

# **Peter Jarnebrant**

## **Address**

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## **Current employment**

Assistant Professor, December 2011–present;  
Scholar, September 2009–November 2011;  
ESMT European School of Management and Technology, Berlin, Germany.

## **Education**

Ph.D. in Marketing, Columbia University, New York, New York, USA, 2011.

M.Phil. in Marketing, Columbia University, New York, New York, USA, 2007.

B.A. in Economics, magna cum laude, Yale University, New Haven, Connecticut, USA, 2004.

## **Journal publications**

Jarnebrant, P., O. Toubia, and E. J. Johnson (2010). The silver lining effect: Formal analysis and experiment. *Management Science* 55(11): 1832–1841.

## **Works in progress**

Jarnebrant, P., and E. Johnson. *Loss aversion and visual attention: Does attention drive loss aversion?*

Jarnebrant, P., and E. Johnson. *Loss aversion and visual attention: Does loss aversion guide attention?*

Jarnebrant, P., and E. Johnson. *Why remembering matters: The effect of retrieval induced forgetting on the valuation of consumer goods.*

Jarnebrant, P., and K.O.R. Myrseth. *Intuitive inference: Telling tales from means and means from tails.*

Jarnebrant, P., and K.O.R. Myrseth. *Mapping perceptions of deep uncertainty.*

Jarnebrant, P. *Elicitation of prospect theory parameters with Bayesian estimation.*

Jarnebrant, P. *Savoring: Anticipatory utility and psychological distance*.

### ***Selected conference presentations***

The silver lining effect: A formal analysis and application to rebates, Informs Marketing Science, Singapore (2007).

Small gains or smaller losses: Optimal price promotions and the silver lining effect, Association for Consumer Research, Orlando, FL (2006).

### ***Teaching experience***

#### **ESMT:**

Strategic Marketing, MBA course, 2011.

Research Methods (co-taught), MBA mini-course, 2011.

Master's Thesis supervision, MBA program, 2009-11.

Marketing Management, MBA course, 2010.

### ***Affiliations and memberships***

Society for Judgment and Decision Making.

### ***Honors and awards***

Fellow, AMA Sheth Doctoral Consortium, University of Arizona, 2007.

Fellow, Informs Marketing Science Doctoral Consortium, Singapore, 2007.

Fellow, American–Scandinavian Foundation, 2006 and 2007.

PhD Fellowship, Columbia GSB, 2004.

Fellow, John M. Olin Foundation, Yale University (under Paul W. MacAvoy), 2002 and 2003.

James Tobin Award for undergraduate economics research, 2002.

### ***Reviewing and other services***

Reviewer (ad hoc), Journal of Management Mathematics.

Evaluator (project proposals), Romanian Ministry of Education, Research, Youth and Sport.

Reviewer, Association for Consumer Research (working paper submissions), 2008–2009.

ESMT Admissions committee, permanent deputy.

ESMT Behavioral Lab committee, member.

### ***Languages, interests, and skills***

Swedish – native; English, German and Italian – proficient.

Sports – Cycling, golf.

Computers – JMP, R, WinBUGS, SAS.

*Updated: January 12, 2012*