



## Hans B. Thorelli

September 18, 1921 - August 18, 2009

Hans B. Thorelli died August 18, 2009 at his home in Bloomington. A Distinguished Professor Emeritus at Indiana University's Kelley School of Business, he was born in Newark, NJ of Swedish parents in 1921, and grew up in Sweden where he took his LLB, MA, and PhD (Political Economy) degrees at the University of Stockholm. He was a Lieutenant in The Royal Signal Corps during World War II. While studying on a fellowship at Northwestern University, he met his wife-to-be, Sarah (Sally) V. Scott of Atlanta; they were married in Stockholm in 1948.

In 1950-51 Dr. Thorelli was visiting lecturer in the Scandinavian Area Program at the University of Minnesota. While there he received a Rockefeller Foundation grant to finish his multidisciplinary dissertation on the origins of the federal antitrust policy, published simultaneously in the U.S., UK and Sweden in 1954. He received a medal from Lund University for the best treatise in the social sciences of the year in Swedish universities. It is still being used in several law school courses in the United States. After heading the Committee for Economic Development (CED) in Stockholm for a few years, Hans joined the corporate marketing services at General Electric headquarters in New York City. In the fall of 1952, he served the United Nations as resident consultant. He became Professor at the University of Chicago in 1959. While at Chicago he served in Stanford University's program for upgrading the teaching of international business in developing countries. In 1964, he joined Indiana University as Professor of Business

Administration and spent his first year at IU on leave of absence as visiting professor in the Harvard-run International Management Development Institute in Lausanne, Switzerland. After serving as Chair of Marketing at IU in 1966-69, he was visiting professor at the London Graduate School of Business for a year. Upon returning he was appointed E.W. Kelley Professor in 1972, a position he held until retirement 20 years later. He was also named distinguished professor. The University of Gothenburg awarded him an honorary doctorate in 1984.

Thorelli is the author or editor of 12 books, two co-authored with his wife. He has written over 100 articles in professional journals and served on the editorial boards of seven journals. He directed the first field study of consumer experiences in the marketplace in a developing country (Thailand) in 1974. In the same year he joined the Consumer Affairs committee of the U.S. Chamber of Commerce and was instrumental in generating Chamber support for the small claims court legislation. His and Sally's concern with consumer information and protection led to his being named to President Ford's Consumer Advisory Council from 1975-77. He chaired the first doctoral research ever on consumer satisfaction in 1970. In 1976 he received a grant from the Bank of Sweden U.S. Jubilee fund for consumer policy research.

Other works deal with international marketing and strategy. Hans pioneered the use of computer simulations in international business in 1963 and directed the team developing the INTOPIA strategy exercise, published in 1994. INTOPIA goes into Supply Chain Management, in- and outsourcing, strategic alliances, foreign currency management, new product development and other aspects of business strategy at the global level. Together, these "management games" are being used by over 250 universities and companies in more than 50 countries.

Thorelli was renowned for his interest in organization theory and strategy. He applied human ecology to the analysis of organizations and their interaction with their environments. In 1973 and again in 1992, he arranged national conferences at IU with leading scientists and executives in the area of

strategic interaction. The first conference resulted in the book "Structure + Strategy = Performance" (the first business book published by IU Press), the second in two volumes on what he dubbed: Integral Strategy.

Dr. Thorelli served as a U.S. delegate at the OECD in 1985, and as a member of the Council of the Small Business Administration, 1976-77. He was a public member of the National Advertising Review Board, 1984-87 and 1990-93 and a vice president of the American marketing Association. He was an elected fellow of the Academy of International Business and the Royal Academy of Engineering Sciences, Stockholm. He twice received fellowships from both the Rockefeller and Ford Foundations. A true cosmopolitan, he served as visiting professor for semester or annual assignments in a dozen universities and on a short-term basis in an additional 20, among them, the University of Aix-en-Provence (France), Queensland (Australia), Helsinki (Finland), Universidad Catolica de Chile, the Universities of South Africa, Lund (Sweden), St. Gallen (Switzerland), Leipzig and Koblenz (Germany), Ljubljana (Slovenia), Malaga (Spain) and the Dalian and Shanghai Institutes of Technology (China).

He won two excellence in teaching awards from MBA students. Research grants were bestowed by the Midwest Universities Consortium for International Activities, Dow Chemical Corporation, and General Electric Foundation. He also found the time for consulting work with numerous companies, including General Motors, IBM and Sears, Roebuck and Company. At the time of his passing he was the leader of an international team to launch the INTOPIA simulation on the internet.

Hans Thorelli is survived by his wife, Sarah and two children, a daughter, Dr. Irene M. Thorelli of LaCrosse, Wisconsin and a son, Thomas H. Thorelli, a lawyer in Chicago and five grandchildren.

Memorial services will be held Sunday, August 30th from 4:00-7:00 p.m. at the I.U. Foundation. State Road 46 Bypass, Bloomington. Memorial contributions may be made to the I.U. Kelley School of Business, c/o I.U.

Foundation, P.O. Box 500, Bloomington, IN 47402.

# Tribute Wall



“ Just thought about him: i met him the last week of my studies in SG. And his most said sentence I remember as well: "Business ist to stay in Business!"



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**Yves** - July 03, 2020 at 09:11 AM



“ My condolences. Dr Thorelli was my inspiration to becoming a teacher. Thirty wonderful years as an educator later... I will forever be grateful.

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**Dave Stephens** - October 26, 2015 at 04:38 PM

CH

“ Dear Sally:

*This is Singapore Charles.*

*I am sorry to hear the passing away of an IU icon - unfortunately, I heard it only now.*

*Hans was my role model, the one who got me inspired to pursue an academic career. A man I truly admired for his curiosity and passion and the human touch he displayed.*

*I will always remember him and will look forward to meeting him again above.*

*Sally, how are you? Are you in Bloomington? Praying for God's grace and strength for you and your children.*

*Charles Dhanaraj*

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**Charles Dhanaraj** - October 26, 2015 at 04:38 PM

TH

“ To the Thorelli family:

*I am a simple professor now retired in Georgia. Years ago, as a young faculty I met Dr. Thorelli at several academic conferences. He inspired me in my research and professional life. He was such a kind man and willing to help the younger faculty. I will forever be grateful for meeting him and will remember him all of my life.*

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**Thomas Kindel** - October 26, 2015 at 04:38 PM

RJ

“ Sally,  
We were so sorry to learn of Hans' passing. He was a wonderful friend and colleague, and he will be missed.

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**Richard and Jill Olshavsky** - October 26, 2015 at 04:38 PM

TJ

“ Hans was – and will always be - my idea of what the best a person can be. His unwavering good cheer, positive outlook, reason, intelligence and insights, his kind support and generosity, and his class and style – all these things made Hans incomparable. He was an inspiration to so many of us.

*Dear Sally: Our thoughts are with you – we miss him too. We cherish the memories of the many times we saw you and Hans together – a wonderful couple. You were truly his muse.*

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**Tamiko and Johny Johansson** - October 26, 2015 at 04:38 PM

N(

“ Dear Sally, I will always remember your dear husband, Dr. Thorelli. You both invited me to stay in your home during a trip to Bloomington for a conference when I had been a doctoral student at the University of Illinois. Your kindness and warm hospitality made me feel so special. Many times over the years since that visit in the early 1970's I have thought of you both. My sympathy and love to you and all your family. Nancy (Thal) Frontczak

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**Nancy Frontczak (Thal)** - October 26, 2015 at 04:38 PM

TI

“ I had the honour of meeting Dr. Thorelli in Bloomington during one of his INTOPIA sessions - he has contributed immensely to the fields of management education (through INTOPIA) and international marketing. He will be missed.

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**Tim Jones** - October 26, 2015 at 04:38 PM

DS

“ Dear Sally

*I was your dental Hygienist at Drs McGuire and Tharp's office in Bloomington. I am sorry to hear about your loss. I am sending positive energy, good thoughts and prayers to you!*

*I will never forget the wonderful times I had when you arrived in our office. We loved to see you, hear your stories, take your advice and you made our time with you meaningful and delightful.( At a Dental Office, imagine that)*

*I look forward to seeing you again when I'm in Bloomington. I am now serving as the National Chair of the IU Alumni Association.*

*God Bless and keep you!  
Donna Spears*

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**Donna Spears** - October 26, 2015 at 04:38 PM

JG

“ Dear Sallee,  
Hans will live for a very long time in the memories of his students, colleagues, and friends. I understand that well, as I took his Strategy class as an MBA, knew him as a doctoral student, as a colleague at ABSEL, and as his and your friend over a several decades. What a class act, and a role model for legions of us. We too will miss him and his ability to make others feel so much better about themselves. Please take good care of yourself.

*Jim Gentry*

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**Jim Gentry** - October 26, 2015 at 04:38 PM

TC

“ Dear Sally:

*You are in our thoughts; we share your pain. We will always remember Hans for the deep love and admiration he had for you. He taught us so many things about kindness, love, passion, and generosity.*

*We will always cherish the opportunity to have known you and Hans. Take care of yourself. We love you!*

*Our condolences to Tom, Irene, and their families.*

*Love, Judy and Tamer*

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**Tamer and Judy Cavusgil** - October 26, 2015 at 04:38 PM

M"

“ I had never had Hans as my professor, but I was a student of his work. While I was a doctoral student at Michigan State, I had come to know Professor Thorelli's work and been influenced by it. Ever since I took up a professorial job, I have been touched by his "fatherly" kindness, professionalism, and support throughout my career at Missouri, Texas, and at Temple.  
Sally, as we all know, there is always a great woman behind a great man. I hope you can cherish many great memories of Hans. He will always be with you in your heart.

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**Masaaki "Mike" Kotabe** - October 26, 2015 at 04:38 PM

GC

“ I worked for Hans B. Thorelli when he headed the Swedish CED. He was extremely stimulating and really broadened my experience.

*He had a capacity of looking far ahead and thus deemed the Swedish language doomed. Unbelievable at that time but today our language is loosing domain after domain. The e-mail addresses of the Swedish government are in English only. The texts in our remarkable musical export are written in English. Swedish is becoming Swenglish, echoing the English idiom.*

*I was happy to meet Sally and is keeping her in the same warm compartment of my memory.*

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**Göran C-O Claesson** - October 26, 2015 at 04:38 PM

DU

“ Dear Sally, Tom & Norma and Irene with families. We want to send our condolences to you all. Even though we live far from each other, we have always been impressed of Hans achievement and well known reputation. It is a great man that is put to rest, but his legacy will remain for generations. We love you all.

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**David & Ulla** - October 26, 2015 at 04:38 PM

IR

“ Dear Sally, Tom and Irene  
Hans was such a valued member of our Rotary Club, a true gentleman with a ready smile, and a sincere interest in others. I will miss him as I know many of his friends do.  
Very best wishes,  
Ira Zinman

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Ira Zinman - October 26, 2015 at 04:38 PM

CD

“ attempting again to send condolences to family of hans-grandfather of dave, patricia bowes' son  
did not realize what an accomplished scholar he was, and am not surprised now to know where dave gets quick wit and feeling that he would be comfortable living even in the canadian part of our globe.  
my special condolences for the closer relatives of the deceased and that they gradually allow this great man to rest  
in peace

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catherine de Dios - October 26, 2015 at 04:38 PM

RS

“ Dear Sally:

*We only met briefly, at an Annuitants luncheon, but I knew Hans for many years as an exceptionally distinguished colleague and a humanly delightful person. We are very sorry to learn of his passing and send our condolences to you. Among the many segments of the University family who mourn the loss of Hans, I would include Emeriti House, where he appeared on several occasions.*

*best regards,*

*Dick and Susie Stryker*

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**Richard and Susan Stryker** - October 26, 2015 at 04:38 PM

GE

“ Tom & Family,

*My condolences for the loss of your wonderful father. It is a difficult time I am sure. However please draw peace and strength from the fact that you had him with you for so long. I lost my father about 5 years ago and found some solace from thinking about how lucky I was to call him dad (actually Tato in Ukrainian). Life can end at any time, but knowing that your father had a rich, full life can bring you some comfort. You have my sympathy during this trying time.....*

*George Turchyn*

*U-school friend*

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**George Turchyn** - October 26, 2015 at 04:38 PM