

# Yan Lu

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## RESEARCH INTEREST

Alternative Investment, Behavioral Finance, Real Estate Finance and Empirical Corporate Finance

## ACADEMIC EXPERIENCE

Assistant Professor/Suntrust Fellow 2015-present  
Department of Finance, University of Central Florida

## EDUCATION

University of Florida - Hough Graduate School of Business  
Ph.D in Finance 2015  
MBA – Finance Concentration 2012  
Master of Science in Real Estate 2010

Tongji University - College of Economics and Management  
Bachelor of Engineering - Engineering Management 2004

## TEACHING EXPERIENCE

Assistant Professor, University of Central Florida  
FIN 3504 Investment Analysis 2015-2016  
FIN 4504 Equity and Capital Markets (Finance major core course) 2017

Instructor, University of Florida  
FIN 4504 Equity and Capital Markets (Finance major capstone course) 2014

Teaching Assistant, University of Florida  
FIN 4414 Financial Management (Finance major capstone course) 2011-2013  
Sugata Ray, Assistant Professor of Finance

## PUBLICATIONS

1. Under One Roof: An Analysis of Simultaneously Managed Hedge Funds and Fund of Funds, (with Vikas Agarwal and Sugata Ray) **Management Science**, 2016, 62(3),722-740
2. Limited Attention, Marital Events and Hedge Funds ,(with Sugata Ray and Melvyn Teo), **Journal of Financial Economics**, 2016, 122(3), 607-624

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3. Too good to be true? An analysis of the options market's reactions to earnings releases, (with Sugata Ray), **Journal of Business Finance and Accounting**, 2016, 43(7-8), 830-848
4. How Do Personal Assets Affect Professional Asset Management? Evidence from Hedge Fund Managers' Real Estate Transactions, (with David Ling and Sugata Ray), **Real Estate Economics**, forthcoming
5. Sensation Seeking, Sports Cars, and Hedge Funds ( With Stephen Brown, Sugata Ray and Melvyn Teo), **Journal of Finance**, forthcoming

## WORKING PAPERS

1. 'Alternative' Marketing for Alternative Investments: Does Umbrella Branding Circumvent Marketing Regulations?, (with David Musto, Debanjan. Mitra and Sugata Ray)

2<sup>nd</sup> round Revise and resubmit at **Marketing Science**

2. What happens when your money manager gives money away? An analysis of hedge fund managers' charitable donations, (with Vikas Agarwal and Sugata Ray)
3. Travelling too fast: Risk taking behavior, financial risk and hedge fund performance and survival. (with Stephen Brown and Sugata Ray)
4. Presidential Elections, Political Sensitivity, and Hedge Fund Performance (with Honghui Chen, Alok Kumar and Ajai Singh)
5. Do Alpha Males Deliver Alpha? Testosterone and Hedge Funds (with Melvyn Teo)

## CONFERENCE AND SEMINAR PRESENTATIONS (\*presented by coauthor)

Under One Roof: An Analysis of Simultaneously Managed Hedge Funds and Fund of Funds

Nanyang Technological University, Singapore, March 2014\*

Singapore Management University, Singapore, March 2014\*

University of Hong Kong, Hong Kong, March 2014\*

Financial Management Association (FMA) Annual Meeting, Chicago, October 2013

Australian National University, Canberra, Australia, July 2013\*

6<sup>th</sup> Conference on Professional Asset Management, Erasmus University, June 2013\*

Georgetown University, May 2013\*

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EDHEC Risk Institute, Singapore, May 2013\*  
Villanova University, February 2013\*; Georgia State University, February 2013\*  
Stockholm School of Economics, Sweden, November 2012\*  
University of Florida, November 2012\*, February 2013  
Hong Kong University 2014\*  
Hong Kong University of Science and Technology 2014\*  
Nanyang Technology University 2014\*  
Singapore Management University 2014\*  
University of Arizona 2014\*  
West Virginia University 2014\*

## Limited Attention, Marital Events and Hedge Funds

2<sup>ND</sup> Asian Bureau of Finance and Economic Research (ABFER), May 2014\*  
University of Florida, September 2013\*  
7<sup>th</sup> Hedge fund research conference, 2015\*  
Mid-Atlantic Research Conference in Finance, 2015\*  
European Finance Association, August 2015\*  
Shanghai University of International Business and Economics, 2016

## ‘Alternative’ Marketing for Alternative Investments: Does Umbrella Branding Circumvent Marketing Regulations?

European Finance Association, August 2014  
6<sup>th</sup> Annual Florida State University Suntrust Beach Conference, April 2014\*  
Division of Economic and Risk Analysis at the Securities and Exchange Commission (SEC), September, 2013\*  
University of Florida, April 2013  
Marketing Dynamics Conference, 2014\*

## What happens when your money manager gives money away? An analysis of hedge fund managers’ charitable donations

Florida Finance Conference, 2014  
Wealth Management Conference-Social Responsible Investing, 2014  
China International Conference in Finance, 2016  
27<sup>th</sup> Annual Conference on Financial Economics and Accounting, 2016

## Travelling too fast: Risk taking behavior, financial risk and hedge fund performance and survival

University of Florida, 2016  
University of Central Florida, 2016  
29th Australasian Finance and Banking Conference, 2016\*  
2017 Financial Institutions, Regulation & Corporate Governance (FIRCG) Conference\*  
CAIA, 2017\*

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Presidential Elections, Political Sensitivity, and Hedge Fund Performance

University of Central Florida, 2016\*

Shanghai University of International Business and Economics, 2017\*

China International Conference in Finance, 2017 (scheduled)

Sensation Seeking, Sports Cars, and Hedge Funds

Twelfth Annual Mid-Atlantic Research Conference in Finance Program, 2017\*

University of Central Florida, 2017

Financial Institutions, Regulation & Corporate Governance Conference, 2017\*

CFA Society Melbourne, 2017\*

Massey University and CFA Society New Zealand, 2017\*

Massey University, 2017\*

Monash Q Group Colloquium, 2017\*

Deakin University, 2017\*

## PROFESSIONAL ACTIVITIES

### Conference Discussant

Financial Management Association Annual Meeting, 2012

Financial Management Association Annual Meeting, 2013

Financial Management Association Annual Meeting, 2015

### Ad-hoc Referee

Management Science

Journal of Empirical Finance

### Editorial Board Member

International Business Research

### Professional Affiliation

Financial Management Association

American Finance Association

European Finance Association

## UNIVERSITY SERVICES

1. Master of Science in Finance program committee
2. Seminar Coordinator
3. Honors-in-Major thesis supervisor

## MEDIA COVERAGE

1. [The Economist: "Bull Marketing,"](#)
2. [CNN Money: Marriage hurts a hedge fund manager more than divorce](#)

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3. [The Wall Street Journal: Why You Should Worry About Your Fund Manager's Love Life](#)
4. [NPR's Morning Edition: How Money Managers' Personal Lives Affect Your Investments](#)
5. [Business insider: For hedge fund managers, the only thing worse than divorce is marriage.](#)
6. [CNBC: Sports car drivers make for lousy hedge fund managers, according to new research](#)
7. [Bloomberg: When Your Hedge Fund Manager Buys a Ferrari, Find a New Manager](#)
8. [The Washington Post: A sure sign you should ditch your money manager](#)
9. [Bloomberg: Why Struggling Hedge Fund Managers Give to Charity](#)
10. [The Wall Street Journal: Give to Get: What Motivates Some Hedge Funds' Charity](#)
11. [Yahoo Finance: Sports car drivers make for lousy hedge fund managers, according to new research](#)
12. [Bloomberg: Too Much Testosterone Is Bad for Returns](#)
13. [US News: Do Testosterone Levels Change How You Invest?](#)

## PROFESSIONAL EXPERIENCE

Research Assistant, University of Florida David F. Miller Center for Retailing Education and Research	2010-2011
Assistant to VP Butler Enterprises (www.butlerplaza.com), Gainesville, FL	Summer 2010
Senior Design Management Officer, Architectural Design Department K.WAH Group ( <a href="http://www.kwah.com/">http://www.kwah.com/</a> ), Shanghai, China	2005-2009

## HONORS AND AWARDS

- Suntrust Fellow, University of Central Florida, 2016-Present
- Graduate student assistant in Ph.D in Finance program, University of Florida, 2011-Present
- Graduate student council travel grant, University of Florida, 2012-2014
- Graduate student assistant in MBA program, University of Florida, 2010-2012
- Bergstorm Center Scholarship in MSRE program, University of Florida, 2009-2010
- College Academic Scholarship, Tongji University, 2001-2005
- Outstanding Student Award, Tongji University, 2001-2005

## CERTIFICATES

- Chartered Financial Analyst (CFA), United States, 2012

## GOOGLE SCHOLAR PAGE:

<https://scholar.google.com/citations?user=Tr50nmMAAAAJ&hl=en&oi=sra>