

# Jūra Liaukonytė

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Cornell University  
Charles H. Dyson School of Applied Economics and Management  
SC Johnson College of Business  
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## Academic Positions

Cornell University  
Charles H. Dyson School of Applied Economics and Management

- Dake Family Associate Professor of Applied Economics and Marketing, 2016-present
- Dake Family Assistant Professor, 2009-2016

## Research Areas

Economics of Advertising, Quantitative Marketing, Industrial Organization, Behavioral Economics, Food Marketing and Labeling

## Education

Ph.D., Economics, University of Virginia, 2009

M.A., Economics, University of Virginia, 2005

B.A., Economics, (*Summa cum Laude; Research Honors*), Vytautas Magnus University, Lithuania, 2003

## Working Papers

- “Strategic Obfuscation and Price Fairness” with W. Allender, T. Richards and S. Nasser; *R&R, Marketing Science*
- “Lead Offer Spillovers” with M. McGranaghan, G. Fisher and K. Wilbur; *R&R, Marketing Science*
- “Switching Costs and Store Choice” with T. Richards; *Reject & Resubmit, Journal of Marketing Research*
- “Is Comparative Advertising an Active Ingredient in the Market for Pain Relief?”; *R&R, Journal of Economics & Management Strategy*

- EARIE Young Economist Award for “exceptionally innovative and high-quality paper”
- “Background Noise? TV Advertising Affects Real Time Investor Behavior” with A. Zaldokas
- “Saving “For Your Baby”: Framing and Priming in Print-at-Home Coupons” with M. Mc-Granaghan and K. Wilbur
- “Unpacking Consumer Preferences in Presence of Different Organic Certification Standards” with N. Streletskaya and H. Kaiser

## Publications

- S. Anderson, F. Ciliberto, J. Liaukonyte and R. Renault. 2016. “Push-me, Pull-you: Comparative Advertising in OTC Analgesics Industry.” *RAND Journal of Economics*, 47(4): 1029-1056
- L.J. Chiu, J.Liaukonyte, M.Gómez, and H. M. Kaiser. 2017. “Socially Responsible Labels: What Motivates Consumers to Pay a Premium?” *Applied Economics*, 49: 1833-1846.
  - Selected for AEA/ASSA Annual Meeting, session on “Frontiers in the Economics of Food Labeling”.
- J. Liaukonyte, T. Teixeira, K. Wilbur. 2015. “Television Advertising and Online Shopping.” *Marketing Science*, 34(3), 311-330.
  - Lead Article
  - John D.C. Little award for the best marketing paper published in *Marketing Science*, *Management Science* or another *INFORMS* journal finalist
  - Selected for *Marketing Science* press campaign
- Findings cited in *Empirical Generalizations of Marketing Impact, 2nd Edition*, (ed. by Mike Hanssens, Marketing Science Institute, 2015).
- T. Richards, J. Liaukonyte and N. Streletskaya. 2016. “Personalized Pricing and Price Fairness.” *International Journal of Industrial Organization*, 44(1): 138-153
- J. Liaukonyte, N.Streletskaya, H. Kaiser. 2015. “Noisy Information Signals and Endogenous Preferences for Labeled Attributes.” *Journal of Agricultural and Resource Economics*, 40(2): 179–202.
- J. Liaukonyte, N.Streletskaya, H. Kaiser. 2015. “Long-Term Impact of Positive and Negative Information on Food Demand.” Forthcoming, *Canadian Journal of Agricultural Economics*.
- J. Liaukonyte, T.J. Richards, B. Rickard and H.M. Kaiser. 2015. “Under-Contribution to Generic Advertising due to Self-Interested Inequity Aversion.” *European Review of Agricultural Economics*, 42(3), 473-479.
- T. Wang, J. Liaukonyte and H. Kaiser. 2015. “Does Advertising Content Matter? Impacts of Healthy Eating and Anti-Obesity Advertising on Willingness-to-Pay by Consumer Body Mass Index.” Forthcoming, *Agricultural and Resource Economics Review*.

- N. Streletskaia, W. Amatyakul, H. Kaiser, P. Rusmevichientong and J. Liaukonyte. 2015. “Menu-Labeling Formats and Their Impact on Dietary Quality.” Forthcoming, *Agribusiness: An International Journal*.
- Shuay-Tsyr Ho, B. Rickard and J. Liaukonyte. 2014. “Economic and Nutritional Implications from Changes in U.S. Agricultural Promotion Efforts.” *Journal of Agricultural and Applied Economics*. 46(4): 593-613.
- J. Liaukonyte, N. Streletskaia, H. Kaiser, B. Rickard. 2013. “Consumer Response to “Contains” and “Free of” Labeling: Evidence from Lab Experiments.” *Applied Economic Perspectives and Policy* 35(3): 476-507.
- S. Anderson, F. Ciliberto and J. Liaukonyte. 2013. “Information Content of Advertising: Empirical Evidence from the OTC Analgesics Industry.” *International Journal of Industrial Organization* 31(5): 355-367.
  - Lead Article
- J. Liaukonyte, B.J. Rickard, H.M. Kaiser, A. M. Okrent and T.J. Richards. 2012. “Economic and Health Effects of Fruit and Vegetable Advertising: Evidence from Lab Experiments.” *Food Policy* 37(5): 543-553.
- Rickard, B.J., J. Liaukonyte, H.M. Kaiser, and T.J. Richards. 2011. “Consumer Response to Commodity-Specific and Broad-Based Promotion Programs for Fruits and Vegetables.” *American Journal of Agricultural Economics* 93(5): 1312–1327.

## Selected Work in Progress

- “Watching People Watch TV” with Matt McGranaghan and Ken Wilbur
- “SAVE vs OFF: Promotional Offer Framings in Coupons” with Matt McGranaghan and Ken Wilbur
- “Are Bundles Substitutes or Complements for Unbundled Promotional Offers?” with Matt McGranaghan
- “Herding Behavior: Evidence from a Quasi-Field Experiment” with Nadia Streletskaia
- “Advertising Content and Audio Ads” with G. Fisher and D. Reiley
- “Exogenous Shocks and Demand for Pain Relievers” with Simon P. Anderson and Federico Ciliberto
- “A Sheening Theory of Advertising” with Simon Anderson and Federico Ciliberto
- “Competitive Advertising Spillovers” with Thales Teixeira and Kenneth Wilbur
- “Advertising Spillovers: From Branded to Generic” with Jonathan Williams

## Other Research

“Introduction to Industrial Organization: Economic Tools of Analysis for the Study of CARICOM Competition Law”, with Kristen Cooper (*Industrial Organization for Practitioners Seminar Manual*).

## Awards and Honors

John D.C. Little award for the best marketing paper published in *Marketing Science*, *Management Science* or another *INFORMS* journal, finalist, 2016

Young Faculty Teaching Excellence Award, 2013

EARIE Young Economist Essay Award, 2009

Bankard Fund for Political Economy Pre-Doctoral fellowship, 2007-2008

National Science Foundation fellowship for Meeting of Nobel Prize Laureates in Economics, Germany, 2006

Outstanding Teaching Award, University of Virginia, 2005-2006

Graduate Fellowship, Department of Economics, University of Virginia, 2003-2008

Dupont and Mastercard Fellowships, University of Virginia, 2003-2005

European Union Socrates Scholarship, Jonkoping International Business School, Sweden, 2003

G. Soros Scholar, Undergraduate Exchange Program, Slippery Rock University, PA, 2001-2002

Open Society Institute, New York Summer Civil Society Program Grant, 2002

Undergraduate Full Scholarship, Vytautas Magnus University, Lithuania, 1999-2003

Outstanding Undergraduate Thesis, Vytautas Magnus University, Lithuania, 2003

Highest Honors List, Vytautas Magnus University, Lithuania, 1999-2003

## Conferences and Invited Talks

2018      11th Workshop on Economics of Advertising and Marketing, Columbia University, New York City

16th ZEW Conference on The Economics of Information and Communication Technologies, Mannheim, Germany

Innaugural Baltic Economic Conference, Vilnius, Lithuania

Toulouse School of Economics, Toulouse, France

Humboldt University and WZB Berlin Social Science Center, Berlin, Germany

ISM University of Management and Economics, Vilnius Lithuania

Vilnius University, Lithuania

Bank of Lithuania, Vilnius Lithuania

- 2017 10th Workshop on Economics of Advertising and Marketing, Tbilisi, Georgia  
Marketing Camp, Lerner College of Business, University of Delaware  
Northeast Marketing Consortium, MIT
- 2016 Marketing Science – Federal Trade Commission Economic Conference on Marketing and Consumer Protection, Washington DC  
Rady School of Management, UC San Diego  
Triennial Invitational Choice Symposium, Lake Louise, Canada  
Lithuanian Conference on Economic Research  
9th Workshop on Economics of Advertising and Marketing, Vilnius, Lithuania
- 2015 International Conference of Agricultural Economists, Milan, Italy  
AAEA & WAEA Joint Annual Meeting, San Francisco, CA  
Northeastern Agricultural and Resource Economics Association Meetings, Newport, RI  
University of Connecticut
- 2014 University of Delaware  
University of Massachusetts-Amherst  
University of Texas, Dallas Marketing FORMS conference
- 2013 McGill University, Montreal, Canada  
Northeastern Agricultural and Resource Economics Association Meetings, Ithaca, NY
- 2012 Marketing Science Conference, Boston, MA
- 2011 IV Conference on the Economics of Advertising and Marketing, Moscow, Russia  
University of Chicago, Booth School of Business, Marketing Seminar, Chicago, IL  
Yale Marketing-Industrial Organization Conference, New York City, NY
- 2010 Southern Economics Association Conference, Atlanta, GA  
INFORMS Marketing Science Conference, Cologne, Germany  
III Conference on the Economics of Advertising and Marketing, Barcelona, Spain
- 2009 Quantitative Marketing and Economics Conference, University of Chicago, Booth School of Business, Chicago, IL  
European Association for Research in Industrial Economics, Ljubljana, Slovenia  
International Industrial Organization Conference, Boston, MA
- 2008 Cornell University, Applied Economics and Management  
University of Minnesota, Carlson School of Management  
University of New South Wales, Australian School of Business  
University of Toronto, Rotman School of Management  
Washington University, Olin Business School  
INFORMS Marketing Science Conference, Vancouver, Canada  
Doctoral Student Consortium, Vancouver, Canada

## Teaching Experience

Cornell University:

- AEM 4160: Strategic Pricing (undergraduate, enrollment ~50)
  - Evaluations: Average: 4.9/5; Median 5/5.
- AEM 4550: Economics of Advertising (undergraduate, enrollment ~50)
  - Evaluations: Average: 4.9/5; Median 5/5.
- AEM 7010: Applied Microeconomics (PhD core, enrollment 10-20)
  - Evaluations: Average: 5/5; Median 5/5.

Brandeis University, International Business School (Instructor):

- Intermediate Microeconomic Analysis (Econ 80A), Spring 2008

University of Virginia, Department of Economics (Instructor, Rated 4.6/5 vs. Department Average 3.8/5):

- Industrial Organization (Econ 419), Spring 2007
- Intermediate Microeconomics (Econ 301), Summer 2006

University of Virginia, Department of Economics (Teaching Assistant):

- Intermediate Microeconomics, Summer 2005/Fall 2005/Spring 2006; Principles of Microeconomics, Fall 2003/Fall 2004; Principles of Macroeconomics, Spring 2004/Spring 2005

## Grants

HATCH Grant (2014) “Evaluating the Impact of Positively and Negatively-Framed Anti-Obesity Advertising.” \$75,000

Dyson School Faculty research grants program (2010) “Cross-Media Effectiveness of Advertising Appeals.” \$19,740

HATCH Grant (2010) “Investigating the Indirect Effects of Generic Advertising.” \$75,000

Consumer Market Demand Research Grant (2010) “Advertising of fruits and vegetables: Understanding the effects of commodity-specific and broad-based promotion programs using experimental economics.” with Harry Kaiser, Tim Richards and Brad Rickard. \$22,150

Marketing Science Institute Grant (2006) “Advertising content” with S. Anderson and F. Ciliberto. \$10,000

## Referee Service

*American Journal of Agricultural Economics, European Review of Agricultural Economics, Games and Economic Behavior, Journal of Marketing Research, Management Science, Marketing Science, Journal of Political Economy, Journal of Public Economics, Economic Inquiry, Agribusiness: An International Journal, Food Policy, Applied Economics Perspectives and Policy, Agricultural and Resource Economics Review, Journal of Marketing Research, Journal of Media Economics.*

## University and School Service

Curriculum development for Data Visualization and Marketing Analytics course, 2017-2018

Johnson College of Business, Shared Research Task Force, 2018

Provost's Task Force for Strategic Plan for Data Science at Cornell, 2016-2017

Environmental Economics Search Committee, 2017

Tenure and Promotion Ad Hoc Committee, SC Johnson College of Business, 2017

Reappointment Ad Hoc Committee, SC Johnson College of Business, 2017-present

Vision, Mission and Values Task Force for SC Johnson Cornell College of Business, 2016

Parental Leave Policy Committee, 2016-2018

PhD Qualifying Exam (Applied Microeconomics) Question Writer and Grader, 2012-present

Undergraduate Studies Committee, 2009-2017

Graduate Program Comprehensive Self-Assessment Committee, 2013-2015

Business Analytics Curriculum Exploration Committee, 2014-2015

Quantitative Marketing Search Committee, 2014

## Conference Organizing Service

Conference Program Scientific Committee and Session Chair, Baltic Economic Conference, Vilnius, Lithuania, 2018

Session Chair, 16th ZEW Conference on The Economics of Information and Communication Technologies, Mannheim, Germany, 2018

Co-organizer, 10th Workshop on Economics of Advertising and Marketing, Tbilisi, Georgia, 2017

Co-organizer, 9th Workshop on Economics of Advertising and Marketing, Vilnius, Lithuania, 2016

Session Co-Chair, International Conference of Agricultural Economists, Milan, Italy, 2015

Session Co-Chair, Northeastern Agricultural and Resource Economics Association Meetings, Newport, RI, 2015

Founding member and organizing committee, Lithuanian Conference on Economic Research, 2012-present

## Advising

Member of Cornell University Graduate Fields in: Applied Economics (SC Johnson College of Business), Management (SC Johnson College of Business), and Economics (Arts and Sciences)

### PhD students:

Chair or Co-Chair:

- Matt McGranaghan (expected 2019) – Quantitative Marketing
- Nadia Streletskaya (2016, co-chair) – Experimental and Behavioral Economics; Placement: Assistant Professor, Applied Economics, Oregon State University

Committee Member:

- Xinrong Zhu (expected 2020) - Industrial Organization (Economics Department)
- Jianwei Xing (2018) – Industrial Organization, Environmental Economics; Placement: Assistant Professor, Peking University
- David Murphy (2018) – Industrial Organization, Development Economics; Placement: Assistant Professor, Schroeder School of Business, University of Evansville
- Jing Qian (expected 2019)– Industrial Organization; Environmental Economics
- Kristen Cooper (2013) – Industrial Organization, Placement: Assistant Professor, Gordon College

Outside Committee Member:

- Yifan Yang (expected 2020) – Food Science and Technology
- Michael Adams (2015) – Food Science and Technology

### Master of Science Students:

- Maria Kalaitzandonakes (expected 2019) – Behavioral Economics and Marketing
- Anjali Narang (2018) – Behavioral Economics
- Boya Wang (2018) – Econometrics
- Tony Wang (2014) – Quantitative Marketing, Experimental Economics; Placement: PhD Program in Marketing, Carlson School of Management in University of Minnesota
- Shuay-Tsyr Ho (2013) – Applied Economics; Placement: PhD Program in Applied Economics, Cornell University
- Wansopin Amatyakul (2013) – Applied Economics



- Carlyne Sounders (2013) – Quantitative Marketing, Johnson School
- Madeleine Rochelle (2017, outside member) – Food Science and Technology

**Master of Professional Studies Students:**

- Behavioral Economics and Marketing: Lingyi Xu (2018), Yingying Yu (2018), Lu Wang (2018), Zining Ji (2017), Elena Peng (2017), Geran Tian (2017), Xiaolu Li (2016)

**Undergraduate Students:**

- Connor Rossner (2015) – Honors Thesis Advisor, Economics

**Other**

Languages: Lithuanian (Native Speaker), Russian (Good), German (Basic), Polish (Basic)

Programming experience: STATA, MATLAB, SPSS, C++, Visual Basic, HTML

Citizenship: Lithuania, European Union. U.S. Green Card Holder

Family: Married, one daughter