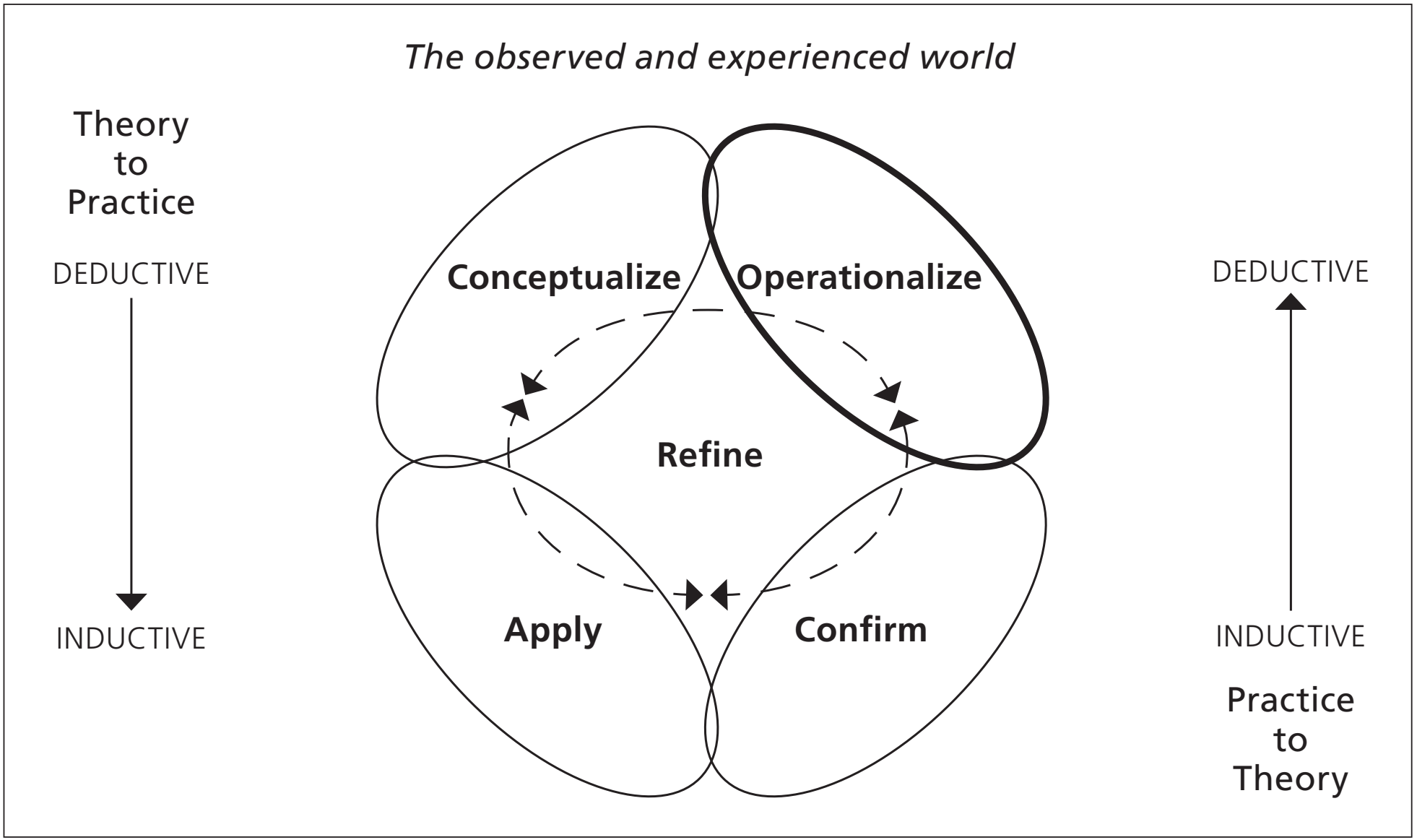FIGURE 5.1 Operationalize Phase of Theory Building in Applied Disciplines