A commonly seen paradigm in mathematics is to replace objects by morphism from (or to) a given base object. In representation theory, this naturally leads to restriction and induction functors. In this talk we argue that carefully selecting base algebras and their corresponding category of representations can be a systematic way to approach the construction of a well-behaved theory. We will draw upon a variety of examples from associative algebras and vertex algebras. (Received September 17, 2019)