

6. Context and scale. Ecosystem processes operate over a wide range of spatial and temporal scales, and their behavior at any given location is greatly affected by surrounding systems. Thus, there is no single appropriate scale or timeframe for management.

7. Humans as ecosystem components. Ecosystem Management values the active role of humans in achieving sustainable management goals.

8. Adaptability and accountability. Ecosystem Management acknowledges that current knowledge and paradigms of ecosystem function are provisional, incomplete, and subject to change. Management approaches must be viewed as hypotheses to be tested by research and monitoring programs.

Successful Ecosystem Management requires institutions that are adaptable to changes in ecosystem characteristics and in our knowledge base. But to view management as experimental is not to advocate capricious implementation of untried or avant garde actions. It is rather to acknowledge the limits of our understanding of even conventional management procedures to the complex array of ecosystem components necessary for sustained functioning.

Ecosystem Management is not a rejection of an anthropocentric for a totally biocentric worldview. Rather it is management that acknowledges the importance of human needs while at the same time confronting the reality that the capacity of our world to meet those needs in perpetuity has limits and depends on the functioning of ecosystems.

## **INNOVATION AND COMPETITION POLICY**

Докл. - Гай В.

There are two polar notions of competition policy in modern economics. One is competition policy as it coincides with antitrust policy and its enforcement. The other is that competition policy embraces any law or regulation that promotes or inhibits the free operation of the market mechanism. In this chapter we will discuss competition and competition policy in the new economic context definition.

To clarify the relationship between competition and innovation policy we are going to analyze the following questions. What are the implications for innovation and competition policy of globalization and accelerating change? How should we understand competition in the new context? How should we interpret the fact that competition seems to be intensifying while at the same time inter-firm co-operation is becoming more and more frequent?

This area is complex and characterized by long-lasting and competing theoretical streams of thought. Competition analysis and policy is still strongly rooted in the old structure-conduct-performance paradigm. While the mainstream has moved on toward game theory, evolutionary economics has become a major challenge to the mainstream. It is, of course, not the intention to cover this complex theoretical field. What follows will focus on a few specific new features related to the innovation process that indicate a need to rethink both the analysis of and the policy framework for competition.

In general there is a potential contradiction between innovation policy and competition policy. In the main competition policy tends to regard intervention by governments as negative while innovation policy consists of public attempts to guide the rate and direction of innovation. For instance, this general contradiction is reflected in European institutions and policies.

Until recently, co-operation between firms was either neglected or regarded exclusively as a potential threat to competition. One major factor which has changed this view, and made inter-firm collaboration in technology development more legitimate has been the actual growth in the frequency of inter-firm alliances aiming at R&D collaboration. Another factor has been international comparisons of structure and performance indicating that the co-operative mode characterizing inter-firm relationships in Japan has been at least as successful as the more arm length's mode in the Anglo-Saxon countries in promoting innovation and industrial efficiency.

This brings us to some general considerations on competition analysis and policy in relation to innovation. Competition policy

will always aim to establish some general principles that can be applied indiscriminately to all sectors. But the basic mechanisms behind innovation and competition are radically different between sectors like the mechanical engineering, Pharmaceuticals and steel industries.

## ADVERTISING ON WWW

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- In advertising the term media refers to communication vehicles such as newspapers, magazines, radio, television, billboards, direct mail, and the Internet.
- The media are usually classified into either mass or niche media.
- Newspapers, magazines, television and radio are considered mass media because they deliver messages to a widespread, anonymous audience. The wide coverage of the mass media makes them ideal vehicles for advertisers who need to reach a large audience.
- Advertising media such as cable television and direct mail are often viewed as “niche” media because they reach a narrowly defined audience with unique demographic characteristics or special interests.
- The Internet is rather a new medium and is different from conventional advertising media, because it can serve as a communications, transaction and distribution channel, it is interactive by nature and has the capacity for multimedia content.
- Internet audiences are often measured through surveys and tracking. There are two common tracking methods—Web-centric and user-centric.
- Top ten reasons to advertise on the WWW.
- Internet advertising works great with other forms of promotion.