

# 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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[JuraLiaukonyte.com](http://JuraLiaukonyte.com)

## 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, Pricing, Quantitative Marketing, Industrial Organization,  
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

## Editorial and Advisory Boards

- Associate Editor, *Journal of Marketing Research*, 2022–present
- Guest Associate Editor, Special Issue on Digital Platforms, *Marketing Science*, 2023–present
- Editorial Review Board, *Marketing Science*; *Journal of Marketing Research*, 2021–present
- Advisory Board, *Baltic Journal of Management*; *Information & Media*

## Publications

<sup>†</sup> indicates equal co-authorship (author order alphabetized); <sup>‡</sup> Indicates with a Ph.D. student

1. <sup>†‡</sup> S. Chintala, J. Liaukonyte, and N. Yang. 2023. Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy. *Marketing Science*, Accepted.
2. <sup>‡</sup> G. Fisher, M. McGranaghan, J. Liaukonyte and K. Wilbur. Price Promotions, Beneficiary Framing, and Mental Accounting. 2023. *Quantitative Marketing and Economics*.
3. <sup>†‡</sup> J.Liaukonyte, A.Tuchman and X.Zhu. 2023. Rejoinder: Spilling more Beans on Political Consumerism: It is More of the Same Tune. *Marketing Science* (Invited Comment).

4. <sup>†‡</sup> J.Liaukonyte, A.Tuchman and X.Zhu. 2023. Frontiers: Spilling the Beans on Political Consumerism: Do Social Media Boycotts and Buycotts Translate to Real Sales Impact? *Marketing Science*.
  - Media: The Wall Street Journal, The New York Times, Washington Post, Harvard Business Review, CBC Radio, Cornell Chronicle, Kellogg Insight, Food Dive
  - Invited comments on the paper: Bronnenberg and Dube (2023) and Llelkes (2023)
5. <sup>†‡</sup> A.Adalja, J.Liaukonyte, E.Wang and X.Zhu. 2022. GMO and non-GMO Labeling Effects: Evidence from a Quasi-Natural Experiment. *Marketing Science*.
  - Media: NBC News, Politico, Chicago Booth Review, Food Dive, Marion Nestle, Alliance for Science
6. <sup>‡</sup> M. McGranaghan, J. Liaukonyte and K. Wilbur. 2022. How Viewer Tuning, Presence and Attention Respond to Ad Content and Predict Brand Search Lift. *Marketing Science*.
  - Third most downloaded *Marketing Science* article of all time (January 2023)
  - Media: AdExchanger×2, Cornell Chronicle, Fast Company, MSI at the ARF, MSI Webinar, Hacker News
7. <sup>†</sup> J. Liaukonyte and A. Zaldokas. 2022. Background Noise? TV Advertising Affects Real Time Investor Behavior. *Management Science*.
  - Media: [Wall Street Journal](#), [Bloomberg](#).
8. T. Richards and J. Liaukonyte. 2022. Switching Costs and Store Choice. *American Journal of Agricultural Economics*.
9. M. Thomas, H. Chun, S. Gupta, J. Liaukonyte, S. Shu, and K. Woolley. 2022. Authentically Cornell: The Evolution of Marketing at Cornell. *Customer Needs and Solutions*.
10. <sup>†</sup> W. Allender, J. Liaukonyte, S. Nasser and T. Richards. 2021. Strategic Obfuscation and Price Fairness. 2021. *Marketing Science*.
11. <sup>‡</sup> M. McGranaghan, J. Liaukonyte, G. Fisher and K. Wilbur. 2019. Lead Offer Spillovers. *Marketing Science*.
12. <sup>†</sup> S. Hamilton, J. Liaukonyte, and T. Richards. 2020. Pricing Strategies of Food Retailers. *Annual Review of Resource Economics*.
13. <sup>‡</sup> N. Streletskaia, J.Liaukonyte and H. Kaiser. 2019. Absence Labels: How Does Information about Production Practices Impact Consumer Demand? *PLOS One*.
14. <sup>‡</sup> 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*.
15. <sup>‡</sup> L.J. Chiu, J.Liaukonyte, M.Gomez, and H.M. Kaiser. 2017. Socially Responsible Labels: What Motivates Consumers to Pay a Premium? *Applied Economics*.

16. <sup>†</sup> S. Anderson, F. Ciliberto, J. Liaukonyte and R. Renault. 2016. Push-me, Pull-you: Comparative Advertising in OTC Analgesics Industry. *RAND Journal of Economics*.
17. <sup>‡</sup> T. Richards, J. Liaukonyte and N. Streletskaia. 2016. Personalized Pricing and Price Fairness. *International Journal of Industrial Organization*.
18. <sup>†</sup> J. Liaukonyte, T. Teixeira, K. Wilbur. 2015. Television Advertising and Online Shopping. *Marketing Science*.
  - Lead Article
  - Finalist  $\times 3$ , Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 5-10 years (2021, 2022, 2023).
  - Finalist, John D.C. Little Award for the best marketing paper published in *Marketing Science*, *Management Science*, or another *INFORMS* journal (2016)
  - Findings cited in *Empirical Generalizations of Marketing Impact, 2nd Edition*, (ed. by Mike Hanssens, Marketing Science Institute, 2015).
19. <sup>‡</sup> J. Liaukonyte, N. Streletskaia, H. Kaiser. 2015. Noisy Information Signals and Endogenous Preferences for Labeled Attributes. *Journal of Agricultural and Resource Economics*.
20. <sup>‡</sup> J. Liaukonyte, N. Streletskaia, H. Kaiser. 2015. Long-Term Impact of Positive and Negative Information on Food Demand. Forthcoming, *Canadian Journal of Agricultural Economics*.
21. 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*.
22. <sup>‡</sup> 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*.
23. <sup>‡</sup> 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*.
24. <sup>‡</sup> 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*.
25. <sup>†</sup> S. Anderson, F. Ciliberto and J. Liaukonyte. 2013. Information Content of Advertising: Empirical Evidence from the OTC Analgesics Industry. *International Journal of Industrial Organization*.
  - Lead Article
26. 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*.
27. 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*.

## Active Working Papers & Work in Progress

1. “Brewing Controversy: Bud Light’s Battle with Political Consumerism” (Revising for *Harvard Business Review*) with A. Tuchman and X. Zhu.
2. “Separating the Artist from the Art: Social Media Boycotts, Platform Sanctions, and Music Consumption” with D. Winkler and N. Wlömert
3. “Adding Ads: The Rise of Ad-Supported Subscription Plans and the Impact on Consumer Behavior and Platform Revenue” with D. McCarthy, J. Kook, and A. Tuchman
4. “Personalized and Social Commerce”
5. “Consumer Acceptance of CRISPR-Edited Food and Implications for Online Grocery Shopping” with S. Deng and A. Adalja
6. “When Markets Collide: An Analysis of Cross-Market Mergers on Platform Outcomes” with S. Chintala
7. “Two Hours or Two Days? Impact of Faster Delivery Service on Online Shopping” with Saleh Zakerinia
8. “Identifying Substitution Patterns Using Product Reviews” with J. Boehnke and S. Hristakeva
9. “Firms’ Economic Centrality Dynamics” with A. Zaldokas and A. Ananth

## 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
  - Three years in a row: 2021, 2022, and 2023
- Inaugural Visiting Fellowship for Leading Female Scholars in Economics and Quantitative Marketing, Tilburg University, June 2023
- Poets & Quants, 50 Best Undergraduate Business School Professors, 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

- 2024 *(Scheduled)* Columbia Business School, Columbia University; INSEAD, Haas School of Business, UC Berkeley; Rotman School of Management, Toronto University; Ross School of Business, University of Michigan; University of Minnesota; Wisconsin School of Business, University of Wisconsin-Madison
- 2023 Harvard Business School Marketing Camp; London Business School Marketing Camp; Imperial College London; Hong Kong University of Science and Technology; Hong Kong Polytechnic University; Tilburg University; McGill University; Choice Symposium at INSEAD; Marketing Science Institute; Workshop on Platform Analytics, UCSD; 14th Workshop on Economics of Advertising and Marketing, Sofia, Bulgaria; 12th Annual Lithuanian Conference on Economic Research; Vilnius University Economics Department; Cornell Brownbag seminar
- 2022 Marketing in Israel Conference; Vinted Data Science Seminar; Erasmus University; Vienna University; Penn State; Instacart Data Science Seminar; Pairwise (the food-tech company); 13th Workshop on Economics of Advertising and Marketing, 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; ArrowStreet Capital; 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)
- AEM 4160: Strategic Pricing (undergraduate, enrollment ~50)
- AEM 4550: Economics of Advertising (undergraduate, enrollment ~50)

### Past:

- NRE 5220: Quantitative Methods in Marketing (Ph.D. seminar, enrollment ~10)
- AEM 7010: Applied Microeconomics (Ph.D. core, enrollment 10-25)
- AEM 3400: Marketing Analytics Immersion

## University and School Service

- Chair, Marketing Area Faculty Search Committee, 2023
- 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
- Co-Organizer, Dyson Research Seminar Series, 2022-2023
- 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
- Tenure Clock Harmonization Committee, 2022
- Admissions Committee, Ph.D. in Applied Economics and Management, 2020-2022
- 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
- SC Johnson College of Business, Shared Research Task Force, 2018
- Ph.D. 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

- Scientific Committee, [2024 Workshop on Platform Analytics](#)
- Co-organizer, [14th Workshop on Economics of Advertising and Marketing, Sofia, Bulgaria, 2023](#)
- Alden G. Clayton Dissertation Proposal Award Reviewer, Marketing Science Institute, 2022
- Co-organizer, [13th Workshop on Economics of Advertising and Marketing, London, UK, 2022](#)
- Bank of Lithuania Vladas 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
- 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

## Academic Peer Review

- Ad-hoc reviewer: *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Marketing*, *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*

## Advising

Voted into three Graduate Fields at Cornell, granting eligibility to chair Ph.D. committees in:

- Applied Economics (SC Johnson College of Business)
- Management (SC Johnson College of Business)
- Economics (Arts and Sciences)

*\*Indicates Chair or Co-Chair*

### Ph.D. Student Advising:

- Sai Chintala\* (2025), 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 Ph.D. Committee Member (All Food Science and Technology):

- WeiYang Zhao (expected 2024); Alexandra Hall (2022); Yifan Yang (2020); Michael Adams (2015)

### **Masters Student Advising:**

- Joey Ryu (2023) [Placement: Ph.D. Program Harvard Business School]; Shuyue Deng\* (2023) [Placement: Ph.D. Program Tufts University]; Luqi Liang\* (2022) [Placement: Ph.D. Program in Marketing, Tsinghua University]; Eric Zhang (2022); Geqing Zhou\* (2022); Changlun Lin\* (2021) [Placement: Ph.D. Program in Applied Economics, Cornell]; Wenxue Zheng (2020); Maria Kalaitzandonakes\* (2019) [Placement: Ph.D. Program in Applied Economics, UIUC]; Anjali Narang (2018) [Placement: Ph.D. Program in Applied Economics, Cornell]; Boya Wang (2018); Tony Wang (2014) [Placement: Ph.D. Program in Marketing, Carlson School of Management in University of Minnesota]; Shuay-Tsy Ho (2013) [Placement: Ph.D. Program in Applied Economics, Cornell University]; Wansopin Amatyakul (2013); Carolynne Saunders (2013); Madeleine Rochelle (2017) (Food Science and Technology); Joyce Pranata (2020) (Food Science and Technology)

### **Grants**

- Cornell-HKUST Global Strategic Collaboration Award. 2023. “Boycotts, Buycotts, Ethical Consumption and Investors’ Extrapolative Beliefs” with A. Zaldokas, \$10,000
- Marketing Science Institute Grant. 2023. “Adding Ads: The Rise of Ad-Supported Subscription Plans and the Impact on Consumer Behavior and Platform Revenue” with D. McCarthy, J. Kook, and A. Tuchman, \$5,000
- Hong Kong Research Council General Research Grant. 2022. “Firms’ Economic Centrality Dynamics,” Co-PI with A. Zaldokas, \$96,000
- SC Johnson College of Business, Business of Food Grant. 2020. PI, “Category Captaincy and its Impact on Private Label Segment,” \$10,000
- SC Johnson College of Business, Business of Food Grant. 2019. PI, “GMO Labeling Effects: Evidence from Supermarket Scanner Data,” \$10,000
- HATCH Grant. 2014. PI, “Evaluating the Impact of Positively and Negatively-Framed Anti-Obesity Advertising,” \$75,000
- Dyson School Faculty research grants program. 2010. PI, “Cross-Media Effectiveness of Advertising Appeals,” \$19,740
- HATCH Grant. 2010. PI, “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**

- Family: Married, one daughter (b. 2013).
- Dual US and Lithuanian/EU citizen
- Interests: Running, Skiing, Mountain Hiking.