



**Lu Fan**

**Candidate for Nominations & Elections Committee**

**Current Position**

Associate Professor, University of Georgia

**Academic Background**

Ph.D., Financial Planning, Housing and Consumer Economics (2017)

M.A., Journalism and Mass Communication (Advertising Concentration) (2012)  
University of Georgia, Athens, GA

B.A., Communications (2009)

Capital University of Economics and Business, Beijing, China

**ACCI Activities**

Director, Board of Directors, ACCI, 2022 – present

Liaison, Conference Planning Committee, ACCI, 2022 – present

Chair, Conference Planning Committee, ACCI, 2021– 2022

Committee member, Conference Planning Committee, ACCI, 2020 – 2021

Chair, Conference Scholarship Award Committee, ACCI, 2021 – 2022

Editor, Consumer Annual Interest (conference proceeding), ACCI, 2020 – 2021

Committee member, Conference Scholarship Award Committee, ACCI, 2019 – 2021

Proposal reviewer, Annual ACCI Conference, 2014 – present

**Other Professional Activities and Honors**

Associate editor, Financial Services Review

Associate editor, Financial Planning Review

Editorial board, Journal of Financial Counseling and Planning

Editorial board, Journal of Personal Finance

Committee member, Conference Steering Committee, CFP Board Connection Conference  
(previous Academic Research Colloquium)

Director, Board of Directors, Academy of Financial Services, 2020 – 2022

**Memberships**

Certified Financial Planner Board of Standards

American Council on Consumer Interests

**Awards**

ASPIRE Fellow 2024-2025

Office of Faculty Affairs, University of Georgia

Early Career Faculty Research Award 2023

College of Family and Consumer Sciences, University of Georgia

Outstanding Symposium Research Paper Award 2022

Association for Financial Counseling and Planning Education (AFCPE)

Financial Education Database Training Fellowship 2022

National Endowment for Financial Education (NEFE)/Knology

Emerging Scholar Award 2022

American Association of Family and Consumer Sciences (AAFCS)

Richard L. D. Morse Early-Career Award 2022

American Council on Consumer Interest (ACCI)

National Endowment for Financial Education (NEFE) Best Paper Award 2021

American Council on Consumer Interest (ACCI)

Hazel M. Hatcher HES Teaching Scholar Award 2021

College of Human Environmental Sciences, University of Missouri

Faculty Advisor for Undergraduate Student Poster Competition Award 2020

American Council on Consumer Interests (ACCI)

Outstanding Symposium Research Paper Award 2019

Association for Financial Counseling and Planning Education (AFCPE)

National Endowment for Financial Education (NEFE) Best Paper Award 2017

American Council on Consumer Interests

### **Research Interests**

Consumer financial well-being, financial education and literacy, financial decision-making

### **Teaching Interests**

Wealth management, financial education and literacy, financial well-being

### **Statement of Goals for Office**

I'm honored to be nominated for the Nominations and Elections Committee. As a long-time supporter of ACCI's mission, I am passionate about advancing consumer and family economic well-being. In this role, I aim to ensure our leadership reflects the diversity, dedication, and expertise of our membership, while upholding the organization's values of scholarship, professional growth, community, and recognition.

I will work to identify and encourage candidates who are not only qualified but also deeply committed to research, education, and policy that promote consumer interests. My goal is to make the nominations and elections process transparent, inclusive, and aligned with ACCI's mission of fostering impactful research and collaboration.

I look forward to serving and contributing to the future of ACCI.