Mobilising and Nurturing Collaboration in Research –
the Value of a Focused Imagination

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Establishing and nurturing contacts are important and time-consuming elements of interactive research. It is usually the researcher who has to establish and nurture collaboration with practitioners – a task that is not normally part of traditional research. A mutual interest in the subject of the research is a prerequisite for collaboration, but there are quite often other factors that explain why collaboration begins and endures. On the basis of the experience gained in a number of interactive research projects, we address the conditions required for an effective and lasting interplay between collaborating partners. Theoretical inspiration has been provided by studies of so-called imaginary organisations.

Key words: Interactive research, collaboration, imaginary organisations, strategy map

Introduction

Interactive research is characterised by close collaboration between researchers, funders and the subjects of the study concerned. The term

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