

## Curriculum Vitae Revised: April 24, 2015



### Geungu Yu, DBA

Associate Professor of Finance  
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### Education and Certifications

Mississippi State University, MS	Finance	DBA (1986)*
University of Cincinnati, OH	Economics	MA (1978)
Findlay College, OH	Economics	BS (1977)
Chung-Ang Univ., South Korea	English Language Ed.	BA (1976)

\* DBA, December 23, 1986, Mississippi State University, Mississippi

Major: Finance

Minors: Economics and Management

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:

- Certified online instructor, **JSU Blackboard**  
Completed DL504, Blackboard Refresher in January 14, 2014.
- Certified online instructor, **eCOI** (= eCollege Certified Online Instructor)  
Certified on March 13, 2012.

## **Professional Experience**

### **Academic Positions & 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

# Intellectual Contributions

(Summary: L=Learning and Pedagogical research; D=Discipline-based scholarship)

## Peer Reviewed Journal Articles (PRJs)

(5 in academic year 2014-15; 7 in latest five years 2011~15; 14 in total)

- Nguyen, Chu, **Geungu Yu** and Samuel Penkar. "Asymmetric Adjustment in The Singaporean Prime Lending-Interbank Overnight Rate Spread," **Federation of Business Disciplines Journal** (under review, likely forthcoming in 2015). (D)
- **Yu, Geungu**, Phillip Fuller and Patricia A. Freeman. "The Impact of Changes in the Dow Jones Industrial Average List on Prices and Trading Volumes" **Southwestern Economic Review** Volume 42, Number 1, Spring 2015, pp. 125–133. (D)
- Didia, Dal, Mihai Nica and **Geungu Yu**. "The Gravity Model, African Growth and Opportunity Act (AGOA) and U.S. Trade Relations with Sub-Sahara Africa," **The Journal of International Trade & Economic Development**, 2015, pp. 1-22. (D)
- **Yu, Geungu**. "Performance Consistency of Newly Added Stocks in the DJIA Index in 2013," **The Global Journal of Finance and Economics** Volume 11, No. 1, 2014, pp. 1-10. (D)
- Fuller, Phillip and **Geungu Yu**. "Lessons Learned: Online Teaching Adventures and Misadventures" **Journal of Social Sciences** 10 (1), 2014, pp. 33-38.  
<http://thescipub.com/PDF/jssp.2014.33.38.pdf>  
(L)
- Nguyen, Chu V., **Geungu Yu**, and Muhammad Mahboob Ali. "The Behavior of Turkish Consumer Loan Rates, Deposit Rates and Consumer Loan Premium in Post-2001 Currency Crisis," **Banks and Bank Systems** Volume 9, Issue 1, 2014, pp. 8-15.  
[http://businessperspectives.org/component/option,com\\_journals/task,issue/id,258/jid,6/Itemid,74/](http://businessperspectives.org/component/option,com_journals/task,issue/id,258/jid,6/Itemid,74/)  
(D)
- **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. (D)
- Fuller, Phillip, **Geungu Yu** and Denis Boudreau. "Should Investors Be Fearful of the Halloween Effects?" **Southwestern Economic Review**, Volume 39, Number 1, Spring 2012, pp. 31-40. (D)
- **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)  
<http://www.ser.tcu.edu/2008/SER2008%20Yu%20Fuller%20Didia%20131-138.pdf>  
(D)

- 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.  
<http://www.ser.tcu.edu/2007/SER2007%20Freeman%20Yu%20Fuller%20179-186.pdf>  
(D)
- **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. (D)
- **Yu, Geungu**. "Lee Enterprises, Incorporated: a Security Analysis Case," **Journal of Interdisciplinary Business Research**, Vol. 2, December 2002, pp. 203-208. (D)
- **Yu, Geungu**. "Deficiencies of Profit Maximization as a Goal of Financial Management," **Journal of Interdisciplinary Business Research**, Vol. 1, September 2002, pp. 83-86. (D)
- **Yu, Geungu**. "The Impact of Small Firm Stocks on Performance of Optimal Portfolios," **Southwestern Economic Review**, Volume 22, No. 1, Spring 1995, pp. 145-149. (D)
- **Yu, Geungu** and Theodor Kohers. "The Impact of T-Bill Auction Plans on U.S. Fixed Income Security Markets," **Southwestern Economic Review**, Volume 21, No. 1, Spring 1994, pp. 31-36. (D)

#### Peer Reviewed Proceedings

- **Yu, Geungu** and Mihai Nica. "Selecting Optimal Industrial Sectors for a Targeted State Economy," **Southwestern Economic Review: Research Notes**, 2011. pp.1-2. (D)
- **Yu, Geungu**. "The Effects of Revaluating the Yuan on Stock Markets," **Southwestern Economic Review: Research Notes**, 2010, pp.1-2. (D)
- **Yu, Geungu**. "Yield Spreads and Performance of Growth vs. Value Stocks," **Southwestern Economic Review: Research Notes**, 2009, pp. 1-2. (D)
- **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. (D)
- 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 (D)
- **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. (D)

- **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. (D)

#### Peer Reviewed Presentations (since 2011)

- **Yu, Geungu** and Nicholas Hill, “Do Nasdaq-100 Index Changes Support the Price-Pressure Hypothesis?” a paper presented at Southwestern Society of Economists conference in Houston, Texas, March 12, 2015. (D)
- Hill, Nicholas, Adrian Price, and **Geungu Yu.** The Elasticity of Race in Contraception Preference by Religiosity,” a paper presented at Southwestern Society of Economists conference in Houston, Texas, March 13, 2015. (D)
- **Yu, Geungu.** “Do Dow Index Changes In September 2013 Support Price-Pressure Hypothesis?” 2014 Southwestern Society of Economists conference, Dallas, TX, March 14, 2014. (D)
- **Yu, Geungu.** “Performance Consistency of DOW Stocks in 2013,” 2014 Academy of International Business–US Southwest Chapter (AIB-SW) meeting in Dallas, Texas, U.S.A. March 13, 2014 (D)
- **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. (D)
- **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. (D)
- **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. (D)
- 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. (D)

#### Research Seminars

- GIFTS (Global Inquiry Faculty Teaching Seminar), as a part of GEAR (Global Education through Analytical Reasoning), the Quality Enhancement Plan for Jackson State University in 2013. Attended as a fellow. (L)

## Grants/Research/Consulting Projects (Continuing/Completed)

- “The Impact of Stock Market Games Using the Telemet-Orion Platform for Portfolio Optimization on Economic and Financial Literacy,” a project funded by the JSU Creative Awards for 2015 (\$5,000 awarded).
- Serves as the Laboratory Manager/Coordinator for Trading Room - Interdisciplinary Learning Laboratory (TR-ILL) (2014 ~), partially funded by the Title III program, a United States federal grant program.
- Course Development grant for developing FIN 547 (Investments) Online, February 31, 2012.
- “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.
- “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.

## Chapters

- **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. **(D)**
- **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. **(D)**
- **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. **(D)**
- **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. **(D)**
- **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. **(D)**

## Service

### Service to Profession

- Executive Board member, Southwestern Society of Economists, an association affiliated with Federation of Business Disciplines, 2008~ present.
- President, Southwestern Society of Economists, an association affiliated with Federation of

Business Disciplines, 2010-2011.

- Program Chair and President Elect, **Southwestern Society of Economists**, an association affiliated with Federation of Business Disciplines, 2009-2010.
- Vice President/Program Chair Elect, **Southwestern Society of Economists**, an association affiliated with 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.
- Founding Editor, Journal of Interdisciplinary Business Research, ISSN: 1541-4124, the journal of the Annual Economic Research Symposium, College of Business, Jackson State University (2002).

#### Service to Community

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

#### Service to University

- Serves as a member on Library Committee.

#### Service to College

- Serves as Manager/Coordinator for Trading Room Interdisciplinary Learning Lab (TR-ILL) (2014 ~), partially funded by Title III program.  
Website: [www.trjsu.wordpress.com](http://www.trjsu.wordpress.com)
- Serves as a committee member of Graduate Programs Curriculum Task Force (2014 ~).
- Serves as a committee member of Undergraduate Programs Curriculum Task Force (2014 ~).
- Serves as Coordinator of FIN 320 (Business Finance) for AACSB Student Learning and Outcomes Assessment (2009 ~).
- Serves as Ph. D. Dissertation Committee member.
- Serves as Primary Faculty Advisor for Financial Management Association-JSU student chapter. (1997 ~).

### Service to Department

- Serves as coordinator for Departmental Academic Assessment Committee, BBA in Finance Curriculum, (2014 ~ )
- Serves as Departmental Distance Learning coordinator (2013 ~)
- Serves as Departmental Curriculum Committee Chair (2013 ~)
- 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/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

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