

## Lu Fan, Ph.D., CFP®

Assistant Professor  
 Department of Personal Financial Planning  
 College of Human Environmental Sciences  
 University of Missouri  
 239 Stanley Hall, Columbia, MO 65211  
[fanlu@missouri.edu](mailto:fanlu@missouri.edu)  
 (573) 884-9188

### EDUCATION

---

<b>Ph.D. in Financial Planning, Housing and Consumer Economics</b>	2017
University of Georgia, Athens, GA	
<b>M.A. in Journalism and Mass Communication</b> ( <i>Advertising Concentration</i> )	2012
University of Georgia, Athens, GA	
<b>B.A. in Communications</b>	2009
Capital University of Economics and Business, Beijing, China	

### ACADEMIC EMPLOYMENT

---

<b>Assistant Professor</b>	August 2017 – Present
University of Missouri, Personal Financial Planning	
<b>Graduate Teaching Assistant</b>	2013 – 2014, 2015 – 2017
University of Georgia, Financial Planning and Consumer Economics	
<b>Graduate Assistant</b>	2014 – 2015
University of Georgia, Extension Office	
<b>Graduate Subject Tutor</b>	2015 – 2017
University of Georgia, Student Athletic Association Academic Services	

### RESEARCH PUBLICATIONS

#### Peer-Reviewed Journal

**Fan, L.** (*Accepted*). Information search, financial advice use, and consumer financial behavior. *Journal of Financial Counseling and Planning*.

**Fan, L., & Chatterjee, S.** (*Accepted*). The utilization of robo-advisors by individual investors: An analysis using diffusion of innovation and information search frameworks. *Journal of Financial Counseling and Planning*.

**Fan, L., & Chatterjee, S.** (2019). Bequest expectations among U.S. older adults: The roles of generational differences and personality traits. *Financial Planning Review*, 2(3-4). <https://doi.org/10.1002/cfp2.1057>

**Fan, L., & Babiarz, P.** (2019). The determinants of subjective financial satisfaction and the moderating roles of gender and marital status. *Family and Consumer Sciences Research Journal*, 47(3). <http://dx.doi.org/10.1111/fcsr.12297>

**Fan, L., & Chatterjee, S.** (2019). Financial socialization, financial education, and student loan debt. *Journal of Family and Economic Issues*, 40(1), 74-85. doi:10.1007/s10834-018-9589-0

**Fan, L., & Chatterjee, S.** (2018). Application of situational stimuli for examining the effectiveness of financial education: A behavioral finance perspective. *Journal of Behavioral and Experimental Finance*, 17, 68-75. <https://doi.org/10.1016/j.jbef.2017.12.009>

Chatterjee, S., & **Fan, L.** (2017). Household demand for private long-term care insurance: An exploratory note. *Economics Bulletin*, 37(3), 1975-1981. Available at <http://www.accessecon.com/Pubs/EB/2017/Volume37/EB-17-V37-I3-P178.pdf>

**Fan, L., & Chatterjee, S.** (2017). Borrowing decisions of households: An examination of the information search process, *Journal of Financial Counseling and Planning*, 28(1), 95-106. <http://dx.doi.org/10.1891/1052-3073.28.1.95>

Chatterjee, S., **Fan, L.**, Jacobs, B., & Haas, R. (2017). Risk tolerance and goals-based savings behavior of households: The role of financial literacy. *Journal of Personal Finance*, 16(1), 66-77. Available at [https://issuu.com/iarfcregister/docs/journal\\_of\\_personal\\_finance\\_spring\\_](https://issuu.com/iarfcregister/docs/journal_of_personal_finance_spring_)

### Refereed Conference Proceedings

---

**Fan, L., & Lim, H.** (2019). The relationship between cognitive abilities and financial help-seeking behavior. *Proceedings of the Association for Financial Counseling and Planning Education*.

**Fan, L., Zhang, L., & Zhao, H.** (2018). Who needs a financial advisor? The roles of investment confidence and knowledge in investors' financial decision-making. *Proceedings of the Association for Financial Counseling and Planning Education*.

**Fan, L., & Chatterjee, S.** (2018). An information search perspective of financial help-seeking behavior. *Consumer Interests Annual*.

**Fan, L., & Chatterjee, S.** (2017). An examination of the effectiveness of financial education under situational stimuli: A behavioral finance perspective. *Consumer Interests Annual*.

**Fan, L., & Babiarz, P.** (2015). The relationship between financial satisfaction and marital status of U.S. women. *Consumer Interests Annual*.

## RESEARCH PRESENTATIONS

### Refereed Conference Presentations

---

**Fan, L., & Park, N.** (Accepted for oral presentation). Financial socialization and subjective well-being of Millennials. To be presented at 2020 *American Council on Consumer Interests (ACCI)*, Arlington, VA.

**Fan, L., & Chatterjee, S.** (Accepted for oral presentation). Financial help-seeking behavior and life satisfaction among the U.S. elderly: The Roles of Personality, Cognitive Ability, and Risk Tolerance. To be presented at 2020 *Academic Research Colloquium for Financial Planning*, Arlington, VA.

**Fan, L., & Lim, H. N.** (2019). The relationship between cognitive abilities and financial help-seeking behavior. Presented at the *Association for Financial Counseling and Planning Education (AFCPE)*, Portland, OR. [**Outstanding Symposium Research Paper Award**].

Park, N.\*, & **Fan, L.** (2019). Examining the alternative financial service use among millennials using the information-motivation-behavioral skills model (Poster). Presented at the *Academy of Financial Services (AFS)*, Minneapolis, MN.

**Fan, L.,** Chatterjee, S., & Kim, J. (2019). An examination of young adults' subjective well-being: The effects of personality, financial ability, and financial independence. Presented at *American Council on Consumer Interests (ACCI)*, Arlington, VA.

Cheng, G. \*, & **Fan, L.** (2019). Estate planning preparedness among older adults: A closer look at will and trust adoptions (Poster). Presented at *American Council on Consumer Interests (ACCI)*, Arlington, VA.

**Fan, L.,** Chatterjee, S., & Kim, J. (2019) Relationships among financial ability, financial independence, and well-being of emerging adults: Does personality matter? Presented at *Academic Research Colloquium for Financial Planning*, Arlington, VA.

**Fan, L.,** Zhang, L., & Zhao, H. (2018). Who needs a financial advisor? The roles of investment confidence and knowledge in investors' financial decision-making. Presented at *Association for Financial Counseling and Planning Education (AFCPE)*, Norfolk, VA.

**Fan, L.,** & Chatterjee, S. (2018). An examination of the influence of robo-advisers, online financial services, and other information sources on investment styles. Presented at *Academy of Financial Services (AFS)*, Chicago, IL.

**Fan, L.,** & Zhang, L. (2018). Do sources of financial education affect financial knowledge and financial confidence (Poster). Presented at *Academy of Financial Services (AFS)*, Chicago, IL.

**Fan, L.,** & Chatterjee, S. (2018). An information search perspective of financial help-seeking behavior. Presented at *American Council on Consumer Interests (ACCI)*, Clearwater Beach, FL.

**Fan, L.,** & Chatterjee, S. (2018). The age and gender effects on a conceptual framework of household financial help-seeking behavior. Presented at *Academic Research Colloquium for Financial Planning*, Arlington, VA.

**Fan, L.,** & Chatterjee, S. (2017). The effect of financial socialization on student loan debt behavior. Presented at *Financial Therapy Association (FTA)*, San Diego, CA.

**Fan, L.,** & Chatterjee, S. (2017). An examination of the effectiveness of financial education under situational stimuli from a behavioral finance perspective. Presented at *American Council on Consumer Interests (ACCI)*, Albuquerque, NM. [**National Endowment for Financial Education Best Paper Award**].

**Fan, L.,** & Chatterjee, S. (2017). Financial wealth, perceived health, and bequest motive: does personality type matter? Presented at *Academic Research Colloquium for Financial Planning*, Arlington, VA.

**Fan, L.,** & Chatterjee, S. (2016). The relationship between personality types, risk tolerance, and portfolio allocation (Poster). Presented at *Academy of Financial Services (AFS)*, Las Vegas, NV.

**Fan, L.,** & Chatterjee, S. (2016). Personality type and bequest motive among the elderly (Poster). Presented at *American Council on Consumer Interests (ACCI)*, Washington D.C.

**Fan, L.,** Chatterjee, S., Jacobs, B., & Woodyard, A. (2015). The demand for private long-term care insurance. Presented at *Association for Financial Counseling and Planning Education (AFCPE)*, Jacksonville, FL.

**Fan, L.,** & Babiarz, P. (2015). The relationship between financial satisfaction and marital status of U.S. women. Presented at *American Council on Consumer Interests (ACCI)*, Clearwater Beach, FL.

**Fan, L.,** & Chatterjee, S. (2014). Borrowing decisions of households: The role of information search, financial literacy and financial help seeking behavior. Presented at *Financial Therapy Association (FTA)*, Nashville, TN.

*\*Denotes doctoral student contributor*

### Invited Presentations

**Fan, L.** (2019). Financial responsibility, perceived financial ability, and subjective well-being of young adults. To be presented at Department of Personal Financial Planning Doctoral Research Seminar, *Kansas State University*. October 2019.

**Fan, L.** (2018). An information search perspective of financial advice-seeking and financial management behavior. Presented at Department of Political Economy Research Seminar, *University of International Business and Economics, Beijing, China*. December 2018.

## TEACHING EXPERIENCE

### University of Missouri

FINPLN 3283

Financial Planning: Computer Application (*Online*)

FINPLN 4383/7383

Investment Management

***Faculty coordinator and mentor for Edward Jones Portfolio Challenge***

FINPLN 4893/7393

Estate and Gift Planning

FINPLN 7960

Readings in Household Economics and Finance

FINPLN 8001

Topics in Personal Financial Planning: Theories in Investment Management

FINPLN 8090

Master's Thesis Research in Personal Financial Planning

FINPLN 8500

Personal Financial Planning Capstone

### University of Georgia

*(Graduate Instructor)*

FHCE 3260

Computer Applications in Financial Planning

FHCE 3000

Family Resource Management

### University of Georgia

*(Graduate Assistant)*

FHCE 3000

Family Resource Management

FHCE 3100

Introductory Consumer Economics

FHCE 3110

Money Skills for Life

FHCE 3150E

Consumer Decision Making (*Online*)

FHCE 3200/3200E

Introduction to Personal Finance (*Online & on-site*)

FHCE 4900

Professional Seminar and Internship Orientation

FHCE 5900

Professionalism and Career Readiness

FHCE 5910

Financial Planning, Housing and Consumer Economics Internship

### University of Georgia

*(Graduate Subject Tutor)*

FHCE 2100

Family Economic Issues through the Life Course

FHCE 3150

Consumer Decision Making

FHCE 4000

Consumer Analytics and Research Method

FHCE 4210 Retirement Planning and Employee Benefit  
 FHCE 4250 Practice Management in Financial Planning

## SERVICE

### Department-Level Service

---

**Graduate Student Advising** University of Missouri

**Chair – M.S. Thesis Track**

- Yu Zhang Graduated Fall 2019

**Chair – Applied M.S.**

- Yilin Wang Graduated Fall 2019
- Nicole Muenz Fall 2019 – Present (In progress)

**Committee Member – Ph.D.**

- Yvonne Hampton Spring 2018 – Present (In progress)
- Xihao Huang Spring 2018 – Present (In progress)
- Danni Wang Fall 2019 – Present (In progress)
- Chen Xu Graduated Fall 2019
- Guopeng Cheng Fall 2017 – Spring 2019 (Graduated Summer 2019)

**Committee Member – Applied M.S.**

- Christina Wang Graduated May 2019
- Yue Zhuang Graduated Fall 2019

**Committee Member** 2019 – Present  
 Department Graduate Scholarship Committee, PFP, University of Missouri

**Faculty Mentor for Undergraduate Research** Fall 2019  
 University of Missouri  
**Mentee:** Yaqi Fang (*\$1,500 Award funded by HES P.U.R.E.*)  
**Research project:** An Analysis of Household Retirement Behavior

**Faculty Mentor and Coordinator**, University of Missouri 2017 – Present  
 2019 winners (3 teams, 14 students, total \$5,000 awards)  
 2018 winners (3 teams, 13 students, total \$5,000 awards)  
 2017 winners (3 teams, 13 students, total \$5,000 awards)

### College-Level Service

---

**Committee Member** 2018 – Present  
 HES Graduate Awards and Fellowships Committee, University of Missouri

**Graduate Assistant** 2014 – 2016  
 Extension Office, Radon Education Program, University of Georgia

**Volunteer for Community Action Poverty Simulation** 2013 – 2014  
 FHCE & Extension Office, University of Georgia

### University-Level Service

---

**Faculty Reviewer** 2019  
 Graduate Fellowship Competition, University of Missouri

**Volunteer Income Tax Assistance** 2013 – 2015  
 International Tax Assistance Program, University of Georgia

## Professional Service

---

<b>Chair</b> – Student Scholarship Committee American Council on Consumer Interests	2019 – Present
<b>Presider</b> AFCPE Research and Training Symposium	2019
<b>Reviewer</b> AFCPE FINRA Foundation Military Spouse Fellowship AFCPE Mary O’Neill Mini-Grant	2019
<b>Discussant</b> CFP Academic Research Colloquium	2019 – Present
<b>Committee member</b> – Student Scholarship Committee American Council on Consumer Interests	2017 – 2019
<b>Committee member</b> – Consumer Economics Program Advisory Committee Athens Technical College	2015 – 2017

## Editorial Service

---

<b>Ad-hoc Journal Reviewer</b> Journal of Financial Counseling and Planning	2016 – Present
Journal of Economic Psychology	2019 – Present
Journal of Family and Economic Issues	2019 – Present
Journal of Consumer Affairs	2019 – Present
Financial Innovation	2019 – Present
Family & Consumer Sciences Research Journal	2017 – Present
North American Journal of Economics and Finance	2018
<b>Conference Proposal Reviewer</b> CFP Academic Research Colloquium	2019 – Present
American Council on Consumer Interests	2013 – Present
Association for Financial Counseling & Planning Education	2019 – Present
International Federation for Home Economics	2019 – Present
Academy of Marketing Science Conference	2018

## FUNDING ACTIVITIES

### Funded Projects

---

#### **HES IDEAS Lab Fund (\$2,000)**

College of Human Environmental Sciences, University of Missouri

Project title: Gender Inequality in Intra-Household Financial Decision Responsibility of Young Low-Income Women

Funding period: December 2019 – June 2020

Role: PI

Co-I: Li Zhao

#### **Program for Undergraduate Research Experience (P.U.R.E) (\$1,500)**

College of Human Environmental Sciences, University of Missouri

Project title: An Analysis of Household Retirement Behavior

Funding period: August 2019 – December 2019

Role: Faculty mentor

Undergraduate mentee: Yaqi Fang

**Margaret W. Mangel Faculty Research Catalyst Fund (\$3,000)**

College of Human Environmental Sciences, University of Missouri

Project title: Antecedents of Financial Information Processing of Young Adults

Funding period: July 2019 – June 2020

Role: PI

**HES Grant Writing Institute (\$500)**

College of Human Environmental Sciences, University of Missouri

Funding period: July 2018

**Summer Doctoral Research Fellowship (\$3,500)**

University of Georgia Graduate School

Project title: The Influences of Financial Help-Seeking and Other Information Sources on  
Consumer's Financial Management Behavior

Funding period: June – July 2017

Role: PI

**Art Caple Scholar Fund (\$5,000)**

Arthur N. Caple Foundation

Funding period: September 2016

**Jan M. Hathcote Social Science Academic Support Fund (\$1,800)**

College of Family and Consumer Sciences, University of Georgia

Project title: Financial Literacy, Emotions, and the Effectiveness of Financial Education: An  
Experimental Approach

Funding period: August 2015 – May 2016

Role: PI

**Unfunded Grant Projects**

---

<b>Richard Wallace Faculty Incentive Grant Award (\$4,000)</b>	2019
Missouri Alumni Association, University of Missouri	
Project title: Income Inequality and Financial Well-Being	
Role: PI	
<b>Learning Technologies Grants (\$11,750)</b>	2016
Center for Teaching and Learning, University of Georgia	
Role: Graduate Student Investigator	
PI: Sheri Worthy; Co-I: Swarn Chatterjee	

**HONORS AND AWARDS**

---

<b>Outstanding Symposium Research Paper Award</b>	2019
Association for Financial Counseling and Planning Education (AFCPE)	
<b>National Endowment for Financial Education Best Paper Award</b>	2017
American Council on Consumer Interests (ACCI)	
<b>Outstanding Teaching Assistant Award</b>	2017

University of Georgia <b>NAGDCA Conference Travel Award &amp; ANC Scholar Award</b>	2016
Arthur N. Caple Foundation	
<b>Graduate School Travel Scholarships</b>	2015 & 2017
University of Georgia	
<b>Virginia Wilbanks Kilgore Scholarship</b>	2015 – 2016
College of Family and Consumer Sciences, University of Georgia	
<b>NEAFCS Marketing Package Award (Team Award)</b>	2015
National Extension Association of Family and Consumer Sciences	
<b>ACCI Conference Scholarship</b>	2015
American Council on Consumer Interests (ACCI)	
<b>Betty Lane Graduate Scholarship</b>	2014 – 2015
College of Family and Consumer Sciences, University of Georgia	
<b>AFCPE Conference Student Scholarship</b>	2014
Association for Financial Counseling and Planning Education (AFCPE)	

---

### MEDIA COVERAGE

---

**EurekAlert!** (October 2018). Available at [https://www.eurekalert.org/pub\\_releases/2018-10/uom-fek102618.php](https://www.eurekalert.org/pub_releases/2018-10/uom-fek102618.php)

**Business Minute with Kent Martin.** KTRS Radio - St. Louis, MO (October 25-26, 2018).

**The University Network.** (November 2018). Available at <https://www.tun.com/blog/financial-literacy-key-to-reducing-student-debt/>

**The Maneater.** (November 2018). Available at <https://www.themaneater.com/stories/news/mu-professors-research-amplifies-how-financial-education-helps-reduce-student-loan-stress->

---

### PROFESSIONAL DEVELOPMENT

---

<b>Fundamentals of Being a Principal Investigator Workshop</b>	January 2020
Office of Research and Economic Development, University of Missouri	
<b>Annual Teaching Renewal Week Conference</b>	January 2020
Teaching for Learning Center, University of Missouri	
<b>Online Teaching Foundations</b>	Fall 2019
Course Design & Technology, University of Missouri	
<b>Research Development Series</b>	Fall 2019
Office of Research Advancement & The Connector, University of Missouri	
<b>Teaching Academy</b>	September 2019
Teaching for Learning Center, University of Missouri	
<b>Broader Impacts Writing Workshop</b>	March 2019
The Connector, University of Missouri	
<b>Intensive Open Educational Resources (OER) Training</b>	October 2018
The University of Missouri System	
<b>HES Faculty Grant Writing Institute</b>	July 2018
College of Human Environmental Sciences, University of Missouri	
<b>Introduction to the Health and Retirement Study (HRS) Workshop</b>	June 2018



Summer Institute in Survey Research Techniques, University of Michigan

**PROFESSIONAL AFFILIATIONS**

---

Certified Financial Planner (CFP) Board of Standards	2018 - Present
Association for Financial Counseling & Planning Education (AFCPE)	2019 - Present
Academy of Financial Services (AFS)	2018 - Present
American Council on Consumer Interests (ACCI)	2014 - Present
Financial Management Association	2016 - 2017