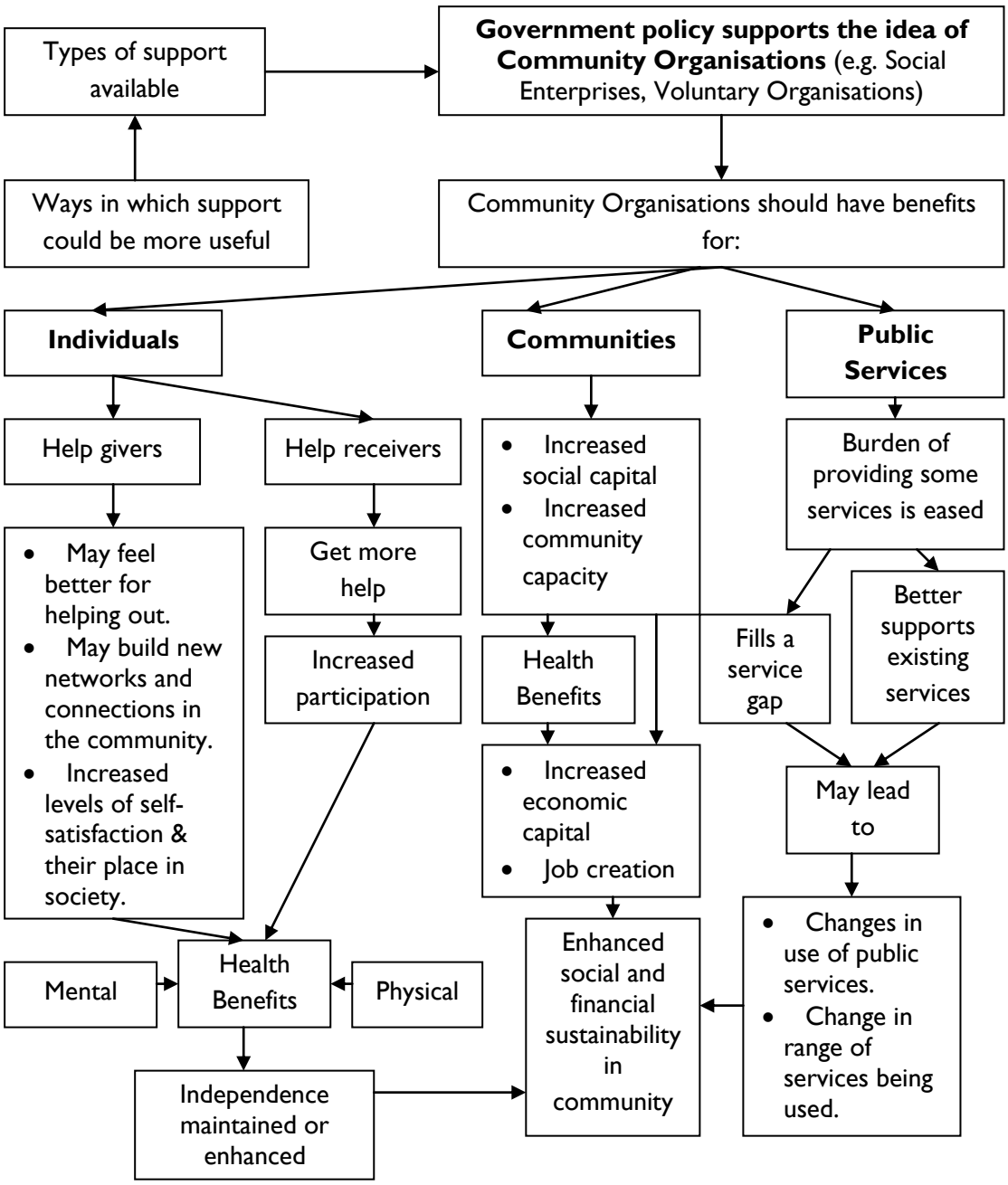O4O Literature Review: Conceptual Map