

Jūra Liaukonytė

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SC Johnson College of Business
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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

† indicates equal co-authorship (author order alphabetized); ‡ Indicates with a PhD student

- †‡ J. Liaukonyte, A. Tuchman and X. Zhu. 2022. Frontiers: Spilling the Beans on Political Consumerism: Do Social Media Boycotts and Buycotts Translate to Real Sales Impact? *Marketing Science*, *Accepted*.
- †‡ A. Adalja, J. Liaukonyte, E. Wang and X. Zhu. 2022. GMO and non-GMO Labeling Effects: Evidence from a Quasi-Natural Experiment. *Marketing Science*, *Accepted*.
 - Media: NBC News, Politico, Food Dive, Marion Nestle, Alliance for Science
- T. Richards and J. Liaukonyte. 2022. Switching Costs and Store Choice. *American Journal of Agricultural Economics*, *Forthcoming*.
- ‡ M. McGranaghan, J. Liaukonyte and K. Wilbur. 2021. How Viewer Tuning, Presence and Attention Respond to Ad Content and Predict Brand Search Lift. *Marketing Science*, *Forthcoming*.
 - Media: AdExchanger×2, Cornell Chronicle, Fast Company

- † J. Liaukonyte and A. Zaldokas. 2022. Background Noise? TV Advertising Affects Real Time Investor Behavior. *Management Science*, 68 (4).
 - Media: [Wall Street Journal](#), [Bloomberg](#).
- † W. Allender, J. Liaukonyte, S. Nasser and T. Richards. 2021. Strategic Obfuscation and Price Fairness. 2021. *Marketing Science*, 40(1).
- ‡ M. McGranaghan, J. Liaukonyte, G. Fisher and K. Wilbur. 2019. Lead Offer Spillovers. *Marketing Science*, 38(4), 543-730.
- † S. Hamilton, J. Liaukonyte, and T. Richards. 2020. Pricing Strategies of Food Retailers. *Annual Review of Resource Economics*, 12(1).
- ‡ N. Streletskaia, 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. Streletskaia. 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 $\times 2$, 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. Streletskaia, 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. Streletskaia, 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

- “Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy” with S. Chintala and N. Yang (*submitted*)
- “Beneficiary Framing Increases Promotion Uptake” with G. Fisher, M. McGranaghan and K. Wilbur (*Revise & Resubmit*)
- “Personalized and Social Commerce”
- “Identifying Substitution Patterns Using Product Reviews” with J. Boehnke.

Academic Peer Review

- Area Editor, *Journal of Marketing Research*, 2022–present
- Guest Area Editor, *Journal of Marketing Research*, 2021
- Editorial Review Board, *Journal of Marketing Research*, 2021–present
- Editorial Review Board, *Marketing Science*, 2022–present
- Advisory Board, *Baltic Journal of Management; Information & Media*
- Ad-hoc reviewer: *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Political Economy*, *Quantitative Marketing and Economics*, *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

- Poets & Quants, 50 Best Undergraduate Business School Professors, 2022
- Finalist × 2, Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 5-10 years, 2021 and 2022
- 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

- 2022 Erasmus University; Vienna University; Penn State; Instacart Data Science Seminar; Pair-wise (the food-tech company); Economics of Advertising and Marketing Conference, London; Marketing Science Conference.
- 2021 European Quant Marketing Seminar; Foster School of Business, University of Washington; W.P. Carey School of Business, Arizona State University; Baltic Economic Association Research Seminar; Enumerate Industry Panel; Cornell Brownbag Seminar.

- 2020 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; 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; AAEE & 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

Current:

- AEM 5550: Advertising Strategy (graduate, enrollment ~45); Evaluations: 4.9/5.
- AEM 3400: Marketing Analytics Immersion (New)
- AEM 4160: Strategic Pricing (undergraduate, enrollment ~50); Evaluations: 4.9/5.
- AEM 4550: Economics of Advertising (undergraduate, enrollment ~50); Evaluations: 4.9/5.

Past:

- NRE 5220: Quantitative Methods in Marketing (PhD seminar, enrollment ~10).
- AEM 7010: Applied Microeconomics (PhD core, enrollment 10-25); Evaluations: 4.9/5.

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:

- Tenure Clock Harmonization Committee, 2022-present
- Cornell IRB - Human Participants Committee Voting Member, 2019-2022
- Admissions Committee, PhD in Applied Economics and Management, 2020-Present
- Admissions Committee, Masters of Professional Studies, 2019-Present
- Graduate Studies 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:

- Dyson Dean Search Committee, 2020-2021
- Marketing Area Seminars and Research Camps Organizing Committee, 2020-2021
- 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, [13th Workshop on Economics of Advertising and Marketing, London, UK, 2022](#)
- 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–present
- Co-organizer, [Cornell Young Scholars Research Camp, 2021](#)
- 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)
- Economics (Arts and Sciences)

**Indicates Chair of Co-Chair*

PhD students:

- Sai Chintala* (2024), Quantitative Marketing
- Saleh Zakerinia* (2024), Applied Economics and Management
- Xinrong Zhu (2022); Economics. Placement: AP in Marketing, Imperial College
- Anne Byrne (2021); Applied Economics and Management; Placement: Research Economist, USDA Economic Research Service
- Matt McGranaghan* (2020), Quantitative Marketing; Placement: AP in Marketing, Lerner School of Business, University of Delaware
- Jianwei Xing (2018); Applied Economics and Management; Placement: Assistant Professor, Peking University
- Jing Qian (2019); Applied Economics and Management; Placement: Morgan Stanley
- David Murphy (2018); Applied Economics and Management; Current Placement: AP in Economics, Colgate University
- Nadia Streletskaya* (2016); Applied Economics and Management; Placement: AP in Applied Economics, Oregon State University
- Kristen Cooper (2013); Applied Economics and Management; Placement: AP in Economics, Gordon College

Outside Committee Member (All Food Science and Technology):

- Alexandra Hall (expected 2022); WeiYang Zhao (expected 2022); Yifan Yang (2020); Michael Adams (2015)

Master of Science Students:

- Luqi Liang* (2022) [Placement: PhD Program in Marketing, Tsinghua University]; Eric Zhang (2022); Geqing Zhou* (2022); Changlun Lin* (2021) [Placement: PhD Program in Applied Economics, Cornell]; Wenxue Zheng (2020); Maria Kalaitzandonakes* (2019) [Placement: PhD Program in Applied Economics, UIUC]; Anjali Narang (2018) [Placement: PhD Program in Applied Economics, Cornell]; Boya Wang (2018); Tony Wang (2014) [Placement: PhD Program in Marketing, Carlson School of Management in University of Minnesota]; Shuay-Tsyr Ho (2013) [Placement: PhD Program in Applied Economics, Cornell University]; Wansopin Amatyakul (2013); Carlyne Sounders (2013); Madeleine Rochelle (2017) (Food Science and Technology); Joyce Pranata (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