Folke Ölander, 21 July 1935–28 December 2013

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It is with sorrow that we received the news that one of the three founding editors of the Journal of Consumer Policy, emeritus professor of economic psychology at Aarhus University, Denmark, Folke Ölander, passed away 28 December after a short period of severe illness. We have lost a wonderful colleague, an inspiring researcher, a supportive mentor, and a dear friend.

Folke Ölander was born in Sweden on the 21st of July 1935. He studied psychology at Stockholm University, where he received his doctoral degree in 1963. His supervisor was the founder of economic psychology in Scandinavia, professor Karl-Erik Wärneryd, Stockholm School of Economics.

After his doctorate, Folke Ölander continued his work in Wärneryd's group at the Stockholm School of Economics where he was affiliated until 1972, followed by a couple of years at the International Institute of Management at the Wissenschaftszentrum Berlin. In this period, Folke Ölander's research focused on core subjects in economic psychology, such as consumer

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saving, as well as on subjects of interest for the field of marketing, including consumer reactions to prices, new products, and advertising. He also studied more basic issues of human behaviour, such as reasons why attitudes and behaviour are not always consistent with each other, how to inform the public in an ethically sound and effective way, and various methodological issues related to these topics. Last but not least, he engaged in consumer action research.

Since the mid-1970s, approximately from the time when he moved to Aarhus School of Business and into a Chair in economic psychology, Folke Ölander's main research interest has been consumer policy. He produced important contributions to the understanding of consumer satisfaction, dissatisfaction, and complaint behaviour in the late 1970s and early 1980s. Later in the 1980s, the consumer and consumer policy-relevant aspects of the newly emerging electronic media and electronic means of payment became another important research area for Folke Ölander. His active interest in these subjects continued well into the 1990s.

However, since the early 1990s, Folke Ölander's main research interest has been focused on the interplay between consumer behaviour and the natural environment, still with a consumer policy angle. Based on the view that consumers have an interest in a non-polluted environment as well as rights and responsibilities in this connection, his research in this period focused on ways to empower consumers and facilitate their active contribution to conservation and environmental protection. Folke Ölander also served 4 years as a member of the board of the Centre for Social Science Research on the Environment in the second half of the 1990s, and from 1996 to 2005, he was a member of two Programme Committees for Research on Sustainable Development set down by the Norwegian Research Council.

At a more general level, Folke Ölander was an active contributor to the development of economic psychology as a research field in Europe. He was one of the founding members of the International Association for Research in Economic Psychology (IAREP) in 1982 and its president in 1989–1991. Folke Ölander played an equally influential role in European and international consumer policy research. He was a member of the Nordic Consumer Committee under the Nordic Council of Ministers from 1994 to 2005, where he took part in the development and organizing of a Nordic consumer research programme. As the chairperson of an Expert Committee for Consumer Affairs, set down by the Danish Minister of Trade and Industry 1999–2002, he has put additional marks on Danish consumer policy research.

For all these achievements, Folke Ölander was honoured at many occasions over the years, including an honorary doctorate at the Stockholm School of Economics in 1999 and a *Festschrift* published by Springer in 2005 with contributions from a large number of great international scholars and friends. However, it was a characteristic trait of Folke Ölander that he was never very eager to get credit for his achievements. What mattered to him was furthering knowledge and research. Especially after he got his chair in Economic Psychology at Aarhus School of Business (ASB; since 2007 part of Aarhus University), in 1975, he was determined in his effort to support the building of viable and thriving research communities and to facilitate and tutor the research of others, especially younger colleagues. He has served as member and often chairperson of several research-granting bodies, in Denmark, Norway, and at the Nordic level, including a period as chair-person of the Danish Social Science Research Council. He served as Associate Dean for Research and Chairman of the Faculty Research Committee at the Faculty of Business Administration at ASB for 14 years. Also, many younger researchers at ASB and elsewhere are immensely indebted to Folke Ölander for his competent and empathetic mentoring and tutoring. His kindness and care was greatly appreciated by everyone in his department, by both academic and administrative colleagues.

Our readers are perhaps most interested in better understanding Folke's crucial role in the *Journal of Consumer Policy*. As the previous paragraphs describe Folke had a long-term

interest and expertise in international consumer policy and very much wanted to influence the academic foundation of this area of inquiry. He had an epiphany—start a scholarly journal that would focus on the theoretical and empirical underpinnings of international consumer policy. So in 1977, Folke was one of the three founding editors of this journal, a role he retained for 29 years until he retired from active service at the end of the 2005 volume. Since then, he remained an important member of the Editorial Board, ensuring that the current editors continued to benefit from his incredible attention to detail as well as his ability to provide constructive criticism and feedback. We have all learned immensely from having worked so closely with him. His high standards of excellence and precision might have seemed daunting, but his warmth of personality and generosity of spirit ensured that working with him was always a valuable experience.

There is another important legacy that Folke leaves—the confluence of work and friendship. He had extraordinary skills in creating an esprit de corps among the editorial team that lasts to this day. The editors continue to not only be academic colleagues but friends as well. We have had many festive occasions with each other and have come to know each other's spouses and partners. We are so indebted to him for creating such an environment. And one cannot end a tribute to Folke without noting the special place that Marlene, his wife, held in his heart. Her unconditional love and support of Folke and his work with the journal was something very special indeed.

Folke has passed away, but the memory of a dear friend, collaborator, mentor, colleague, and a great researcher lives on. Honoured be his memory.

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