

Geungu Yu

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Associate Professor of Finance since August 16, 2004
Naturalized U.S. Citizen since March 17, 1994
Appointed AT JACKSON STATE UNIVERSITY on August 17, 1992

EDUCATION:

Mississippi State University, MS	Finance	D.B.A.* (1986)
University of Cincinnati, OH	Economics	M.A. (1978)
Findlay College, OH	Economics	B.S. (1977)
Chung-Ang Univ., South Korea	English Language Ed.	B.A. (1976)

* D.B.A. (Doctor of Business Administration) (December 23, 1986)
Mississippi State University, Mississippi State, Mississippi 39762.
Major: Finance / Minors: Economics and Management.
Dissertation Advisor: Dr. Theodor Kohers, Professor Emeritus of Finance and International Business, College of Business and Industry, Mississippi State University.
Dissertation Title: "Are Yield Spread Changes Systematic or Random: An Examination of Selected Money and Capital Market Securities," (University Microfilms International Dissertation Information Service, Copyright 1986)

Online Instructor Certifications:

- 2) A certified online instructor, **JSU Blackboard**, completed DL501, DL502, and DL503 in September, 2012. Successfully launched and teaching FIN 320 (Business Finance) online course on JSU Blackboard with seamless integration of McGraw-Hill's Connect Plus platform since fall semester, 2012.
- 1) A certified online instructor, **eCOI** (= eCollege Certified Online Instructor), certified on March 13, 2012. Successfully launched and teaching FIN 547 (Investments) online course on JSU Online MBA's eCollge platform since January term, 2012.

TEACHING

August 17, 1992 to Present: ASSOCIATE PROFESSOR OF FINANCE

Dept. of Economics, Finance, and General Business, Jackson State University,
Jackson, MS 39217

ECO 746	Seminar in International Trade and Finance
FIN 547 Online	Investments
FIN 547	Investments
FIN 515	Managerial Finance
FIN 452	International Finance
FIN 451	Financial Asset Management
FIN 450	Financial Institutions
FIN 447	Investments
FIN 446	Commercial Banking
FIN 443	Financial Management
FIN 320 Online	Business Finance
FIN 320	Business Finance
FIN 317	Principles of Insurance

January 1987 to August 1992: ASSISTANT PROFESSOR OF FINANCE

University of Louisiana at Lafayette, Louisiana 70504

MBA courses:

Financial Administration
International Trade and Finance

Undergraduate courses:

Portfolio Theory and Investment Analysis; Financial Problems Analysis;
Financial Information Systems; Speculative Financial Markets;
Business Finance

September 1982 to May 1985: ASSISTANT PROFESSOR OF FINANCE

Moorhead State University, Moorhead, Minnesota 56560

Corporate Finance; Advanced Corporate Finance; Financial Decision Making;
Seminar in Capital Budgeting; Banking Policy; Portfolio Analysis;
Principles of Management

August 1980 to May 1982 & August 1986 to December 1986:

GRADUATE TEACHING ASSISTANT

Mississippi State University, Mississippi State, MS 39762

Money and Banking
Principles of Economics

Sept. 1977 to June 1980: GRADUATE TEACHING ASSISTANT

University of Cincinnati, Cincinnati, Ohio 45221

Principles of Economics

Intermediate Microeconomics

November 1968 October 1971: LANCE CORPORAL

Republic of Korea Army, South Korea

Taught infantry men as training assistant.

INTELLECTUAL CONTRIBUTIONS (since August 16, 2004)

(Summary: (1) LP=Learning and Pedagogical research; (2) CP=Contribution to Practice; (3) DS=Discipline-based scholarship)

Funded Research Grants

3) Course Development grant for developing FIN 547 (Investments) Online, February 31 , 2012. (1) LP

2) "The Impact Of Recent Inverted Yield Curve On Optimal Portfolios Of Small And Big Cap Stocks," funded by the 2006 Summer Faculty Research Awards program of College of Business, Jackson State University, September 30, 2006. (3)DS

1) "Comparative Analysis of the Impact of Dividend Tax Cut on Stocks in the NASDAQ 100 and the Dow," funded by the 2005 Summer Faculty Research Awards Program of College of Business, Jackson State University, August 31, 2005. (3)DS

Peer Reviewed Journals

5) **Yu, Geungu**, Phillip Fuller and Dal Didia. "The Impact of Yield Slope on Stock Performance." **Southwestern Economic Review**, Volume 40, Number 1, Spring 2013, pp. 1-10. (3)DS

<http://www.cis.wtamu.edu/home/index.php/swer/article/viewFile/293/262>

4) Fuller, Phillip, **Geungu Yu** and Denis Boudreau. "Should Investors Be Fearful of the Halloween Effects?" coauthored with **Southwestern Economic Review**, Volume 39, Number 1, Spring 2012, pp. 31-40. (3)DS

<http://www.cis.wtamu.edu/home/index.php/swer/article/viewFile/274/250>

3) **Yu, Geungu**, Phillip Fuller and Dal Didia. "Inverted Yield Curve and Stock Performance: Recent Evidence," **Southwestern Economic Review**, Volume 35, Spring 2008, pp. 131-138. (3)DS

<http://www.ser.tcu.edu/2008/SER2008%20Yu%20Fuller%20Didia%20131-138.pdf>

2) Freeman, Patricia A., **Geungu Yu** and Phillip Fuller. "Do Recent Changes In The Dow Jones Industrial Average Support The Price-Pressure Hypothesis?," **Southwestern Economic Review**, Volume 34, Spring 2007, pp. 179-186. (3)DS
<http://www.ser.tcu.edu/2007/SER2007%20Freeman%20Yu%20Fuller%20179-186.pdf>

1) **Yu, Geungu**. "The Cyclical Impact of Small and Big Cap Stocks On Optimal Portfolios for Period 2000-05," **Journal of Social and Behavioral Sciences**, Volume 40, Number 1, 2007, pp. 25-37. (3)DS

Peer Reviewed Proceedings

7) **Yu, Geungu** and Mihai Nica. "Selecting Optimal Industrial Sectors for a Targeted State Economy," **Southwestern Economic Review: Research Notes**, 2011. (3)DS
http://www.ser.tcu.edu/2010-RN/SER_RN-2010-Yu-Mihia.pdf

6) **Yu, Geungu**. "The Effects of Revaluating the Yuan on Stock Markets," **Southwestern Economic Review: Research Notes**, 2010. (3)DS
http://www.ser.tcu.edu/2009-RN/SER_RN-2009-Yu.pdf

5) **Yu, Geungu**. "Yield Spreads and Performance of Growth vs. Value Stocks," **Southwestern Economic Review: Research Notes**, 2009. (3)DS
http://www.ser.tcu.edu/2008-RN/SER_RN-2008-Yu%20-Yield_Spreads.pdf

4) **Yu, Geungu**. "The Impact of 2003 Dividend Tax Cut on Stocks in the S&P 500," **Southwestern Economic Proceedings: Selected Papers of the 2006 Conference**, Spring 2007, pp. 27-32. (3)DS
<http://www.ser.tcu.edu/2007-Pro/SEP2007%20YU%2027-32.pdf>

3) Freeman, Patricia A., **Geungu Yu** and Phillip Fuller. "The Impact of Dow Jones Index Additions and Deletions: the 2004 Case," co-authored with Patricia A. Freeman, Phillip Fuller, **Business Research Yearbook, 2005**, pp. 356-360

2) **Yu, Geungu**. "The Impact of Dividend Tax Cut on Stocks in the DOW," **Southwestern Economic Proceedings, Selected Papers**, Volume 32, Number 1, 2005 pp.41-46.
<http://www.ser.tcu.edu/2005-Pro/SEP2005%20Yu%2041-46.pdf>

1) **Yu, Geungu**. "An Examination of Announcement Effects of Dividend Tax Cut on Dow Stocks," **Papers of Thirteenth Annual Economic Research Symposium** December 2004, pp. 70-74

Peer-Reviewed Papers Presented

18) **Yu, Geungu.** “Reinvestment of Coupon Payments for Yield-to-Maturity of a Coupon Bond,” 2013 Southwestern Society of Economists conference, Albuquerque, NM, March 15, 2013.

17) **Yu, Geungu.** “A Keyboard Macro for HP 12C Program to Calculate Implied Volatilities,” JEL classification codes: G13 --- Contingent Pricing; Futures Pricing,” 2012 Southwestern Society of Economists Conference, 10:15 am -12:00 pm, Friday, March 2, 2012, NAPOLEON B-2, Sheraton New Orleans Hotel, New Orleans, LA.

16) **Yu, Geungu.** “Optimal Sample Periods to Measure Historical Volatilities of Dow Stocks --- A Pedagogical Application,” 2011 Southwestern Society of Economists conference, Houston, TX, March 11, 2011.

15) Waiyaki, Lilian, **Geungu Yu** and Maury Granger “African Growth and Opportunity Act (Agoa) and Foreign Direct Investment,” 2011 Southwestern Society of Economists conference, Houston, TX, March 10, 2011.

14) **Yu, Geungu.** “An Examination of Historical and Implied Volatilities of DJIA Stocks,” 2010 Southwestern Society of Economists conference, Dallas, TX, March 4, 2010. (3)DS

13) **Yu, Geungu** and Mihai Nica. “Selecting Target Industry Sectors for a State Economy,” 2010 Southwestern Society of Economists conference, Dallas, TX, March 4, 2010. (2)CP

12) Nica, Mihai and **Geungu Yu.** “The Mathematics of Basic Multiplier,” 2010 Southwestern Society of Economists conference, Dallas, TX, March 5, 2010. (3)DS

11) **Yu, Geungu.** “The Effects of 2005 Revaluation of Chinese Yuan on US and Chinese Stock Markets,” 2009 Southwestern Society of Economists conference, Oklahoma City, OK, February 26, 2009. (3)DS

10) **Yu, Geungu.** “Purchasing Power Parity, U.S. Dollar Index, and Performance of U.S. Transportation Stocks,” 2008 Academy of International Business U.S. Southwest Chapter, Houston, TX, March 7, 2008. (3)DS

9) **Yu, Geungu.** “Yield Spreads and Performance of Growth versus Value Stocks,” presented at 2008 Southwestern Society of Economists conference, Houston, TX, March 7, 2008. (3)DS

8) **Yu, Geungu,** Phillip Fuller and Dal Didia. “The Impact of Inverted Yield Curve on Performance of Small, Mid, and Big Cap Stocks, 2005-2007,” 2007 Southwestern Society of Economists conference, San Diego, CA, March 16, 2007. (3)DS

- 7) **Yu, Geungu.** "The Impact of Recent Inverted Yield Curve on Optimal Portfolios of Small and Big Cap Stocks," (the Research Paper of The 2006 Summer Faculty Research Awards Program, College of Business, Jackson State University) presented at the Annual Economic Research Symposium, Jackson, MS, November 15, 2006. (3)DS
- 6) Freeman, Patricia A., **Geungu Yu** and Phillip Fuller. "Do Recent Changes in the Dow Jones Industrial Average Support the Price-Pressure Hypothesis?" the Annual Economic Research Symposium, Jackson, MS, November 15, 2006. (3)DS
- 5) **Yu, Geungu.** "The Impact of Different Sizes of Market Cap on Performance of Optimal Portfolios of Small Cap Stocks," Seventy-First Annual Conference of Association of Social and Behavioral Scientists, Jackson, MS, March 10, 2006. (3)DS
- 4) **Yu, Geungu.** "The Impact of 2003 Dividend Tax Cut on Stocks in the S&P 500," 2006 Southwestern Society of Economists conference, Oklahoma City, OK, March 2, 2006. (3)DS
- 3) **Yu, Geungu.** "Comparative Analysis of the Impact of Dividend Tax Cut on Stocks in the Nasdaq 100 and the Dow," the Annual Economic Research Symposium, Jackson, MS, November 9, 2005. (3)DS
- 2) **Yu, Geungu.** "The Cyclical Impact of Small Cap Stocks on Optimal Stock Portfolios," the Southwestern Society of Economists conference, Dallas, Texas, March 3, 2005. (3)DS
- 1) **Yu, Geungu.** "The Impact of Dow Jones Transportation Index on Nasdaq Index," the Annual Economic Research Symposium, Jackson, MS, November 10, 2004.

Chapters in Scholarly Books:

- 5) **Yu, Geungu.** "The Goal of Financial Management," A Textbook of College English in Economics and Management, Peking University Press, August 2000 (ISBN: 7-301-02412-6), pp. 209-214.
- 4) **Yu, Geungu.** "History of International Monetary Systems," A Textbook of Basic College English in Economics and Management, Peking University Press, August 1998 (ISBN: 7-301-03802-X), pp. 121-131.
- 3) **Yu, Geungu.** "International Banking," A Textbook of Basic College English in Economics and Management, Peking University Press, August 1998 (ISBN: 7-301-03802-X), pp. 132-142.

2) **Yu, Geungu.** "Import and Export Financing," A Textbook of Basic College English in Economics and Management, Peking University Press, August 1998 (ISBN: 7-301-03802-X), pp.143-153.

1) **Yu, Geungu.** "Foreign Exchange Market," A Textbook of Basic College English in Economics and Management, Peking University Press, August 1998 (ISBN: 7-301-03802-X), pp. 154-164.

ACADEMIC AND OTHER PROFESSIONAL SERVICE ACTIVITIES

Academic

Executive Board member, **Southwestern Society of Economists**, an association affiliated to Federation of Business Disciplines, 2008~ present.

President, **Southwestern Society of Economists**, an association affiliated to Federation of Business Disciplines, 2010-2011.
<https://sites.google.com/site/swse2011conference/officers>

Program Chair and President Elect, **Southwestern Society of Economists**, an association affiliated to Federation of Business Disciplines, 2009-2010.
<http://sites.google.com/site/swse2010conference/>

Vice President/Program Chair Elect, **Southwestern Society of Economists**, an association affiliated to Federation of Business Disciplines, 2008-2009.

Editorial Board Member, **Southwestern Economic Review**, the journal of Southwestern Society of Economists, 2008 ~ present
<http://www.wtamu.edu/academics/swer.aspx>

Reviewer, **Journal of Economics and Finance**. the journal of the Academy of Economics and Finance.

Reviewer, **Business and Economic Review**, the journal published by Bureau of Business and Economic Research, School of Business, Jackson State University.

Reviewer, **Southwestern Economic Review**, the journal published by the Southwestern Society of Economists.

Moderator, Session Chair and/or Discussant:

Academy of International Business U.S. Southwest Chapter Annual Conference
International Academy of Business Disciplines (IABD) Annual Conference
Southwestern Society of Economists Annual Conference

Community

* Serves as an advisory member of the Alzheimer's Association, Middle Mississippi Chapter, Jackson, Mississippi (1997 ~ present).

University

* Serves as a member on Library Committee.

College

* Serves as Coordinator of FIN 320 (Business Finance) for AACSB Student Learning and Outcomes Assessment (2009 ~ present)

* Serves as Ph. D. Dissertation Committee member, College of Business, Jackson State University.

* Serves as Primary Faculty Advisor for Financial Management Association-JSU student chapter. (1997 ~ present)

Department

* Serves as Departmental Curriculum Committee Chair (2013 ~ present)

* Serves as Departmental coordinator for Evening and Weekend program

* Serves as member on Tenure Committee.

* Serves as member on Faculty Search Committee

* Serves as Faculty Advisor for students.

HONORS AND AWARDS

* Received an Appreciation plaque for having served as President, Southwestern Society of Economists, 2010-2011, on March 11, 2011.

* Inducted as a faculty charter member to Epsilon Chapter at Jackson State University, Omicron Delta Epsilon, March 2, 2004.

* Inducted as a faculty member to Beta Gamma Sigma, Jackson State University, the honor society for collegiate schools of business, April 4, 2001.

* Received recognition in appreciation for Outstanding and Dedicated Service as an instructor of the Economics Enrichment Program for Secondary School Teachers, an IHL-Other Core Academic Enrichment Teacher Support Program, 2000, 1999, 1998, & 1997.

* Received membership in the One Thousand Dollar Club of Jackson State University Development Foundation, Inc., Oct. 19, 1998.

- * Received a Certificate of Appreciation in recognition of Dedicated Service to the School of Business, Jackson State University, presented by Dean Glenda Glover, April 7, 1998.
- * Included in Marquis WHO'S WHO IN FINANCE AND INDUSTRY, 29th Edition, 1996-1997.
- * Received a Certificate of Achievement in recognition of successful participation in the National Faculty Development Institute program, "Incorporating Japanese Studies into the Undergraduate Curriculum," sponsored by The American Association of State Colleges and Universities, held at the Japan Studies Institute, San Diego State University, San Diego, CA, June 8 - July 7, 1994.
- * Inducted as a faculty brother to International Fraternity of Delta Sigma Pi, KAPPA XI CHAPTER (a professional fraternity organized to foster the study of business in universities), April 22, 1989.
- * Presented a doctoral dissertation as a Seminar Fellow at the 7th Annual Financial Management Association Doctoral Student Seminar, 1986.
- * Inducted to Financial Management Association National Honor Society, 1981.

MEMBERSHIP IN ACADEMIC AND PROFESSIONAL ORGANIZATIONS

Southwestern Society of Economists, an academic association affiliated to Federation of Business Disciplines. <https://sites.google.com/site/swse2011conference/officers>

Academy of International Business U.S. Southwest Chapter.

Faculty charter member of Epsilon Chapter at Jackson State University, **Omicron Delta Epsilon**, March 2, 2004 ~.

Faculty member of **Beta Gamma Sigma**, Jackson State University, the honor society for collegiate schools of business, April 4, 2001 ~ .

Faculty brother, **International Fraternity of Delta Sigma Pi**, KAPPA XI CHAPTER (a professional fraternity organized to foster the study of business in universities), April 22, 1989 ~.

AACSB FACULTY QUALIFICATION

AQ (Academically Qualified).