

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305-2060

OFFICE OF THE PRESIDENT

MEMORIAL RESOLUTION

DALE YODER

(1901 - 1990)

Dale Yoder was Professor of Industrial Relations and Director of the Industrial Relations Center in the Graduate School of Business from 1958 until he became emeritus in 1966. He was recruited from among the nationally and internationally prominent faculty which Stanford was hiring. His presence increased significantly the reputation of the Graduate School of Business.

Yoder was born in Gibson City, Illinois on February 4, 1901, and received a B.S. from James Milikin University, and at the State University of Iowa received an M.A. (1916), and Ph.D. (1929). From 1924 to 1935 he was on the faculty at the University of Iowa.

In 1935 he was invited to the University of Minnesota as Professor of Economics and became the founding Director of the Industrial Relations Center. The center gained recognition as a national leader in the output of research and PhDs who could teach and carry out scholarly work. Dale's individual research contributions on policy issues earned him respect as a leading thinker. His writing stressed the need to clarify and measure the contributions of personnel management and industrial relations. He was particularly interested in examining the role of personnel management and its effectiveness in organizations. With his colleagues and graduate students Yoder introduced attitude measurement for the assessment of management. His contributions were published in his textbooks as well as in journal articles. He received the Warren W. Stockberger Achievement Award, the highest honor of the Society for Personnel Administration. He was a leader in professional organizations: elected president of the MidWest Economics Association; Industrial Relations Research Association, and, Western Division Academy of Management.

In 1968 Professor Yoder received the Man of the Year Award from the American Society for Personnel Administration. He was called “the Father of Personnel Management,” who “had achieved national fame as a scholar, researcher, teacher, writer, lecturer and consultant.” His energy and engaging sense of fun, also noted by his Stanford colleagues, were observed in his ASPA award.

With Herbert G. Heneman, Jr., Yoder received the Distinguished Achievement Award from the University of Minnesota Industrial Relations Alumni Society in 1990. Yoder and Heneman were “pioneers and developers of the science and professional practice of personnel and industrial relations. Their work anticipated and encouraged attention to the complex environment of employment; recognized the role of public policy, unions and employers; and stressed the importance of efficiency in achieving individual, organizational, and societal goals.”

At Stanford Yoder continued to be a mentor for PhD students in their dissertation research and also taught MBA classes. Two of his PhD students became Deans of Business Schools. His research at Stanford included the conduct of a major national study of basic managerial theory.

During his career he served the government as Chairman NRA Compliance Board, Iowa City; technical adviser United States Employment Service; member Regional War Labor Board; consultant War Manpower Commission; vice chairman 6th Regional War Labor Board; chairman Wage Rate Commission; Consultant to the War Department and to the Air Force.

After his retirement from Stanford Yoder set up a Bureau of Business Research at Long Beach State College in 1967 and served until his second retirement in 1975. This bureau included not only his main field of industrial relations but all of business’ functional fields.

Dale was the author of many journal articles and author or co-author of five books, *Manpower Economics and Labor Problems*, *You and Unions*, *Personnel Principles and Policies*, (with H. G. Heneman, Jr.) *Labor Economics*, *Personnel Management and Industrial Relations*. *Personnel Management and Industrial Relations* had five editions which won so many adoptions across the country as to dominate the market. He also was the Editor, *Industrial Relations Series* of Prentice-Hall, and co-editor *Handbook of Personnel and Industrial Relations*. He worked closely with the American

Society for Personnel Administration to improve practice and provide information with the publication of *Handbook*.

Dale died in May 1990, in Los Alamitos, California. He was 89. His colleagues at Stanford will remember him for his friendliness and willingness to work with young and senior faculty. He leaves Mabel his wife who lives in Rossmoor, California; his son Richard Dale, M.D., is in Redding, California. He has four grandchildren and two great-grandchildren.

Thomas W. Harrell, Chair
Robert T. Davis
Gail M. Oxley