

## From the Editor

This issue ends Volume 13 and my third year as Editor of *Financial Services Review*. I'd like to briefly summarize Volume 13. In this volume, I accepted 20 articles out of 92 submissions, an acceptance rate of 21.7%. Of the 20 acceptances, eight were related to investment management, three to retirement planning, and two to risk tolerance. The others were spread over a range of areas including credit management, real estate, financial intermediation, financial knowledge and decision making, and human capital. Comparing the accepted articles to the topic areas comprising the common body of knowledge for the CFP® credential, the most noticeable differences continue to be in income tax and estate planning. Merely classifying papers into categories, however, does not do justice to the implications of the research in our Journal. For example, a number of the papers in *Financial Services Review* involve tax considerations, especially those related to investments and retirement planning. In general, I encourage authors to reach out when discussing implications of their findings to address financial planning in a more comprehensive way. As such, all articles in the Journal will have the appearance of financial planning articles.

The lead article in this volume is by Rui Gao of South Dakota State University, Sherman Hanna of Ohio State University, and Suzanne Lindamood, an attorney in Columbus, Ohio. The authors examine changes in risk tolerance from 1983–2001, finding that individuals tend to have higher tolerance for risk after the stock market has gone up (and vice versa, on the down side). The findings have implications for individuals' tendency to buy high and sell low, and suggest an investor bias towards applying too much weight to recent events. The second article is by Robert Dubil of San Jose State University. Professor Dubil studies the risk implications of a dollar cost averaging investment strategy. He finds that risk reduction due to averaging is significant both in terms of standard deviation of returns and in terms of expected shortfall. The risk reduction benefits of dollar cost averaging increase with time and with the risk of the underlying investment. The third paper is by Padma Kadiyala of Pace University. Dr. Kadiyala analyzes the flow of investments into mutual funds in search of support for the price pressure hypothesis. Stock market returns tend to be related to contemporaneous flows into mutual funds that invest in risky stocks and bonds, providing some support for the price pressure hypothesis. The fourth paper is by Marcelle Arak of the University of Colorado at Denver and Stuart Rosenstein of East Carolina University. They

examine the economics of Savings Bonds, including the embedded options for early redemption, guaranteed minimum rate, and tax-timing. Their analysis indicates that the performance of Savings Bonds has been relatively attractive compared to other default-free assets. The fifth paper is by Qihua (Catherine) Lin of Southern Methodist University and Jinkook Lee of Ohio State University. Professors Lin and Lee study the factors that affect consumers' information search behavior when they make investment decisions. They find that a number of factors matter, including access to information sources such as literature, media, the Internet, and friends/family.

Moving into Volume 14, I currently have over 30 papers under review. I believe that the quality of submissions is increasing from year to year. I also think that the Journal has achieved a firm footing as a high-quality specialty academic outlet in personal financial planning and individual financial management. I appreciate the support of the Academy of Financial Services (AFS) Board and its membership. In particular, I owe the associate editors and reviewers a great deal of thanks. Below is a list of individuals who served as reviewers for articles during the past year. I think that one of the hallmarks of AFS is collegiality, and the reviewers reflected this trait. Whether the decision was to accept, revise, or reject, the comments made were constructive and improved the papers. This is what peer review is supposed to accomplish.

Please consider submission to the *Financial Services Review* and rely on the style information given on our web site ([www.pfp.gsu.edu](http://www.pfp.gsu.edu)) to ease readability and streamline the review process. I continue to welcome articles over the range of areas that comprise personal financial planning. While our articles are certainly eclectic in terms of topic, data, and method, they are focused in terms of motivation. We exist to produce research that addresses issues that matter to individuals. I remain committed to making the journal the best academic outlet in individual financial management and personal financial planning. As some evidence of our success in this endeavor, articles from *Financial Services Review* won three of the CFP® Board academic articles awards in the most recent competition. I'd like to congratulate the authors for their fine work. Please see the announcement below for the winning articles.

The following individuals served as reviewers for manuscripts during the past year:

Perviaz Alam	Dale Domian
Rahda Bhattacharya	John Elger
Laurence Booth	Tom Eysell
Waldo Born	Jonathan Fox
Brian Boscaljon	Vance Grange
Robert Brooks	Jason Greene
S. J. Chang	William Jennings
Natalie Chieffe	Sean Hennessey
Brandon Cline	Doug Hershey
Phil Cooley	Rajiv Kalra
Jim Conover	Doesong Kim
Sam Cox	Sivaram Krishnan
Sharon Danes	Jim Ligon

Tony Loviscek  
Angela Lyons  
Ruth Lytton  
D. K. Malhotra  
Robert Main  
Abdullah Mamun  
Sandip Mukherji  
Chris Robinson

Larry Rose  
Pat Rudolph  
Joe Tombs  
Ralph Trecartin  
Nuttawat Visaltanachoti  
Premal Vora  
Tom Warschauer  
Rob Weigand

### **CFP Board's 2004 ARTICLE AWARD WINNERS!**

Certified Financial Planner Board of Standards, Inc. has recently announced the recipients of its 2003 Article Awards in recognition of meritorious financial planning articles published in academic, professional and trade publications during 2003. Among the winners in the academic journal category were three articles in Volume 12 of *Financial Services Review*. The winners of these \$1,000 awards are as follows:

#### **Academic Journal Articles:**

- Cooley, Philip, Carl Hubbard, and Daniel Walz. "A Comparative Analysis of Retirement Portfolio Success Rates: Simulation Versus Overlapping Periods," *Financial Services Review*, Vol. 12, No. 2, 115–128, Summer 2003.
- Vance Grange, Vickie Hampton, Richard Cutler, Thomas Langdon, and Michael Ryan. "Factors Associated with Success on the CFP® Certification Examination," *Financial Services Review*, Vol. 12, No. 2, 95–114, Summer 2003.
- Doug Waggle and Don Johnson. "The Impact of the Single-Family Home on Portfolio Decisions," *Financial Services Review*, Vol. 12, No. 3, 201–218, Fall 2003.

Conrad Ciccotello