



20. Dec 1927- 14. Aug 2019

In memory of professor emeritus Karl-Erik Wärneryd

Karl-Erik Wärneryd got his PhD at the University of Chicago in 1955. In 1957 he became associate professor in economic psychology at Stockholm School of Business and started to give the first courses in economic psychology. He became professor at SSE in Economic Psychology in 1963.

Karl-Erik's early research concerned consumer behaviour, commercials and mass communication. Later he studied the psychological side of the macro economy, such as taxes, entrepreneurship, saving, investing and the role of expectations. Lastly, he has contributed towards documenting the development of the field of economic psychology.

Karl Erik retired in 1992, but he continued doing research at the CentER for Economic Research at Tilburg University in the Netherlands. He was also a professor Emeritus at the Stockholm School of Business. After his retirement he published books on saving and investment behaviour and contributed to the IAREP conferences until 2007.

Contributions to the field of Economic Psychology

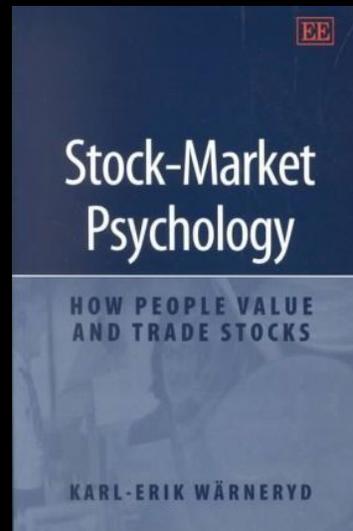
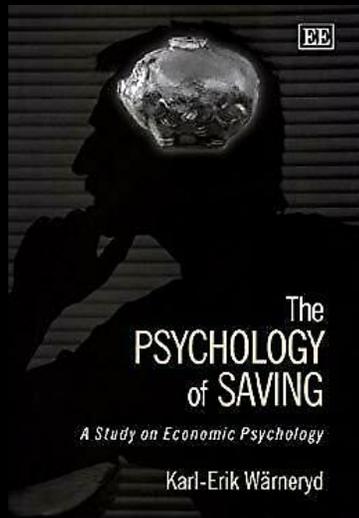
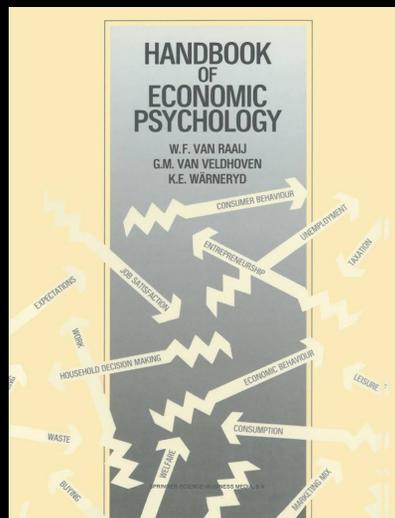


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- Karl-Erik was one of the founding fathers of IAREP –He established the field in Sweden, influencing research in many other academic fields. He also took the initiative to form division 9 - economic psychology in the IAAP.
- He was on the editorial board of the Journal of Economic Psychology from volume 1 until volume 11, and was a joint guest editor of the issue on economic psychology and experimental economics.
- Karl-Erik taught at the IAREP summer school in economic psychology in Linz, Austria, 1999, and he chaired the organising committees of two IAREP conferences in Stockholm: the 1979 IAREP conference and the 1991 joint IAREP/SASE conference.

Karl-Erik wrote many books. Through his first books he introduced economic psychology to Sweden. Two of his first books "Ekonomisk psykologi" (1959) and Konsumtionens ekonomiske psykologi (1979) have been reprinted many times. Kommunikation och påverkan (1969) Konsumtionens ekonomiske psykologi (1979), and later in English (The psychology of saving: A study on economic psychology (1999) and stock market psychology: How people value and trade stocks (2002). Karl-Erik also co-edited the first Handbook of Economic Psychology (1988) together with Gerrit van Veldhoven and Fred van Raaij and he edited Ethics and Economic Affairs together with Alan Lewis (1994).

In addition to the books, Warneryd has published more than 90 papers.



Latest project:
"Economics and
Pssychology over the
Ages".



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