

Jūra Liaukonytė

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
 - Finalist, Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 5-10 years.
 - Finalist, John D.C. Little award for the best marketing paper published in *Marketing Science*, *Management Science*, or another *INFORMS* journal.
 - 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-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. 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

- “TV Ad Viewability: How Viewer Tuning, Presence and Attention Respond to Ad Content” 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.
- “Personalized and Social Commerce”
- “Identifying Substitution Patterns Using Product Reviews” with J. Boehnke.

Academic Peer Review

- Editorial Review Board, *Journal of Marketing Research*, 2021—present
- Ad-hoc reviewer: *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*.

Awards and Honors

- Finalist, Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 5-10 years, 2021
- Finalist, John D.C. Little award for the best marketing paper published in *Marketing Science*, *Management Science* or *INFORMS* journal, 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; 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 4th Conference on the Economics of Advertising and Marketing, Moscow, Russia; University of Chicago, Booth School of Business; Yale Marketing-Industrial Organization Conference, New York City, NY.
- 2010 Southern Economics Association Conference, Atlanta, GA; INFORMS Marketing Science Conference, Cologne, Germany; 3rd Conference on the Economics of Advertising and Marketing, Barcelona, Spain.

- 2009 Quantitative Marketing and Economics Conference, University of Chicago, Booth School of Business; 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

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

- Co-organizer, [Cornell Young Scholars Research Camp](#), 2021
- Bank of Lithuania Vadas 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–present
- 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-Tsyr Ho (2013) – Applied Economics; Placement: PhD Program in Applied Economics, Cornell University; Wansopin Amatyakul (2013) – Applied Economics; Carolyne 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