certification: Empirical Analysis from Spain", *European Journal of Operational Research*, 142 (3), 632-641.
4. Más, F., Nicolau, J.L. and Ruiz, F. (2005) "Asymmetric Rivalry between Strategic Groups: Response, Speed of Response and *Ex Ante* vs. *Ex Post* Competitive Interaction in the Spanish Bank Deposit Market", *Strategic Management Journal*, 26, 713-745.
5. Más, F., Calderón, A. and Nicolau, J.L. (2005) "Commercial and Philanthropic Sponsorship: Direct and Interaction Effects on Firm Performance", *International Journal of Market Research*, 47, 1, 75-99.
6. Nicolau, J.L. and Más, F. (2005), "Heckit Modelling of Tourists Expenditures: Evidence from Spain", *International Journal of Service Industry Management*, vol. 16, número 3, p. 271-293.
7. Nicolau, J.L. (2005) "Leveraging Profit from the Fixed-Variable Cost Ratio: The Case of New Hotels in Spain", *Tourism Management*, 26, 1, 105-111.
8. Nicolau, J.L. and Más, F. (2005), "Stochastic Modelling of a Three-Stage Tourist Choice Process", *Annals of Tourism Research*, vol. 32, 1, p. 49-69.
9. Nicolau, J.L. (2005) "Valuing the Business Environment on a Daily Basis", *European Journal of Operational Research*, 164,2, 217-224.
10. Nicolau, J.L., Más, F. and Ruiz, F. (2006) "Foreign Diversification vs. Concentration Strategies and Firm Performance: Moderating Effects of the Market, Product and Firm Factors", *International Marketing Review*, 23, 2, 54-82
11. Nicolau, J.L. and Más, F. (2006), The Influence of distance and prices on the choice of tourist destinations, *Tourism Management*, 27, 982-996.
12. Ruiz, F., Más, F. and Nicolau, J.L. (2007) "Two-stage choice process of foreign direct investment: ownership structure and diversification mode", *Journal of Business Research*, 2007, 60, 795-805
13. Nicolau, J.L. (2008) "Characterizing tourist sensitivity to distance", *Journal of Travel Research*, 47, 1, 43-52.
14. Nicolau, J.L. and Mas, F. (2008), "Sequential choice behaviour: Going on vacation and type of destination", *Tourism Management*, 29, 1023-1034.
15. Nicolau, J.L. (2008), "Testing reference dependence, loss aversion and diminishing sensitivity in Spanish tourism", *Investigaciones Económicas*, 32, 231-255.
16. Nicolau, J.L. (2009) "Corporate Social Responsibility: Worth-Creating Activities", *Annals of Tourism Research*, 35, 4, 990-1006
17. Sellers, R. and Nicolau, J.L. (2009) "Assessing performance in services: the travel agency industry", *The Service Industries Journal*, 29, 5, 653-667.
18. Casado, A. and Nicolau, J.L. (2009) "Explaining consumer complaining behavior in double deviation scenarios", *The Service Industries Journal*, 29, 12, 1659-1668.
19. Nicolau, J.L. and Más, F. (2009), "Simultaneous analysis of whether and how long to go on holidays", *The Service Industries Journal*, 29, 8, 1077-1092.
20. Nicolau, J.L. (2009), "The smile of the tourist: the relationship between price sensitivity and expenses", *The Service Industries Journal*, 29, 8, 1125-1134.
21. Nicolau, J.L. (2009), "Variety Seeking & Inertial Behaviour: Disutility of distance", *Tourism Economics*, 15, 4, 251-264.
22. Nicolau, J.L. (2010), "Anomaly in Spanish tourist sensitivity to price", *Tourism Economics*, 16, 4, 915-923.
23. Nicolau, J.L. (2010), "Culture-sensitive tourists are more price insensitive", *Journal of Cultural Economics*, 34, 3, 181-195.

24. Nicolau, J.L. and Sellers, R. (2010) "The quality of quality awards: Diminishing information asymmetries in a hotel chain", *Journal of Business Research*, 63, 8, 832-839.
25. Sellers, R. and Nicolau, J.L. (2011) "Analysing the effect of environmental factors on service performance", *The Service Industries Journal*, 31, 9, 1471-1488.
26. Nicolau, J.L. (2011) "Differentiated price loss aversion in destination choice: The effect of tourists' cultural interest", *Tourism Management*, 32, 5, 1186-1195.
27. Nicolau, J.L. (2011) "Monetary and non-monetary efforts for leisure activities", *Annals of Tourism Research*, 38, 3, 801-819.
28. Nicolau, J.L. (2011) "The decision to raise firm value through a sports-business exchange: How much are Real Madrid's goals worth to its president's company's goals?", *European Journal of Operational Research*, 215, 1, 281-288.
29. Nicolau, J.L. (2011) "Testing prospect theory in airline demand", *Journal of Air Transport Management*, 17, 4, 241-243.
30. Nicolau, J.L. and Sellers, R. (2011), "The effect of quality on hotel risk", *Tourism Economics*, 17, 1, 39-52.
31. Nicolau, J.L. (2011), "Coastal and inland reference prices: A differentiated effect", *Tourism Economics*, 10, 5, 1140-1151.
32. Masiero, L. and Nicolau, J.L. (2012) "Price sensitivity to tourism activities: Looking for determinant factors", *Tourism Economics*, 18, 4, 675-689.
33. Nicolau, J.L. (2012) "Influence of nature motivation on price sensitivity", *Tourism Geographies*, 14, 3, 383-395.
34. Nicolau, J.L. and Sellers, R. (2012) "The free breakfast effect: an experimental approach to the zero price model in tourism", *Journal of Travel Research*, 51, 3, 243-249.
35. Masiero, L. and Nicolau, J.L. (2012) "Tourism Market Segmentation based on Price Sensitivity: Finding Similar Price Preferences on Tourism Activities", *Journal of Travel Research*, 51, 426-431.
36. Nicolau, J.L. and Santa-María, M.J. (2012) "Gauging innovation worth for airlines", *Journal of Air Transport Management*, 20, 9-11.
37. Nicolau, J.L. (2012) "The effect of winning the 2010 FIFA World Cup on the tourism market value: The Spanish case", *Omega, The International Journal of Management Science*, 40, 5, 503-510.
38. Nicolau, J.L. (2012) "Asymmetric tourist response to price: loss aversion segmentation", *Journal of Travel Research*, 51, 1, 568-576.
39. Nicolau, J.L. (2012) "Battle Royal: Zero-price effect vs relative vs referent thinking", *Marketing Letters*, 23, 3, 661-669.
40. Nicolau, J.L. and Santa-María, M.J. (2012) "Effect of innovation on airlines' operating leverage: A Spanish case study", *Journal of Air Transport Management*, 25, 44-46.
41. Nicolau, J.L. and Masiero, L. (2013) "Relationship between price sensitivity and expenditures in the choice of tourism activities at destination", *Tourism Economics*, 19, 1, 101-114.
42. Nicolau, J.L. (2013) "Direct vs. Indirect channels: Differentiated loss aversion in a high-involvement, non-frequently purchased hedonic product", *European Journal of Marketing*, 47, 1/2, 260-278.
43. Nicolau, J.L. and Santa-María, M.J. (2013) "Communicating excellence in innovation", *Economics Letters*, 118, 1, 87-90.
44. Pérez, P. and Nicolau, J.L. (2013) "Testing prospect theory in students' performance", *Revista de Educación*, 360, 645-664.
45. Nicolau, J.L. and Santa-María, M.J. (2013) "Celebrity endorsers' performance on the 'ground' and on the 'floor'", *Marketing Letters*, 24, 2, 143-149.
46. Park, S., Nicolau, J.L. and Fesenmaier, D. (2013) "Assessing advertising in a hierarchical decision model", *Annals of Tourism Research*, 40, 260-282.
47. Nicolau, J.L. and Santa-María, M.J. (2013) "The effect of innovation on hotel market value", *International Journal of Hospitality Management*, 32, 71-79.
48. Ruiz, F. and Nicolau, J.L. (2014) "Who performs a stronger response to whom? Detecting individual competitive actions and reactions", *Review of Managerial Science*, 8, 3, 385-403.

49. Nicolau, J.L. and Mas, F.J. (2015) "Detecting free riders in collective destination brands through a hierarchical choice process", *Journal of Travel Research*, 54: 288-301.
 50. Casado, A., Nicolau, J.L., Ruiz, F. and Sellers, R. (2014) "The differentiated effects of CSR actions in the service industry", *Journal of Services Marketing*, 28, 6, 558-565.
 51. Casado, A., Nicolau, J.L., Ruiz, F. and Sellers, R. (2014) "Industry-specific effects of CSR initiatives: hotels and airlines", *Kybernetes*, 43, 3/4, 547-564.
 52. Alén, E., Nicolau, J.L., Losada, N., y Domínguez, T. (2014). "Determinant factors of senior tourists' length of stay", *Annals of Tourism Research*, 49, 19-32.
 53. Park, S. and Nicolau, J.L. (2015) "Differentiated effect of advertising: Joint vs separate consumption", *Tourism Management*, 47, 107-114.
 54. Park, S. and Nicolau, J.L. (2015) "Asymmetric effect of online consumer reviews", *Annals of Tourism Research*, 50, 67-83.
 55. Nicolau, J.L. and Santa María, M.J. (2015) "Battle royal in biotechnology: R&D vs product vs process innovations", *Technology Analysis & Strategic Management*, 27, 5, 503-513.
 56. Masiero, L., Nicolau, J.L. and Law, R. (2015) "A demand-driven analysis of tourist accommodation price: a quantile regression of room bookings", *International Journal of Hospitality Management*, 50, 1-8.
 57. Alén, E., Losada, N., Domínguez, T. and Nicolau, J.L. (2016). "Travel Frequency of Senior Tourists", *Tourism Management*, 53, 88-95.
 58. Masiero, L. and Nicolau, J.L. (2016) "Choice Behavior in Online Hotel Booking", *Tourism Economics*, 22, 3, 671-678.
 59. Nicolau, J.L. and Santa-María, M.J. (2017), Sports results creating tourism value: Rafael Nadal's tennis match points worth €12,000,000, *Tourism Economics*, 23, 3, 697-701.
 60. Nicolau, J.L.; Zach, F. and Tussyadiah, I. (2017), "Effects of distance and first-time visitation on tourists' length of stay", *Journal of Hospitality & Tourism Research*, 42, 7, 1023-1038.
 61. Park, S. and Nicolau, J.L. (2017), "Effects of general and particular online hotel ratings", *Annals of Tourism Research*, 62, 114-116.
 62. Wang, D. and Nicolau, J.L. (2017), "Price Determinants of Sharing Economy Based Accommodation Rental: A Study of Listings from 33 Cities on Airbnb.com", *International journal of Hospitality Management*, 62, 120-131.
 63. Nicolau, J.L. and Masiero, L. (2017), "Determinants of advanced booking", *Annals of Tourism Research*, 67, 78-52.
 64. Alén, E., Losada, N., Domínguez, T. and Nicolau, J.L. (2017), Senior tourists' choice of accommodation, *International Journal of Hospitality Management*, 66, 24-34.
 65. Nicolau, J.L. and Sharma, A. (2018), A generalization of the FIFA World Cup effect, *Tourism Management*, 66, 315-317.
 66. Park, S. and Nicolau, J.L. (2018), If you, tourist, behave irrationally, I'll find you!, *Tourism Management*, 69, 434-439.
 67. Nicolau, J.L. and Sharma, A. (2019), To ban or not to ban rate parity, that is the question... or not?, *International Journal of Hospitality Management*, 77, 523-527.
 68. Hernández, G., Nicolau, J.L., Ryan, G.A. and Valverde, M. (2019), A reference-dependent approach to WTP for priority, *Tourism Management*, 171, 165-172.
 69. Mellinas, J.P., Nicolau, J.L. and Park, S. (2019), "Inconsistent behavior in online consumer reviews: The effects of hotel attribute ratings on location", *Tourism Management*, 171, 421-427
 70. Nicolau, J.L., Sharma, A. and Zarankin, T. (2019), "The effect of the 2018 Giro d'Italia on Israel's tourism firm value", *Tourism Economics*, 25(7), 1070-1083.
 71. Mellinas, J.P., and Nicolau, J.L. (2019), "Asymmetric effects of WiFi on overall satisfaction", *Annals of Tourism Research*, forthcoming.
- Articles accepted in 2019:**
72. Park, S., Woo, M. and Nicolau, J.L. (2019), "Determinant factors of tourist expenses", *Journal of Travel Research*, forthcoming.

73. Sharma, A. and Nicolau, J.L. (2019) "A runner-up on the field yet a winner on the floor", *Annals of Tourism Research*, forthcoming.
74. Wang, D., Nicolau, J.L. and Lei, S.L. (2019), "The Impact of Distribution Channels on Budget Hotel Performance", *International Journal of Hospitality Management*, 81, 141-149..
75. Park, S. and Nicolau, J.L. (2019), "Image effect on customer-centric measures of performance", *Annals of Tourism Research*, 76, 226-238.
76. Abrate, G., Nicolau, J.L., and Viglia, G. (2019), "The impact of dynamic price variability on revenue maximization", *Tourism Management*, 74, 224-233.
77. Nicolau, J.L., Alén, E., Losada, N. and Domínguez, T. (2019), "The Staged Nature of Decision-Making among Senior Tourists", *Journal of Travel Research*, forthcoming.
78. Sharma, A. and Nicolau, J.L. (2019), "Hotels to OTAs: "Hands off my rates!" The economic consequences of the rate parity legislative actions in Europe and the US", *Tourism management*, 75, 427-434.
79. Nicolau, J.L. and Sellers, R. (2019), "The bundling strategy: the one-click effect on loss aversion", *Journal of Hospitality and Tourism Research*, forthcoming.
80. Kim, E. and Nicolau, J.L. (2019), "Impact of the Menu Labeling Act upon the market value of foodservice firms", *Journal of Hospitality & Tourism Research*, forthcoming.
81. Lei, S.L., Nicolau, J.L., Xiao, Q. and Wang, D. (2019), "The Effectiveness of Tryvertising in Hotels", *International Journal of Hospitality Management*, forthcoming.
82. Zach, F., Nicolau, J.L., and Sharma, A. (2019), "Effects of Adoption of Disruptive Innovation on Incumbents: The case of Airbnb", *Annals of Tourism Research*, forthcoming.
83. Sharma, A., Park, S. and Nicolau, J.L. (2019), "Testing loss aversion and diminishing sensitivity in review sentiment", *Tourism Management*, forthcoming.
84. Mellinas, J.P. and Nicolau, J.L. (2019), "Let's hook up fast! Hotel reviews and wi-fi flaws", *Annals of Tourism Research*, forthcoming.

Other publications not included in the Web of Science

1. Ruiz, F., Más, F. and Nicolau, J.L. (1999) "Relationship of Planning Patterns and Export Conduct on Results", *Dirección y Organización*, 22, 99-113.
2. Sellers, R. and Nicolau, J.L. (2002) "Determining Factors of Tourist Behavior towards the Internet", *Investigaciones Europeas de Dirección y Economía de la Empresa*, vol. 8 (2), p. 169-180.
3. Más, F., Nicolau, J.L. and Ruiz, F. (2002) ""Rivalry in the Spanish Market of Bank Deposits: The Theory of Strategic Groups", *Moneda y Crédito*, 215, 109-144.
4. Nicolau, J.L. and Sellers, R. (2003) "Influence of Quality on Profitability and Volatility", *Revista de Economía Aplicada*, 11, 33, 66-82.
5. Nicolau, J.L. (2005) "In Marketing, The Accurate Abnormal Returns Really Does Matter", *Revista Europea de Dirección y Economía de la Empresa*, 14, 1, 207-218.
6. Nicolau, J.L. and Más, F. (2005) "Stochastic modeling. A process of tourist choice in three stages", *Annals of Tourism Research en Español*, 7, 1, 112-137.
7. Nicolau, J.L. and Más, F. (2006) "Choice of the duration of the vacation trip: an approximation with models of counting", *Revista Europea de Dirección y Economía de la Empresa*, 15, 2, 99-116.
8. Nicolau, J.L. and Más, F. (2006) "Moderating role of the motivations in the effect of the prices of tourist destinations", *Revista Española de Investigación de Marketing ESIC*, 1, 27-44.
9. Nicolau, J.L. (2007) "Identification of the different sensitivities to tourist prices in the Valencian Community", *Revista de Análisis Turístico*, 3, 17-26.
10. Sellers, R., Nicolau, J.L. and Más, F. (2007) "The economic value of patent protection and rivalry in the Spanish electrical sector", *European Journal of Innovation Management*, 2007, 10, 4, 434-452.
11. Nicolau, J.L. (2008) "Four-stage process of tourist choice", *Revista Española de Investigación de Marketing ESIC*, 12, 67-88.

12. Nicolau, J.L. (2008) "Corporate Social Responsibility: Value Generating Actions", *Annals of Tourism Research en Español*, 7, 1, 112-137.
13. Nicolau, J.L. (2008) "Enoturism in the province of Alicante", *Canelobre*, 291-302.
14. Nicolau, J.L. (2009) "Characterization of tourist's sensitivity to price: the power of psychographic variables", *Estudios Turísticos*, 178, 7-24.
15. Nicolau, J.L. (2009) "Determinants of cultural motivation in the choice of destinations: The Spanish case", *e-rph Revista de Patrimonio*, 5, 76-94.
16. Nicolau, J.L. (2009) "Scanning the tourism marketing environment", *ESIC-Market*, 132, 223-241.
17. Nicolau, J.L. (2009) "Commercial approach of rural tourism in Alicante", *El Salt*, 8-10.
18. Casado, A.B.; Nicolau, J.L. and Mas, F. (2011) "The harmful consequences of failed recoveries in the banking industry", *International Journal of Bank Marketing*, 29, 1, 32-49.
19. Nicolau, J.L. (2011) "The effect of participation in leisure activities on the influence of distance on the choice of destinations", *Estudios de Economía Aplicada*, 29, 3.
20. Nicolau, J.L. (2012) "Explaining price heterogeneity through leisure participation", *ESICMarket: Economic and Business Journal*, 142, 43, 2.
21. Nicolau, J.L. (2013) "The unambiguous relationship between sports and economics: goals and match points worth millions" *Aenorm*, 21, 80, 27-32.
22. Nicolau, J.L. (2015) "Optimal Timing in Online Task Deadlines: What if Students Procrastinate (A Little)?" *Journal of Teaching in Travel and Tourism*, 15, 1, 18-28.
23. Sellers, R. and Nicolau, J.L. (2014) "Testing the decoy effect in the presence of store brands", *International Journal of Retail & Distribution Management*, 43, 2, 113-125.
24. Sellers, R. and Nicolau, J.L. (2016) "The demand and the tourist markets", *Canelobre*, 66, 67-75.
25. Sellers, R. and Nicolau, J.L. (2017) "Estimating the willingness to pay for a sustainable wine using a Heckit model", *Wine Economics and Policy*, 5, 2, 96-104.
26. Sellers, R. and Nicolau, J.L. (2019) "Un aporte visual de la etiqueta desde una perspectiva intercultural", *Canelobre*, 169-188.

Publications: Books and book chapters

Books

- Nicolau, J.L. (2006), *Choice in Tourism: Probabilistic Application to the Spanish Tourist (Elección en Turismo: Aplicación Probabilística al Turista Español)*, Fundación Miguel de Cervantes: Alicante. ISBN: 84-609-9168-7
- Nicolau, J.L. (2010), *Holistic Approach to the tourist's decisions (Enfoque holístico de las decisiones del turista)*, Editorial Ramón Areces: Madrid, ISBN: 978-84-8004-975-7.

Book chapters

- Nicolau, J.L. y Mas, F. (2006) "Microsegmentation by individual tastes on attributes of tourist destinations", in Liu, T.V (Ed.), *Tourism Management: New Research*. Nova Science Publishers: New York, 91-122. ISBN: 1-60021-058-9
- Nicolau, J.L. (2007), "Gaining Strategic Intelligence through the firm's market value: The hospitality industry", in Xu, M. (Ed.), *Managing Strategic Intelligence: Techniques and Technologies, International Science Reference (IGI Global): Hershey, PA.*, 141-158. ISBN: 978-1-59904-243-5
- Ruiz, F., Nicolau, J.L. and F.J. Mas (2008), "Nested choices in international markets", in H.V. Baines and J.R. Ursah (Eds.), *Globalization: Understanding, Management and effects*, Nova Science Publishers, Inc., New York. ISBN: 978-1-60456-994-0.
- Sellers, R. and Nicolau, J.L. (2012) (Distributor Brand in Marketing) ("La MDD (*marca de distribuidor*) desde el marketing"), en Olivares, F. (Ed.), *The rebellion of brands: distributor brands and smart consumption (La rebelión de las marcas: marcas de distribuidor y consumo inteligente)*, Lid Editorial Empresarial: Madrid. ISBN 978-84-8356-601-5
- Nicolau, J.L. (2017) "Travel Demand Modeling with Behavioral Data", in Xiang, Z. & Fesenmaier, D. R. (editors). *Analytics in Smart Tourism Design*. A "Tourism on the Verge" book series. Springer.

1. Member of Editorial Review Boards:

*****Journals included in the Web of Science (Journal of Citations Report)**

1. Associate Editor of Journal of Travel Research since 2010.
2. Associate Editor of Annals of Tourism Research since 2018.
3. Associate Editor of Tourism Economics since 2018
4. Journal of Travel & Tourism Marketing since 2018
5. Associate Editor of Business Research Quarterly (formerly known as Cuadernos de Economía y Dirección de Empresas (CEDE)), from 2012 to 2016.

*****Journals not included in the Web of Science (Journal of Citations Report)**

6. Associate Editor of Journal of Information Technology & Tourism, since 2017.
7. International Journal of Information Systems in the Service Sector since 2007
8. Holística: Journal of Business and Public Administration since 2010
9. International Journal of Bank Marketing, from 2013 to 2017.
10. International Journal of Tourism Sciences from 2011 to 2015

2. Reviewer of the following scientific journals:

***** Included in the Web of Science (Journal of Citations Report)**

1. Annals of Tourism Research
2. Applied economics
3. Business & Society
4. Canadian Journal of Administrative Science
5. Complexity
6. Cornell Hospitality Quarterly
7. Management Decision
8. Economics and Human Biology
9. Eastern European Economics
10. Environmental Engineering and Management Journal
11. European Journal of Operational Research
12. Expert Systems with Applications
13. Genome
14. Higher Education
15. Information and Management
16. Innovar: Journal of Administrative and Social Science
17. International Journal of Hospitality Management
18. International Journal of Tourism Research
19. International Transactions in Operational Research
20. Internet Research
21. Investigaciones Económicas (Economics Research)
22. Journal of Air Transport Management
23. Journal of Behavioral and Experimental Economics
24. Journal of Business Research
25. Journal of Cultural Economics
26. Journal of Economic Psychology
27. Journal of Environmental Management
28. Journal of Hospitality & Tourism Research
29. Journal of Management Studies
30. Journal of Regional Science

31. Journal of Services Marketing
32. Journal of Sustainable Tourism
33. Journal of Travel & Tourism Marketing
34. Journal of Travel Research
35. Kybernetes
36. Marketing Letters
37. Mathematical Problems in Engineering
38. Mathematics and Computers in Simulation
39. RAIRO: Operations Research
40. Regional Studies
41. Service Industries Journal
42. Studies in Higher Education
43. Sustainability
44. Tourism Economics
45. Tourism Geographies
46. Tourism Management
47. Transinformaçao
48. Transport Policy
49. Transportmetrica A: Transport Science
50. Transportation Research Part A: Policy and Practice
51. Communication & Society
52. Social Science Quarterly
53. Current Issues in Tourism

***** *Not included in the Web of Science (Journal of Citations Report)***

1. African Journal of Business Management
2. African Journal of Political Science and International Relations
3. Anatolia: An International Journal of Tourism and Hospitality Research
4. Asia Pacific Management Review
5. Cuadernos de Economía y Dirección de Empresa CEDE
6. Cuadernos de Gestión
7. European Management Journal
8. International Journal of Bank Marketing
9. International Journal of Engineering
10. International Journal of Information Systems in the Service Sector
11. International Journal of Tourism Cities
12. International Journal of Tourism Policy
13. International Journal of Tourism Sciences
14. Journal of Applied Mathematics and Stochastic Analysis
15. Journal of Information Technology & Tourism
16. Journal of China Tourism Research
17. Journal of Tourism & Hospitality
18. Operational Research: An International Journal
19. Revista Española de Investigación de Marketing ESIC
20. Revista Europea de Dirección y Economía de la Empresa
21. RICYDE. Revista Internacional de Ciencias del Deporte
22. Science and Technology
23. Social Sciences
24. Total Quality Management Journal
25. Tourism and Hospitality Research
26. Tourism Management Perspectives

Reviewers of the following research agencies:

1. **Reviewer of the Spanish National Research Agency** (ANEP: Agencia Nacional de Evaluación y Prospectiva), Ministry of Science and Innovation, since 2009.
2. **Reviewers of the Research Grants Council (RGC) of Hong Kong**, since 2014
3. **Reviewers of the Czech Science Foundation**, since 2012.
4. **Reviewer of the Catalan Research Agency** (AGAUR (Agència de Gestió d'Ajuts Universitaris i de Recerca) of the Catalan Regional Government, since 2010.
5. **Reviewer of the Castilla y León Research Agency ACSUCyL** (Agencia para la Calidad del Sistema Universitario de Castilla y León) of the Castilla y León Regional Government, since 2011.
6. **Reviewer of the Andalucía Research Agency** (Agencia Andaluza del Conocimiento) of the Andalucía Regional Government, since 2013.

Seminars and invited conferences

1. **Segmentation of Tourists based on Revealed Preferences**, Association of Experts and Tourism Scientists-AECIT, FITUR, Research techniques applied to studies and projects on tourism (carried out during the FITUR International Tourism Fair), Madrid. January 2005
2. **Stochastic Modeling of a Three-Stage Tourist Choice Process**, Faculty of Economics of the University of Navarra, Navarra. June 2005.
3. **New trends in tourism promotion: tourism alternatives and their economic impact** (Conference), I Provincial Inland Tourism Forum, Novelda. November 2008
4. **Modeling of nested decision processes**, Research seminar at the Faculty of Economics and Business of the University of Zaragoza, Zaragoza, December 2008.
5. **Non-linear effects in the election models**, Research seminar at the Faculty of Economics and Business of the University of Zaragoza, Zaragoza, December 2008.
6. **Tourism marketing of cultural products** (Conference), within the framework of the International Seminar "The Cultural Routes of the Council of Europe: Heritage, Tourism and European Construction", University of Granada and Andalusian Public Foundation "El Legado Andalusi", May 2009.
7. **Consumer choice and market value**, Research seminars at the Faculty of Economics and Business of the University of Salamanca, Salamanca, May 2009.
8. **Holistic approach to the tourist's decisions**, Association of Tourism Experts and Scientists-AECIT, FITUR, Techniques and Methods in Tourism Research (conducted during the FITUR International Tourism Fair), Madrid. January 2010
9. **Measuring the effect of tourism firms' strategic decisions on their market value**, Measuring Tourism: Building a Foundation for SMART Tourism, University of Lugano, October 2010.
10. **Analysis of the demand and the determinant factors of the tourist's destination choice**, Invat-tur (Valencian Institute of Tourism Technologies), September 2011.
11. **Research Seminar: "Hierarchical choice models"** (Duration: 20 hours). Research seminars at the Faculty of Economics and Business of the University of Zaragoza, Zaragoza, October 2011.
12. **"Gaging individual contribution of destination brands to their collective tourism brands"**, and **"The zero price model in a two-component tourism product: the free breakfast effect"**, Research seminars at the Coggin College of Business, University of North Florida, October 2011
13. **Choice probabilistic models: The incremental contribution of the brand and the differential effect of advertising on the tourism industry**, Research seminar at the Univesitat de Girona, April 2012.
14. **Research Seminar: "Discrete Choice Models with Random Coefficients"** (duration: 6 hours), AEMARK: Spanish Association of Marketing, Complutense University of Madrid, Madrid, January 2013.

15. **Marketing decisions and sports results**, Universidad Autónoma de Madrid, April 2013.
16. **Research Seminar: "Choice models"** (Duration: 12 hours). Research seminars at the Faculty of Economics and Business of the University of Zaragoza, Zaragoza, October 2014.
17. **Pricing strategies in the tourism industry (conference)**, University of Castilla La Mancha, October 2015.
18. **Pricing strategies in the tourism industry (conference)**, Autonomous University of de Madrid, December 2015.
19. **Pricing strategies in the tourism industry (conference)**, University of Sevilla, December 2016.

Conferences

1. Nicolau, J.L., Ruiz, F. and Mas, F. (1999) "Relationship of Planning Patterns and Export Conduct on Results", XIII Congress of the Spanish Association of Business Management and Economics, Logroño . June 1999
2. Nicolau, J.L., Ruiz, F. and Mas, F. (1999) "Influence on the Results of the Foreign Diversification Strategy", XI Meeting of University Professors of Marketing, Valladolid. September 1999
3. Nicolau, J.L., Ruiz, F. and Mas, F. (2000) "Rivalry in the Spanish Market of Banking Deposits", Industrial Economics Conference, Madrid. September 2000
4. Nicolau, J.L., Ruiz, F. and Mas, F. (2000) "Rivalry in the Spanish Market of Banking Deposits: The Theory of Strategic Groups", XII Meeting of University Professors of Marketing, Santiago de Compostela. September 2000
5. Nicolau, J.L. (2001) "Valuation of New Hotel Investments through their Market Value", X International Symposium on Tourism and Leisure (ESADE), Barcelona. February 2001.
6. Nicolau, J.L., Ruiz, F. and Mas, F. (2001) "Rivalry in the Spanish Bank Deposits Market", 30th European Marketing Academy (EMAC) Conference, Bergen, Norway. May 2001
7. Sellers, R. and Nicolau, J.L. (2001) "Is the Reduction of Information Asymmetries on Quality Remarkable?" XI National Congress of the Scientific Association of Economics and Business Management (ACEDE), Zaragoza. September 2001
8. Nicolau, J.L. and Sellers, R. (2001) "Quality and its Impact on Profitability and Volatility", XVI Symposium of Economic Analysis, Alicante. December 2001
9. Sellers, R., Nicolau, J.L. and Mas, F. (2002) "Economic Value of Protection of Patents and Rivalry in the Spanish Electricity Sector", XVI Congress of the Spanish Association of Business Management and Economics, Alicante. June 2002
10. Calderón, A., Nicolau, J.L. and Mas, F. (2002) "Sponsorship and Patronage: Do these Promotional Actions Contribute Added Value to the Company?", XVI Congress of the Spanish Association of Business Management and Economics, Alicante. June 2002
11. Sellers, R., Nicolau, J.L. and Mas, F. (2002) "Efficiency in Distribution: An Application for the Travel Agency Sector", Academy of Marketing Science Conference, Valencia. June 2002
12. Calderón, A., Nicolau, J.L. and Mas, F. (2002) "Impact and Determining Factors of the Sponsorship and Patronage Actions on the Business Results", XIV Meeting of University Professors of Marketing, Granada. September 2002
13. Sellers, R., Nicolau, J.L. and Mas, F. (2002) "Efficiency in Distribution: An Application in the Travel Agency Sector", XIV Meeting of University Professors of Marketing, Granada. September 2002
14. Nicolau, J.L., Ruiz, F. and Mas, F. (2002) "Rivalry in the Spanish Bank Deposits Market", 22nd Annual International Conference of the Strategic Management Society, Paris, September 2002.
15. Nicolau, J.L. and Mas, F. (2003) "Election Behavior in Tourism: Empirical Evidence of the Spanish Case", XVII Congress of the Spanish Association of Business Management and Economics, Bordeaux. June 2003
16. Nicolau, J.L. and Mas, F. (2003) " Tourist Choice of Length of Stay: An Approach with Count Models", XIII National Congress of the Scientific Association of Economics and Business Management (ACEDE), Salamanca. September 2003

17. Nicolau, J.L. and Mas, F. (2003) "Choice of Tourist Destinations: A Stochastic Approach", XV Meeting of University Teachers of Marketing, Córdoba. September 2003
18. Nicolau, J.L. and Mas, F. (2004) "A Mixed Logit Approach to a Nested Tourist Choice Process", Marketing Science Conference, Rotterdam. June 2004
19. Ruiz, F., Nicolau, J.L. and Mas, F. (2004) "A Two-Stage Choice Process of Foreign Market Entry", Marketing Science Conference, Rotterdam. June 2004
20. Nicolau, J.L. and Mas, F. (2004) "Stochastic Tourist Destination Choice -Inter-Country and Coastal / Inland and Village / City Product Types", 11th International Conference on Retailing and Consumer Services Science (EIRASS), Prague. July 2004
21. Nicolau, J.L. and Mas, F. (2004) "Tourist's Hierarchical Decision Process", XVI Meeting of University Teachers of Marketing, Alicante. September 2004
22. Nicolau, J.L. and Mas, F. (2005) "Simultaneous Analysis of the Two-stage Tourist Choice Process: Going on Holiday and Tourism Expenditures", XIX Congress of the Spanish Association of Management and Economy of the Company, Vitoria. June 2005.
23. Nicolau, J.L. and Mas, F. (2005) "Sequential Analysis of the Decisions 'to take a vacation' and 'how long', XVII Meeting of University Professors of Marketing, Madrid, September 2005.
24. Nicolau, J.L. and Mas, F. (2006) "The moderating role of motivations on attributes: Application to the choice of tourist destinations", 35th European Marketing Academy (EMAC) Conference, Athens, May 2006.
25. Nicolau, J.L. and Mas, F. (2006) "Tourist choice of destination type", Cutting Edge Research in tourism: New directions, challenges and applications, Surrey, June 2006.
26. Nicolau, J.L. (2007) "Why do tourist grin?", 36th European Marketing Academy (EMAC) Conference, Reykjavik, May 2007.
27. Mas, F. and Nicolau, J.L. (2007) "Whether to buy and buy to product line extensions: price sensitivity in a hierarchical choice context", 36th European Marketing Academy (EMAC) Conference, Reykjavik, May 2007.
28. Ruiz, F., Nicolau, J.L. and Mas, F. (2007) "Nested & Non-Nested Decisions in International Market Entry", 36th European Marketing Academy (EMAC) Conference, Reykjavik, May 2007.
29. Casado, A.B., Nicolau, J.L. and Mas, F. (2007) "Explaining consumer complaining behavior in double deviation scenarios", 36th European Marketing Academy (EMAC) Conference, Reykjavik, May 2007.
30. Mas, F. and Nicolau, J.L. (2007) "The effect of the interaction between income and prices on tourist choice", XIX Congress of the Spanish Association of Management and Economy of the Company, Madrid, June 2007.
31. Nicolau, J.L. (2007) "Determinants of the election of low cost companies", IV Congress of Valencian Economy "Rey Jaime I", organized by the State Government of Valencia, Alicante, September 2007.
32. Mas, F. and Nicolau, J.L. (2007) "A cybernetic approach to destination choice", 37th European Marketing Academy (EMAC) Conference, Brighton, May 2008.
33. Nicolau, J.L. and Sellers, R. (2008) "My hotel will never be a lemon", 37th European Marketing Academy (EMAC) Conference, Brighton, May 2008.
34. Nicolau, J.L. (2008) "Testing Prospect Theory in Tourism Prices", 37th European Marketing Academy (EMAC) Conference, Brighton, May 2008.
35. Calderón, A.; Nicolau, J.L.; Mas, F.J (2008) "Understanding the stock market response to brand alliance announcements", 37th European Marketing Academy (EMAC) Conference, Brighton, May 2008.
36. Nicolau, J.L. (2008) "A Placebo-like Effect on the Tourist Reference Prices", 15th International Conference on Retailing and Consumer Services Science, Zagreb. July 2008
37. Nicolau, J.L. (2008) "Why do tourist smile?", 15th International Conference on Retailing and Consumer Services Science, Zagreb. July 2008

38. Nicolau, J.L. and Sellers, R. (2008) "Hotel service quality and performance variation", 15th International Conference on Retailing and Consumer Services Science (EIRASS), Zagreb. July 2008.
39. Sellers, R. and Nicolau, J.L. (2008) "Analyzing performance in retailing: Looking for rules", 15th International Conference on Retailing and Consumer Services Science (EIRASS), Zagreb. July 2008
40. Casado, A.B.; Nicolau, J.L. and Mas, F.J. (2008) "Complaint behavior of banking clients in contexts of double deviation", XVII Meeting of University Professors of Marketing, Gran Canaria, 2008.
41. Nicolau, J.L. and Mas, F. (2008) "Contribution of individual brands to the collective mark", XVII Meeting of University Professors of Marketing, Gran Canaria 2008.
42. Nicolau, J.L. (2009) "Effect of hotel CSR initiatives on performance", 16th International Conference on Retailing and Consumer Services Science (EIRASS), Niagara (Canada), July 2009.
43. Nicolau, J.L. (2009) "Are tourists smirking or wry smiling?", 16th International Conference on Retailing and Consumer Services Science (EIRASS), Niagara (Canada), July 2009.
44. Nicolau, J.L. and Sellers, R. (2009) "It's a hotel, not a lemon", 16th International Conference on Retailing and Consumer Services Science (EIRASS), Niagara (Canada), July 2009.
45. Casado, A.B. and Nicolau, J.L. (2009) "Consumers responses to failures in service recovery", 16th International Conference on Retailing and Consumer Services Science (EIRASS), Niagara (Canada), July 2009.
46. Nicolau, J.L. and Sellers, R. (2009) "Accounting for environmental influences in retailing efficiency", The 14th Biennial World Marketing Congress (Academy of Marketing Science), Oslo (Norway), July 2009.
47. Calderón, A., Nicolau, J.L. and Mas, F. (2009) "The effect of brand alliances on performance and stability", XXI National Congress of Marketing (AEMARK), September 2009.
48. Calderón, A., Nicolau, J.L. and Mas, F. (2009) "Understanding the stock market response and its variance to brand alliance announcements: Spill-over effects", 6th International Conference of the Academy of Marketing Brand Identity and Corporate Reputation Special Interest Group (SIG), Barcelona, April 2010.
49. Sellers, R. and Nicolau, J.L. (2010) "Considering the environment in the evaluation of retailing efficiency", 39th European Marketing Academy (EMAC) Conference, Copenhagen, June 2010.
50. Nicolau, J.L. (2010) "Relationship between culture and tourist sensitivity to price", 39th European Marketing Academy (EMAC) Conference, Copenhagen, June 2010.
51. Mas, F., Nicolau, J.L. and Calderón, A. (2010) "Understanding the stock market response and its variance to brand alliance announcements in product development: Spill-over effects", 17th International Product Development Management Conference (of The European Institute for Advanced Studies in Management), Murcia, June 2010.
52. Nicolau, J.L. and Mas, F. (2011) "Gaging Individual Contribution of Destination Brands to their Collective Tourism Brands", 18th International Conference on Retailing and Consumer Services Science (EIRASS), San Diego, July 2011.
53. Nicolau, J.L. and Sellers, R. (2011) "The Zero Price Model in a Two-Component Tourism Product", 18th International Conference on Retailing and Consumer Services Science (EIRASS), San Diego, July 2011.
54. Casado, A.B., Nicolau, J.L. Ruiz, F. and Sellers, R. (2011) "Does Higher Uncertainty in Service Consumption involve Higher Effect of Social Activities?", 18th International Conference on Retailing and Consumer Services Science (EIRASS), San Diego, July 2011.
55. Casado, A.B., Nicolau, J.L. Ruiz, F. and Sellers, R. (2011) "Do Different Types of CSR Activities have Different Effects on Service Firms?", 18th International Conference on Retailing and Consumer Services Science (EIRASS), San Diego, July 2011.
56. Masiero, L. and Nicolau, J.L. (2011) "Price sensitivity to tourism activities: Looking for determinant factors", 3rd Conference of the International Association for Tourism Economics (IATE), Bournemouth (United Kingdom), July 2011.

57. Masiero, L. and Nicolau, J.L. (2011) "Finding similar price preferences on tourism activities", Advancing the Social Science of Tourism Conference, Surrey (United Kingdom), June 2011.
58. Nicolau, J.L. (2011) "Brand associations in a sports-business relationship: goals of € 2,500,000", XXIII National Marketing Congress (AEMARK), Castellón, September 2011.
59. Casado, A.B; Nicolau, J.L.; Ruiz, F. and Sellers, R. (2011) "Are services industries 'CSR activities as good as goods'?", XXIII National Congress of Marketing (AEMARK), Castellón, September 2011.
60. Park, S. and Nicolau, J.L. (2012) "Differentiated effect of advertising on the joint vs. separate from tourism products ", TTRA Europe, Bilbao, April 2012.
61. Casado, A., Nicolau, J.L., Ruiz, F. and Sellers, R. (2012). "Industry-specific effects of CSR initiatives", 41st European Marketing Academy (EMAC) Conference, Lisbon, June 2012.
62. Nicolau, J.L. (2012). "The Spain brand and its international projection after the 2010 World Cup: A business opportunity", XXIV National Marketing Congress (AEMARK), Mallorca, September 2012.
63. Casado, A., Nicolau, J.L., Ruiz, F. and Sellers, R. (2012). Is the CSR-Performance relationship contingent upon sectors?, XXIV National Marketing Congress (AEMARK), Mallorca, September 2012.
64. Masiero, L. and Nicolau, J.L. (2013) "Choice behavior in online hotel booking", 4th Conference of the International Association for Tourism Economics (IATE), Ljubljana (Slovenia), July 2013.
65. Sellers, R. and Nicolau, J.L. (2016). Analysis of the predisposition to pay for a sustainable product: application of a Heckit model (Análisis de la predisposición a pagar por un producto sostenible: aplicación de un modelo Heckit), XXVIII National Congress of Marketing (AEMARK), León, September 2016.
66. Sharma, A. and Nicolau, J.L. (2018) "The effect of rate parity prohibition on hotel performance: A stock market perspective", Hospitality Sales and Marketing Association International (HSMAI HSMAI's Revenue Optimization Conference, Houston, Texas, June 2018.
67. Nicolau, J.L. and Sharma, A. (2018) "The effect of winning the FIFA World Cup on the champion's tourism market value", 2018 HBCU/MSI Summit, Historically black colleges and universities, Minority-serving institutions, Blacksburg, October 2018.
68. Sharma, A. and Nicolau, J.L. (2019) "Hands off my rates! The economic consequences of the rate parity legislative actions in Europe and the US", Travel and Tourism Research Association (TTRA), Melbourne, June 2019.

Research projects (only research projects with more than €6000 are detailed)

1. Project: Multi-industry and multi-action analysis of the effect of corporate social responsibility on the market value (Análisis multi-industria y multi-actividad del efecto de la incorporación de la responsabilidad social corporativa en el valor del Mercado) (ECO2008-05487)

Principal researcher: NICOLAU GONZALBEZ, JUAN LUIS

Financing entity: Ministry of Education and Science

Duration: 3 years **Starting date:** 01/01/2009 **Ending date:** 31/12/2011

Total amount: € 29,040.00

2. Project: Ordinal analysis of consumer complaining behavior (Análisis Ordinal del comportamiento de queja del consumidor)

Principal researcher: NICOLAU GONZÁLBEZ, JUAN LUIS

Financing entity: University of Alicante

Duration: 1 year **Starting date:** 01/01/2008 **Ending date:** 12/31/2008

Total amount: 10.943,00 €

3. Project: Integral analysis of the tourist's choice behavior in the Region of Valencia (Análisis integral del comportamiento de elección del turista en la Comunidad Valenciana)

Principal researcher: NICOLAU GONZÁLBEZ, JUAN LUIS

Financing entity: Government of Valencia (Consellería de Empresa Universidad y Ciencia)

Duration: 2 years **Starting date:** 01/01/2007 **Ending date:** 12/31/2008

Total amount: 14.260,00 €

4. Project: Pricing rivalry between strategic groups: the Spanish credit market (Rivalidad en precios entre grupos estratégicos: mercado español de créditos bancarios)

Principal researcher: MAS RUIZ, FRANCISCO JOSE

Financing entity: Government of Valencia (Consellería de Cultura, Educación y Deporte)

Duration: 2 years **Starting date:** 01/01/2004 **Ending date:** 12/31/2005

Total amount: 11.000,00 €

5. Project: Economic value of patent protection and rivalry in the Spanish electric market (Valor económico de protección de las patentes y rivalidad en el sector eléctrico español)

Principal researcher: MAS RUIZ, FRANCISCO JOSE

Financing entity: Universty of Alicante

Duration: 1 year **Starting date:** 09/01/2001 **Ending date:** 08/31/2002

Total amount: 7.718,61 €

6. Project: Quantification of the role of the brands in the Spanish economy and society (Estudio para cuantificar el papel de las marcas en la Economía y la sociedad española)

Principal researcher: MANUEL FELIPE RUIZ MORENO

Financing entity: National Association for the defense of brands (ASOCIACION NACIONAL PARA LA DEFENSA DE LA MARCA (ANDEMA))

Duration: 9 months **Starting date:** 01/08/2018 **Ending date:** 10/08/2018

Total amount: 34.364,00 €

Tipo de contrato / convenio Formación

7. Project: White paper for research and innovation in the tourism industry of the Region of Valencia (Convenio de colaboración para el fomento de la Investigación e innovación en el sector turístico valenciano)

Principal researcher: José Luis Gascó Gascó

Financing entity: Government of Valencia (AGENCIA VALENCIANA DE TURISMO DE LA GENERALITAT VALENCIANA)

Duration: 11 months **Starting date:** 01/01/2016 **Ending date:** 12/15/2016

Total amount: 80.000,00 €

8. Project: Analysis of the relationship between exports and R&D strategies (Elaboración de un informe que estudie la relación entre exportaciones y estrategias I+D+i de empresas de marca).

Principal researcher: MANUEL FELIPE RUIZ MORENO

Financing entity: National Association for the defense of brands (ASOCIACION NACIONAL PARA LA DEFENSA DE LA MARCA (ANDEMA))

Duration: 1 month **Starting date:** 12/15/2012 **Ending date:** 01/14/2013

Total amount: 6.500,00 €

9. Project: Building of the database of exports and R&D strategies (Elaboración de una base de datos sobre exportaciones y estrategias de I+D+i de empresas de marca)

Principal researcher: MANUEL FELIPE RUIZ MORENO

Financing entity: National Association for the defense of brands (ASOCIACION NACIONAL PARA LA DEFENSA DE LA MARCA (ANDEMA))

Duration: 1 months **Starting date:** 12/01/2012 **Ending date:** 12/31/2012

Total amount: 12.000,00 €

10. Project: Methodology to identify the relationships between exports and R&D strategies (Propuesta e implementación de una metodología para Establecer relaciones entre exportaciones y estrategias I+D+i de empresas de marca)

Principal researcher: MANUEL FELIPE RUIZ MORENO

Financing entity: National Association for the defense of brands (ASOCIACION NACIONAL PARA LA DEFENSA DE LA MARCA (ANDEMA))

Duration: 1 month **Starting date:** 11/15/2012 **Ending date:** 12/14/2012

Total amount: 10.000,00 €

Tipo de contrato / convenio Asistencia Técnica

11. Project: Impact of branding on the Spanish economy and society (Impacto de la marca en la economía y sociedad españolas)

Principal researcher: MANUEL FELIPE RUIZ MORENO

Financing entity: National Association for the defense of brands (ASOCIACION NACIONAL PARA LA DEFENSA DE LA MARCA (ANDEMA))

Duration: 4 months **Starting date:** 09/01/2012 **Ending date:** 12/31/2012

Total amount: 34.492,83 €

12. Project: Preliminary analysis of the Andema database to examine the impact of branding on the Spanish economy and society (Análisis previo de los datos pertenecientes a Andema para la Realización del estudio "impacto de las marcas en la economía y en la sociedad Españolas")

Principal researcher: MANUEL FELIPE RUIZ MORENO

Financing entity: National Association for the defense of brands (ASOCIACION NACIONAL PARA LA DEFENSA DE LA MARCA (ANDEMA))

Duration: 1 month **Starting date:** 12/01/2011 **Ending date:** 12/31/2011

Total amount: 9.000,00 €

13. Project: Preliminary application of estimation techniques for the Andema database (Primeros análisis y aplicación preliminar de las técnicas de Estimación necesarias para los datos procedentes de Andema)

Principal researcher: MANUEL FELIPE RUIZ MORENO

Financing entity: National Association for the defense of brands (ASOCIACION NACIONAL PARA LA DEFENSA DE LA MARCA (ANDEMA))

Duration: 1 month **Starting date:** 12/01/2011 **Ending date:** 12/31/2011

Total amount: 9.000,00 €

14. Project: Research projects on administration, auditing, financial management, capital market and accounting (Estudios de investigación y trabajos en el área de administración, auditoría, gestión financiera, mercados de capitales y tesorería)

Principal researcher: JUAN CARLOS GOMEZ SALA

Financing entity: Bank of the Mediterranean (CAJA DE AHORROS DEL MEDITERRÁNEO – CAM)

Duration: 1 year **Starting date:** 02/01/2008 **Ending date:** 02/01/2009

Total amount: 40.000,00 €

15. Project: Plan of tourism territories of the Region of Valencia (Realización de la fase final de los trabajos del plan de Espacios turísticos de la Comunidad Valenciana)

Principal researcher: JOSE FERNANDO VERA REBOLLO

Financing entity: Government of Valencia (AGENCIA VALENCIANA DE TURISMO DE LA GENERALITAT VALENCIANA)

Duration: 1 year **Starting date:** 01/01/2006 **Ending date:** 12/31/2006

Total amount: 81.192,91 €

16. Project: Analysis of the impact of low cost airlines on the passenger profile of the Alicante airport (Análisis del impacto de las compañías de bajo coste en el Perfil del pasajero del aeropuerto de Alicante)

Principal researcher: JOSE FERNANDO VERA REBOLLO

Financing entity: Governmental Entity for Spanish Airports AEROPUERTOS ESPAÑOLES Y NAVEGACION AEREA - AENA (ELIMINAR)

Duration: 11 months **Starting date:** 04/05/2004 **Ending date:** 03/05/2005

Total amount: 38.790,00 €

17. Project: The Impact of Dynamic Capabilities on the Digital Transformation of Travel Agencies in Hong Kong

Principal researcher: Dan Wang

Financing entity: School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Duration: 24 months **Starting date:** 11/01/2019 **Ending date:** 10/31/2021

Total amount: 28.000,00 € (247900HK\$)

Citations and H-index (Oct 2019)

Google Scholar Citations: 3220

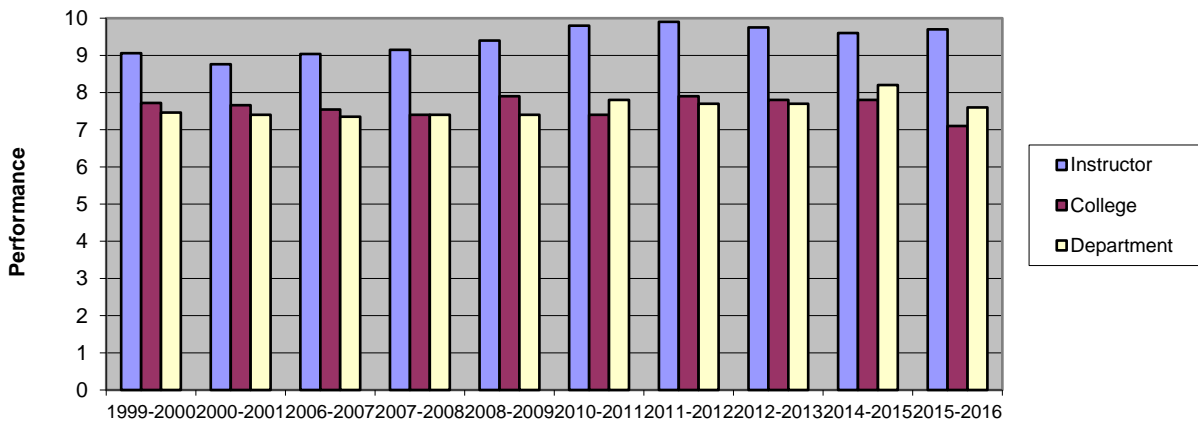
(<https://scholar.google.com/citations?user=wPxPC3IAAAAJ&hl=en>)

H-index: 29

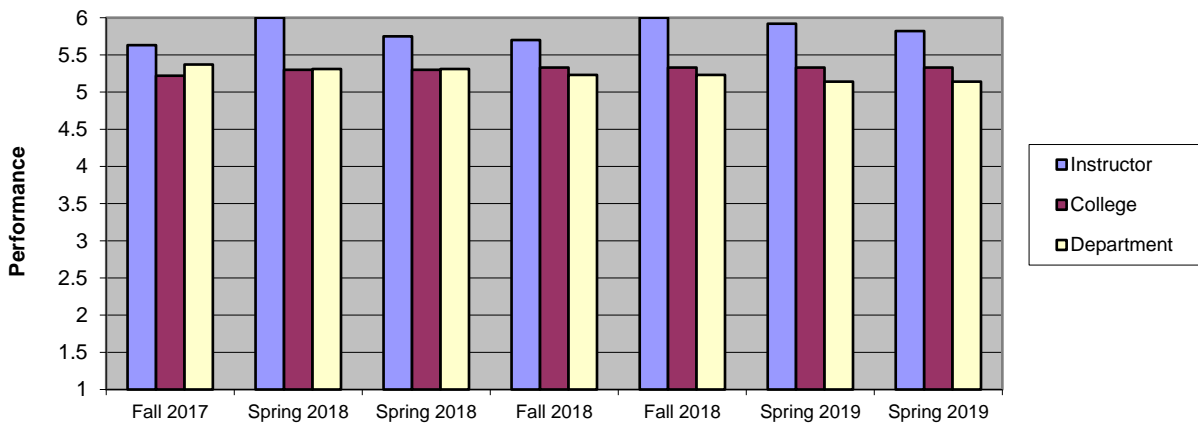
Teaching: Performance

- Award for the best university professor of the year 2010 (Teaching Excellence Award) by the State Government of Valencia.
- He has taught undergraduate and graduate level (PhD level as well as on-line and off-line master level); especially relevant was his participation in the PhD program “Doctorate in Marketing” which was awarded the Quality Certificate of the Spanish Ministry of Education.
- The student surveys show a positive outcome in all available years, with performance close to the maximum levels and always above the average of the department and the college (see Graphs 1 and 2).

Graph 1. Performance of Juan Luis Nicolau, the department and the degree (University of Alicante, scale from 0 to 10)



Graph 2. Performance of Juan Luis Nicolau, the department and the degree (Virginia Tech, scale from 1 to 6)



- He has taken part in 10 projects of teaching innovation, attended 19 pedagogical conferences and published pedagogical research articles such as:
 - o Nicolau, J.L. (2015) “Optimal Timing in Online Task Deadlines: What if Students Procrastinate (A Little)?”, *Journal of Teaching for Travel and Tourism*, 15, 1, 18-28
 - o Pérez, P. and Nicolau, J.L. (2013) “Testing prospect theory in students’ performance”, *Revista de Educación*, 360, 645-664.

Teaching: Courses taught

Undergraduate level:

HTM 4454 Hospitality Revenue Management Fall 2017, 2018, 2019 and Spring 2018, 2019
 Marketing, 1996, 2002, from 2010 to 2016
 Tourism Marketing, from 1997 to 2009
 Strategic Marketing, 2007

Graduate level:

Master level:

Public Marketing 1999, 2000, 2001, 2002, 2003 and 2004
 Tourism Marketing 2007, 2008, 2009

PhD level:

5944 Graduate Seminar
 Marketing 2003
 Marketing Research 2003
 Consumer Behavior 2006, 2004, 2005

Teaching: Pedagogical conferences

1. Nicolau, J.L.; Pérez, P. (2009), “Testing Reference Dependence and Loss Aversion in students’ academic performance”, *International Conference of Education, Research and Innovation, ICERI 2009*. Madrid, Noviembre 2009. ISBN: 978-84-613-2955-7
2. Ruiz, R.; Nicolau, J.L. (2009) “Evaluación continua: Factores determinantes”, *III Jornadas Internacionales UPM sobre Innovación Educativa y Convergencia Europea INECE*, Noviembre 2009. ISBN: 978-84-692-9417-8
3. Nicolau, J.L. (2009) “Searching for optimal timing in online modular courses’ tasks delivering: what if students procrastinate (a bit)?”, *III Jornadas Internacionales UPM sobre Innovación Educativa y Convergencia Europea INECE*, Noviembre 2009. ISBN: 978-84-692-9417-8
4. Pérez, P., Nicolau, J.L. (2010) “Enhancing students’ positive attitudes in a tuneful nutshell”, *International Technology, Education and Development Conference, INTED 2010*, Valencia, Marzo 2010, ISBN: 978-84-613-5538-9
5. Ruiz, R.; Nicolau, J.L. (2010) “Fostering teaching staff’s engagement in continuous assessment”, *International Technology, Education and Development Conference, INTED 2010*, Valencia, Marzo 2010, ISBN: 978-84-613-5538-9

6. Nicolau, J.L. (2010) "Online task deliverings' temporal optimization", *International Technology, Education and Development Conference*, INTED 2010, Valencia, Marzo 2010, ISBN: 978-84-613-5538-9.
7. Nicolau, J.L.; Ruiz, R. (2010) "La motivación del profesorado de la Universidad de Alicante hacia la evaluación continua", *VIII Jornadas de Redes de Investigación en Docencia Universitaria*, Alicante, Junio 2010, ISBN: 978-84-692-5510-0
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University services

- Committee services
 - o **University**
 - Commission on Outreach and International Affairs (7/01/2018 - present)
 - o **College**
 - Pamplin Research Committee (June 2018 – August 2019)
 - Faculty Honorifics and Awards Committee (August 2017 – August 2019)
 - Doctoral Committee of the Pamplin College of Business (August 2019 – present)
 - Chair of the PhD Committee of the Pamplin College of Business (August 2019 – present)
 - o **Department**
 - Graduate Curriculum Committee (August 2017 - Present)
 - Director of the PhD program of the Howard Feiertag Department of Hospitality and Tourism Management (August 2019 - Present)
- Dean of the Faculty of Economics and Business, University of Alicante, 2014 to 2017.
- Vice dean of the Faculty of Economics and Business, University of Alicante, 2008 to 2014.
- Chair of the committee in charge of proposing the curriculum of the Degree in Business Administration at University of Alicante.
- Chair of the committee in charge of proposing the curriculum of the **Dual Degree** in Tourism and Business Administration at University of Alicante.
- Director of the on-line Master in Tourism Management of the Postgraduate University Institute (created by University Carlos III of Madrid, University of Barcelona and University of Alicante), 2006-2011