



Yu (Yulia) Zhang

Candidate for Board Director

Current Position

Assistant Professor at Kansas State University

Academic Background

Ph.D. in Financial Planning, University of Georgia

M.S. in Personal Financial Planning, University of Missouri-Columbia

B.S.B.A. in Finance, University of Missouri-Columbia

B.S. in Personal Financial Planning, University of Missouri-Columbia

ACCI Activities

Chair of the Marketing and Communications Committee

Other Professional Activities and Honors

Editorial Service:

2023 – 2024: Co-Guest Editor for Journal of Financial Counseling and Planning Special Issue

2024 – present: Editorial Board for Journal of Financial Counseling and Planning

Board Member:

2024 – present: Academy of Financial Services

Organization Committee:

2024 – present: Chairperson for the American Council on Consumer Interests Marketing and Communication Committee

Ad Hoc Referee Service:

American Council on Consumer Interests Annual Conference

Academy of Financial Services Annual Conference

Financial Services Review

International Journal of Consumer Studies

Journal of Consumer Affairs

Journal of Financial Counseling and Planning

Family and Consumer Sciences Research Journal

Personal Finance Symposium

Memberships

American Council on Consumer Interests
Association for Financial Counseling & Planning Education
Academy of Financial Services
Financial Management Association
National Council on Family Relations

Statement of Goals for Office

I am presently fulfilling the role of chairperson of the MarCom Committee of ACCI. This current role has provided me with significant insights into the ACCI organization and the chance to make meaningful contributions to advance ACCI across the academic and industrial communities. My experience in professional associations has taught me the value of effective communication and the power of strategic planning to propel associations forward. I have a longstanding dedication to enhancing the economic well-being of consumers and families, which has consistently been a central focus of my career objectives. Building on the strong foundation already established by ACCI, I am excited about leveraging my experience and seizing the opportunity to contribute to the shared goals for the future.