JŪRA LIAUKONYTĖ

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

Cornell University, SC Johnson College of Business, Dyson School

—Professor of Marketing and Applied Economics	2024 – Present
—Dake Family Associate Professor	2016 – 2024
—Dake Family Assistant Professor	2009 – 2016

RESEARCH INTERESTS

Quantitative Marketing, Economics of Advertising, Pricing, Industrial Organization, Consumer & Platform Analytics, 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 BOARDS

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

PUBLICATIONS

- D. Winkler, C. Hotz-Behofsits, N. Wlömert, D. Papies, and J. Liaukonyte. 2026. Does TikTok Promote or Cannibalize Music Streaming? Estimands and Identification with Heavy-Tailed Outcomes. *Quantitative Marketing & Economics*
- D. Winkler, N. Wlömert, and J. Liaukonyte. 2026. Separating the Artist from the Art: Social Media Boycotts, Platform Sanctions, and Music Consumption. *Journal of Marketing Research.*
- S. Hristakeva, J. Liaukonyte, and L. Feler. 2025. The No-Hunger Games: How GLP-1 Medications Are Changing Consumer Food Purchases and the Future of the Food Industry. *Journal of Marketing Research.*
  - Selected Media Coverage: Financial Times, The Washington Post × 3 (1, 2, 3), CNBC, US News, Inc., Quartz, Cornell Chronicle, trending in `r/science`, etc.
- 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.*
  - Honorable Mention, the Retail & Pricing SIG's Best Paper Award 2025
- 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.Streletskaya, H. Kaiser. 2015. Noisy Information Signals and Endogenous Preferences for Labeled Attributes. *Journal of Agricultural and Resource Economics.*
- 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.*
- 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.*
- 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. Streletskaya, 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

- "Fairness and Market Efficiency in Pricing: Price Gouging, Greedflation, and Surveillance Pricing" with Metin Çakır and Timothy Richards; accepted for *Second Edition of the Pricing Research Handbook*
- "Not so De Minimis: Tariffs and Cross-Border Trade on Online Marketplaces" with N. Abou Nabout, Işın Acun, and M. Kaiser
- "Adding Ads: Self-Selection and the Economics of Ad-Supported Subscription Tiers in Video Streaming" with J. Kook, D. McCarthy, and A. Tuchman

- "Local Bias in Global Platforms: Evidence from a Cross-Market Merger" with S. Chintala. T. Bondi, and D. Seputis
- "Corporate Credibility Under Geopolitical Pressure" with O. Kanchanasakdichai and A. Zaldokas
- "Healthiness Index for Grocery Baskets Using Text Embeddings" with Z. Lin, S. Hristakeva, and L. Feler
- "Consumer Acceptance of CRISPR-Edited Food and Implications for Online Grocery Shopping" with S. Deng and A. Adalja
- "Personalized and Social Commerce"

AWARDS AND HONORS

- Honorable Mention, the Retail & Pricing SIG's Best Paper Award 2025
- 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

2026 NYU Stern School of Business, BYU Marriott School of Business, Tepper School of Business at Carnegie Mellon University, UC San Diego Rady School of Management, 16th Workshop on Economics of Advertising and Marketing, Bucharest, Romania; Choice Symposium at Vail.

2025 VQMS, Booth School of Business, University of Chicago; Ross School of Business, University of Michigan, Simon Business School, University of Rochester; ; 15th Workshop on Economics of Advertising and Marketing, Tallinn, Estonia; ISMS Fellows (Senior Fellow).

2024 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, University of Toronto; Wisconsin School of Business, University of Wisconsin-Madison (rescheduled); 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

Current:

- AEM 5550/NRE 6220: Marketing Strategy (management graduate)
- AEM 4160: Strategic Pricing (undergraduate)
- AEM 4550: Attention Markets and Advertising Strategy (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

- 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

- Dick Wittink Prize Selection Committee, Quantitative Marketing and Economics, 2026
- Co-organizer, Workshop on Economics of Advertising and Marketing, 2016-2017, 2022-2026
- Scientific Committee, Workshop on Platform Analytics, 2024-2026
- 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

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

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

- Daniel Winkler (2025), Quantitative Marketing. Placement: Post-doc UNSW
- 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 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 (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-Tsyr Ho (2013) [Placement: Ph.D. 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)

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)
- Citizenship: US and Lithuania/EU
- Interests: Running, Skiing, Mountain Hiking

Last Updated: July 2026