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Theory into Practice, Practice to Theory: Action Research in Method Development

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EJOR Re-submission**Highlights:**

- **Action Research used to i) develop a soft-OR method, and ii) operationalise theory**
 - **A story about a real, and extensive, Action Research programme**
 - **Shows the process of development of a well-established soft-OR method**
 - **Develops the Action Research process and illustrates a model of the process**
- **Shows the process of operationalising the often used idea of 'emergent strategy'**

Theory into Practice, Practice to Theory:**Action Research in Method Development**

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