**Achievement vs. Security Savings Motivation among Young Adults: Assessment of the Significance of Filial Piety**

**Yoko Mimura, Tom (Yi) Cai, & Scott Plunkett, California State University Northridge**

Although filial piety that comes from Confucian philosophy is the major cultural force holding together the familial elder care systems of individuals and families of East Asian heritage, our investigations of other ethnic groups also show high degrees of filial piety (Dalati, et al, 2017). However, there is little research on *how* such a cultural value explains motivation domains in the context of retirement savings motivation. This project will assess *how* filial piety interacts with achievement (promotional) vs. security (preventive) motivation domains with respect to financial decision-making and well-being among young adults. The data will come from in-depth interviews with younger adults (n=25) living in Southern California. Through an assessment of their financial perceptions and familial support systems, we anticipate confirming filial piety as a powerful underlying value that affects these adults' motivation as they navigate the current financial and health care systems. We expect this population's clear recognition of priorities related to retirement preparation and well-being.

**Motivation** This study will examine how social, cultural, and economic factors relate to *motivations* regarding financial savings, indebtedness, and retirement preparedness among young adults. Because financial practices include physical, economic, psychological, and emotional aspects, some studies have examined the associations between cultural factors and their relationships to individual money management (e.g., Hershey, Jacobs-Lawson, McArdle, & Hamagami, 2007; Marks, Dollahite, & Dew, 2009). The Chinese cultural norm of filial piety, or *xiao*, has long been the primary cultural force holding together the familial elder care system among Chinese around the world (Chen, 2008; LooSee, & Yoong, 2013). The proposed study aims to investigate how cultural factors interact with other socioeconomic factors and affect younger adults' perceptions and behaviors with respect to financial and retirement planning. The theoretical framework on motivations comes from the Regulatory Focus Theory and the Prospect Theory (Higgins, 1987; Kahneman & Tversky, 1979). We will focus on the role that filial piety plays in decision-making and retirement well-being among young adults regardless of ethnic origin.

**Current Knowledge** Goals play an important role in people's financial behaviors (Glass & Kilpatrick, 1998; Neukam & Hershey, 2003; Shefrin & Statman, 2000). A variety of **theories** have described different motivation patterns of setting goals, mainly in two categories: *promotional/ achievement* vs. *preventive/security motivations*. Regulatory Focus Theory (Higgins, 1987) suggests two types of goals—promotion goals relate to achievement motivations and prevention goals relate to security motivations—that regulate behavior. Also, the Prospect Theory (Kahneman & Tversky, 1979) permits contextual effects (e.g., motivations in gains [achievement] domain vs. motivations in loss [security] domain) to influence decisions and behaviors. People have different attitudes toward and behaviors about savings or investment with goals in different domains. Consumers with a promotion goal have a more positive attitude towards saving (Cho, Loibl, & Geistfeld, 2014). Investments in stocks and trading accounts were associated with promotion goals, while mutual fund or Individual Retirement Account (IRA) investments were related to prevention goals (Zhou & Pham, 2004). People with an achievement financial goal were more risk seeking than those without a financial goal; however, there was no significant difference in risk tolerance between individuals with and without a security financial goal (Cai & Yang, 2010).

Past research incorporated demographic characteristics and personalities in the relationship between goals and financial behavior (Cho et al., 2014; Gonzalez-Vallejo, Reid, & Schiltz, 2003); however, *cultural orientation has not been explored around financial goal setting, attitudes, and behaviors among consumers.* Filial piety, a Confucius cultural norm, may play a unique role in influencing financial goals and behaviors, with its disposition of family resources distribution. As a morally and socially acceptable and desirable cultural norm, filial piety encourages investment in children and other family members with an expectation of delayed (preferably higher) repayment, while promoting the obligation for children and family members to take care of the elderly in need or emergency (Lan, 2002). Therefore, in managing resources, filial piety consists of both achievement (promotion) and security (prevention) orientations. With respect to financial goals and behavior, the filial norm, with the mix of promotion and prevention orientations in setting goals, may encourage a combination of different financial behaviors, such as saving, buying insurance, investing, supporting children's education, planning for retirement, etc.

**Procedures and Methodology** The proposed study is the first phase of a mixed-methods, exploratory sequential design, connected integration (Curry & Nuñez-Smith, 2015) study in which in-depth qualitative interviews will inform the future quantitative data collection through a survey. The interviews will take place during the proposed phase. There are no conditions that we as researchers will manipulate. We will ask a series of structured questions to the young adults to learn about their perceptions toward and values about financial decision making and overall financial well-being. The interviews will be recorded.

***Population and Sample.*** This study will focus on adults who are 21 to 35 years old. Exclusion criteria are not speaking English. We will recruit a convenience sample of 25 older adults through the California State University Northridge Neighborhood Partners in Action, which includes various community agencies in Canoga Park, Los Angeles. Canoga Park is demographically diverse town. Possible agencies to recruit through include Child Development Institutes that serves families with children. Through the contact person, we will recruit people who will agree to participate in interviews. Although the external validity of this sampling approach is weak, given the significance of an interview on financial decision making and retirement well-being, we believe this study will provide valuable results to later expand to other geographical areas and young adults from various socio-economic backgrounds. The recruitment effort will begin after the appropriate IRB grants the recruitment and data collection procedures to ensure ethical standards are met. Based on similar studies we conducted (for instance, Cai et al., 2016; Dalati, 2017), we expect each session to last between 25 to 40 minutes.

***Interview and Survey Items*.** The interview questions will be about motivations for saving, investing, spending, and purchasing preventive financial products, such as insurance and about financial decision-making. A brief survey will have questions about financial literacy and the socio-demographic background information of young adults. Three financial literacy questions will come from the 2004 Health and Retirement Survey (Lusardi & Mitchell, 2008). These items are also included in Wave 11 of the National Longitudinal Survey of Youth and other surveys in the United States and abroad (Lusardi, Mitchell, & Curto, 2010) to assess financial literacy.

***Analytical Framework.*** The analysis of the interview transcripts involves two stages, open coding and axial coding. The data analysis will be through a derived etic approach in which we will have some *a priori* analytic categories that we then refine through an examination of the meaning within the data rather than those that might be imposed based on prior literature (Rogoff, Mistry, Göncü, & Mistry, 1993). Informed by the Ecological Theory of Development (Bronfenbrenner, 1979) and the theoretical framework on motivations described earlier (Higgins, 1987; Kahneman & Tversky, 1979), we will propose several categories for open coding. After reading the first several interview transcripts, we will then collapse them into a few central themes by linking them to topics, such as children's education, retirement planning, health insurance choice, the role of informal and formal advice, and financial capability. For each theme, we will assess the role of filial piety. The analyses will model the determinants of the intensity of filial piety in relation to decision-making and retirement well-being.

***Timeline.*** Summer 2017 – Hire research assistants, complete the IRB application, and prepare for the interviews. Fall 2017 – Complete the literature review, recruit study participants, and conduct interviews. Analyze several interviews. Prepare and submit a working paper. Spring 2018 – Analyze the interview data, and complete a final report. Summer – Submit a manuscript for a peer reviewed journal.

***Data sharing***. Upon completion of the project, the anonymized interview data will be publicly available to other researchers through *CSUN ScholarWorks* (http://scholarworks.csun.edu/ ), the open access institutional repository at the California State University Northridge.

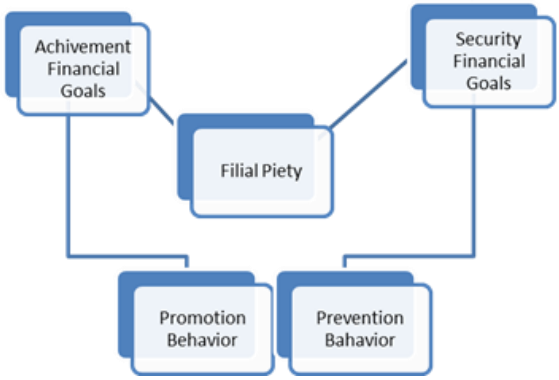



Figure 1. *Theoretical framework of role of filial piety on decision-making*

## BUDGET JUSTIFICATION

**Total amount requested:** $13,909

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|---|---|
| Undergraduate research assistants' wages | $3,637 |
| Graduate research assistant's wages | $7,469 |
| Research assistants' fringe benefits | $1,177 |
| Young adults' compensation | $625 |
| Partner organization | $1,000 |

### A. Salaries & Wages

Two undergraduate student research assistants with prior exposure to social science research will help with tasks such as assisting with the library work, interview preparation, transcribing, and manuscript preparation in addition to going over the analysis. The budget for two students is ($12/hour*5 hours/week*4.33 weeks/month*7 months*2 students=) **$3,637** during the 2017-18 academic year.

One graduate student research assistant with prior experience interviewing for social science research will help oversee the undergraduate research assistants' work and other tasks, such as preparing the IRB application and interviewing. The budget is ($15/hour*5 hours/week*4.33 weeks/month*8 months=) **$7,469** during one summer month and the 2017-18 academic year.

### B. Fringe Benefits

Fringe benefits of **$1,177** are calculated at the approved rate of 10.6% for the research assistants' pay.

### E. Other Direct Costs

### 1. Older Adults' Compensation

Each young adult we will interview will receive compensation ($25/person*25 young adults= **$625**) for the time and information he/she shares with us on topics concerning personal and household finances and experiences with a gift card.

### 3. Partner Organization

A smooth collaboration with the partner organization, such as Child Development Institute, is key to completing this project. To compensate them for the support in recruitment and securing an interview space, the organization will receive **$1,000**.

*Currently, none of the investigators have received support for the preparation and data collection of the study.

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## ACADEMIC POSITIONS

**Associate Professor** (***Untenured***, August 2016-Present)
**Assistant Professor** (2012-2016)
Consumer Affairs, Department of Family and Consumer Sciences, California State University, Northridge

**Research Professional** (title change from Research Coordinator in July 2005) (2002- 2011)
**Research Technician** (1998 – 2001)
Department of Housing and Consumer Economics, University of Georgia, Athens, Georgia

## EDUCATION

**Ph.D. Housing and Consumer Economics** (2001)
**M.S. Home Management, Housing, and Consumer Economics** (1994)
University of Georgia, Athens, Georgia

**Bachelor in Laws, Political Science** (1991)
Seikei University, Tokyo, Japan

## RESEARCH INTERESTS

My current research falls under the theme of household finance. In particular, I study economic wellbeing of individuals and families, with an emphasis on special populations such as immigrants, women, young adults, and low-income families.

## TEACHING INTERESTS

Family and consumer economics, family demography, research methods in Family and Consumer Sciences, and foundations of Family and Consumer Sciences

## REFEREED JOURNAL PUBLICATIONS AND FORTHCOMING PAPERS (Underlined names were students when writing manuscripts)

### Household Finances

Mimura, Y., Koonce, J., Plunkett, S. W., & Pleskus, L. (2015). Financial information source, knowledge, and practices of college students from diverse backgrounds. *Journal of Financial Counseling and Planning, 26*(1), 63-78.

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Mimura, Y. (2014). Library work for *Intergenerational transmission of educational expenditures in Japan*. The Japan-United States Friendship Commission and the Northeast Asia Council (NEAC) of the Association for Asian Studies, Research Travel within the USA. Summer 2014. $1,885

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Mimura, Y. (2016). *Parental financial socialization among young Latino householders,* 2016 Faculty Scholar Academies participant, CSUN Office of Research and Sponsored Projects, $1,000.

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Swagler, R., & Mimura, Y. (2003). *Patterns in consumers' use of payday loans: An empirical investigation*. A report prepared for the Consumer Federation of America.

**REFEREED CONFERENCE PRESENTATIONS, PAPERS, AND POSTERS** (Underlined names were students when submitted)

Dalati, L., Yazici, N., Mimura, Y., Cai, Y., Koonce, J.C., Plunkett, S.W., Short, S.M. (2017). *Intergenerational transmission of financial values among Mexican American young adults*. Poster to be presented at the American Council on Consumer Interests 2017 Annual Meeting, Albuquerque, NM.

Cai, Y., Mimura, Y., Plunkett, S.W., Short, S.M., & Koonce, J., Bakhtiari, F., & Gonsalves, K., (2016, June). *Financial socialization among Chinese American young adults: Focus on the role of 'filial piety'.* Poster presented at the Asian Studies on the Pacific Coast Conference, Northridge, CA.

Cai, Y., Bakhtiari, F., Gonsalves, K., Mimura, Y., Plunkett, S.W., Short, S.M., & Koonce, J. (2016, April). *Financial information young adults learn from their parents: Focus on Chinese Americans and Confucian values.* Poster presented at the California Affiliate American Association of Family and Consumer Sciences 2016 Biennial Meeting, Burbank, CA.

Mimura, Y., Cai, Y., Tonyan, H., & Koonce, J. (2015, May). *Perceived financial wellbeing and management strategies among family daycare providers.* Paper presented at the American Council on Consumer Interests 2015 Annual Conference*,* Clearwater Beach, FL.

Mimura, Y., Koonce, J., Plunkett, S., & Pleskus, L. (2014, April). *Financial information sources, knowledge, and behavior among young adults*. Poster presented at the American Council on Consumer Interests 2014 Conference, Milwaukee, WI.

Mimura, Y., Aronson, J.E., & Love-Myers, K. (2013, April). *Unexpected life events and financial preparedness among women in Japan*. Paper presented at the American Council on Consumer Interests 2013 Conference, Portland, OR.

Sweaney, A.L., Mimura, Y., & Leigh, M. (2011, November). *Reexamining property values of manufactured homes in non-MSA United States*. Poster presented at the 2011 Annual Conference of Housing Education and Research Association, Baton Rouge, LA.

Sweaney, A.L., Mimura, Y., & Starling, D. (2010, November). *Opportunities for Energy Star certified manufactured homes*. Poster presented at the 2010 Annual Conference of Housing Education and Research Association, Portland, OR.

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Mimura, Y. (2009, October). *Perceived economic hardship among low-income immigrant families.* Presented at the First Triennial Conference on Latino Education and Immigrant Integration, Athens, GA.

Mimura, Y. (2009, July). *Family expenditure on children's education in Japan and the United States.* Paper presented at the Agricultural and Applied Economics and American Council on Consumer Interests (AAEA & ACCI) 2009 Joint Meeting, Milwaukee, WI.

Mauldin, T.A., Mimura, Y., & Wilmarth, M.J. (2009, July). *Savings behavior among cohabiting, married, and single persons.* Poster presented at the Agricultural and Applied Economics and American Council on Consumer Interests 2009 Joint Meeting, Milwaukee, WI.

Anglyn, A.L. Mimura, Y., & Sweaney, A.L. (2008, October). *Changes in the home modification among older adults in the United States*. Poster presented at the 2008 Annual Conference of the Housing Education and Research Association, Indianapolis, IN.

Mauldin, T.A., Mimura, Y., Rupured, A.M., Koonce, J., & Kabaci, M.J. (2008, July). *Communication among parents and youth about savings and investments: Impact of parents' marital status.* Poster presented at the 2008 American Agricultural Economics Association and American Council on Consumer Interests Joint Annual Meeting, Orlando, FL.

Mimura, Y. (2008, February-March). *Perceived economic hardship among low-income immigrant families*. Research in progress presented at the Eastern Family Economics and Resource Management Association 2008 Conference, Savannah, GA.

Mimura, Y. (2008, February-March). *Retirement savings among immigrant women in childbearing years.* Research in progress presented at the Eastern Family Economics and Resource Management Association 2008 Conference, Savannah, GA.

Mimura, Y., Sweaney, A.L., & Eaves, C.P. (2007, October). *Assessing the pride of owning manufactured housing among young adults*. Paper presented at the Housing Education and Research Association 2007 Annual Conference, Charlotte, NC.

Goetz, J. W., Mimura, Y., Mehta, M., & Cude, B. J. (2007, April). *HOPE or No-HOPE: Merit-based college scholarship status and financial behaviors among college students*. Paper presented at the American Council on Consumer Interests 2007 Annual Conference, St. Louis, MO.

Seligman, J.S., & Mimura, Y. (2007, March). *Maternity timing, wealth accumulation, and economic well-being in retirement*. Paper presented at the Population Association of America 2007 Annual Meeting, New York, NY.

Vanderford, S.E., Mimura, Y., Linnenbrink, M., & Mauldin, T.A. (2006, November). *Income resources of low-income families with children in the United States: Does cohabitation matter?* Paper presented at the 2006 Association for Public Policy Analysis and Management Fall Research Conference, Madison, WI.

Vanderford, S.E., Mimura, Y., Carswell, A.T., & Sweaney, A.L. (2005, October). *An analysis of homeownership and type of dwelling by household composition*. Paper presented at the Housing Education and Research Association 2005 Annual Meeting, Denver, CO.

Mimura, Y. (2005, March-April). *How housing cost burden and poverty status relate to economic hardship among Black, Hispanic, and White families with children.* Paper presented at the Population Association of America 2005 Annual Meeting, Philadelphia, PA.

Mimura, Y., Vanderford, S.E., George, L., & Sweaney, A.L. (2004, October). *Are profiles of 'mobile home' residents in Georgia changing?* Paper presented at the Southern Demographic Association 2004 Annual Meeting, Hilton Head, SC.

Vanderford, S.E. Mimura, Y., & Mauldin, T.A. (2004, October). *Financial resources earned and non-earned: A comparison of complicated and biological families*. Poster presented at the 2004 Association for Public Policy Analysis and Management Fall Research Conference, Atlanta, GA.

Mimura, Y. (2004, August). *Housing cost burden, poverty status, and economic hardship among Black, Hispanic, and White families with children*. Paper presented at the 20th International Federation of Home Economics World Congress 2004, Kyoto, Japan.

Mimura, Y., & Mauldin, T.A. (2004, January). *Poverty dynamics and changes in marital status among mothers, with special focus on mothers in Georgia*. Poster presented at the 2004 Public Service/Outreach Annual Meeting, Athens, GA.

Vanderford, S.E., Mimura, Y., & Sweaney, A.L. (2003, June-July). *Investigating manufactured and site-built housing with a hedonic price model*. Paper presented at the American Association of Family and Consumer Sciences 2003 Annual Convention & Exposition: Promoting Family Vitality *jointly with the* Housing Education and Research Association, Washington, DC.

Swagler, R., & Mimura, Y. (2003, April). *Identifying use patterns among payday loan users*. Paper presented at the 49th Annual Conference of American Council on Consumer Interests, Atlanta, GA.

Mauldin, T.A., & Mimura, Y. (2002, May). *Changes in marital status and poverty dynamics among young mothers in the United States.* Paper presented at the Population Association of America 2002 Annual Meeting, Atlanta, GA.

Mauldin, T.A., & Mimura, Y. (2002, July). *Changes in marital status and poverty dynamics among young mothers in the United States.* Paper presented at the International Household & Family Research Conference 2002, Helsinki, Finland.

Mimura, Y., & Mauldin, T.A. (2001, March). *American young adults' rural to urban migration and timing of exits from poverty spells*. Paper presented at the Population Association of America 2001 Annual Meeting, Washington, D.C.

Mimura, Y., & Mauldin, T.A. (2000, March). *Duration in poverty among rural young adults in America.* Paper presented at the Population Association of America 2000 Annual Meeting, Los Angeles, CA.

Mimura, Y. (1997, February). *Retirement and family resource management concerns in Japan*. Poster presented at the Eastern Family Economics and Resource Management Association, Athens, GA.

Mimura, Y. (1995, December). *A price comparison between recycled and non-recycled paper products in Finland, Japan, and the United States*. Paper presented at the Fifth Symposium on Cross-Cultural Consumer and Business Studies, Hong Kong.

**OTHER PRESENTATIONS**

Mimura, Y., Rainisch, B., & Ainsworth, A. (2014, May). *Large datasets: A training sponsored by NIH-RIMI CSUN-San Fernando Valley Collective to Reduce Health Disparities*, Northridge, CA.

Mimura, Y., Mu, L., & Mauldin, T.A. (2010, September). *Rural-to-urban migration, distance from family, and poverty dynamics among young adults – an integrative socioeconomic and GIS study,* HRS – PSID Workshop on Spatial Distance Between Family Members, Ann Arbor, MI.

Mimura, Y. (1999, September). *Japanese women in the labor market*. Audience: *Pilot Club*, professional women's civic organization in Athens, GA.

**PROFESSIONAL TRAININGS (SELECTED)**

The National Poverty Center summer workshop "Conducting Research Using the Survey of Income and Program Participation (SIPP)," Summer Scholar, University of Michigan, June, 2013. (Selective, travel cost covered by the University of Michigan)

Applied Mixed Models for Professors, 2013 SAS Summer Workshops for Professors participant. SAS Institute, San Diego, CA, June, 2013.

UCLA Summer Methods Institute "Introduction to Multilevel Modeling" workshop participant. Department of Psychology, University of California Los Angeles, August, 2012.

Advanced Business Applications (MIST 7810 University of Georgia), a Management Information Systems course on Excel 2010, focusing on accounting and finance applications such as forecasting, budgeting, cash flow projections, by manipulating and displaying numerical and textual data, Fall 2011.

Summer Program in Quantitative Methods "Causal Inferences in Social Sciences" workshop participant. Inter-university Consortium for Political and Social Research, University of Michigan (Workshop location Berkley, CA), June-July, 2011.

Social and Economic Data (INFO747 Cornell University), a multisite course with a major emphasis on the use of U.S. Census data that are accessible from the Census Bureau's Research Data Centers, auditor, offered at the University of Georgia as ECON8850, Spring 2011.

American Economic Association 2010 Continuing Education Program Lecture, "Behavioral Economics," participant, Atlanta, Georgia, January, 2010.

The National Poverty Center summer workshop "Analyzing poverty trends using census 2000," Summer Scholar, University of Michigan, June, 2004. (Selective, travel cost covered by the University of Michigan)

Summer Program in Quantitative Methods "General structural equation ("LISREL") models: an introduction" course participant, Inter-university Consortium for Political and Social Research, University of Michigan, July, 2003.

Summer Institute of Survey Research Techniques "Statistical analysis with incomplete data" course participant, University of Michigan, July, 2002.

Summer Institute of Survey Research Techniques, "Event history analysis," "PSID workshop," and "PSID child development supplement workshop" participant, University of Michigan, June, 1999.

## TEACHING EXPERIENCES

### Department of Family and Consumer Sciences, California State University Northridge

***Undergraduate Courses***

FCS 320 Family Resource Management; Spring 2017

FCS 380 Family and Consumer Sciences Foundations and Research; Spring 2012, Fall 2012, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Spring 2016, Fall 2016, Spring 2017

FCS 496 S Sustainability in Family and Consumer Sciences (co-instructor); Spring 2014, Spring 2015

***Graduate Courses***

FCS 681 Research Methods; Spring 2012, Summer 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014

FCS 682 Research Applications; Summer 2012, Spring 2013, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017

FCS 690K Consumer Economics, Fall 2013

### Academic First Year Experiences, California State University Northridge

***Undergraduate Course***

UNIV 100 Freshman Seminar; Fall 2016

### College of Arts and Sciences, University of Georgia, Athens, Georgia

FRES 1020 Family and Consumer Economic Issues in Japan, first-year seminar, Spring 2011

### Department of Housing and Consumer Economics, University of Georgia, Athens, Georgia

HACE 4100 Family Economic Behavior and Policy, Fall 2004

HACE 3150 Consumer Decisions: Household & Market; Fall 2003, May 2004, Spring 2005

HCE 380 Family Resource Management; Fall 1998, Winter 1999

### Community college

ECON206 Principles of Microeconomics, Business Division, Gainesville College (currently University of North Georgia), Oakwood, Georgia, Summer 1998

## INTERNAL SUPPORT AWARDED TO ENHANCE TEACHING

Mimura, Y. (2016-2017). Institutionally Related Activity grant to support Entrepreneurship in Family and Consumer Sciences. $456.

Mimura, Y. (Summer 2016). eLearning Grant to prepare FCS 380 Family and Consumer Sciences Foundation and Research in hybrid format. $5,149.

Henige, K., Thakur, A., & Mimura, Y. (2015-2016). CSUN Student Affairs, 2015-16 Campus Quality Fee grant program*, Peer Learning Community in Health and Human Development*, $88,000. This project supports Peer Learning Facilitators in bottleneck courses in Kinesiology and Family and Consumer Sciences (FCS 380).

Mimura, Y. (January 2015). CSUN Faculty Affairs, Bridges: A teaching Excellence Program Winter Intensive Workshop. $200

Mimura, Y. (2014-2015). CSUN Provost Office, Five Gears Faculty Learning Community, 3 units of release time.

Kim, J. & Mimura, Y. (Fall 2014). CSUN CIELO Community Engagement Discipline-Based Learning Project and Research Grants for collaboration among FCS 380, FCS 471/L Draping for Apparel Design, and James Monroe High School fashion club. $4,000.

Mimura, Y. (Fall 2014). CSUN NIH RIMI (Research Infrastructure in Minority Institution) Health Disparity Course Design support program for FCS 380 modification, 3 units of release time.

**AWARDS AND HONORS**

- Association for Consumer Research/Sheth Foundation Dissertation Award, August 2001
- Endsley-Piefer Student Research Award, College of Family & Consumer Sciences, University of Georgia, 2001
- Gamma Sigma Delta, Honor Society of Agriculture, 2001
- Creswell Fund, College of Family & Consumer Sciences, University of Georgia, travel assistance, 1999
- Phi Beta Delta, Honor Society for International Scholars, 1998
- H.I.S Travel scholarship, April 1998
- University of Georgia, Graduate School travel assistance, 1995
- Phi Upsilcon Omicron, National Honor Society in Family & Consumer Sciences, 1992

**MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**

- American Council on Consumer Interests
- American Economic Association
- Association for Asian Studies

**SERVICE TO PROFESSION, UNIVERSITY, AND COMMUNITY**

**Profession:**

***Editorial service***

- Editorial Board Member for:
    - *Journal of Financial Counseling and Planning*, 2015–present
    - *Journal of Personal Finance*, 2011- present
- Ad hoc reviewer for:
    - *Journal of Consumer Affairs*
    - *Journal of Family and Economic Issues*

***Professional associations***

- Member, California Consumer Affairs Association, 2014-present.
- Proceedings Editor, 2014 Family Economics & Resource Management (FERMA) Biennial Conference, Savannah, Georgia, January 27-29, 2014
- American Council on Consumer Interests
    - Member, International Affairs Committee [appointed], July 2011- present
    - Member, Nominations and Elections Committee [elected], 2013- 2015
- Proceedings Editor, 2012 Eastern Family Economics & Resource Management (EFERMA) Biennial Conference, Charlotte, North Carolina, February 29-March 2, 2012

- Conference Paper Reviewer, *American Association for Family and Consumer Sciences, American Council on Consumer Interests, Asian Consumer and Family Economics Association, Association for Financial Counseling and Planning Education,* and *Eastern Family Economics and Resource Management Association*

**California State University, Northridge:**

***Department of Family and Consumer Sciences***

- Recruiter for M.S. in Family and Consumer Sciences program, Advancement to Graduate Education Conference hosted by CSUN Graduate School, Fall 2016
- Member, Interior Design Search and Screen Committee, Spring 2016
- Poster presentations at the Kappa Omicron Nu Research Night, Fall 2014, Fall 2015, Fall 2016
- Development of a graduate core course *FCS 686 Current Issues in Family and Consumer Sciences*, Fall 2015
- Member, Graduate Committee, 2014-present
- Member, Graduate Program Review Committee, 2013-2014
- Advisory Board Member, Consumer Resource Center, 2013- present
- Member, Executive Committee, August, 2012-2014
- Prepared for reaccreditation of a General Education course *FCS 315 Issues in Housing*, 2012-2013

**GRADUATE STUDENT ADVISING**

**Committee chair for:**

- Chun-I Chen M.S. in Family and Consumer Sciences with an emphasis on Consumer Affairs. December 2014

**Committee member for:**

| | Name | Family and Consumer Sciences area* | Thesis/Thesis Project/ Comprehensive Examination | Graduation |
|---|---|---|---|---|
| 1. | Shradha Arora | Apparel Merchandising | Thesis | Anticipated December 2017 |
| 2. | Andrea Cummings | Nutrition and Dietetics | Thesis | Anticipated May 2017 |
| 3. | Gissry Montenegro | Nutrition and Dietetics | Thesis | Anticipated May 2017 |
| 4. | Doha Modir | Family Studies | Thesis | Anticipated May 2017 |
| 5. | Francesca Campisi | Nutrition and Dietetics | Thesis | Anticipated May 2017 |
| 6. | Jennifer Jensen | Food Science | Thesis | Anticipated May 2017 |
| 7. | Tatiana Kiesewetter | Nutrition and Dietetics | Thesis | Anticipated May 2017 |
| 8. | Africa Martinez | Apparel Merchandising | Thesis Project | Anticipated May 2017 |
| 9. | Ann Huebner | Apparel Merchandising | Thesis Project | Anticipated May 2017 |
| 10. | Gabriella Herrera | Family Studies | Exam | December 2016 |
| 11. | Judith Escuita | Family Studies | Exam | May 2016 |
| 12. | Ann Mary Hanna | Family Studies | Exam | May 2016 |
| 13. | Jessica Mendez | Family Studies | Exam | May 2016 |

| Name | Family and Consumer Sciences area* | Thesis/Thesis Project/ Comprehensive Examination | Graduation |
|---|---|---|---|
| 14. Abigail Moncada | Family Studies | Exam | May 2016 |
| 15. Victor Campos | Interior Design | Thesis Project | May 2016 |
| 16. Gayane Sarkisian | Nutrition and Dietetics | Thesis Project | May 2016 |
| 17. Tanya Mansourian | Nutrition and Dietetics | Exam | May 2016 |
| 18. Nora Mikail-Almassian | Nutrition and Dietetics | Exam | May 2016 |
| 19. Ruben Vargas | Nutrition and Dietetics | Exam | May 2016 |
| 20. Hadeel Aldhowayan | Nutrition and Dietetics | Exam | December 2015 |
| 21. Jennifer Unikel | Family Studies | Exam | December 2015 |
| 22. Sara Stevens | Apparel Design and Merchandising | Thesis Project | December 2015 |
| 23. Alejandro Hernandez | Interior Design | Thesis Project | May 2015 |
| 24. Niloofar Khalighi | Interior Design | Thesis Project | May 2015 |
| 25. Hermineh Galstian | Food Science | Exam | May 2015 |
| 26. Stephanie Riley, R.D. | Nutrition and Dietetics | Exam | May 2015 |
| 27. Yue Yu | Food Science | Exam | May 2015 |
| 28. Panarat Makatan | Consumer Affairs | Exam | December 2014 |
| 29. Mark Muster | Nutrition and Dietetics | Thesis | December 2014 |
| 30. Nahathai Stapornkul | Food Science | Thesis | December 2014 |
| 31. Kityanun Angkinand | Food Science | Thesis | December 2014 |
| 32. Elisabeth Daniels | Nutrition and Dietetics | Thesis | August 2014 |
| 33. Alexis Brooks | Nutrition and Dietetics | Thesis Project | May 2014 |
| 34. Elyse Johns, R.D. | Nutrition and Dietetics | Exam | May 2014 |
| 35. Marissa Podell, R.D. | Nutrition and Dietetics | Exam | May 2014 |
| 36. Trina Jacobson | Nutrition and Dietetics | Exam | December 2013 |
| 37. Jenifer Kappico | Nutrition and Dietetics | Exam | December 2013 |
| 38. Asama Khanchanawisittaphol | Family Studies | Exam | December 2013 |
| 39. Elga Zadmoosakhanian | Nutrition and Dietetics | Exam | December 2013 |
| 40. Anabelle Gabbaypour | Nutrition and Dietetics | Exam | May 2013 |
| 41. Katherine Goebel | Nutrition and Dietetics | Exam | May 2013 |
| 42. Charlotte Golbari | Nutrition and Dietetics | Exam | May 2013 |
| 43. Cassandra Jerrems | Food Science | Exam | May 2013 |
| 44. Katrina Magbitang | Food Science | Exam | May 2013 |

**All students received M.S. in Family and Consumer Sciences.*

***College of Health and Human Development***

- Member, HHD Student Success Collaborative, Spring and Fall 2016
- Member, Research Fellow Selection Committee, Fall 2015
- Participant, HHD Faculty Advisement for Student Success Program, Spring 2015
- Member, HHD Faculty Learning Community, Spring 2013

***University***

- Member, Interdisciplinary Committee, Civic and Community Engagement Program, 2016-2017
- Member, Educational Policies Committee, 2014-present
- Member, Faculty Retreat Planning Committee, 2014-2015
- Judge, 17th Annual Student Research & Creative Works Symposium, February 2013
- Member, Financial Literacy Affinity Group, 2013-present

**University of Georgia:**

- Paper Reader, *Georgia Junior Science & Humanities Symposium*, 2010 & 2011
- Mentor for ethnic minority freshmen, *Office of Institutional Diversity*, 2009- 2010
- Department of Housing and Consumer Economics, Department representative, *College of Family and Consumer Sciences Staff Council*, 2008- 2010
- Oversight committee, *University of Georgia Statistical Consulting Center*, 2008- 2011
- Department of Housing and Consumer Economics, Department seminar organization, 2003 - 2011
- Internal Revenue Service volunteer, Volunteer Income Tax Assistant (VITA) for non-residents, *Office of International Student Life*, spring 2000.

**Community Service in Los Angeles area**

- Member, board of directors, Inspired Sound Initiative, Studio City, CA, 2016-present
- Advisory board member, Consumer Studies program, Mt. San Antonio College, Walnut, CA, 2013- present
- Program evaluator, My Friend's Place, a local non-profit organization in Hollywood, CA, serving homeless youth in Los Angeles, National Institute of Health Research Infrastructure in Minority Institutions California State University Northridge – San Fernando Valley Collective to Reduce Health Disparities. Community Agency Community Forum, Fall 2012- summer 2013

# SCOTT W. PLUNKETT, Ph.D.

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**scott.plunkett@csun.edu • http://www.csun.edu/plunk**


## EDUCATION

**Ph.D. – Human Environmental Sciences** (1997)
***Specialization in Family Relations and Child Development***
Oklahoma State University, Stillwater, OK

**M.Ed. – Education** (1991)
**B.A. – Psychology** (1986), **B.A. – Speech & Drama** (1986)
Northwestern Oklahoma State University, Alva, OK

## EXPERIENCE

**Professor of Psychology** (2008 to present)
**Associate Professor of Family & Consumer Sciences** (2003 to 2008)
**Assistant Professor of Family & Consumer Sciences** (1998 to 2003)
California State University Northridge (CSUN), Northridge, CA
- Coordinator of the Family Studies Area (1998 to 2004)
  * Arranged course/teaching schedules and revised Family Studies curriculum
- Chaired 60 graduate committees (i.e., 43 theses, 10 projects, and 7 comprehensive exams) and served on 116 graduate committees (i.e., 4 dissertations, 90 theses, 7 projects, and 15 comprehensive exams) to completion
- Supervised student internships, graduate teaching associates, and undergraduate teaching assistants
- Assisted with accreditation reviews, department program reviews, and department assessments

**Consultant** (1993 to present)
- Assist non-profit agencies and university programs with program development, evaluation, and grant writing
- Provide training to professionals and community groups

**Director of Parenting Research Center & Visiting Assistant Professor** (1997 to 1998)
**Adjunct Instructor, Graduate Teaching Associate, & Research Associate** (1993 to 1997)
Family Relations & Child Development Department, Oklahoma State University, Stillwater, OK
- Networked with government agencies and disseminated research findings to public, professionals, and policy makers

**Director of Counseling and Placement** (1992 to 1993)
**Child Placement Coordinator & Family Counselor** (1990 to 1992)
Youth & Family Services of North Central Oklahoma, Enid, OK
- Acquired external funding for the agency
- Developed, implemented, and supervised the following programs:
  * Therapeutic Foster Care Program
  * Drug/Alcohol Aftercare Program, and
  * Status Offender/Misdemeanor and Juvenile Diversion Program
- Supervised the following programs:
  * Emergency Youth Shelter
  * Out-Patient Counseling Program
- Conducted individual and family counseling and provided referrals, assessments, and crisis intervention
- Developed training manuals as well as policy and procedure manuals
- Prepared federal grant reports and Board of Director reports
- Provided staff in-service trainings and multidisciplinary staff meetings
- Recruited, interviewed, and trained therapeutic foster parents
- Supervised interns and community service workers

**Adjunct Instructor & Distance Education Instructor** (1991 to 1992)
Psychology and Education Departments, Northwestern Oklahoma State University, Alva, OK
- Taught on-campus courses and distance education through talk-back TV to inmates at Crabtree Correctional Facility

**9th-12th Grade Teacher – Psychology, Speech, Debate, Drama, & Math** (1988 to 1990)
Cherokee High School, Cherokee, OK
- Received numerous awards (state and local) for teaching and coaching

**7th-12th Grade Teacher – Journalism, Speech, Debate, Drama, & Math** (1987/88)
Sunray Independent School District, Sunray, TX

## SCHOLARSHIP

**RESEARCH INITIATIVES** – http://www.csun.edu/plunk/alab
- Investigating individual, family, peer, school, and neighborhood qualities related to adolescents' and emerging adults' mental health and academics
- Evaluating university programs (e.g., peer/faculty mentoring, peer tutors, developing research infrastructure, developing Head Start professionals) and community programs (e.g., parenting education, sex education for individuals with developmental disabilities, book flood, youth volunteer).

**FUNDED RESEARCH & PROGRAM EVALUATION GRANTS**

Behnke, A. (CoPI), Plunkett, S. W. (CoPI), & Henry, C. (CoPI). *Fathers count study.* Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice (grant# 2007-MU-FX-0003). Funded for $457,278 (total grant), *$121,685* (CSUN) from 1/1/08 to 12/31/09.

Clark, E. A. (Co-Director), Akers, A. A. (Co-Director), & Plunkett, S. W. (Evaluator). *Higher education Hispanic service partnerships grants: CSUN and San Fernando Valley Head Starts (90-YP-0006).* Administration on Children, Youth & Families, Department of Health and Human Services. Funded for $510,077 from 10/1/01 to 9/30/04.

Plunkett, S. W. (PI). *Evaluation of a sex-education program for adults with developmental disabilities.* Probationary Faculty Support Program, California State University Northridge. Funded for $4211 in Spring 2000.

Plunkett, S. W. (PI). *Parenting and adolescent social competence across cultures.* University Research, Scholarship, and Creative Activity Competition, California State University Northridge. Funded for $4800 in Fall 1999.

Plunkett, S. W. (PI). *Community-based family resource program model sites: Statewide evaluation study phase II.* Oklahoma State Department of Health, Office of Child Abuse Prevention Planning and Evaluation Division, Funded for $144,000 from 10/1/97 to 9/30/98.

Plunkett, S. W. (Project Coordinator). *Drug abuse prevention program for runaway and homeless youth (RYDA-055).* Administration on Children, Youth and Families, U.S. Department of Health and Human Services for Youth & Family Services of North Central Oklahoma, Inc., Funded for $300,000 from 10/1/94 to 9/30/97.

**JOURNAL ARTICLES** (names in red were students when writing manuscripts)

Yomtov, D., Plunkett, S. W., Efrat, R., & García Marín, A. (online first, 2015). Can peer mentors improve first year experiences of university students? *Journal of College Student Retention: Research, Theory, and Practice*. doi:10.1177/1521025115611398

Dunton, G., Ebin, V. J., Efrat, M. W., Efrat, R., Lane, C. J., & Plunkett, S. W. (2015). The use of refundable tax credits to increase low-income children's after-school physical activity level. *Journal of Physical Activity & Health, 12*, 840-853. doi:10.1123/jpah.2014-0058

Besnilian, A., Goldberg, A., & Plunkett, S. W. (2015). Promoting diversity within the dietetics profession through a peer mentorship program. *Journal of the Academy of Nutrition and Dietetics*, 1-5. doi:10.1016/j.jand.2015.07.018

Cavanaugh, A., Supple, A. J., Stein, G., Helms, H., Plunkett, S. W., & Sand, T. (2015). Examining predictors of Mexican American adolescents' coping typologies: Maternal and paternal behaviors and adolescent gender. *Journal of Family Issues*, 1-21. doi:10.1177/0192513X15580164

Mimura, Y., Koonce, J., Plunkett, S. W., & Pleskus, L. (2015). Financial information source, knowledge, and practices of college students from diverse backgrounds. *Journal of Financial Counseling and Planning. 26*(1), 63-78.

Yomtov, D., Plunkett, S. W., Sands, T., & Reid, A. (2015). Parental support and intrusiveness in relation to adolescents' general self-efficacy and relational self-esteem in Latino immigrant families. *Family and Consumer Sciences*

*Research Journal, 43*, 269-283. doi:10.1111/fcsr.12102

Plunkett, S. W., Saetermoe, C. L., & Quilici, J. L. (2014). Increasing the chances that under-represented students will enter doctoral programs in mental health. *CUR Quarterly*, *35*(1), 36-42.

Supple, A. J., Su, J., Plunkett, S. W., Peterson, G. W., & Bush, K. R. (2013). Factor structure of the Rosenberg Self-Esteem Scale. *Journal of Cross-Cultural Psychology, 44*, 748-764. doi:10.1177/0022022112468942

Seegan, P., Welsh, K., Plunkett, S. W., Merten, M. J., & Sands, T. (2012). Neighborhood, parenting, and individual qualities related to adolescent self-efficacy in immigrant families. *Family and Consumer Sciences Research Journal, 40*, 348–360. doi:10.1111/j.1552-3934.2012.02116.x

Behnke, A. O., Plunkett, S. W., Sands, T., & Bámaca-Colbert, M. Y. (2011). Latino adolescents' perceptions of discrimination, neighborhood risk, and parenting on their own feelings of self-esteem and depression. *Journal of Cross-Cultural Psychology*, *42*, 1179-1197. doi:10.1177/0022022110383424

Plunkett, S. W., Ainsworth, A., Henry, C. S., & Behnke, A. O. (2011). The influence of survey format on reports about fathers and mothers. *Fathering, 9*(3), 313-327. doi:10.3149/fth.0903.313

Henry, C. S., Plunkett, S. W., & Sands, T. (2011). Family structure, parental involvement, and academic motivation in Latino adolescents. *Journal of Divorce and Remarriage, 52*(6), 370-390. doi:10.1080/10502556.2011.592414

Supple, A. J., & Plunkett, S. W. (2011). Dimensionality and validity of the Rosenberg self-esteem scale for use with Latino adolescents. *Hispanic Journal of Behavioral Sciences, 33*, 39-53. doi:10.1177/0739986310387275

Frank, G., Plunkett, S. W., & Otten, M. (2010). Perceived parenting, self-esteem, and general self-efficacy of Iranian American adolescents. *Journal of Child and Family Studies, 19,* 738-746. doi:10.1007/s10826-010-9363-x

Plunkett, S. W., Behnke, A. O., Sands, T., & Choi, B. Y. (2009). Adolescents' reports of parental engagement and academic achievement in immigrant families. *Journal of Youth and Adolescence, 38,* 257-268. doi:10.1007/s10964-008-9325-4

Henry, C. S., Plunkett, S. W., Robinson, L. C., Huey, E. L., & McMichael, B. J. (2009). Adolescent religiosity, family functioning, and adolescent empathic concern. *Journal for Religion & Spirituality in Social Work: Social Thought, 28,* 343-361. doi:10.1080/15426430903263229

Kachingwe, A. F., Phillips, B., Sletten, E., & Plunkett, S. W. (2008). A comparison of manual therapy techniques with therapeutic exercise in the treatment of shoulder impingement: A randomized controlled pilot clinical trial. *Journal of Manual and Manipulative Therapy, 16*(4), 238-247.

Plunkett, S. W., Henry, C. S., Houltberg, B. J., Sands, T., & Abarca-Mortensen, S. (2008). Academic support by significant others and educational resilience in Mexican origin ninth grade students from intact families. *Journal of Early Adolescence, 28,* 333-355. doi:10.1177/0272431608314660

Henry, C. S., Merten, M. J., Plunkett, S. W., & Sands, T. (2008). Neighborhood, parenting, and adolescent factors and academic achievement in Latino adolescents from immigrant families. *Family Relations, 57*, 580–591. doi:10.1111/j.1741-3729.2008.00524.x

Ghazarian, S. R., Supple, A. J., & Plunkett, S. W. (2008). Familism as a predictor of parent-adolescent relationships and developmental outcomes for adolescents in Armenian American immigrant families. *Journal of Child and Family Studies, 17*, 599-613. doi:10.1007/s10826-007-9177-7

Lisagor, T., & Plunkett, S. W. (2008). Youth eating and exercise: A bioecological perspective. *Today's Dietitian, 10*(8), 32-36. Available online at http://www.todaysdietitian.com/newarchives/072508p32.shtml

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Ortiz, H. J., & Plunkett, S. W. (2003). Assessing the cultural dimensions of the Los Niños Bien Educados Parenting Program. *Journal of Extension, 41*(6). Available at http://www.joe.org/joe/2003december/iw2.shtml
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**BOOKS, BOOK CHAPTERS, & ENCYCLOPEDIA ENTRIES**

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Plunkett, S. W. (2014). Family development theory. In M. Coleman, & L. Ganong (Eds.), *The social history of the American family: An encyclopedia.* (Vol. 6, pp. 487-490). Thousand Oaks, CA: Sage. doi:10.4135/9781452286143.n210
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Plunkett, S. W., & Abuhasan, W. M. (2013). Prenuptial agreements. In R. E. Emery (Ed.), *Cultural sociology of divorce: An encyclopedia* (Vol. 16, pp. 991-993). Thousand Oaks, CA: Sage. doi:10.4135/9781452274447.n361
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Plunkett, S. W., & Lagana`, L. (2012). The controversies surrounding the sexuality education of people living with developmental disabilities. In N. E. Peterson & W. Campbell (Eds.), *Handbook on sexuality: Perspectives, issues and role in society* (pp. 99-118). Hauppauge, NY: Nova Sciences.
Bámaca-Colbert, M. Y., Plunkett, S. W., & Espinosa-Hernández, G. (2011). Cultural and interpersonal contexts in adolescent depression among Latina females. In N. Cabrera, F. Villarruel, & H. E. Fitzgerald (Eds.), *Latina and Latino children and mental health: Volume 2 Prevention and treatment* (pp. 35-62). Santa Barbara, CA: Praeger.
Alvy, K. T., Plunkett, S. W., Rosen, L. D., Pichardo, N., Salinas, V., Kulkin, N., & Gonzalez, A. (2003). *Bringing parenting education into the early childhood care and education system*. Studio City, CA: CICC.
Plunkett, S. W. (1999). *The career resource exploration manual: Effective job search strategies*. Tulsa, OK: Spectra Press.
Plunkett, S. W., & Sanchez, M. (1999). *The career resource exploration manual: Self-assessment workbook*. Tulsa, OK: Spectra Press.
Henry, C. S., & Plunkett, S. W. (1996). Grandparenting. In S. J. Price & T. H. Brubaker (Eds.), *Vision 2010: Families in review* (pp. 14-15). Minneapolis, MN: National Council on Family Relations.

### JOURNAL ARTICLES IN UNDERGRADUATE RESEARCH JOURNALS

Nahmias, I. B., & Plunkett, S. W. (2010). Antecedents of adolescents' coping strategies in immigrant families in Los Angeles. *Undergraduate Research Journal for the Human Sciences, 9.* Available at http://www.kon.org/urc/v9/nahmias.html

Abarca, S., Plunkett, S. W., & Sands, T. (2005). Individual and environmental factors in Mexican-origin adolescents' academics. *Undergraduate Research Journal for the Human Sciences, 4.* Available at http://www.kon.org/urc/urc_research_journal4.html

### PUBLISHED RESEARCH MONOGRAPHS

Bakhtiari, F., & Plunkett, S. W. (2015, October). *Family qualities and mental health of Zoroastrian young adults* (A Lab Report No. 1). Northridge, CA: Adolescent & Adult Adjustment Research Lab, California State University Northridge.

Plunkett, S. W., & Ohanian, O. (2015, February). *Building connections for success: CSUN Title V evaluation report #4.* California State University Northridge.

Plunkett, S. W., Whaling, K. & Bakhtiari, F. (2014, June). *Building connections for success: CSUN Title V evaluation report #3.* California State University Northridge.

Plunkett, S. W., Yomtov, D., & Reid, A. (2012, December). *Building connections for success: CSUN Title V evaluation report #2*. California State University Northridge.

Plunkett, S. W., Welsh, K., & Seegan, P. (2011, December). *Building connections for success: CSUN Title V evaluation report #1.* California State University Northridge.

Plunkett, S. W., & Eng, S. (2010, June). *An evaluation of the "work it out at work" program* (Report No. 2). Pasadena, CA: Western Justice Center Foundation.

Plunkett, S. W., & Bazikyan, I. (2009, November). *An evaluation of the school-based conflict resolution training intensives* (Report No. 1). Pasadena, CA: Western Justice Center Foundation.

Hastings, R., & Plunkett, S. W. (2006). *From the mouths of teachers: A follow-up evaluation of BookEnds* (Report No. 3). West Hills, CA: BookEnds.

Plunkett, S. W., Aslanian, M., & Hastings, R. (2005). *The BookEnds program: An evaluation study* (Report No. 2). West Hills, CA: BookEnds.

Alvy, K. T., Plunkett, S. W., & Rosen, L. D. (2005). *CICC's Los Niños Bien Educados. Evaluative studies conducted during 2001-2004 in Los Angeles County.* Studio City, CA: Center for the Improvement of Child Caring.

Plunkett, S. W. (2004). *A pilot study of BookEnds* (Report No. 1). West Hills, CA: BookEnds.

Plunkett, S. W., Rosen, L. D., Pichardo, N., Salinas, V., Gonzalez, A., & Kulkin, N. (2003). *A multi-method study of the impact of the Power of Positive Parenting Guidebook.* Studio City, CA: Center for the Improvement of Child Caring.

Alvy, K. T., Plunkett, S. W., Rosen, L. D., Pichardo, N, Kulkin, N., & Salinas, V. (2003). *The child care system and parenting education project: The evaluation of the community impact of this First 5 LA-supported three-year child care quality enhancement project.* Studio City, CA: Center for the Improvement of Child Caring.

Plunkett, S. W., Alvy, K. T., Rosen, L. D., Pichardo, N., & Salinas, V. (2003). *School success from the start: A study of the effectiveness of a First 5 LA-supported school readiness seminar for parents of preschool age children.* Studio City, CA: Center for the Improvement of Child Caring.

Plunkett, S. W., Alvy, K. T., Rosen, L. D., Pichardo, N., & Salinas, V. (2002). *A study of the effectiveness of a Proposition 10 supported parenting seminar in CICC's Confident Parenting Program.* Studio City, CA: Center for the Improvement of Child Caring.

Plunkett, S. W., Alvy, K. T., Rosen, L. D., Pichardo, N., & Salinas, V. (2002). *A study of the effectiveness of a Proposition 10 supported parenting seminar in CICC's Los Niños Bien Educados Parenting Program for Latino-American parents.* Studio City, CA: Center for the Improvement of Child Caring.

Plunkett, S. W., Longmore, S., & Sanchez, M. G. (2002). *An evaluation of a community-based sexuality education program for individuals with developmental disabilities*. Tulsa, OK: Responsible Choices LLC.

Alvy, K. T., Plunkett, S. W., & Rosen, L. D. (2002). *A study of the effectiveness of a Proposition 10 supported parenting class in CICC's Confident Parenting Program: Survival skills training program.* Studio City, CA: Center for the Improvement of Child Caring.

Alvy, K. T., Plunkett, S. W., & Rosen, L. D. (2001). *Effective parenting advocates and resource persons: A new role for child care professionals and a training conference and workshops to learn about the new role*. Studio City, CA: Center for the Improvement of Child Caring.

Alvy, K. T., Plunkett, S. W., & Rosen, L. D. (2001). *A study of the effectiveness of a Proposition 10 supported parenting seminar in the Early Childhood Systematic Training for Effective Parenting (STEP) Program.* Studio City, CA: Center for the Improvement of Child Caring.

Alvy, K. T., Plunkett, S. W., & Rosen, L. D. (2001). *A study of the effectiveness of a Proposition 10 supported parenting class in CICC's Early Childhood Systematic Training for Effective Parenting (STEP) Program.* Studio City, CA: Center for the Improvement of Child Caring.

Alvy, K. T., Plunkett, S. W., & Rosen, L. D. (2001). *A study of the effectiveness of a Proposition 10 supported parenting class in CICC's Los Niños Bien Educados Parenting Program for Latino-American parents.* Studio City, CA: Center for the Improvement of Child Caring.

Alvy, K. T., & Plunkett, S. W. (2000). *Helping Palm Beach parents: A study of the parent education and parent involvement programs and activities of Palm Beach County institutions and a plan for a comprehensive effective parenting project*. Studio City, CA: Center for the Improvement of Child Caring.

**CONFERENCE PRESENTATIONS** – For a complete list, refer to http://www.csun.edu/plunk/ documents/scholarship_plunkett.pdf

- 155 international conference presentations with 76 graduate students and 58 undergraduate students
- 66 regional conference presentations with 34 graduate students and 68 undergraduate students

## COURSES TAUGHT

### CALIFORNIA STATE UNIVERSITY NORTHRIDGE

***Psychology Courses***

- PSY 692a: Seminar in Research Methods, 1 section
- PSY 660: Seminar in Counseling (Family Therapy Approaches), 2 sections
- PSY 594hc: Tutorial in PSY, 1 section
- PSY 581: Teaching of PSY, 3 sections,
- PSY 581ol: Teaching of PSY (online), 2 sections
- PSY492h: Honors Professional Development, 2 sections
- PSY 460: Counseling & Interviewing, 7 sections
- PSY 442: Communication & Conflict Resolution, 3 sections
- PSY 390b: Peer-Assisted Instruction, 1 section
- PSY 321h: Research Methods in PSY Honors, 1 section
- PSY 321hL: Research Methods Lab Honors, 2 sections
- PSY 321: Research Methods in PSY, 6 sections
- PSY 321L: Research Methods Lab, 13 sections
- PSY 301: PSY Pre-professional Development, 2 sections
- PSY 150: Principles of Human Behavior, 2 sections

***Family Studies Courses***

- FCS 682: Seminar in Research, 5 sections
- FCS 681: Research Methods, 4 sections
- FCS 590J: Family Relations, 3 sections
- FCS 542: Theories of Family Development, 1 section
- FES 496hp: The Helping Professional, 1 section
- FES 436: Parental Development, 6 sections
- FCS 432: Family Theories, 5 sections
- FES 432: Child in the Family, 8 sections
- FCS 340: Marriage and the Family, 25 sections
- FCS 340ol: Marriage and the Family (online), 10 sections

### OKLAHOMA STATE UNIVERSITY

- FRCD 4850: Career Acquisition in the Professional Human Services Field, 6 sections
- FRCD 3143: Marriage, 5 sections

- FRCD 3213: Social, Emotional, and Language Development in Early Childhood, 1 section
- HES 3002: Contemporary Issues in Human Environmental Sciences, 1 section
- FRCD 2613: The Professional in Individual, Family, and Community Services, 1 section
- HES 2001: Professionalism and Ethics, 8 sections

**NORTHWESTERN OKLAHOMA STATE UNIVERSITY**

- PSYC 3123: Human Life-Span Development, 1 section
- PSYC 1113: General Psychology, 4 sections
- PSYC 1113: General Psychology (Talk Back TV), 1 section
- EDUC 1003: Career Education, 1 section
- EDUC 1003: Career Education (Talk Back TV), 1 section

## SERVICE

**PROFESSIONAL AFFILIATIONS**

- National Council on Family Relations (1994 to 2015)
  * Association of Council Representative to the NCFR Public Policy Committee (2002 to 2005)
- California Council on Family Relations (1998 to 2015)
  * Developed and maintain the CCFR home page – http://www.csun.edu/plunk/ccfr
- California Faculty Association (1998 to present)
- Scholars for the Study of Immigrant Families (2007 to 2009)
- Society for Research on Adolescence (2001 to 2002, 2004 to 2005)
  * Senior Mentor – Young Scholars Program (2010)
- American Association of Family and Consumer Sciences (1997 to 2004)

**REVIEWER**

- Editorial Review Board for *Marriage and Family Review* (1999 to present)
- Editorial Review Board for *The Forum for Family and Consumer Issues* (2006 to present)
- Ad Hoc Reviewer
  * *Journal of Child and Family Studies* (2009, 2010, 2103, 2014, 2015, 2016)
  * *Cultural Diversity and Ethnic Minority Psychology* (2015, 2016)
  * *Family Relations* (2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015)
  * *Journal of Applied Developmental Psychology* (2015)
  * *Evaluation and Program Planning* (2014)
  * *Journal of Abnormal Child Psychology* (2012)
  * *Infant and Child Development* (2012)
  * *Developmental Psychology* (2012)
  * *Journal of Marriage and the Family* (2010, 2011)
  * *Journal of Early Adolescence* (2011)
  * *International Perspectives in Psychology: Research, Practice, Consultation* (2011)
  * *The Spanish Journal of Psychology* (2010, 2011)
  * *Journal of Youth and Adolescence* (2009)
  * *Social Psychology Quarterly* (2008)
  * *The Journal of Comparative Family Studies (2007)*
  * Oklahoma Agricultural Experiment Station grants (2007)
  * *Sociological Inquiry* (1998, 2005)
  * Oklahoma State University Cooperative Extension Services Facts Sheets (2003)
  * *Journal of Parenting Research* (2000 to 2001)
- External Promotion and Tenure Reviewer
  * Fuller Theological Institute, School of Psychology (2016)
  * Texas State University, San Marcos, School of Family & Consumer Sciences (2015)
  * Miami University, Department of Family Studies & Social Work (2014)
  * Texas Women's University, Department of Family Sciences (2013)

* North Carolina State University, Department of 4H Youth Development & Family and Consumer Sciences (2011)

- Reviewer for many national conferences and conference research awards (e.g., American Association of Family and Consumer Sciences, American Psychological Association, National Council on Family Relations, Society for Research on Child Development, Society for Research on Adolescence, NCFR/AAFCS Public Policy Conference) (1998-present)

**CALIFORNIA STATE UNIVERSITY NORTHRIDGE**

- **University**
  * Electronic Assessment of Students Refinement Project (2015 to present)
  * Center for Assessment, Research, and Evaluation (CARE) Faculty Affiliate (2015 to present)
  * Presidential Scholarship Committee (2009 to present)
  * Faculty-Scholar Athlete (2015 to present)
  * Program evaluator (2011 to 2016) – Building Connections for Success: Title V
  * Sheila Gold Foundation Scholarship Program Committee (2012 to 2014)
  * Provost's Faculty Future Leader Committee (2007 to 2014)
  * Research Infrastructure for Minority Institutions (2009 to 2015)
    *Program evaluator (2009 to 2015), Student Mentor (2009 to 2015), Faculty Mentor (2012-2015)*
  * Search and Screen Committee for Associate Vice President for Student Access and Support Services (2014)
  * Faculty Hearing Panel (2013 to 2014)
  * Writing and Reading Across Disciplines Mentor (2011 to 2013)
  * NIMH Career Opportunities in Research Advisory Committee and Mentor – competitive program that pairs faculty mentors with underrepresented student(s) who aspire to pursue a Ph.D. (2001 to 2011)
    *Developed and maintain the home page – http://www.csun.edu/~cor*
    *Program evaluator*
  * Ad Hoc Personnel Committee for Family & Consumer Sciences (2010/11)
  * National Collegiate Athletic Association (NCAA) Recertification Steering Committee (2008 to 2010)
  * Panel Chair for the China Forum: Reimagining China – CSUN China Institute (November 2008)
  * Faculty Sponsor/Mentor for Pre-Doctoral Scholars – competitive program that pairs faculty mentors with student(s) in the CSU system who aspire to pursue a Ph.D. (1999/00, 2001/02, 2002/03, 2003/04, 2007/08, 2008/09)
  * Research and Creative Activity Technology Needs (2007/08)
  * Academic Assessment Liaison Committee (2007/08)
  * Library Committee (2007/08)
  * Scholarship Committee (2004 to 2006)
  * NIMH Minority Research Infrastructure Support Program (2004 to 2007)
    *Developed and maintained the home page*
  * Faculty Sponsor/Mentor for Educational Equity Award Students (2005/06)
  * Graduation Rates Task Force Advisement Recommendation #4 Working Group (2003/04)
  * Don Dorsey Excellence in Mentoring Award Selection Committee (2003)
  * Non-Profit / Humanix Minor Planning Committee (1998 to 2002)
- **College of Social & Behavioral Sciences**
  * Personnel Committee for Social Work (2011/12, 2012/13)
  * Post-Tenure Review Committee for Social Work (2012, 2013)
  * Personnel Committee (2009 to 2011), Chair (2010/11)
- **College of Health & Human Development**
  * Academic Assessment Committee (2007/08)
  * Student Recruitment, Retention, and Cost Efficiency Committee (2004/05), Chair (2004/05)
  * Evaluation of Online Teaching Committee (2001 to 2003)
- **Psychology**
  * Assessment Committee (2008 to present), Co-coordinator (2012-present)
  * Department Program Review (2013-present)
  * Participant Protection Subcommittee (2015-present)
  * Program for Professional Endeavors Committee (2012-present)
  * Post-Tenure Review Committee (2009, 2012, 2016)
  * Personnel Committee (2008/09, 2012-2014), Education and Diversity Representative (2008/09), Chair (2012/13), Co-Chair (2012/14)
  * General Experimental Graduate Program (2008 to present)

* Department Chair Search and Screen Committee (2013), Chair
* Faculty Mentoring Committee (2011 to 2013)
* Space Utilization Committee (2008 to 2012)
* Executive Committee (2011/2012)
* Teaching in Research Program Supervisor (Fall 2011)
* Admission Review Committee for the Teaching in Research Program (2009/10)
* Post-Promotion Increase Committee (2008/09)

- **Family and Consumer Sciences Department**
  * Executive Committee (2004 to 2008), Chair (2007/08)
  * Assessment Committee (2000/01, 2007/08)
  * Faculty Handbook Committee (2007/08)
  * Hearing Panel (2007/08)
  * Personnel Committee (2004 to 2007), Chair (2005/06)
  * Pedagogy and Technology Committee (2005 to 2008), Chair (2005/06)
  * Coordinator of Family Studies Option in the Family & Consumer Sciences Department (1999 to 2004)
  * Graduate Committee (2001 to 2004), Chair (2003/04)
  * Scholarships and Awards Committee (1998 to 2001), Chair (2000/01)
  * Long-Term Planning Committee (1999 to 2001)
  * Publicity Committee (2000/01)
  * Post-Tenure Review Committee (1999/00, 2004/05)
  * Faculty Mentor for Low-Income Undergraduate Student (1999 to 2000)

**OKLAHOMA STATE UNIVERSITY**

- Faculty Associate for Kerr-Drummond Residence Hall (1998)
- College Faculty Scholars Program (1997/98)
- College Fundraising Committee (1996 to 1998)
- College Undergraduate Mentor Program (1994 to 1998)
- Bennet Residence Hall Advisory Council (1997/98)
- Department Head Search Committee – Family Relations and Child Development (1996/97)
- Co-Sponsor for the Family Relations and Child Development Club (1994 to 1996)

## COMMUNITY OUTREACH

**COMMUNITY VOLUNTEER ACTIVITIES**

- **Marilyn Magaram Center for Food Science, Nutrition & Dietetics** (2008 to 2013), CSUN
  * Bylaws Committee (2009 to 2010), Advisory Board (2009 to present)
- **GEODES (General Education of Disability Experience in Society)** (2010 to 2014)
  * Board of Directors (2010 to 2014), Vice President (2010 to 2014)
- **Western Justice Center Foundation** (2008 to 2011), Pasadena, CA – Assisted with evaluation of a racism prevention program and conflict mediation program for adolescents and teachers.
  * Community Partnership and Advisory Team for the Neighborhood Outreach Workers Program
- **BookEnds** (2003 to 2008), West Hills, CA – Conducted the evaluation of a program which coordinates book drives by children in affluent schools for children in less-affluent schools.
- **Volunteers of America, Greater Los Angeles** (2008 to 2010) – Board of Directors
  * Program Committee (2008 to 2010)
- **Center for the Improvement of Child Caring** (2000 to 2007), Studio City, CA – Participated in the planning, implementing, and evaluating of parent education classes, one-day seminars, video-based parenting, and book-based parenting (for 10,000-20,000 parents a year for 5 years) and child care professionals (n = 250-500).
- **Responsible Choices for Sexuality** (1999 to 2004), Tulsa, OK – Revised and conducted program evaluation efforts for a sex education program for adults with developmental disabilities.
- **Spectrum Temperament Development** (1998 to 2003), Tulsa, OK – Developed temperament assessment; conducted evaluation research; provided workshops for community professionals, consulted on web page development.
- **Bethune Theatredanse** (2002 to 2003), Los Angeles, CA – Provided assistance on the evaluation of a program which

teaches dance and drama to disabled students; critiqued grant application**.**

- **Northeast Valley Urban Village Initiative (NEVUVI)** (1998 to 2002), Pacoima, CA – Provided parent education workshops at the participating school parenting centers; conducted needs assessments for low income individuals and families participating in NEVUVI; participated in planning meetings.
- **Partners in Employment, Inc.** (1998 to 1999), Los Angeles, CA – Assisted with the evaluation of a career search program for high school students.
- **Oklahoma Youth and Family Services** (1993 to 1998), Enid, OK – Assisted in program planning for a parent education program, divorce recovery program (Enid, OK), and therapeutic foster care program (Stillwater, OK).
- **Northwest Oklahoma Human Services District Planning and Coordinating Board** (1992 to 1993), Enid, OK – Networked with professionals from other human service agencies to meet the needs of individuals and families.
- **Garfield County Youth Coordinating Council** (1991 to 1993), Enid, OK – Assisted in coordinating human service agencies to meet the needs of youth and their families.
- **Northwest Oklahoma Area Health Education Center Teen Pregnancy Committee** (1992 to 1993), Enid, OK – Assisted in developing and implementing a teen pregnancy education program for professionals and parents.

## SELECTED INVITED PRESENTATIONS

- **Conducting Program Evaluation of Community Programs: Balancing Service and Research Needs**
  * Research Infrastructure for Minority Institutions, CSUN, Northridge, CA (2010, 2011, 2012, 2013)
  * PSY 594RC: Community Based Search Seminar (2012, 2013)
  * Westside Children's Center, Culver City, CA (2011)
  * Child Care Resource Center of Los Angeles, Northridge, CA (2010, 2011)
  * Western Justice Center Foundation, Pasadena, CA (2008)
  * Child Literacy Collaborative, Los Angeles, CA (2004)
  * NIMH Career Opportunities in Research Program, CSUN, Northridge, CA (2001)
- **Conducting Focus Groups and Survey Design in Evaluation Research**
  * PSY 485ADH - Advanced Inquiry in Research Methods, CSUN, Northridge, CA (2010, 2015)
  * Child Care Resource Center, Northridge, CA (2010, 2011)
  * Western Justice Center Foundation, Pasadena, CA (2009)
- **Understanding Gender Differences**
  * PSY 421m: Communication and Conflict (2010, 2011, 2012, 2013, 2014, 2015) – 7 presentations
  * Upward Bound Program, Pacoima, CA (2010)
  * Child Care Resource Center, Northridge, CA (2010)
  * Early Childhood Education Conference, Child Care Resource Center, Santa Clarita, CA (2007, 2009)
  * Family Day Care Association of the Santa Clarita Valley, Saugus, CA (2005, 2007)
  * Child Care Professionals' Training, Center for the Improvement of Child Caring, Northridge, CA (2001)
  * OSU Hospitality Days and Oklahoma Restaurant Association, Stillwater, OK (1999)
  * Oklahoma Certified Public Accountants Association, Governmental Accounting & Auditing Update Conference, Edmond, OK (1998)
  * City of Oklahoma City Municipal Workers, Oklahoma City, OK (1997)
  * State of Oklahoma Municipal Workers' & Administrators' state conference, Stillwater, OK (1996)
  * OSU Extension & Development, Stillwater, OK (1996) – 2 presentations
- **Preparing your Curriculum Vitae**
  * McNair Scholars, CSUN, Northridge, CA (2010, 2012, 2013)
  * Guiding Students with Psychological Interests, CSUN, Northridge, CA (2009)
  * NIMH Career Opportunities in Research Program, CSUN, Northridge, CA (2003, 2004, 2005, 2009, 2010. 2011) – 7 presentations
- **Job Search Techniques, Resumes, and Interviewing**
  * Marilyn Magaram Center Education Series CSUN, Northridge, CA (2015)
  * PSY 500: Professional Development, General Experimental Psychology, CSUN, Northridge, CA (2015)
  * PSY 492H: Honors Professional Development, Psychology Department, CSUN, Northridge, CA (2014)
  * FCS 480: The Helping Professional, Family and Consumer Sciences Department, CSUN, Northridge, CA (2003-2014) – 30 presentations
  * CD 250: Child and Adolescent Development, CSUN, Northridge, CA (2009, 2010) – 5 presentations
  * Psy Chi International Honor Society, CSUN, Northridge, CA (2009, 2015) – 1 presentation

* Student Dietetic and Food Science Association, CSUN, Northridge, CA (2008)
* Graduate Students for Psychological Interventions, Psychology Department, CSUN, Northridge, CA (2008)
* 2nd Annual "Week of the Young Child" Conference, Pierce College, Los Angeles, CA (2007)
* Hotel and Restaurant High Society, OSU, Stillwater, OK (1998) – 3 presentations
* Graduate Students of Human Environmental Sciences, OSU, Stillwater, OK (1997)
* Family Relations and Child Development Club, OSU, Stillwater, OK (1995, 1996, 1997)
* Phi Upsilon Omicron and Kappa Omicron Nu Honor Societies, OSU, Stillwater, OK (1995, 1996, 1997)
* Indian Meridian Vo-Tech, Stillwater, OK (1995)
* Family Self-Sufficiency Group, Stillwater Housing Authority, Stillwater, OK (1995)
* OSU CHES Extension Mentor Program, Stillwater, OK (1994)
* Student Teacher Seminar, Northwestern Oklahoma State University, Alva, OK (1988, 1989, & 1990)

- **Adlerian Psychology & Family Systems Theory**
  * Giving Children a Voice World Congress, Service and Research Foundation of Asia on Family and Culture (SERFAC), New Delhi, India (2009)
  * EPC 655: Counseling Theories and Techniques, CSUN, Northridge, CA (2008)
- **Children Across the Family Life Cycle**
  * Giving Children a Voice World Congress, Service and Research Foundation of Asia on Family and Culture (SERFAC), New Delhi, India (2009)
- **Parenting in the Unity Based Family**
  * Giving Children a Voice World Congress, Service and Research Foundation of Asia on Family and Culture (SERFAC), New Delhi, India (2009)
- **Family Stress Theory**
  * PSY 380: Psychology of Stress, CSUN, Northridge, CA (2011) – 2 presentations
- **Impact of Child Labor on Children, Families and Communities**
  * Child Labor: Reaching Out to Make a Difference Conference, CSUN, Northridge, CA (2006)
- **Communicating with Your Adolescent**
  * CSUN Wellness Center, Northridge, CA (2006)
  * St. Bridget's Chinese Catholic School, China Town, Los Angeles, CA (2001)
  * Sylmar High School Parenting Center, Los Angeles, CA (2000)
  * Polytechnic High School Parenting Center, Los Angeles, CA (2000)
- **Enhancing the Academic Atmosphere in School**
  * Holy Martyrs Armenian Elementary & Ferrahian High School, Encino, CA (2004)
- **Trends in Child Development and Family Living**
  * Home Economics Careers and Technology Education: 2003 Leadership and Management Conference, Rancho Mirage, CA (2003)
- **Confident Parenting**
  * Getting Parents on Your Side Child Care Professionals' Conference, Center for the Improvement of Child Caring, Palmdale, CA (2003), Lancaster, CA (2001, 2002), Van Nuys, CA (2000, 2001, 2002)
- **Nonverbal Communication: Exploring Attraction, De-escalation, Deceit, and Interpersonal Relations**
  * Visiting Chinese Students and Scholars, CSUN (2012) – 2 presentations
  * Getting Parents on Your Side Child Care Professionals' Conference, Center for the Improvement of Child Caring, Palmdale, CA (2003), Lancaster, CA (2001, 2002), Van Nuys, CA (2000, 2001, 2002)
  * Calabasas Rotary Club, Calabasas, CA (2000)
  * OSU Residence Halls, Stillwater, OK (1998) – 2 presentations
  * Adult Accelerated Program, Bethany Nazarene University, Bethany, OK (1995)
  * The Fashion Design Express, Department of Design, Housing, and Merchandising, OSU, Stillwater, OK (1997, 1996, 1995, 1994) – 8 presentations
  * 4-H Roundup Workshop, OSU, Stillwater, OK (1996 & 1997)
  * Freshmen Council, Student Council, and Ambassadors, College of Human Environmental Sciences, OSU, Stillwater, OK (1996, 1997, 1998)
  * Theories and issues in family science course, OSU, Stillwater, OK (1996)
  * Mass communications course, Journalism Department, OSU, Stillwater, OK (1996)
- **Family Factors and Adolescent Adaptation in Multi-Cultural Communities**
  * El Camino College, Torrance, CA (2015)

* USC Institution of Health Promotion and Disease Prevention Research, Alhambra, CA (2002)
* Oklahoma Cooperative Extension State In-Service, Stillwater, OK (1996)

- **Empowering the Teen Parent**
  * Conference for Teen Parents, CSUN, Northridge, CA (2002)
  * Oklahoma Women's Summit III, Stillwater, OK (1997)
- **Using Parenting Videos as Part of Your Parenting Night**
  * Child Care Professionals' Training, CSUN & Center for the Improvement of Child Caring, Northridge, CA (2002)
- **Family Influences on Physical Activity and Eating Behavior**
  * PSY 488C: Advanced Inquiry Cognition, Psychology Department, CSUN, Northridge, CA (2012)
  * 5th Annual Diabetes Retreat, Department of Endocrinology at the Children's Hospital of L.A., Malibu, CA (2002)
  * AGBU Manoogian-Demirdjian School, Canoga Park, CA (2000)
  * San Gabriel Valley District of the California Dietetic Association, Glendale, CA (2000)
  * 2000 Marilyn Magaram Center Conference, CSUN, Northridge, CA (1999)
- **Understanding Temperament Differences**
  * FCS 480: The Helping Professional, Family and Consumer Sciences Department, CSUN, Northridge, CA (2011)
  * Child Care Resource Center, Northridge, CA (2010)
  * 5th Annual Diabetes Retreat, Department of Endocrinology at Children's Hospital of L.A., Malibu, CA (2002)
  * Pepperdine University Graduate School of Education and Psychology, Culver City, CA (2002)
  * Child Care Professionals' Training, Center for the Improvement of Child Caring, CSUN, Northridge, CA (2001)
  * City of Oklahoma City Municipal Workers, Oklahoma City, OK (1998)
- **How Can the Family Help Youth During Crisis**
  * Supporting Children and Adolescents During Our Crises, Child and Adolescent Development Department, CSUN, Northridge, CA (2001)
- **Parental Involvement and Student Achievement**
  * Parental Involvement Symposium, California School Board Association, Sacramento, CA (2001)
- **Using the Internet to Help Parents**
  * Child Care Professionals' Training, Center for the Improvement of Child Caring, Northridge, CA (2001)
- **Child Abuse**
  * 1999 Voice of a Child Series, CSUN, Northridge, CA (1999)
- **Temperament, Self Assessment, and Career Planning**
  * FCS 480: The Helping Professional, Family and Consumer Sciences Department, CSUN, Northridge, CA (2011)
  * Spectrum Temperament Development, Orlando, FL (1999)
  * Spectrum Temperament Development, Tulsa, OK (1999)
  * Spectrum Temperament Development, Enid, OK (1999)
  * Spectrum Temperament Development, Springfield, MO (1999)
- **Enhancing Customer Satisfaction: Understanding Verbal and Nonverbal Communication**
  * Southern Hospitality Inc., Oklahoma City, OK (1999)
  * City of Oklahoma City Municipal Workers, Oklahoma City, OK (1998)
  * OSU Hospitality Days and Oklahoma Restaurant Association, Stillwater, OK (1998)
  * Mid-Southwest Foodservice Convention and Oklahoma Restaurant Association, Oklahoma City, OK (1996 & 1997)
- **Ethics and Professionalism**
  * City of Edmond Municipal Workers, Edmond, OK (1998)
  * Oklahoma Certified Public Accountants Association, Governmental Accounting & Auditing Update Conference, Edmond, OK (1998)
  * City of Oklahoma City Municipal Workers, Oklahoma City, OK (1998)
- **Enhancing Counselor-Client Relations**
  * 1997 Nutrition Expo, OSU, Stillwater, OK (1997)
- **Careers in Human Services**
  * Professional Development Series, Psychology Department, CSUN, Northridge, CA (2010-2015) – 10 presentations
  * Child and Adolescent Development Department, CSUN, Northridge, CA (2005, 2006)
  * Social Work Department, Northeastern Oklahoma State University, Tahlequah, OK (1997)
  * Family Relations and Child Development Department, OSU, Stillwater, OK (1997)
- **Thesis, Project, and Research Methods**
  * FCS 690M: Special Issues in Family & Consumer Sciences, CSUN (2007, 2008, 2009)

- **Publishing Journal Articles in the Social Sciences**
  * NIMH Career Opportunities in Research Program, CSUN, Northridge, CA (2002, 2008)
- **Introduction to Understanding Statistics / SPSS**
  * McNair Scholars, CSUN, Northridge, CA (2012, 2013)
  * Issues in Public Health course, Health Sciences Department, CSUN (2006)
- **Dealing with Change, Stress, and Career Acquisition**
  * Oklahoma Department of Human Services, cities in Oklahoma (1995, 1996) – 11 presentations
- **Examining the Debate Between Cultural Unity and Cultural Diversity**
  * Cherokee High School, Cherokee, OK (1996)
  * Olive Public Schools, Olive, OK (1996)
- **Taking Responsibility and Getting Involved**
  * Freshman Council, College of Human Environmental Sciences, OSU, Stillwater, OK (1996)
- **The Image You Project**
  * Displaced Homemaker/Single Parent Group, Enid, OK (1995)
  * Sigma Beta Phi, Enid, OK (1994)
- **Motivation, Goal Setting, and Success**
  * Yale Public Schools Honors Banquet, Yale, OK (1995)
  * Olive Public Schools Honors Banquet, Olive, OK (1994)
  * Cherokee High School Prom Keynote, Cherokee, OK (1992)
- **Family Factors, Substance Use, and Addiction in Adolescents**
  * Displaced Homemaker/Single Parent Group, Enid, OK (1994)
  * O.T. Autry Vo-Tech, Enid, OK (1994) – 4 presentations
  * Vance Air Force Base Parents Group, Enid, OK (1992)
- **Children of Divorce (K-3 and 4-6)**
  * First United Methodist Church Divorce Recovery Workshop, Enid, OK (1992) – 16 presentations

## HONORS

### PROFESSIONAL AWARDS

- Top journal article in family studies/human development for 2015 in *Family and Consumer Sciences Research Journal*
- Top journal article for 2012 in *Family and Consumer Sciences Research Journal*
- Top journal article in family science for 2012 in *Family and Consumer Sciences Research Journal*
- Faculty Appreciation (Spring 2013) - Alpha Omicron Pi, CSUN
- Research Fellow (Fall 2013) - College of Social and Behavioral Sciences, CSUN
- "100 Graduate Students of Significance" in 100 years (2012) – Oklahoma State University
- Top 18th Professor (out of 1,700,000 professors) (2012) – ratemyprofessor.com
- Excellence in Teaching Award (2012) – Northridge Chapter of The National Society of Leadership and Success, Sigma Alpha Pi
- Certificate of Appreciation (2012) – CSUN Family & Consumer Sciences: Nutrition, Dietetics, and Food Science
- Alumni Association Outstanding Graduate Award - Education (2009) – Northwestern Oklahoma State University
- Distinguished Teaching, Counseling, or Librarianship Award (2008) – CSUN
- Outstanding Faculty Award (2008) – CSUN Center on Disabilities
- Polished Apple Award (2005) – CSUN University Ambassadors
- Favorite Faculty Award (2003, 2005) – CSUN Kappa Kappa Gamma
- Rising Star Award (2003) – College of Human Environmental Sciences, Oklahoma State University
- Don Dorsey Excellence in Mentoring Award (2002) – CSUN
- New Professional of the Year Award (1996, 1998) – Oklahoma Council on Family Relations
- Graduate Research Excellence Award (1997) – Oklahoma State University
- Outstanding Student Presentation of the Year (1997) – Oklahoma Council on Family Relations state conference
- Outstanding Employee (1992/93) – Youth & Family Services of North Central Oklahoma, Inc.
- Most Outstanding Young Speech Teacher in Oklahoma (1989) – Oklahoma Speech, Theater, & Communication Association
- Numerous Speech and Debate Coaches' Awards (1988-1989)

## PROFESSIONAL AWARDS NOMINATIONS

- Distinguished Alumni Award (2015) – College of Human Science, Oklahoma State University
- Psychology Honors Faculty Excellence Award (2015) – CSUN
- Distinguished Teaching Award (2002) – CSUN
- Don Dorsey Excellence in Mentoring Award (2001, 2011, 2013) – CSUN
- Outstanding Adviser Award (1998) – College of Human Environmental Sciences, Oklahoma State University
- Outstanding Undergraduate Mentor Award (1998) – Oklahoma State University
- Faculty Credit Programs National Award (1997) – University Continuing Education Association
- Outstanding Teaching Award (1997) – AMOCO Foundation

## COMMUNITY RECOGNITIONS

- Certificate of Appreciation (2006) – Children's Service Division, Volunteers of America Los Angeles

**Yi (Tom) Cai, Ph.D.**
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## EDUCATIONAL BACKGROUND

### UNIVERSITY DEGREES

**Housing and Consumer Economics – Ph.D.** (2005)
The University of Georgia, Athens, GA.
Dissertation title: *The effect of reference prices on consumer willingness-to-pay: An investigation of the online name-your-own-price strategy.*

**Housing and Consumer Economics – M.S.** (2002)
The University of Georgia, Athens, GA.
Thesis title: *Country-of-origin effect on consumers' willingness to buy foreign products: An experiment in consumer decision making.*

**International Business – B. Economics** (1994)
Nankai University, Tianjin, China.

## PROFESSIONAL EXPERIENCE

### ACADEMIC POSITIONS

**Department Chair** (Appointed in Spring 2016)
**Associate Professor** (Appointed in Fall 2012)
**Assistant Professor** (Fall 2007-Spring 2011)
**Full-time Lecturer** (Fall 2005-Spring 2007)
Department of Family and Consumer Sciences, CSUN, Northridge, CA

## SCHOLARSHIP

### SELECTED PUBLICATIONS

**Book Chapters**

**Cai, Y**. (2016). Consumers' adoption of online shopping in China. In I. Lee (Ed.), *Encyclopedia of E-Commerce Development, Implementation, and Management* (pp. 1572-1581). Hershey, Pennsylvania: IGI Global. DOI: 10.4018/978-1-4666-9787-4.ch111.

**Cai, Y.**, & Cude, B. (2016). Online shopping. In J. J. Xiao (Ed.), *Handbook of Consumer Finance Research* 2nd Edition (pp. 339-355). New York: Springer.

**Cai, Y.,** & Cude, B. (2012). Consumers' adoption of online shopping. In Z. Yan (Ed.) *Encyclopedia of Cyber Behavior* (pp.466-476). Hershey, PA: Information Science Reference.

**Cai, Y.**, & Cude, B. (2008). Online shopping. In J. J. Xiao (Ed.), *Handbook of Consumer Finance Research* (pp. 137-159). New York: Springer.

**Journal Publications**

He, A., **Cai, Y**., Deng, T., & Li, X. (2016). Factors affecting non-green consumer behaviour: an exploratory study among Chinese consumers. *International Journal of Consumer Studies, 40*(3), 345-356. DOI: 10.1111/ijcs.12261.

**Cai, Y.,** Yang, Y., & Guo, P. (2014). Helpless dependents or active independents: A cluster analysis of elders in China. *Social Indicators Research, 119*(3), 1247-1263. DOI: 10.1007/s11205-013-0556-8.

**Cai, Y.**, & Cude, B. (2011). Reference prices and consumers' feeling of regret: An investigation of consumers' use of an online price-bidding method. *International Journal of Consumer Studies, 35*, 441-447.

Wu, L., **Cai, Y.**, & Liu, D. (2011). Online shopping among Chinese consumers: An exploratory investigation of demographics and value orientation. *International Journal of Consumer Studies, 35*,458-469.

Pontikis, K., Martin, A., **Cai, Y.**, Kim, J., Cao, W., Giordano, A., & Torabian-Riasati, S. (2011). Sustainability in teaching, research, and community practice: The FCS department at California State University, Northridge. *Journal of Family and Consumer Sciences, 103*(2), 40-46.

**Cai, Y.**, Martin, A., & Cao, W. (2010). Understanding saving and debt behavior among Chinese seniors: An exploratory study. *Journal of Consumer Education, 27*, 73-86.

**Cai, Y.**, & Yang, Y. (2010). The effect of financial goal and wealth change on risk tolerance: An experimental investigation. *Journal of Personal Finance, 9*, 148-169.

**Cai, Y.**, Yang, Y., & Cude, B. (2008). Inconsistencies in U.S. consumers' attitudes toward and use of electronic banking: An empirical investigation. *Journal of Financial Services Marketing, 13*(2), 150-164.

## CONFERENCE PRESENTATIONS

**Cai, Y**., Bakhtiari, F., Gonsalves, K., Mimura, Y., et al. (2016). Financial socialization among Chinese American young adults: Focus on the role of 'filial piety.' A poster presented at 2016 CA-AFCS Biennial Conference, Burbank, CA, April 1 – April 2, 2016.

**Cai, Y.**, & Yang, Y. (2012). Financial goal clarity and risk tolerance: An experimental investigation. A poster presented at the American Council on Consumer Interests 2011 Annual Conference in Memphis, TN, and published at the peer reviewed proceedings *Consumer Interest Annual, Vol. 58.*

**Cai, Y.,** & Yang, Y. (2011). Retirement planning in an emerging market: A cluster analysis of Chinese seniors' attitudes and behaviors. A research paper presented at the American Council on Consumer Interests 2011 Annual Conference in Washington, DC, and published at peer reviewed proceedings *Consumer Interest Annual, Vol. 57.*

**Cai, Y.**, & Yang, Y. (2010). Financial goal and risk tolerance: An experimental investigation. A research paper presented at The Society of Financial Service Professionals 2010 Forum in Orlando, FL.

**Cai, Y.**, Martin, A., & Cao, W. (2010). Saving and debt behavior among Chinese seniors: An empirical investigation of the 'cushion hypothesis.' A poster presented at the American Council on Consumer Interests 2010 Annual Conference in Atlanta, GA, and an extended abstract published at peer reviewed proceedings *Consumer Interest Annual, Vol. 56.*

Wu, L., **Cai, Y.**, & Liu, D. (2009). Value orientation, Internet usage, and online shopping adoption: A structural equation modeling investigation on Chinese consumers. A research paper presented at American Council on Consumer Interests 2009 Annual Conference in Milwaukee, WI, and an extended abstract published at peer reviewed proceedings *Consumer Interest Annual, Vol. 55,* 38-40.

**Cai, Y.**, & Yang, Y. (2008). The effect of financial goal and wealth level on risk tolerance: An experimental investigation. A research paper presented at American Council on Consumer Interests 2008 Annual Conference in Orlando, Florida, and an abstract published at peer reviewed proceedings *Consumer Interest Annual, Vol. 54,* 119.

## SERVICE TO THE PROFESSION

### PROFESSIONAL AFFILIATIONS

- American Council on Consumer Interests (ACCI) (2000-present)
- California Consumer Affairs Association (2007-present)

### JOURNAL AND CONFERENCE REVIEWS

- *Journal of Financial Counseling and Planning* (2015)
- *International Journal of Consumer Studies* (2010-2015)
- *Journal of Family and Economic Issues* (2009-2015)
- *Social Indicators Research* (2013)
- *Journal of Consumer Affairs* (2007, 2009, 2013)
- *Family and Consumer Sciences Research Journal (*2009, 2012*)*
- Asia-Pacific Conference of the Association for Consumer Research (2011)
- American Council on Consumer Interests (ACCI) (2008, 2009, 2010)
- Asian Consumer and Family Economics Association (ACFEA) (2009)

### PROFESSIONAL ORGANIZATION COMMITTEE

- Board of Directors, American Council on Consumer Interests (ACCI) (2016-2019)
- Chair, ACCI Student Travel Grant Committee (2006-2011)
- Chair, ACCI Nomination and Election Committee (2011-2012)
- Member, ACCI International Committee

## PROFESSIONAL RECOGNITIONS

- 2014-2015 CSUN Exceptional Levels of Service to Students Award
- Outstanding Reviewer for the *Journal of Family and Economics Issues* (2008-2011)
- 2010-2011 Sara Douglas Fellowship, International Textile and Apparel Association