

# JŪRA LIAUKONYTĖ

340B Warren Hall, SC Johnson College of Business (Dyson School), Cornell University

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## ACADEMIC POSITIONS

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### Cornell University, SC Johnson College of Business, Dyson School

—Professor of Marketing and Applied Economics	2024 – Present
—Faculty Director of Research Impact Oversight	2024 – Present
—Dake Family Associate Professor	2016 – 2024
—Dake Family Assistant Professor	2009 – 2016

## RESEARCH INTERESTS

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Quantitative Marketing, Economics of Advertising, Pricing, Industrial Organization, Consumer & Platform Analytics, Food Marketing and Labeling

## EDUCATION

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Ph.D., Economics, University of Virginia	2009
M.A., Economics, University of Virginia	2005
B.A., Economics ( <i>Summa cum Laude</i> ), Vytautas Magnus University, Lithuania	2003

## EDITORIAL BOARDS

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Associate Editor, <i>Journal of Marketing Research</i>	2022–present
Associate Editor, <i>Marketing Science</i>	2024–present
Associate Editor, <i>Quantitative Marketing and Economics</i>	2024–present
Editorial Review Board, <i>Marketing Science</i> ; <i>Journal of Marketing Research</i>	2021–present

## PUBLICATIONS

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- J.Liaukonyte, A.Tuchman and X.Zhu. 2024. Lessons from the Bud Light Boycott, One Year Later. *Harvard Business Review*.
- 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*.
- G. Fisher, M. McGranaghan, J. Liaukonyte and K. Wilbur. Price Promotions, Beneficiary Framing, and Mental Accounting. 2023. *Quantitative Marketing and Economics*.
- 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).
- 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 Coverage: [The Wall Street Journal](#), [The New York Times](#), [The Washington Post](#), [NPR](#), [The Financial Times](#), [Harvard Business Review](#), [MSN](#), [CBC Radio](#), [BBC Radio](#), [AFP](#), [Cornell Chronicle](#), [Kellogg Insight](#), [Food Dive](#)
- Invited comments on the paper: Bronnenberg and Dube (2023) and Llelkes (2023)
- 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 Coverage: [NBC News](#), [Politico](#), [Chicago Booth Review](#), [Food Dive](#), [Marion Nestle](#), [Alliance for Science](#)
- 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*.
  - Media Coverage: [Hacker News](#), [AdExchanger](#), [Cornell Chronicle](#), [Fast Company](#), [another AdExchanger article](#), [MSI at the ARF](#), [MSI Webinar](#)
- J. Liaukonyte and A. Zaldokas. 2022. Background Noise? TV Advertising Affects Real Time Investor Behavior. *Management Science*.
  - Media: [Wall Street Journal](#), [Bloomberg](#).
- T. Richards and J. Liaukonyte. 2022. Switching Costs and Store Choice. *American Journal of Agricultural Economics*.
- 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*.
- W. Allender, J. Liaukonyte, S. Nasser and T. Richards. 2021. Strategic Obfuscation and Price Fairness. 2021. *Marketing Science*.
- M. McGranaghan, J. Liaukonyte, G. Fisher and K. Wilbur. 2019. Lead Offer Spillovers. *Marketing Science*.
- S. Hamilton, J. Liaukonyte, and T. Richards. 2020. Pricing Strategies of Food Retailers. *Annual Review of Resource Economics*.
- N. Streletskaya, J. Liaukonyte and H. Kaiser. 2019. Absence Labels: How Does Information about Production Practices Impact Consumer Demand? *PLOS One*.
- 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*.
- L.J. Chiu, J. Liaukonyte, M. Gomez, and H.M. Kaiser. 2017. Socially Responsible Labels: What Motivates Consumers to Pay a Premium? *Applied Economics*.
- S. Anderson, F. Ciliberto, J. Liaukonyte and R. Renault. 2016. Push-me, Pull-you: Comparative Advertising in OTC Analgesics Industry. *RAND Journal of Economics*.
- T. Richards, J. Liaukonyte and N. Streletskaya. 2016. Personalized Pricing and Price Fairness. *International Journal of Industrial Organization*.
- J. Liaukonyte, T. Teixeira, K. Wilbur. 2015. Television Advertising and Online Shopping. *Marketing Science*.
  - Winner, Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 5-10 years (2024).
  - Finalist × 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, and 2023).

- Finalist, John D.C. Little Award for the best marketing paper published in *Marketing Science*, *Management Science*, or another *INFORMS* journal (2016).
- J. Liaukonyte, N. Streletskaia, H. Kaiser. 2015. Noisy Information Signals and Endogenous Preferences for Labeled Attributes. *Journal of Agricultural and Resource Economics*.
- 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*.
- 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*.
- 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*.
- 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*.
- S. Anderson, F. Ciliberto and J. Liaukonyte. 2013. Information Content of Advertising: Empirical Evidence from the OTC Analgesics Industry. *International Journal of Industrial Organization*.
- 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*.
- 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

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- “Separating the Artist from the Art: Social Media Boycotts, Platform Sanctions, and Music Consumption” with D. Winkler and N. Wlömert; *Revise & Resubmit*, *Journal of Marketing Research*
- “The Impact of Social Media on Music Demand: Evidence from a Quasi-Natural Experiment” with D. Winkler, C. Hotz-Behofsits, N. Wlömert, and D. Papiés; *Reject & Resubmit*, *Marketing Science*
- “The No-Hunger Games: How GLP-1 Medications Are Changing Consumer Food Purchases and the Future of the Food Industry” with S. Hristakeva and L. Feler
- “Local Bias in Global Platforms: Evidence from a Cross-Market Merger” with S. Chintala and E. Manzoor
- “Consumer Acceptance of CRISPR-Edited Food and Implications for Online Grocery Shopping” with S. Deng and A. Adalja
- “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
- “Personalized and Social Commerce”
- “Two Hours or Two Days? Impact of Faster Delivery Service on Online Shopping” with Saleh Zakarinia

## AWARDS AND HONORS

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- Winner, Don Morrison Long Term Impact Award for a significant long run impact on the field of Marketing in the past 5-10 years 2024
- 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 award for Meeting of Nobel Prize Laureates in Economics, 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

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- 2025** (*Including scheduled*) Booth School of Business, University of Chicago; Ross School of Business, University of Michigan, Simon Business School, University of Rochester; UCLA Anderson School of Management (rescheduled); 15th Workshop on Economics of Advertising and Marketing, Tallinn, Estonia
- 2024** (*Including scheduled*) Texas A&M Mays Business School; Tuck School of Business at Dartmouth; University of Minnesota; Columbia Business School, Columbia University; INSEAD; Haas School of Business, UC Berkeley; Rotman School of Management, Toronto University; Wisconsin School of Business, University of Wisconsin-Madison; Marketing Dynamics Conference, Santorini, Greece
- 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, Institute for Behavioral Economics and Consumer Choice: Mastering the Marketing Stack, NYC
- 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, NYC
- 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 & Doctoral Student Consortium, Vancouver, Canada

## TEACHING

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### Current:

- AEM 5550/NRE 6220: Marketing Strategy (management graduate)
- AEM 4160: Strategic Pricing (undergraduate)
- AEM 4550: Economics of Advertising (undergraduate)

### Past:

- NRE 5220: Quantitative Methods in Marketing (Ph.D. seminar)
- AEM 7010: Applied Microeconomics (Applied Economics Ph.D. core)
- AEM 3400: Marketing Analytics Immersion

## UNIVERSITY AND SCHOOL SERVICE

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- SC Johnson College of Business Faculty Director of Research Impact Oversight, 2024-present
- Internal Reappointment Ad-Hoc Committees, 2023-2025
- 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-present
- Admissions Committee, Masters of Professional Studies, 2019-Present
- Graduate Studies Committee, 2020-Present
- Co-organizer, Cornell Young Scholars Research Camp, 2021
- 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, 2018-2023
- Tenure and Promotion Ad Hoc Committee, SC Johnson College of Business, 2017-2023
- 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

## OTHER SERVICE TO THE FIELD

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- Co-organizer, [Workshop on Economics of Advertising and Marketing](#), 2016-2017, 2022-2025
- Scientific Committee, [Workshop on Platform Analytics](#), 2024-2025
- Alden G. Clayton Dissertation Proposal Award Reviewer, Marketing Science Institute, 2022-2024
- 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, 2020-2023
- Conference Program Scientific Committee, Baltic Economic Conference, Vilnius, Lithuania, 2018
- Founding member, Lithuanian Conference on Economic Research, 2012-present

## ACADEMIC PEER REVIEW

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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*

## ACADEMIC ADVISING

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

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

*\*Indicates Chair or Co-Chair*

### **Ph.D. Student Advising:**

- Sai Chintala\* (2025), Quantitative Marketing. Placement: AP in Marketing, Singapore Management University
- Saleh Zakerinia\* (2024), Applied Economics and Management. Placement: Post-doc, Harvard Business School
- 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: AP in Economics, 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 Streletskaia\* (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 (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-Tsyrr 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**

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- 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**

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

*Last Updated: November 2024*