First, interpretive research employs a theoretical sampling strategy, where study sites, respondents, or cases are selected based on theoretical considerations such as whether they fit the phenomenon being studied (e.g., sustainable practices can only be studied in organizations that have implemented sustainable practices), whether they possess certain characteristics that make them uniquely suited for the study (e.g., a study of the Case research is a unique research design in that it can be used in an interpretive manner to build theories or in a positivist manner to test theories. It is based on the ideas of German philosopher Edmund Husserl in the early 20th century who believed that human experience is the source of all knowledge. Living standards in New Zealand were among the highest in the world between the late nineteenth century and the 1960s. But New Zealand’s economic growth was very sluggish between 1950 and the early 1990s, and most Western European countries, as well as several in East Asia, overtook New Zealand in terms of real per capita income. By the early 2000s, New Zealand’s GDP per capita was in the bottom half of the developed world. Table 1: Per capita GDP in New Zealand compared with the United States and Australia (in 1990 international dollars). US. Australia.