

# Conceptualization of the Relational Proximity Framework in Christian Missions

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## **Abstract**

How should a missionary evaluate the process of conversion in a Muslim friend? Should it be through the individual's knowledge of the Gospel, or his/her feeling towards Jesus Christ? Up to now various studies assessing the process of conversion have been done in the cognitive and the affective dimensions. Even though many studies relating to conversion highlighted the subjective aspect of transformation, far less research has been done examining conversion in terms of the social dimension. This paper explores how business has defined and measured stakeholder behavioral change in light of the social dimension. The paper mainly focuses on the 'Relational Proximity Framework,' which has been used successfully for measuring social impact in a range of organizations. The literature review shows that if a business achieves relational proximity with stakeholders, it results in successful social and financial outcomes. Even though the 'Relational Proximity Framework' has no direct correlation to effective evangelism, if it is applied to mission work, it would presumably get missionaries to develop a lot of positive social relationships. Based on the findings, I suggested some additional types of evangelization and developed the 'Relational Proximity Framework for Conversion', which may help missionaries determine whether they are on track toward fulfilling their biblical calling of restoring broken relationships with self, others, and the Other (God). Furthermore, the paper examines conversion as a three-stage process: self-mission, other-mission, and Other-mission. The paper proposes that relationship building should be part of the process of measuring what is accomplished on the mission field. (Words: 250)