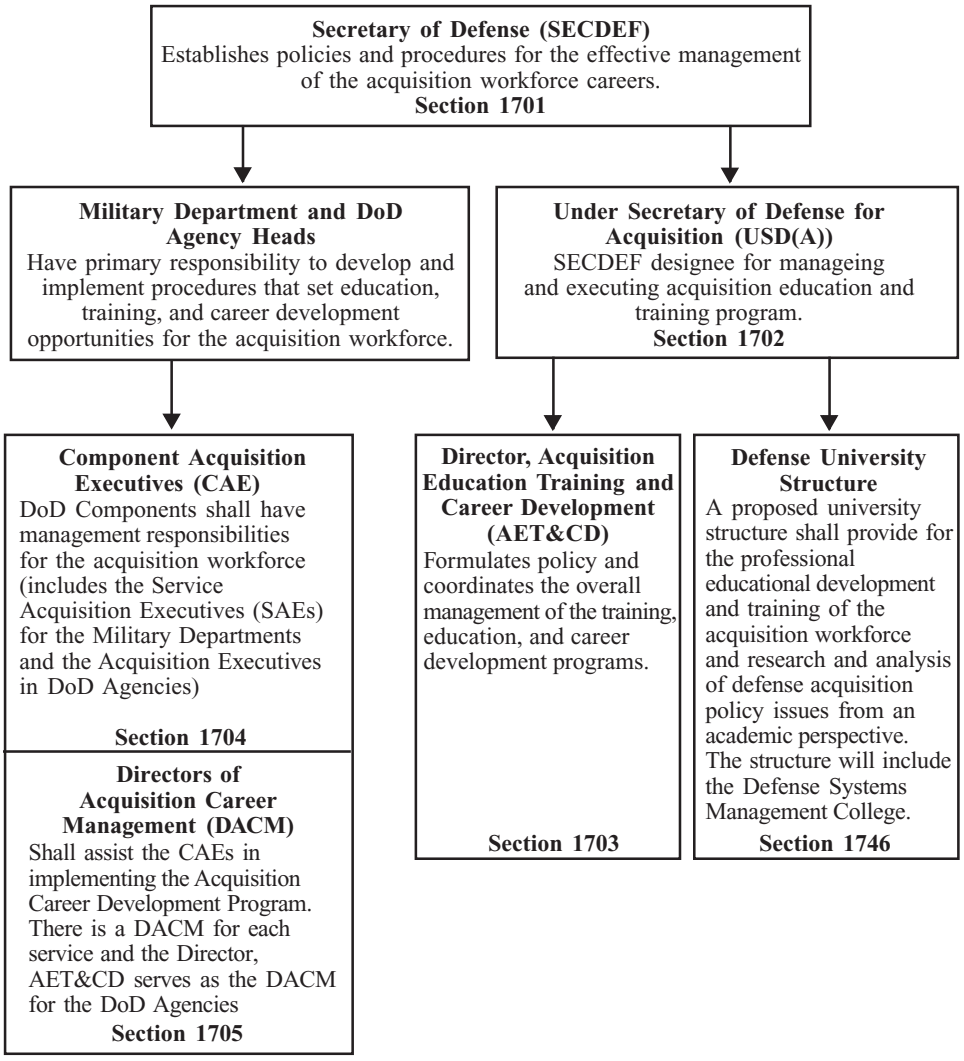DAWIA'S COLLABORATIVE ORGANIZATIONAL FRAMEWORK