

Emily J. Huang

AREAS OF INTEREST

Teaching: Financial Institutions, Corporate Finance, Securities Industry and Financial Markets

Research: Behavioral Finance, Institutional Investors, Financial Wellbeing, Financial Education

EDUCATION

Ph.D., Finance, Washington State University, Pullman, Washington, 2010

Master of Science, Economics, University of Idaho, Moscow, Idaho, 2002

Bachelor of Science with honors, Finance, Wuhan University, Wuhan, China, 2000

ACADEMIC EXPERIENCE

Associate Professor of Finance with Tenure, CSU, Chico, August 2018-present

Assistant Professor of Finance, CSU, Chico, August 2011- July 2018

Director, Center for Excellence in Finance, CSU, Chico, August 2017-December 2020

Visiting Assistant Professor, Wayne State University, August 2010- July 2011

Instructor, Washington State University, 2005-2008

Distance Learning Course Instructor, Washington State University, 2005-2008

RESEARCH

Peer-Reviewed Journal Publications (Post-Tenure)

1. Goukasian, L, **Huang, E. J.**, Ma, Q., & Zhang, W. (2021). Anchoring and risk factors, *International Journal of Economics and Financial Issues*, 11(4), 82-96. [ABDC rating: C]
2. Wang, J., Han, X., **Huang, E. J.**, & Yost-Bremm, C. (2020). Abnormal trading around common factor pricing models, *Review of Behavioral Finance*, 12(4), 317-334. [ABDC rating: B]
3. Treanor, S., & **Huang, E. J.**, (2020). Enhancing critical thinking and analytical reasoning skills with financial ratio analysis, *Advances in Financial Education*, summer 2020, 50-67. [ABDC rating: B]
4. Wang, J., Han, X., **Huang, E. J.**, & Yost-Bremm, C. (2020). Predictability in international stock returns using currency fluctuations and forward rate forecasts, *North American Journal of Economics and Finance*, 52(April 2020), 101108. [ABDC rating: B]
5. Goukasian, L, **Huang, E. J.**, Ma, Q., & Zhang, W. (2019). Are acquirers efficiently priced? Evidence from subsequent earnings announcements. *Review of Economics & Finance*, 16(2), 15-30. [ABDC rating: B]
6. **Huang, E. J.**, Lassu, R. A., & Chan, K. K. (2018). User-source fit and financial information source selection of Millennials. *Journal of Financial Counseling and Planning*, 29(2), 272-289. [ABDC rating: C]

Peer-Reviewed Journal Publications (Pre-Tenure)

7. Yost-Bremm, C., & **Huang, E. J.** (2018). Merger speculation in financial media: The valuation of investigative reporting. *Journal of Behavioral Finance*, 19(3), 291-307. [ABDC rating: A]

8. Chan, K. K., **Huang, E. J.**, & Lassu, R. A. (2017). Understanding financially stressed Millennials' hesitancy to seek help: Implications for organizations. *Journal of Financial Education*, 43(1), 141–160. [ABDC rating: B]
9. **Huang, E. J.**, Lu, E. P., & Kao, G. W. (2016). Investment regulation, portfolio allocation, and investment yield in the U.S. and China insurance industry. *Chinese Economy*, 49(1), 32–44. [ABDC rating: B]
10. **Huang, E. J.** (2015). The role of institutional investors in financial markets: Evidence from closed-end funds. *Review of Financial Economics*, 26, 1–11. [ABDC rating: B]

Working Papers

1. **Huang, E. J.**, Ma, Q., & Zhang, W., Investor inattention and managerial opportunism: Evidence from private acquisitions. Status: Presented by Emily Huang at the 61st Annual Southwestern Finance Association (SWFA) Conference in March 2022. Prepared for submission to an ABDC-listed journal.
2. **Huang, E. J.**, Smith, N. A., Arbogast, J. A., & Chan, K. K., The effects of message framing, and issue importance and urgency on college student's usage of personal financial services on campus. Status: Revise and Resubmission at the *Journal of Financial Counseling and Planning*.
3. Goukasian, L, **Huang, E. J.**, Ma, Q., & Zhang, W. The long-run performance of hospitality mergers and subsequent financial market condition. Status: under revision.
4. **Huang, E. J.**, Institutional investors and asymmetric beta. Status: under revision.

Work in Progress

1. What do they really want? College students' preferences on on-campus personal financial services.

TEACHING AND RELATED EXPERIENCE

Courses taught and developed at CSU, Chico

1. **Seminar in Financial Management (online MBA core)**
[I have explicitly developed this new course for the newly launched online MBA program at CSU, Chico. The pilot course was taught in summer 2021. The course materials I built have been adopted and used in all the sections.]
2. **Understanding the Securities Industry** (finance major elective)
[I have created this course to prepare students for the FINRA SIE (Securities Industry Essentials) exam and the FINRA Series 7 exam. CSU, Chico is the first university on the U.S. West Coast to offer this course.]
3. **Financial Institutions and Markets** (finance major required)
4. **Survey of Finance** (undergraduate business core)
5. **Survey of Finance (online version)**
[a. I have developed and then taught the online course. During the COVID-19 pandemic, my department has adopted the course materials for all the other FINA 307 section instructors to use.
b. I have also created a special online version for the newly launched online bachelor of science in business administration program. The pilot course will be taught in spring 2023.]

Courses taught at Wayne State University

1. **Corporate Financial Management** (MBA core)
2. **Business Finance** (undergraduate business core)

Courses taught at Washington State University

1. **Introduction to Financial Management** (undergraduate business core)
2. **International Finance**
3. **Principles of Corporate Finance** (WSU online Distance Learning course)
[The class projects, assignments, and exams I developed were later adopted by the department.]
4. Teaching assistant for **Financial Modeling** (finance capstone), an Excel-based finance course.
[I have developed Excel problem sets and exams for this course.]

AWARDS AND HONORS

Research Awards

1. **Outstanding Research Contribution Award, College of Business at CSU, Chico, 2019**
2. **CSU System RSCA (research, scholarly, and creative activities) Award** (\$5,000), awarded for a research project titled “Effects of Message Framing and Mobile Technology to Improve College Students’ Financial Well-Being” by **CSU Chancellor’s Office, 2018**
3. **CSU System RSCA (research, scholarly, and creative activities) Award** (\$5,000), awarded for a research project titled “How universities and employers can improve the financial health of their millennial constituents: Insight from financial information seeking behavior” by **CSU Chancellor’s Office, 2016**
4. **Faculty Summer Research Award** (\$5,000), awarded for a research project titled “Understanding financially-stressed Millennials’ tendency to seek help: Implications for universities and employers” by the **College of Business at CSU, Chico, 2015**

Teaching Award

Outstanding Graduate Student in Teaching Award, Washington State University, 2005

Grant Awards

1. **The Governors’ Award** (\$15,000), awarded for new stock market displays for the financial trading lab by **the University Foundation Board of Governors at CSU, Chico, 2021/22**
2. **Go Virtual Summer Institute** (\$500), awarded for participating in the Go Virtual Summer Institute sessions to learn how to improve the virtual experience for students and faculty and how to increase student learning, engagement, and success, July 2020.
3. **Student Learning Fee grant** (\$17,680), awarded for partial funding of Bloomberg Professional Service and a Bloomberg terminal by **CSU, Chico, 2019/20**
4. **Publish and Flourish: Scholarly Research and Writing Award** (\$500), awarded for joining a faculty learning community to discuss scholarly writing and to get research written and submitted for publication, by **CSU, Chico, Spring 2019.**
5. **Exceptional Service Assigned Time (ESAT) Award** (a course release), awarded for developing and establishing a financial wellness clinic to improve the financial wellbeing of CSU

Chico students by **CSU, Chico**, 2018/19

6. **The Securities Training Corporation (STC) University Program grant** (\$5,000), partnered with **AXA Advisors** to implement a financial securities course based on the outline to the Financial Industry Regulatory Authority (FINRA)'s Series 7 exam, so students are ready to take the Series 7 exam upon graduation, 2017/18
7. **Student Learning Fee grant** (\$18,932), awarded for renewing the College of Business subscription of Compustat database by **CSU, Chico**, 2015/16
8. **Scholarship of Learning and Teaching Award** (\$500), awarded for presenting a paper titled "Understanding financially-stressed Millennials' tendency to seek help: Implications for universities and employers" at the 16th Annual Meeting of the Financial Education Association by **CELT, CSU, Chico**, 2016
9. **Consolidated Course Fees grant** (\$17,845), submitted with Christine Hsu and Stephen Treanor, awarded for renewing the College of Business subscription of Compustat by the **College of Business at CSU, Chico**, 2015/16
10. **Student Learning Fee grant** (\$18,325), awarded for renewing the College of Business subscription of Compustat database by **CSU, Chico**, 2014/15
11. **Promising Course Redesign grant** (\$35,184), awarded for redesigning FINA 307 at CSU, Chico by **CSU Chancellor's Office**, 2013/14
12. **Student Learning Fee grant** (\$4,800), awarded for student tutoring enhancement by **CSU, Chico**, 2013/14

Submitted but not Funded Grants

1. **The Governors' Award** (\$15,000), proposed to provide free professional and peer financial counseling and coaching services to CSU, Chico students, **the University Foundation of CSU, Chico**, 2018/19
2. **The Governors' Award** (\$15,000), proposed to use the award for partial funding of Bloomberg Professional Service and a Bloomberg terminal, **the University Foundation of CSU, Chico**, 2018/19
3. **Quality Online Learning and Teaching program** (\$1,200), proposed to improve FINA 307 online course, **Faculty Development, CSU, Chico**, 2017
4. **2016 CELT Learning Enhancement grant** (\$5,000), proposed to develop an online FINA 307 course, **CELT, CSU, Chico**, 2015/16
5. **2015-16 Student Learning Fee Award**(\$18,932), proposed to renew the College of Business subscription of Compustat, **CSU, Chico**, 2015/16

Certificate

SAP ERPSim Level 1

Scholarship

Marie and Mi Lew PAAA Student Scholarship, the University of Idaho, Spring 2002

Rawls Scholarship, University of Idaho, Spring 2001

GSAP Scholarship, University of Idaho, Fall 2000

Management Scholarship, Wuhan University, Fall 1998
People's Scholarship, Wuhan University, Fall 1996

CONFERENCE PRESENTATIONS AND DISCUSSIONS

Peer-reviewed Presentations

1. The 61st Annual Southwestern Finance Association (SWFA) Conference, New Orleans, March 2022
2. The 12th Biennial Conference of Asian Consumer and Family Economics Association (ACFEA), Fuzhou, China, July 2018
3. The 18th Annual Meeting of the Financial Education Association, Houston, TX, February 2018 (presentation given by coauthor Stephen Treanor)
4. Western Academy of Management 2016 Annual Meeting, Portland, OR, March 2016 (presentation given by coauthor Reka Lassu)
5. The 16th Annual Meeting of the Financial Education Association, San Antonio, TX, September 2015
6. Western Academy of Management 2015 Annual Meeting, Kauai, HI, March 2015 (presentation given by coauthor Reka Lassu)
7. Eastern Finance Association 2013 Annual Meeting, St. Pete Beach, FL, April 2013
8. Midwest Finance Association 2013 Annual Meeting, Chicago, IL, March 2013
9. Southwestern Finance Association 50th Annual Meeting, Houston, TX, March 2011
10. Midwest Finance Association 2011 Annual Meeting, Chicago, IL, March 2011
11. Financial Management Association 2010 Annual Meeting, New York, NY, October 2010

Conference Program Committee: EFA 2013 annual meeting

Discussant and/or Session Chair:

ACFEA 2018 meeting, FEA 2015 meeting, FMA 2013 annual meeting, EFA 2013 annual meeting, MFA 2013 annual meeting, FMA 2012 annual meeting, FMA 2011 annual meeting, SWFA 50th annual meeting, MFA 2011 annual meeting, FMA 2010 annual meeting

UNIVERSITY AND COMMUNITY SERVICE

Director, Center for Excellence in Finance (www.csuchico.edu/cef), CSUC, 2017–2020

Founder, Financial Wellness Clinic (www.csuchico.edu/financialwellness), CSUC, 2019–2020

CSU Chico university service

1. Educational Policies & Programs Committee (EPPC), non-senator faculty member, 2022–present
2. Academic Integrity Council, member, 2022–present
3. Exceptional Service Assigned Time committee, chair, 2020–2021
4. Board of Governors, faculty representative, the CSUC University Foundation, 2018–2020
5. Ancillary Unit Review Committee, 2018–2020
6. Graduation Initiative Advisory Team: Financial and Administrative Barriers Work Group, 2018/19
7. Financial Aid Advisory Committee, 2013–2022
8. Academic Status Committee, 2015–2018
9. CSUC Commencement Faculty Marshal, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019

CSU Chico College of Business service

1. Undergraduate Curriculum Committee (UCC), 2015–2017
2. Facilities Improvement Committee, 2015–2017
3. Academic Space Committee, 2013/14
4. Academic Status Committee, Spring 2013

5. Student Learning Fee Committee member, 2012/13, 2016/17
6. College Library Committee member, 2011/12

CSU Chico Department of Finance and Marketing service

1. Department RTP Committee, 2018/19, 2020/21 (chair)
2. Finance Core Course Coordinator, 2011-2016
3. FNMK Curriculum Committee, 2011-present
4. Faculty Search Committee, 2016
5. Library Committee, 2011/12

Miscellaneous

1. **Moderator**, Wildcat Connect Webinar Series: Wildcat Wealth, June 2020
2. **Organizer**, Chico Financial Planning Day, 2018, 2019
3. **Principal Contact**, Securities Training Corporation University Program, partnered with AXA Advisors, 2017–2022
4. **Principal Contact**, AXA Advisors Externship program, Fall 2017, Fall 2018
5. **Founder and manager**, CSU Chico Finance Students and Alumni LinkedIn group
6. **Honors Thesis Advisor** for Alex Yoder, Spring 2014
7. **Reviewer**, Journal of Behavioral Finance, Journal of Family and Economic Issues, Journal of Financial Counseling and Planning, North American Journal of Economics and Finance, Singapore Economic Review
8. **Textbook Reviewer**, Parrino and Kidwell, 2008, *Fundamentals of Corporate Finance* (Wiley)
9. **Professional Memberships**: Financial Management Association, Southwestern Finance Association, Financial Education Association
10. **President of Chinese Student and Scholar Association**, University of Idaho, 2001