

# Jura Liaukonyte

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Cornell University  
Charles H. Dyson School of Applied Economics and Management  
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## Academic Positions

Cornell University  
Charles H. Dyson School of Applied Economics and Management

- Associate Professor of Applied Economics and Marketing (with tenure), 2016-present
- Dake Family Assistant Professor, 2009-2016

## Research Areas

Economics of Advertising, Quantitative Marketing, Industrial Organization, Food Marketing and Labeling, Behavioral Economics

## Education

Ph.D., Economics, University of Virginia, 2009

M.A., Economics, University of Virginia, 2005

B.A., Economics, (*Summa cum Laude; Valedictorian*), Vytautas Magnus University, Lithuania, 2003

## Published and Forthcoming Articles

(\* indicates equal co-authorship)

( $\mp$  indicates graduate student)

1. L.J. Chiu $\mp$ , J.Liaukonyte, M.Gómez,, and H. M. Kaiser. “Socially Responsible Labels: What Motivates Consumers to Pay a Premium?” *Forthcoming, Applied Economics*.
  - Selected for AEA/ASSA Annual Meeting, session on “Frontiers in the Economics of Food Labeling”.
2. \*S. Anderson, F. Ciliberto, J. Liaukonyte and R. Renault. 2016. “Push-me, Pull-you: Comparative Advertising in OTC Analgesics Industry.” *Forthcoming, RAND Journal of Economics*.

3. T. Richards, J. Liaukonyte and N. Streletska<sup>±</sup>. 2016. "Personalized Pricing and Price Fairness." *International Journal of Industrial Organization*, 44(1): 138-153
4. \*J. Liaukonyte, T. Teixeira, K. Wilbur. 2015. "Television Advertising and Online Shopping." *Marketing Science*, 34(3), 311-330.
  - Lead Article
  - 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).
5. J. Liaukonyte, N. Streletska<sup>±</sup>, H. Kaiser. 2015. "Noisy Information Signals and Endogenous Preferences for Labeled Attributes." *Journal of Agricultural and Resource Economics*, 40(2): 179–202.
6. J. Liaukonyte, N. Streletska<sup>±</sup>, H. Kaiser. 2015. "Long-Term Impact of Positive and Negative Information on Food Demand." Forthcoming, *Canadian Journal of Agricultural Economics*.
7. 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.
8. \*T. Wang<sup>±</sup>, J. Liaukonyte and H. Kaiser. 2015. "Does Advertising Content Matter? Impacts of Healthy Eating and Anti-Obesity Advertising on Willingness-to-Pay by Consumer Body Mass Index." Forthcoming, *Agricultural and Resource Economics Review*.
9. N. Streletska<sup>±</sup>, W. Amatyakul<sup>±</sup>, H. Kaiser, P. Rusmevichientong<sup>±</sup> and J. Liaukonyte. 2015. "Menu-Labeling Formats and Their Impact on Dietary Quality." Forthcoming, *Agribusiness: An International Journal*.
10. Shuay-Tsy<sup>±</sup> Ho<sup>±</sup>. 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.
11. J. Liaukonyte, N. Streletska<sup>±</sup>, 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.
12. \*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
13. 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.
14. 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.

## Papers under Review and Working Papers

1. J. Liaukonyte. “Is Comparative Advertising an Active Ingredient in the Market for Pain Relief?” Revise & Resubmit, *Journal of Economics and Management Strategy*.
  - EARIE Young Economist Award for “exceptionally innovative and high-quality paper”.
2. \*W. Allender, J. Liaukonyte and T. Richards. “Strategic Obfuscation and Price Fairness.” Resubmitted, *Management Science*.
3. J. Liaukonyte, M. McGranaghan<sup>‡</sup> and K. Wilbur “Saving “For Your Baby”: Framing and Priming in Print-at-Home Coupons”, Submitted, *Marketing Science*.
4. M. McGranaghan<sup>‡</sup>, J. Liaukonyte, and K. Wilbur “Anchor Effects and Reference Dependent Utility in Consumer Couponing: Evidence from Field Experiments”

## Selected Work in Progress

1. “Watching People Watch TV” with Matt McGranaghan<sup>‡</sup>, Ken Wilbur and Thales Teixeira.
2. “SAVE vs OFF: Promotional Offer Framings in Coupons” with Matt McGranaghan<sup>‡</sup> and Ken Wilbur
3. “Are Bundles Substitutes or Complements for Unbundled Promotional Offers?” with Matt McGranaghan<sup>‡</sup> and Ken Wilbur
4. “Herding Behavior: Evidence from a Quasi-Field Experiment” with Nadia Streletskaya<sup>‡</sup>
5. “Exogenous Shocks and Demand for Pain Relievers” with Simon P. Anderson and Federico Ciliberto
6. “A Sheening Theory of Advertising” with Simon Anderson and Federico Ciliberto
7. “Competitive Advertising Spillovers” with Thales Teixeira and Kenneth Wilbur
8. “Advertising Spillovers: From Branded to Generic” with Jonathan Williams

## Other Research

“Introduction to Industrial Organization: Economic Tools of Analysis for the Study of CARICOM Competition Law”, with Kristen Cooper (*Industrial Organization for Practitioners Seminar Manual*).

## Awards and Honors

Finalist, John D.C. Little award for the best marketing paper published in *Marketing Science*, *Management Science* or another *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

## Grants

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

## Teaching Experience

Cornell University:

- AEM 4160: Strategic Pricing (undergraduate, enrollment ~50)

- Evaluations: Average: 4.9/5; Median 5/5.
- AEM 4550: Economics of Advertising (undergraduate, enrollment ~50)
  - Evaluations: Average: 4.9/5; Median 5/5.
- AEM 7010: Applied Microeconomics (PhD core, enrollment 10-20)
  - Evaluations: Average: 4.8/5; Median 5/5.

Brandeis University, International Business School (Instructor):

- Intermediate Microeconomic Analysis (Econ 80A), Spring 2008

University of Virginia, Department of Economics (Instructor, Rated 4.6/5 vs. Department Average 3.8/5):

- Industrial Organization (Econ 419), Spring 2007
- Intermediate Microeconomics (Econ 301), Summer 2006

University of Virginia, Department of Economics (Teaching Assistant):

- Intermediate Microeconomics, Summer 2005/Fall 2005/Spring 2006; Principles of Microeconomics, Fall 2003/Fall 2004; Principles of Macroeconomics, Spring 2004/Spring 2005

## Conferences and Invited Talks

- 2016      Marketing Science – Federal Trade Commission Economic Conference on Marketing and Consumer Protection, Washington DC (scheduled, September)  
             Rady School of Management, UC San Diego (scheduled, October)  
             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 IV Conference on the Economics of Advertising and Marketing, Moscow, Russia  
 University of Chicago, Booth School of Business, Marketing Seminar, Chicago, IL  
 Yale Marketing-Industrial Organization Conference, New York City, NY
- 2010 Southern Economics Association Conference, Atlanta, GA  
 INFORMS Marketing Science Conference, Cologne, Germany  
 III Conference on the Economics of Advertising and Marketing, Barcelona, Spain
- 2009 Quantitative Marketing and Economics Conference, University of Chicago, Booth School  
 of Business, Chicago, IL  
 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

## Referee Service

*American Journal of Agricultural Economics, European Review of Agricultural Economics, Management Science, Journal of Public Economics, Economic Inquiry, Agribusiness: An International Journal, Food Policy, Applied Economics Perspectives and Policy, Agricultural and Resource Economics Review, Journal of Marketing Research, Journal of Media Economics.*

## Department Service

- PhD Qualifying Exam (Applied Microeconomics) Question Writer and Grader, 2012-present  
 Undergraduate Studies Committee, 2009-present  
 Graduate Program Comprehensive Self-Assessment Committee, 2013-2015  
 Business Analytics Curriculum Exploration Committee, 2014-2015  
 Quantitative Marketing Search Committee, 2014

## Conference Organizing Service

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

PhD students:

- Nadia Streletskaia – Co-Chair (AEM: Experimental and Behavioral Economics; PhD Expected: May 2016; placement: Assistant Professor, Applied Economics Department, Oregon State University)
- Matt McGranaghan – Chair (AEM: IO, Marketing; In progress)
- Jing Qian – Committee Member (AEM, IO, Environmental Economics; In Progress)
- David Murphy – Committee Member (AEM, Developmental Economics; In Progress)
- Kristen Cooper – Committee Member (AEM: IO, graduated 2013; Placement: Gordon College)
- Michael Adams – Outside Committee Member (Food Science and Technology, graduated 2015)

Master of Science Students:

- Boya Wang – Committee Member (AEM: Econometrics; In Progress)
- Tony Wang – Committee Member (AEM: Marketing, Experimental Economics; graduated 2014; Placement: PhD Program in Marketing, Carlson School of Management in University of Minnesota)
- Shuay-Tsyr Ho – Committee Member (AEM: Applied Economics; graduated in 2013 contributed funding for one semester, placement: PhD Program in AEM, Cornell University)
- Wansopin Amatyakul – Committee Member (AEM: Applied Economics; graduated in 2013)
- Carlyne Sounders – Committee Member (Johnson School: Quant Marketing; graduated in 2013)
- Madeleine Rochelle - Outside Committee Member (Food Science and Technology, in progress)

Master of Professional Studies Students:

- Zining Ji (AEM: Behavioral Economics and Marketing; In Progress)
- Elena Peng (AEM: Behavioral Economics and Marketing; In Progress)
- Ceren Karacasu (AEM: Behavioral Economics and Marketing; In Progress)
- Xiaolu Li (AEM: Behavioral Economics and Marketing; In Progress)

Undergraduate Students:

- Connor Rossner (Honors Thesis Advisor, Economics; graduated in 2015)

## **Other**

Languages: 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