

# Jūra Liaukonytė

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

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

- Dake Family Associate Professor, 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*), Vytautas Magnus University, Lithuania, 2003

## Publications

- J. Liaukonyte and A. Zaldokas. 2021. Background Noise? TV Advertising Affects Real Time Investor Behavior. *Management Science*, *Forthcoming*.  
– [WSJ coverage](#), [Bloomberg](#).
- W. Allender, J. Liaukonyte, S. Nasser and T. Richards. Strategic Obfuscation and Price Fairness. 2020. *Marketing Science*, *Forthcoming*.
- S. Hamilton, J. Liaukonyte, and T. Richards. 2020. Pricing Strategies of Food Retailers. *Annual Review of Resource Economics*, 12(1).
- M. McGranaghan, J. Liaukonyte, G. Fisher and K. Wilbur. 2019. Lead Offer Spillovers. *Marketing Science*, 38(4), 543-730.
- N. Streletskaya, J. Liaukonyte and H. Kaiser. 2019. Absence Labels: How does Information about Production Practices Impact Consumer Demand? *PLOS One*, 14(6).
- T. Wang, J. Liaukonyte and H. Kaiser. 2018. Does Advertising Content Matter? Impacts of Healthy Eating and Anti-Obesity Advertising on Willingness-to-Pay by Consumer Body Mass Index. *Agricultural and Resource Economics Review*, 47(1).

- L.J. Chiu, J.Liaukonyte, M.Gomez, and H.M. Kaiser. 2017. Socially Responsible Labels: What Motivates Consumers to Pay a Premium? *Applied Economics* 49: 1833-1846.
- 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.
- T. Richards, J. Liaukonyte and N. Streletskaya. 2016. Personalized Pricing and Price Fairness. *International Journal of Industrial Organization*, 44(1): 138-153.
- 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).
- 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.
- N. Streletskaya, W. Amatyakul, H. Kaiser, P. Rusmevichientong and J. Liaukonyte. 2015. Menu-Labeling Formats and Their Impact on Dietary Quality. *Agribusiness: An International Journal*, 32(2).
- Shuay-Tsy 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. Streletskaya, 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.

## Working Papers

- “Watching People Watch TV” with M. McGranaghan and K. Wilbur.
- “Mandatory and Voluntary Labeling Effects” with A. Adalja, E. Wang and X. Zhu.
- “Beneficiary Framing Increases Promotion Uptake” with G. Fisher, M. McGranaghan and K. Wilbur.
- “Switching Costs and Store Choice” with T. Richards.

## Selected Work in Progress

- “Identifying Substitution Patterns Using Product Reviews” with J. Boehnke.
- “SAVE vs OFF: Offer Framings in Coupons” with M. McGranaghan and K. Wilbur.
- “Are Bundles Substitutes or Complements for Unbundled Promotional Offers?” with M. McGranaghan.
- “Herding Behavior: Evidence from a Quasi-Field Experiment” with N. Streletskaya.
- “Advertising Content and Audio Ads” with G. Fisher and D. Reiley.
- “A Sheening Theory of Advertising” with S. Anderson and F. Ciliberto.

## Awards and Honors

John D.C. Little award for the best marketing paper published in *Marketing Science*, *Management Science* or *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

- 2021 Foster School of Business, University of Washington (scheduled)  
European Quant Marketing Seminar
- 2020 Vienna University. Austria (cancelled)  
Oklahoma University  
Marketing Science conference  
Analysis Group  
13th Workshop on Economics of Advertising and Marketing, London, UK (cancelled)
- 2019 NBER conference on Big Data, Boston  
Harvard University, Boston  
ArrowStreet Capital, Boston  
Cornell JCB (Finance group)  
12th Workshop on Economics of Advertising and Marketing, Porto, Portugal  
Marketing Strategy meets Wall Street VI Conference, INSEAD, France  
Marketing Science conference, Rome, Italy  
Frontiers of Empirical Marketing Conference, Miami, Florida  
Roundtable of the Institute for Behavioral Economics and Consumer Choice: Mastering the Marketing Stack, NYC, NY
- 2018 11th Workshop on Economics of Advertising and Marketing, Columbia University  
16th ZEW Conference on The Economics of Information and Communication Technologies, Mannheim, Germany  
Inaugural 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:

- NRE 5220: Quantitative Methods in Marketing (PhD seminar, enrollment ~10).
- AEM 5550: Advertising Strategy (graduate, enrollment ~45).
- AEM 4160: Strategic Pricing (undergraduate, enrollment ~50); Evaluations: 4.9/5.
- AEM 4550: Economics of Advertising (undergraduate, enrollment ~50); Evaluations: 4.9/5.
- AEM 7010: Applied Microeconomics (PhD core, enrollment 10-25); Evaluations: 4.9/5.

Brandeis University, International Business School:

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

University of Virginia, Department of Economics

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

SC Johnson College of Business, Business of Food Grant. 2020. "Category Captaincy and its Impact on Private Label Segment," \$10,000

SC Johnson College of Business, Business of Food Grant. 2019. "GMO Labeling Effects: Evidence from Supermarket Scanner Data," \$10,000

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

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

## University and School Service

### Current:

Dyson Dean Search Committee, 2020-present

Cornell IRB - Human Participants Committee Voting Member, 2019-present

Admissions Committee, PhD in Applied Economics and Management, 2020-Present

Admissions Committee, Masters of Professional Studies, 2019-Present

Graduate Studies Committee, 2020-Present

Marketing Area Seminars and Research Camps Organizing Committee, 2020-Present

Faculty Leader, Masters of Professional Studies, Marketing Concentration, 2019-present

Faculty Advisor, Masters of Professional Studies Final Project, 2019-present

Faculty Mentor, 2019-Present

Faculty representative for Marketing and Applied Economics Concentrations for course substitution approvals, 2018-present

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

### Past:

Contributory Committee for Branding Project, SC Johnson College of Business, 2019

Marketing Search Committee, 2018-2019

Undergraduate Curriculum Committee, 2018-2020

Johnson College of Business, Shared Research Task Force, 2018

PhD Qualifying Exam (Applied Microeconomics) Question Writer and Grader, 2012-2019

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

Environmental Economics Search Committee, 2017

Reappointment Ad Hoc Committee, SC Johnson College of Business, 2017-2018

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

Parental Leave Policy Committee, 2016-2018

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 and Other Service

Bank of Lithuania Vldas Jurgutis Award (awarded for the five-year contribution to the field of economics in Lithuania) and the Award for Best Dissertation in the Field of Economics, 2020-

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 (2020) – Quantitative Marketing; Placement: Lerner School of Business, University of Delaware
- 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); Anne Byrne (Applied Economics; Placement: USDA ERS); 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:

- Alexandra Hall (expected 2022) - Food Science and Technology; WeiYang Zhao (expected 2022) - Food Science and Technology; Yifan Yang (expected 2020) – Food Science and Technology; Michael Adams (2015) – Food Science and Technology

**Master of Science Students:**

- Changlun Lin (2021); Wenxue Zheng (2020); Maria Kalaitzandonakes (2019) – Behavioral Economics and Marketing; Placement: PhD Program in Applied Economics, UIUC; 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-Tsy 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) – Food Science and Technology; Joyce Pranata (expected 2020) – Food Science and Technology

**Undergraduate Students:**

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



## **Other**

Languages: English (Fluent), 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