

# 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

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

- †‡J.Liaukonyte, A.Tuchman and X.Zhu. 2022. Rejoinder: Spilling more Beans on Political Consumerism: It is More of the Same Tune. *Marketing Science* (Invited Comment).
- †‡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*, *Forthcoming*.
- †‡A.Adalja, J.Liaukonyte, E.Wang and X.Zhu. 2022. GMO and non-GMO Labeling Effects: Evidence from a Quasi-Natural Experiment. *Marketing Science*, *Forthcoming*.
  - Media: NBC News, Politico, Chicago Booth Review, 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. 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 × 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.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. 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. Streletskaia, 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. 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.

## Working Papers

- “Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy” with S. Chintala and N. Yang (*Revise & Resubmit*)
- “Price Promotions, Beneficiary Framing, and Mental Accounting” 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

2023 Tilburg University; London Business School Marketing Camp.

2022 Marketing in Israel Conference; Vinted Data Science Seminar; Erasmus University; Vienna University; Penn State; Instacart Data Science Seminar; Pairwise (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; 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

### Current:

- AEM 5550: Advertising Strategy (graduate, enrollment ~45); Evaluations: 4.9/5.
- 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.
- AEM 3400: Marketing Analytics Immersion

## University and School Service

### Current:

- Co-Chair, Marketing Area Faculty Search Committee, 2022
- Co-Chair, Tenure and Promotion Internal Ad-Hoc Committee, 2022
- Undergraduate and MPS Curriculum Review Committee, 2022-2023
- 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:

- Tenure Clock Harmonization Committee, 2022
- Cornell IRB - Human Participants Committee Voting Member, 2019-2022
- 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 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
- Co-organizer, [Cornell Young Scholars Research Camp, 2021](#)
- Conference Program Scientific Committee and Session Chair, Baltic Economic Conference, Vilnius, Lithuania, 2018 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](#)
- 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); Carolyne 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

## **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

## **Other**

- Programming experience: STATA, MATLAB, C++, Visual Basic, HTML
- Citizenship: Lithuania, European Union. U.S. Green Card Holder
- Family: Married, one daughter

*Updated: October 2022*