

Congrong Ouyang, Ph.D.

Assistant Professor

Department of Personal Financial Planning

College of Health and Human Sciences

Kansas State University

Phone: 614-707-9773

Email: congrong@ksu.edu

ORCID: <https://orcid.org/0000-0001-7661-6993>

Academic Employment

August 2022 – present

Assistant Professor

Department of Personal Financial Planning

Kansas State University

Manhattan, KS

August 2020 – July 2022

Lecturer

Auburn University

Auburn, AL

August 2019 – June 2020

Visiting Scholar and Lecturer

The Ohio State University

Columbus, OH

Education

2019

The Ohio State University

Ph.D. in Consumer Sciences, Personal Finance

Dissertation: Factors related to the financial obligations of U.S. homeowner and renter households

2016

The Ohio State University

M.S. in Consumer Sciences, Personal Finance

Thesis: Parents' saving behaviors on children's potential college expenses

2013

The Ohio State University, Fisher College of Business

B.S.B.A. in Accounting

Scholarship

Primary: Consumer Borrowing Decisions, Financial Wellbeing, Financial Technology

Secondary: Financial literacy, Wealth Management

Published and Accepted Refereed Journal Articles

1. **Ouyang, C.**, Chatterjee, S., & Crandall, T. (In press). The impact of the COVID-19 income shock on debt management. Accepted by *Financial Services Review*.
2. **Ouyang, C.**, & Hanna, S.D. (2022). The effect of racial/ethnic differences on the financial obligations' ratio of renters. *Financial Services Review*. 30(2022), 165–177.

3. KE White., **Ouyang, C.**, Qi, J., & McCoy, M. (2022). An application of financial resilience to retirement planning by racial/ethnic status. *Journal of Retirement*. 9(4), 31-45.
4. Loibl, C., **Ouyang, C.**, & Snyder, A. (2020). Professionals' perceptions of food insecurity among their low-income clients. *Journal of Social Service Research*, published online. DOI:10.1080/01488376.2018.1532942
5. **Ouyang, C.**, Hanna, S.D., & Kim, K.T. (2019). Are Asian American households more likely than other households to expect to help children with college costs? *Journal of Family and Economic Issues*, 40 (3), 540–552. DOI: <https://doi.org/10.1007/s1083>

Under Review

1. Routh, A., & **Ouyang, C.** (Revised and resubmitted in September 2024). Understanding the influence of 'buy now, pay later' (BNPL) services in managing household finances.
2. Anderson, J., Sanchez, D., Gallardo, J., Lawson, D., **Ouyang C.** (Revise and resubmitted in October 2024) Exploring the effect of federal student loan payment resumption on borrowers through sentiment and textual analysis using X.
3. **Ouyang, C.**, Joseph, M.B., & Zhang, Y. (Under review, submitted in September 2024). Enhancing financial well-being through strategic savings: A moderated mediation approach.
4. A Rollins-Koons., Staples, T., & **Ouyang, C.** (Under review, submitted in September 2024). Homeownership and financial well-being.
5. Li, J., **Ouyang, C.**, Shen, J. (Under review, submitted in August 2024). Strategic wealth management for Chinese households: Navigating liquid and non-liquid assets for overseas education planning.
6. Li, J., Li, J., & **Ouyang, C.** (Under review, submitted in July 2024). Physical climate risk, commercial insurance and household saving behavior.
7. Collier, N., **Ouyang, C.**, M. Joseph., Anderson G., & Staples, T., (Under review, submitted in July 2024). Navigating the financial information maze: How information sources may shape risk tolerance.
8. **Ouyang, C.**, Naveed, K., & Chatterjee, S. (2024). Poverty and mortgage delinquency: Unpacking the mediating role of financial overconfidence. (Under review, submitted in November 2024).

Invited Articles

1. **Ouyang, C.**, Naveed, K., & Joseph, M.B. The link between social responsibility, risk-taking, and financial well-being (FWB). (Under review, submitted in October 2024).

Grants Activities

Principal Investigator, Certified Financial Planner® Board

Project: The Upcoming Great Wealth Transfer and The Critical Role of CERTIFIED FINANCIAL PLANNER™ Professionals

Period: August 2024 – February 2025

Amount: \$31,114 (under review)

Co-Primary Investigator, National Endowment for Financial Education (NEFE)

Project: Quality or Quantity? How financial education impacts financial capability and financial anxiety

Period: 2023-2024

Amount: \$168,315 (unfunded)

Co-PI: McCoy, M., Kiss, E., White, K., Ouyang, C., Zhang, Y., & Joseph, M.

Principal Investigator, Kansas State University, University Small Research Grant (USRG)

Project: Managing financial obligations during crisis cycles: What can big data tell us?

Period: November 2022 – August 2024

Amount: \$4,500 (fully funded)

Principal Investigator, The American Council on Consumer Interests (ACCI) Small Grant

Project: Managing Financial Obligations during the COVID-19 Crisis: The impact of Financial Knowledge, Philanthropic Behavior, and Bequest Motives.

Period: November 2021 – August 2023

Amount: \$2,500 (unfunded)

Co-PI: White, K., & Johnson, P.

Principal Investigator, Professional Development Funds Award

Project: Summer Course (Re)Design (CRD), Biggio Center, Auburn University.

Period: April 2021 – August 2021

Amount: \$1,000 (fully funded)

Co-Primary Investigator, Academy for Writing Grant Program

Project: Integrating High Impact Practices, The Office of University Writing & The ePortfolio Project

Period: August 2020 – August 2021

Amount: \$2,000 (fully funded)

PI: Tan, L., Burnsed, A., Lee, Y-A, Martin, K., & Weber, P. C.

Co-Primary Investigator, Daniel F. Breeden Endowed Grant Program

Project: Integrating Virtual Site Visits and Interviews in Philanthropy and Nonprofit Studies Education

Period: Jan 2021 – Dec 2021

Amount: \$4,000 + \$1,067 matching funds from the Department of Consumer and Design Sciences (fully funded)

Co-PI: Weber, P.C.

Conference Papers, Posters, and Presentations

1. **Ouyang, C.** & Chatterjee, S. (August 2024). Balancing perception and reality: The impact of financial knowledge and overconfidence on mortgage delinquency during the COVID-19 pandemic. The Global Forum for Financial Consumers (GFFC), Ithaca, NY.
2. **Ouyang, C.** & Routh, A. (July 2024). Financial Innovation and household management: Assessing the role of 'buy now, pay later' services. Chinese Economic Society Annual Conference, Zhejiang, China.
3. Routh, A., & **Ouyang, C.** (May 2024). Understanding the influence of 'buy now, pay later' (BNPL) services in managing household finances. American Council on Consumer Interests, Milwaukee, WI.
4. **Ouyang, C.**, & Hanna, D. S. (December 2023). Racial and ethnic disparities in household financial obligations: Changes from 2016 – 2019. Academic Research Colloquium for Financial Planning and Related Disciplines, Washington, DC.
5. **Ouyang, C.**, & Hanna, D. S. (May 2023). The effect of education loan on financial obligation of U.S. homeowner and renter, 2016 – 2019. American Council on Consumer Interests, Las Vegas, NV.

6. **Ouyang, C., & Hanna, D. S.** (October 2023). An assessment of financial obligations behaviors of U.S. Renters and Homeowners. Academic Research Colloquium for Financial Planning and Related Disciplines, Washington, DC.
7. **Ouyang, C., & Hanna, D. S.** (November 2021). The effect of credit constraint status on the financial obligations over income ratio? Virtual Academic Research Colloquium for Financial Planning and Related Disciplines.
8. **Ouyang, C.** (November 2021). Factors relate to households with a saving goal of charitable contributions. Association for Research on Nonprofit Organizations and Voluntary Action, Atlanta, GA.
9. **Ouyang, C., & Hanna, D. S.** (February 2020). The effect of racial/ethnic differences on the financial obligations' ratio of renters and homeowners. Academic Research Colloquium for Financial Planning and Related Disciplines, Washington, DC.
10. **Ouyang, C., & Hanna, D. S.** (March 2019). The financial obligations' ratio of U.S. renters and homeowners. Midwest Economic Association, St Louis, Missouri
11. **Ouyang, C., & Hanna, D. S.** (December 2018). Financial obligations' ratio of U.S. renters and homeowners. The East Lake International Forum for Outstanding Overseas Young Scholars, Wuhan, China
12. **Ouyang, C., & Hanna, D. S.** (July 2018). The effect of racial/ethnic differences on the financial obligations' ratio of renters and homeowners. Asian Consumer and Family Economic Association, Fuzhou, China
13. **Ouyang, C., & Hanna, D. S.** (June 2018). Housing market choices: financial obligations' ratio of U.S. renters and homeowners. Dalian University of Science and Technology Research Seminar, Dalian, China
14. **Ouyang, C., & Hanna, S. D.** (February 2018). The effect of having an education loan on having a heavy financial obligations burden. Academic Research Colloquium for Financial Planning and Related Disciplines, Washington, DC.
15. **Ouyang, C., & Hanna, S. D.** (October 2017). The financial obligations burden of U.S. renter and owner households after the great recession. Academy of Financial Services, Nashville, TN.
16. **Ouyang, C., & Hanna, S. D.** (February 2017). The financial obligations burden of U.S. households after the great recession. EHE Graduate Student Research Forum, The Ohio State University.
17. **Ouyang, C., & Hanna, S. D.** (October 2016). Parent intentions to help with children's college education. Academy of Financial Services, Las Vegas, Nevada.
18. **Ouyang, C., Hanna, S. D. & Kim, K. T.** (July 2016). Are Asian households in the U.S. more likely than other households to help children with college costs? Asian Consumer and Family Economics Association, Hong Kong.
19. **Ouyang, C., & Hanna, S. D.** (February 2016). Are parents willing to help children with college costs? EHE Graduate Student Research Forum, The Ohio State University
20. **Ouyang, C., & Hanna, S. D.** (June 2016). How does credit attitude affect having a saving goal for children's college? American Council on Consumer Interests, Washington, DC.
21. **Ouyang, C., & Hanna, S. D.** (October 2015). Children's college as a saving goal. Academy of Financial Services, Orlando, Florida.

Invited Research Presentations

1. **Ouyang, C.** (October 2024). The Professor Is In: A Practical Guide to Academic Balance and Success. University of Georgia. Virtual Seminar.
2. **Ouyang, C.** (April 2024). Coping with different client risk attitudes: What academic research tells us. Wealth Management Center, University of Texas at Austin. Austin, TX.

3. **Ouyang, C.** (December 2023). An information search perspective of financial advice-seeking and financial management behavior. Department of Political Economy Research Seminar, University of International Business and Economics, Beijing, China.
4. **Ouyang, C.** (September 2022). Housing Choices and Financial Burden. Department of Consumer Sciences, The Ohio State University. Virtual Seminar.
5. **Ouyang, C.** (December 2018). Managing Insurance Planning within Engineering Project Management. Hua Zhong University of Science and Technology Research Seminar, Wuhan, China.
6. **Ouyang, C.** (September 2018). The effect of financial literacy on financial obligations of homeowner and renter. Department of Consumer Sciences Family Finance Seminar, The Ohio State University. Columbus, OH.
7. **Ouyang, C.** (September 2017). Financial Obligations Among Homeowners and Renters. Department of Consumer Sciences Seminar Series, The Ohio State University. Columbus, OH.
8. **Ouyang, C.** (December 2016). College Planning: How Savings Goals Differ Among Parents from Various Racial and Ethnic Groups. Department of Economics, Hua Zhong University of Science and Technology, Wuhan, China

Teaching Experience

Kansas State University

Fall 2024

- Personal Financial Planning Seminar Series (PFP 300/900)
- Introduction to Personal Financial Planning (PFP 105/624)
- Research cluster (PFP 808)

Summer 2023 – Summer 2024

- Statistical Methods in Personal Financial Planning (PFP 806)

Fall 2023 – Spring 2024: Kansas State University, Manhattan, KS

- Foundations in Research (HHS 888)

Spring 2023 – Spring 2024

- Estate Planning (PFP464)

Fall 2022 – Spring 2023

- Advanced Personal Fin Plan (PFP 305)

Summer 2022

- Survey PFP Research/Theory (PFP 825)

Auburn University

Estate Planning and Philanthropy (CADS 4040)

Consumer Financial Planning (CADS 3970)

Gender, Wealth and Philanthropy (CADS 3700)

Consuming and Giving: Spend, Save and Share (CADS 1700)

The Ohio State University

Families in Business (CSCFFS 3270)

Family Tax Planning (CSCFFS 4260)

Retirement Planning and Employment Benefits (CSCFFS 4270)

Special Topic Seminar: Family Finance (CONSCI 8891)

Family Financial Management (CSCFFS 5260, capstone)

Retirement Planning and Employment Benefits (CSCFFS 4270)

Introduction to Family Financial Management (CSCFFS 2260)

Certified Financial Planner (CFP®) Program Development

- I started developing Financial Planning Program registered with the Certified Financial Planner Board since September 2020 in Consumer and Design Sciences department in Auburn University.
- Developments include curriculum meetings with department chair and faculty members, syllabuses revisions, program applications etc.

Curriculum Development

Foundations in Research (KSU HHS 888). Fall 2023. Major Revision.

In Fall 2023, I undertook a comprehensive overhaul of the HHS 888 curriculum, a graduate-level course focused on the fundamentals of research. This course is crafted to lay the groundwork for students in social science research methods, preparing them for a future in scholarly research. The revamped course, introduced in Fall 2023, features a project-based classroom environment. It includes weekly modular learning, pre-recorded video content, guest lectures, and a progressive approach to developing research proposals. This structure aims to equip students with a solid understanding of social science research principles.

Advanced Financial Planning (KSU PFP 305). Fall 2022. Major Revision.

I completely restructured the curriculum for PFP305 in Fall 2022, a junior level course that meets CFP® exam requirements. This course is designed to provide students with a foundation in financial planning and financial counseling and their many tenets, preparation for the CFP® Exam and/or AFC® Exam, and for a career as a professional financial planner/counselor. I implemented the course in Fall 2022 in a flipped classroom model by filming reading videos, step-by-step financial modeling projects, Google Sheets analysis, and led workshops to stimulate students learning outcomes.

Doctoral Student Advising

Co-Major Advisor:

Jason Anderson	Ph.D., Personal Financial Planning, Kansas State University	Expected 2025
Gregory Anderson	Ph.D., Personal Financial Planning, Kansas State University	Expected 2027

Committee Member:

Andrew Scott	Ph.D., Personal Financial Planning, Kansas State University	Expected 2025
Matthew Mizuta	Ph.D., Personal Financial Planning, Kansas State University	
Daniel Yerger	Ph.D., Personal Financial Planning, Kansas State University	

Awards

1. College of Education and Human Ecology (EHE) Office of Research Graduate Student Travel Award, The Ohio State University 2017
2. Department of Human Sciences Travel Grants, The Ohio State University 2017
3. College of Education and Human Ecology (EHE) Office of Research Graduate Student Travel Award, The Ohio State University 2016

4. Department of Human Sciences Travel Grants, The Ohio State University 2016
5. Student/Young Professional Excellence Scholarship, 2016 ACCI conference 2016
6. College of Education and Human Ecology (EHE) Office of Research Graduate Student Travel Award, The Ohio State University 2015
7. Department of Human Sciences travel grants, The Ohio State University 2015
8. Graduate Assistantship, The Ohio State University 2014 – 2018
9. Merit Scholarship, George Fox University 2008 – 2011

Professional Service

Editorial Service

- 2024 – present Associate Editor for *Financial Planning Review*
- 2023 – 2024 Editorial Board *Financial Planning Review*
- 2023 – present Reviewer for *Financial Services Review, International Journal of Consumer Studies*
- 2019 – present Reviewer for *Journal of Family and Economic Issues, Journal of Financial Counseling and Planning, Journal of Consumer Affairs*

Professional Organization

- 2024 – present Conference Committee Chair in Training, American Council on Consumer Interests (ACCI)
- 2023 – present Membership Committee Member, American Council on Consumer Interests (ACCI)
- 2022 – present Reviewer, National Science Foundation (NSF)
- 2022 – present Reviewer, U.S. News Education

College and University

- 2024 – present Academic Standard Committee, Health and Human Sciences, Kansas State University
- 2023 – present Ph.D. Committee, Personal Financial Planning, Kansas State University
- 2023 – 2024 Ph.D. Comprehensive Exam Committee, Personal Financial Planning, Kansas State University
- 2023 Reviewer & Panelist, University Small Research Grant (USRG), Kansas State University
- 2023 Reviewer & Panelist, Faculty Development Award (FDA), Kansas State University
- 2023 Member, Professor of practice and Program director search committee, Kansas State University
- 2021 – 2022 Office of Inclusion and Diversity: Honoring the Dream: Exploring 21st Century Civic Engagement and Advocacy, Auburn University
- 2020 – 2022 Committee Member, program curriculum design and courses teaching schedules, Auburn University
- 2017 – 2020 Committee Member, EHE Graduate Student Research Forum, The Ohio State University

Professional Membership

- 2015 – present Member, Academy of Financial Services
- 2016 – present Member, American Council on Consumer Interests (ACCI)
- 2018 – present Member, Financial Planning Association (FPA)
- 2022 – present Member, Indigenous Faculty and Staff Alliance (IFSA), Kansas State University

Media Mentions

Date	Source	Hyperlink
March 6 th , 2023	WalletHub	https://wallethub.com/best-personal-loan-600-credit-score#expert=Congrong_Ouyang_and_Blake_Gray
April 5 th , 2023	WalletHub	https://wallethub.com/credit-cards/secured/#expert=Congrong_Ouyang
January 23 rd , 2024	WalletHub	https://wallethub.com/best-student-checking-accounts#expert=Congrong_Ouyang
March 22 nd , 2024	WalletHub	https://wallethub.com/edu/ci/cheapest-full-coverage-car-insurance/87274#expert=Congrong_Ouyang
July 17 th , 2024	WalletHub	https://wallethub.com/edu/ci/how-much-does-insurance-go-up-after-an-accident/87986#expert=Congrong_Ouyang
July 26 th , 2024	Market Watch Guides	https://www.marketwatch.com/guides/personal-loans/best-loans-for-bad-credit/#toc-our-experts

Professional Experience

- DOmedia & NCT Ventures, Columbus, OH, Summer Associate 2015
- Buckeye Promotions Group, Columbus, OH, Director of Human Resources 2014
- Buckeye Promotions Group, Columbus, OH, Corporate Trainer 2014
- BASF Chemical Company, Hong Kong/Shanghai, China, Cash Management Intern 2012

Community Service and Leadership Experience

- The Learning Community of GTAs**, Columbus, OH, Graduate Associate 2019
Attended and volunteered at Inquiry-based Instruction Workshops
- International Student Community Service**, Columbus, OH, Founder 2010
Successfully recruited over **500** volunteers and established professional leads with 5 community organizations within **10** months
- Ascend Pan-Asian Leaders**, Columbus, OH, Vice President 2012
Established the OSU chapter and achieved more than **40%** success recruitment rate
- PWC xTREME Case Competition**, Columbus, OH, Team Leader 2012
Designed a strategic tax plan for a global technical company, achieved more than a **14%** tax benefit
- National College Student Service Organization**, Tibet, China, Group Leader 2011
Taught at a local elementary school with subjects like vocabulary, mathematic facts, letter formation/handwriting skills etc.
- Service Trip**, Seattle, U.S., Geroge Fox University Team Leader 2010
Served at several different ministries, including Urban Impact and New Horizons Ministries, and did everything from working at an after-school tutoring program to working with runaways and prostitutes.
- Service Trip**, Los Angeles, U.S., Geroge Fox University Vice Team Leader 2009
Served at Dream Center, a government-run shelter in Los Angeles, California. Served 5 needed local communities including homeless, elementary school students, and seniors etc.