

MEMORIAL RESOLUTION

HARVEY C. BUNKE

(November 7, 1921 – November 15, 2013)

Harvey C. Bunke was born in Oshkosh, Wisconsin on November 7, 1921. He graduated from Oshkosh Public High School in 1939.

In the spring semester of 1941 Harvey enlisted in the Army Air Corps. A highly decorated veteran, Staff Sergeant Bunke was discharged after receiving four Distinguished Flying Crosses and two Air Medals for combat actions in the Asiatic-Pacific Theater.

In 1944 Harvey enrolled in the University of Illinois, where he met and married Margaret (Peg) Carlsten in 1947, the year they both graduated with baccalaureate degrees. Harvey continued his education, earning a PhD degree in 1951. Harvey and Peg had three children, C. Martin (Tina) Bunke, Richard Carlsten (Ellen) Bunke, and A. Christine (Karl) Swenson, nine grandchildren and two great grandchildren.

Following graduation, Harvey entered government service as a U.S. Government Senior Price Economist in the Office of Price Stability in Seattle, Washington. Thereafter, he returned to the University of Iowa where he was a professor from 1952 to 1964.

In 1964 he was appointed President of Western Washington College in Bellingham, Washington, where he served until 1967. While there he was instrumental in planning and obtaining funding for the widely acclaimed and award-winning Fairhaven College.

In 1967 Harvey joined the faculty of the Indiana University School of Business. During his tenure he served in a variety of roles, including Professor of Management, Chairperson of the Undergraduate Program, Director of the School of Savings and Loan, Associate Dean, Editor of *Business Horizons*, and near the end of his career Vice President and Chief Administrative Officer of the Indiana University Foundation.

Although Harvey's research spanned a wide range of economic and business-related issues, perhaps his best known and most influential work is *The Liberal Dilemma*. Here the reader is offered a *tour de force* of the evolving values of Western Culture and implications for achieving the Good Society. More than any other this was the central question he addressed in a lifetime of scholarly research and teaching. Business leadership is about far more than how to achieve material wealth or lead a corporate enterprise. There existed, in his mind, more important, challenging, and beneficial organizational and societal goals for a business leader to achieve.

Harvey was both an educator and public intellectual. As an educator he understood the words of Wordsworth:

Enough, if something from our hands hath power
 To live, and act, and serve the future hour;
 And if, as toward the silent tomb we go,
 Through love, through hope, and faith's transcendent dower,
 We feel that we are greater than we know.

Harvey understood that, as a teacher, he could serve the future through his students. And to accomplish this it was not enough to help someone learn to earn a living, he had to help them learn to live a life. And this required going beyond the “nicely calculated less or more” to inform the student about those more important issues that are shaping the society they will live in and helping them to formulate their dreams for making the world a better place.

As an intellectual he understood that the purpose of business education was to prepare business leaders to perform the role of helping to achieve the Good Society. His research taught him to see that teaching in the modern business school had become increasingly fragmented, its mission disconnected from the question of purpose. Concepts of leaders as central actors in achieving the Good Society had become displaced by an emphasis on technical training, conceptions of “Investor Capitalism” in which corporate leaders were recast as mere agents of shareholders, functioning therefore as “hired hands” who labored under the yoke of short-term profitability. In so doing the grander conception of the role and purpose of business in contemporary society was lost. And with this loss an appreciation of the important and vital role business must play in moving society to a better future.

Refusing to retreat from, or accommodate, what many believed to be the inevitable trajectory of business education, Harvey continued to engage generation after generation of students in the innocuously titled course “Business & Society.” It served as the venue in which he challenged students to recognize and understand implications of the forces shaping the Western World, giving meaning to human striving and enabling social progress.

Throughout his lifetime of research, teaching and administration Harvey's vision was singular: leadership, especially business leadership, is not about achieving material wealth. Rather, it is about how an individual could live and lead institutions he or she serves in promoting the Good Society.

Harvey was a gifted scholar and teacher, and wonderful friend whose memory will be cherished by all who had the good fortune to know him.

This memorial resolution will become part of the minutes of the Bloomington Faculty Council. Copies will be sent to Martin, Richard and Christine.

Dr. R. Thomas Lenz
 Professor Emeritus of Management

Douglas Heerema
 Professor Emeritus of Accounting