



ΠΑΝΕΠΙΣΤΗΜΙΟ
ΠΑΤΡΩΝ
UNIVERSITY OF PATRAS

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Abstract

Education is a basic and fundamental social process, through which knowledge and opinions are built. It promotes standards and attitudes, and aims at the multifaceted education and wider cultivation of young people, while contributing to their internal completion. It contributes to shaping and training the professional consciousness of individuals, and is a necessary prerequisite for social progress within a society. For this reason, my thesis and research is divided into four main categories: e-learning, online learning platforms MOOCs, entrepreneurship, and finally analysis of specific business strategies to gain competitive advantage and improve business activity in general. More specifically, the subject of this thesis is the specification of standards and initial design and implementation of an application for education on subjects concerning entrepreneurship. Its purpose is to initially examine, and collect necessary material and information, separated into pillars and then converted into a suitable format so that it can be used on a MOOC platform. Also, through an analytical bibliographic study, it is presented and analysed alternative ways of education without geographic or economic constraints, more specifically education that provides equal opportunities to everyone. Moreover, the relatively new and innovative term of MOOCs is introduced and explained, which are tools and platforms that offer free online, to a large number of people education, and the ability to develop new skills and educational services, equal to those higher education institutions provide, without requiring any particular commitment after signing up and participating actively. With the help of MOOCs it is aimed to promote the entrepreneurial type of thinking. In addition, for the enhancement, and encouragement of entrepreneurial activity at a time when the economy is getting worse, the benefits and the factors of enterprise strategic and tactics are mentioned, and at the same time the significance and the development of the spin-off and startups companies in the modern societies are described. In the last section of the thesis, from the conceptual pillars that were created, for the educational purpose of the research, it was chosen to analyze the pillar about proactive and reactive competitive stance and strategy, also based on this pillar, an interactive application was designed and implemented with Adobe Flash tool, in order to help and teach the users on tactics and risk management in a company. While for each of their choices, there is a corresponding assessment and referral to educational material for a more effective learning path.

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31:	Frames	μ	93		
32:	frame	93			
33:	94				
34 :	μ	frameμ	95		
35:	pdf	μ	96		

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MOOCs	Massive Open Online Courses
CBT	Computer Based Training
PLATO	Programmed Logic for Automated Teaching Operations
cMOOCs	connectivist MOOCs
xMOOCs	extended MOOCs
MIT	Massachusetts Institute of Technology
P2PU	Peer to Peer University
SPOCs	Small Private Online Courses
S OCs	Small Massive Online Courses
SSOCs	Synchronous Small Online Courses
COOCs	Corporate Open Online Courses

E-Learning

Information Communication Technology		
μ		Instructor-based learning
μ	μ	Learner-based learning
μ		Computer- based learning
μ		Technology-based learning
μ	μ	Online courses
		Virtual classroom
μ		Web-based learning
		Intranet
		Extranet
		Audiotape
		Videotape
		Satellite tv
μ		Technology-driven
	μ	Delivery-oriented
		Communication-oriented
		Educational paradigm
		Traditional learning
μ	μ	Distance learning
		Mobile learning
		Personalized learning
	μ	Computer based training
	μ	Testing machine
		Teaching machine
μ		World Wide Web
μ	μ	Individualized self-paced-learning online
μ	μ	Individualized self-paced-learning offline
		Computer-assisted learning package offline

μ	μ	μ	μ
	μ		Group-based learning synchronously
	μ	μ	ext-based conferencing
			Group-based learning asynchronously
	μ		E-mail
μ			Classroom-based
	μ		Computer-supported collaborative learning
	μ		Technology enhanced learning
	μ	μ	Problem-based learning
μ			Project-based learning
			Serviced-based learning
			Open education
	MOOCs		Year of the MOOCs
			Connectivity and networking theory
μ			Behaviorist
	μ		Upload
			Storing
	μ		Download
	μ	μ	Cross learning
μ	μ		Distance online learning
	μ		Entrepreneurship
			Spinoff
			Parent Company

MOOCs

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(E-learning, MOOCs, Entrepreneurship),

MOOCs

10 (pillars)

Proactive

Competitive Stance ()

(, case studies,)

Flash. Adobe,

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μ μ MOOCs, μ μ μ .
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(spinoff), (startups)

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(E-Learning)

2.1

The learning process is a complex and dynamic activity that involves the interaction of various factors. In the context of E-Learning, the learning process is facilitated by digital technologies, which enable learners to access educational resources and interact with them in a flexible and personalized manner. The learning process is also influenced by the learning environment, which can be designed to support different learning styles and preferences.

The learning process is a continuous and ongoing activity that involves the acquisition of knowledge and skills. In the context of E-Learning, the learning process is supported by a variety of digital tools and platforms, which provide learners with access to a wide range of educational resources and opportunities for collaboration and interaction. The learning process is also influenced by the learning environment, which can be designed to support different learning styles and preferences.

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(instructor-based learning), (learner-based learning).

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(computer-based learning), (technology-based learning),
 (online courses), (virtual classroom),
 [2]. [3].
 (computer-based learning), (technology-based learning),
 (online courses), (virtual classroom),
 [4].

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, CD-ROMs,
 (web-based learning),
 (computer-based learning), (virtual
 classroom). (intranet),
 (extranet), μ (audiotape), μ (videotape), (satellite

tv), CD-ROM. , μ μ [5],
 :
 μ , μ (technology-driven).
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➤ « μ μ μ, μ μ μ μ μ μ , μ μ , μ μ » [6].

➤ « μ μ » [7]. μ μ μ

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(delivery-oriented). μ μ μ :

➤ « , μ μ μ μ μ μ » [8].

➤ « μ μ » [9].

➤ « μ μ » [10].

, (communication-oriented), :

➤ « μ μ μ μ μ μ » [11].

➤ « μ - μ , μ - , μ μ » [12].

μ (educational paradigm) :

➤ « μ μ μ μ μ μ » [13].

➤ « μ μ μ μ μ μ » [14].

¹E-learning Portal (2009). *E-learning glossary*. Retrieved from <http://www.e-learningguru.com/glossary/e.htm>.

➤ « μ μ » [15].

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(traditional learning)

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μμ μ μ (distance learning)

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(mobile learning)

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(personalized learning)

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training / CBT), (computer-based training / CBT), 1999
 [18] Isaac Pitman [19] 1840
 (testing machine), 1924
 (teaching machine), 1954 B. F. Skinner[19], Harvard
 (computer-based training program / CBT program), 1960
 Programmed Logic for Automated Teaching Operations), (PLATO /
 Illinois, 1960.
 1970 [20]. 1986
 Phoenix. 1989 (World Wide Web),
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MOOCs

MOOCs (Massive Open Online Courses)

Dave Cormier (2008) [20].

MOOCs

MOOCs

Dave Cormier, Bryan Alexander [21]

George Siemens Stephen Downes.

MOOCs

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MOOC, MOOCs.

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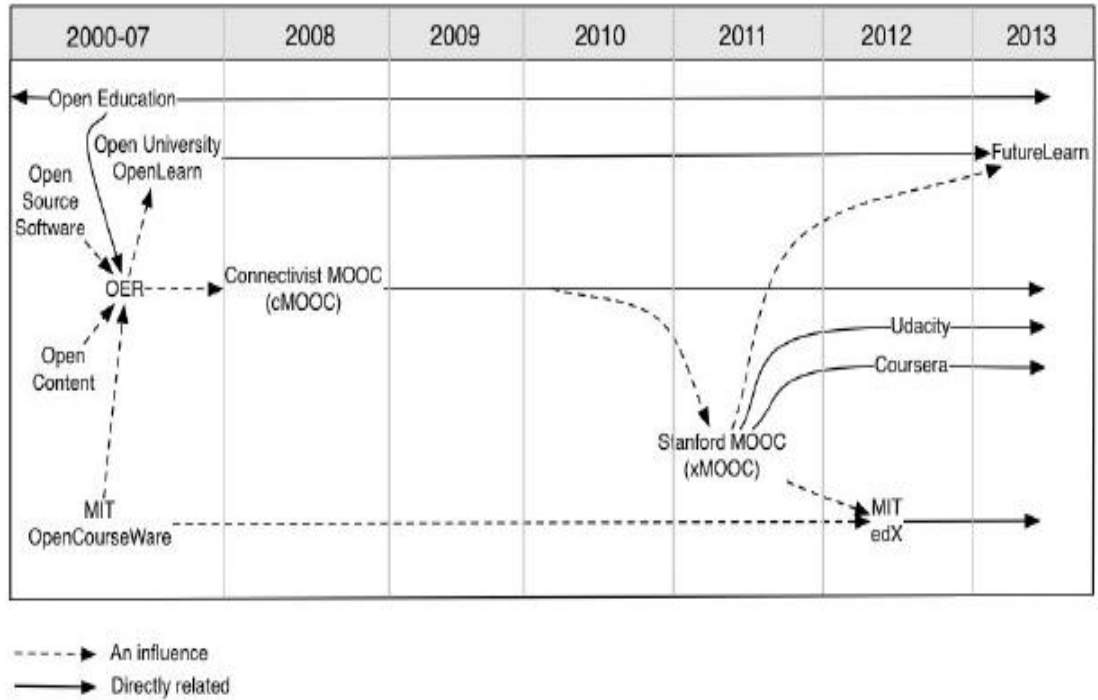
MOOCs 2008, Dave Cormier (Connectivism and Connective Knowledge”) Siemens, Downes [21].

2011, Stanford «Introduction to Artificial Intelligence» MOOC Facebook, 2012 «MOOCs (Year of the MOOCs)».

MOOCs (open education)

⁶ https://en.wikipedia.org/wiki/Massive_open_online_course

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 . MOOCs
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1: μμ MOOCs Open Education [18]

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 (Massachusetts Institute of Technology) μ μ
 μ (OpenCourseWare), μ
 OpenLearn, μ
 μ , μ , μ Edx μ
 μ μ μ Futurelearn.

3.4 MOOCs

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 . MOOCs μ cMOOCs
 (connectivist MOOCs) xMOOCs (extended MOOCs). xMOOCs
 , μ 2012 [21, 24].

MOOCs, Coursera, Udacity, xMOOCs, cMOOCs (connectivity theory)

[26] [27].

cMOOCs [28].

cMOOCs :

- cMOOCs
- Facebook.
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MOOC, Massachusetts Institute of Technology (MIT) Harvard, Edx, 1500 MOOCs
 MITx Harvardx Udacity⁸, Sebastian Thrun, David Stavens, Mike Sokolsky, start-up
 Google, Amazon, Udemy⁹, 2010
 Lightbank HS Capital.
 P2PU¹⁰ (Peer to Peer University), Khan Academy¹¹. P2PU Hewlett Shuttlesworth, 2009. MOOCs,
 Khan Academy Bill Gates, Melinda Gates, Google. 2006
 Salman Khan, FutureLearn¹² 2012, Milton Keynes

⁸ <https://www.udacity.com/>

⁹ <https://www.udemy.com/>

¹⁰ <https://www.p2pu.org/en/>

¹¹ <https://www.khanacademy.org/>

¹² <https://www.futurelearn.com/>

Harvard MIT. Coursera Edx Udacity
 Udemey, P2PU, Khan Academy

3.6 MOOCs

MOOCs (Massive Open Online Courses) are a type of distance learning. They are typically free to access and can be taken by anyone with an internet connection. MOOCs are often used for self-paced learning and can cover a wide range of subjects.

SPOCs (Small Private Online Courses) are a type of MOOC that is designed for a specific group of learners. They are typically used for corporate training or for students in a specific program. SPOCs are often more interactive and personalized than MOOCs.

MOOCs are a type of distance learning. They are typically free to access and can be taken by anyone with an internet connection. MOOCs are often used for self-paced learning and can cover a wide range of subjects.

MOOCs (Massive Open Online Courses) are a type of online course that is open to anyone with an internet connection. They are typically large-scale and self-paced. SMOCs (Synchronous Massive Open Online Courses) are similar to MOOCs but include live synchronous sessions. SPOCs (Small Private Online Courses) are designed for a specific group of learners, often in a corporate or institutional setting. COOCs (Corporate Open Online Courses) are a type of SPOC designed for corporate training. MOOCs are often offered by universities and MOOC providers like Coursera, EdX, and Udacity. MOOCs can be used for a variety of purposes, including self-paced learning, corporate training, and formal education. MOOCs are often used for self-paced learning and are typically large-scale. MOOCs are often used for self-paced learning and are typically large-scale. MOOCs are often used for self-paced learning and are typically large-scale.

3.7 MOOCs

MOOCs (Massive Open Online Courses) are a type of online course that is open to anyone with an internet connection. They are typically large-scale and self-paced. MOOCs are often used for self-paced learning and are typically large-scale. MOOCs are often used for self-paced learning and are typically large-scale. MOOCs are often used for self-paced learning and are typically large-scale.

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Η παρούσα μελέτη εστιάζει στην ανάλυση των μεθόδων αποπαινω-
 τής (spin-off) που εφαρμόζονται στην Ελλάδα, με στόχο να
 προσδιοριστούν οι παράγοντες που επηρεάζουν την επιτυχία
 των επιχειρηματιών που επιλέγουν αυτήν την μέθοδο.
 Η μελέτη βασίζεται σε πρωτογενή δεδομένα που συλλέχθηκαν
 μέσω ερωτηματολογίων που απηύχθησαν σε επιχειρηματίες που
 έχουν πραγματοποιήσει ή προγραμματίζουν να πραγματοποιήσουν
 spin-off. Το ερωτηματολόγιο καλύπτει διάφορα θέματα, όπως
 οι λόγοι για τους οποίους επιλέχθηκε η spin-off, η διαδικασία
 που ακολούθησε, οι δυσκολίες που αντιμετώπισαν και οι
 επιπτώσεις στην επιχείρηση. Τα αποτελέσματα της μελέτης
 αναμένεται να βοηθήσουν στην κατανόηση των προκλήσεων
 που συνδέονται με την αποπαινωτική διαδικασία και να
 παρέχουν χρήσιμες πληροφορίες για επιχειρηματίες που
 σκέφτονται να ακολουθήσουν αυτήν την οδό.

4.9 (Spin-off)

Η αποπαινωτική διαδικασία (spin-off) είναι η διαδικασία
 διαχωρισμού μιας επιχείρησης σε δύο ή περισσότερες
 ανεξάρτητες επιχειρήσεις. Η διαδικασία αυτή μπορεί να
 πραγματοποιηθεί με διάφορους τρόπους, όπως η πώληση
 μετοχών, η διάσπαση ή η δημιουργία νέων νομικών
 οντοτήτων. Η αποπαινωτική διαδικασία είναι ιδιαίτερα
 δημοφιλής στην Ελλάδα, καθώς αποτελεί έναν αποτελεσματικό
 τρόπο για την αντιμετώπιση της υπερβολικής γραφειοκρατίας
 και την βελτιστοποίηση της λειτουργίας των επιχειρήσεων.
 Η διαδικασία αυτή απαιτεί την έγκριση των αρμόδιων
 αρχών και την τήρηση συγκεκριμένων κανόνων. Η
 αποπαινωτική διαδικασία μπορεί να πραγματοποιηθεί
 με διάφορους τρόπους, όπως η πώληση μετοχών, η
 διάσπαση ή η δημιουργία νέων νομικών οντοτήτων.
 Η αποπαινωτική διαδικασία είναι ιδιαίτερα δημοφιλής
 στην Ελλάδα, καθώς αποτελεί έναν αποτελεσματικό τρόπο
 για την αντιμετώπιση της υπερβολικής γραφειοκρατίας
 και την βελτιστοποίηση της λειτουργίας των επιχειρήσεων.
 Η διαδικασία αυτή απαιτεί την έγκριση των αρμόδιων
 αρχών και την τήρηση συγκεκριμένων κανόνων. Η
 αποπαινωτική διαδικασία μπορεί να πραγματοποιηθεί
 με διάφορους τρόπους, όπως η πώληση μετοχών, η
 διάσπαση ή η δημιουργία νέων νομικών οντοτήτων.

¹⁴ https://www.rc.auth.gr/Content/Display/RC_SPIN_OFFS_COMPANIES
¹⁵ <https://www.investopedia.com/terms/s/spinoff.asp>
¹⁶ <http://www.biomed.ntua.gr/Default.aspx?TabId=200&language=el-GR>

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Richard Branson «

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 (suitability)
 (acceptability)
 (feasibility).

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Dixon Industries Inc.

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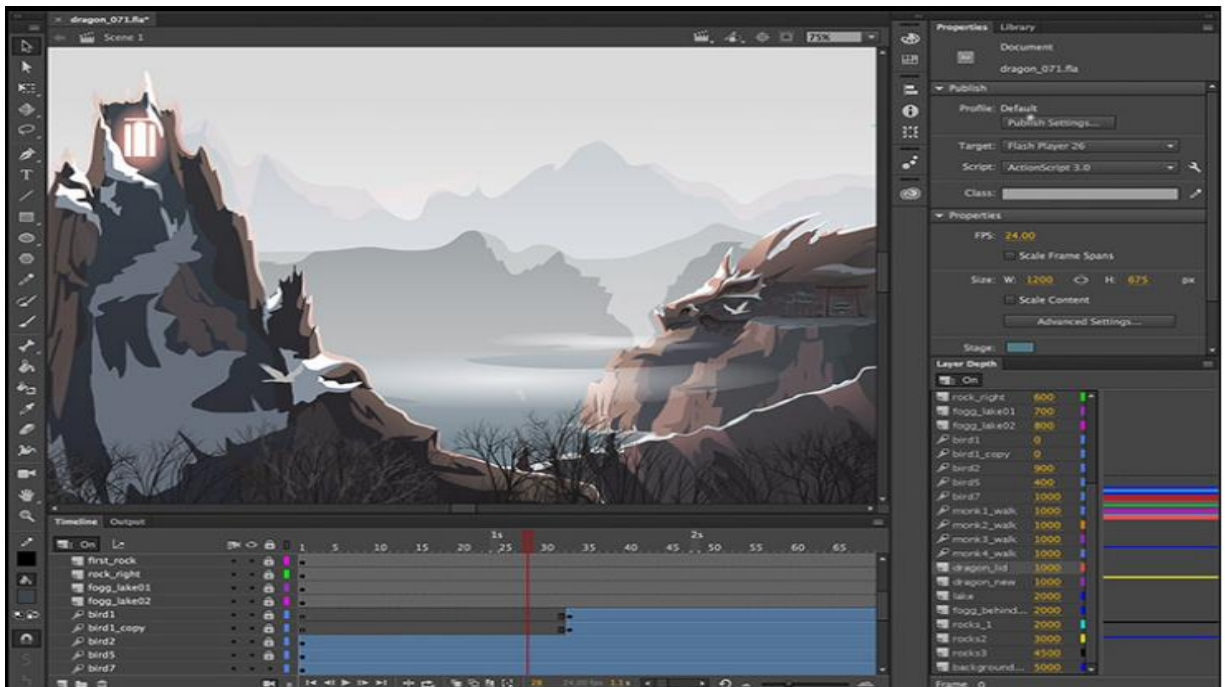
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6.2

- Adobe Animate²², (Adobe Systems. Adobe Animate.)



2:Adobe Animate

- Blender²³, (Blender Foundation. Blender.)

²² https://en.wikipedia.org/wiki/Adobe_Animate

²³ [https://en.wikipedia.org/wiki/Blender_\(software\)](https://en.wikipedia.org/wiki/Blender_(software))

μμ

C++, Lua, Javascript.

(4)

, Adobe Character Animator.



4: Adobe Character Animator

➤ Antics 2-D Animation²⁶,

animators, graphic designers μ μ

Microsoft Windows. μ

μμ μ C++.

2-D Animation

(5).

μ μ Antics

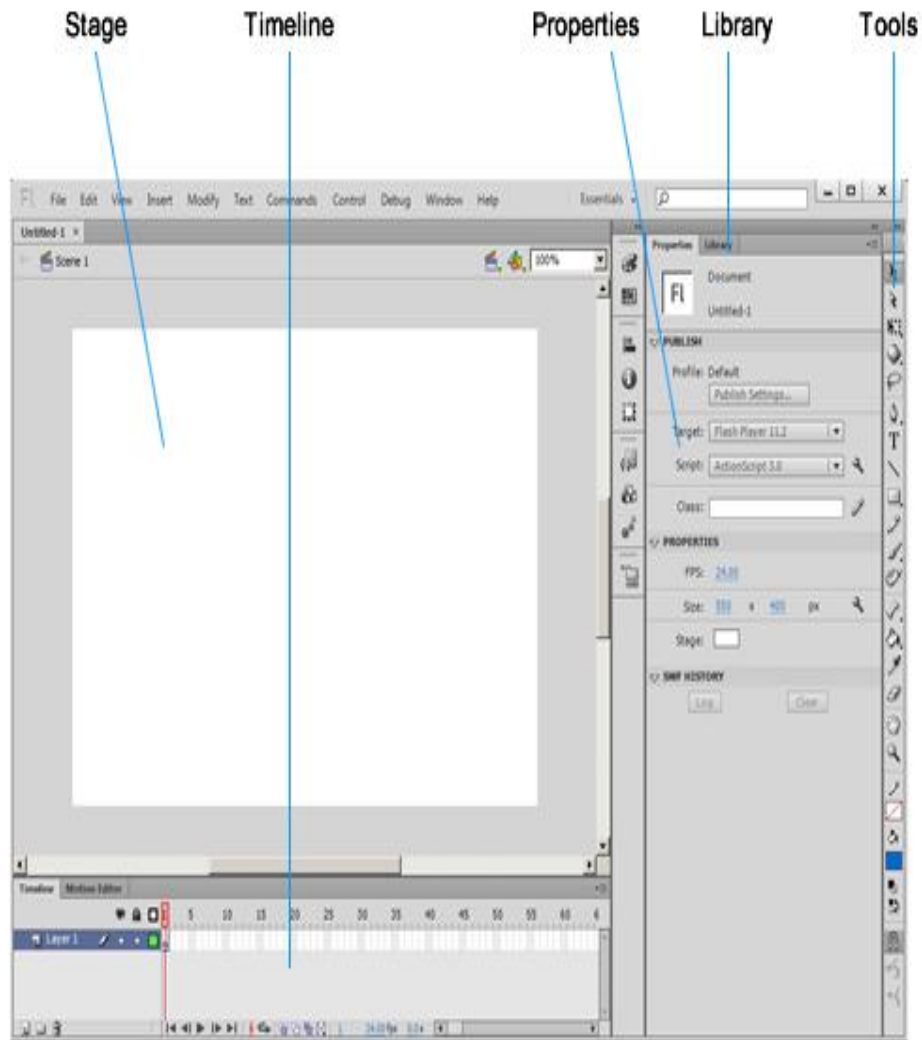
²⁶ https://en.wikipedia.org/wiki/Antics_2-D_Animation



5: Antics 2-D Animation

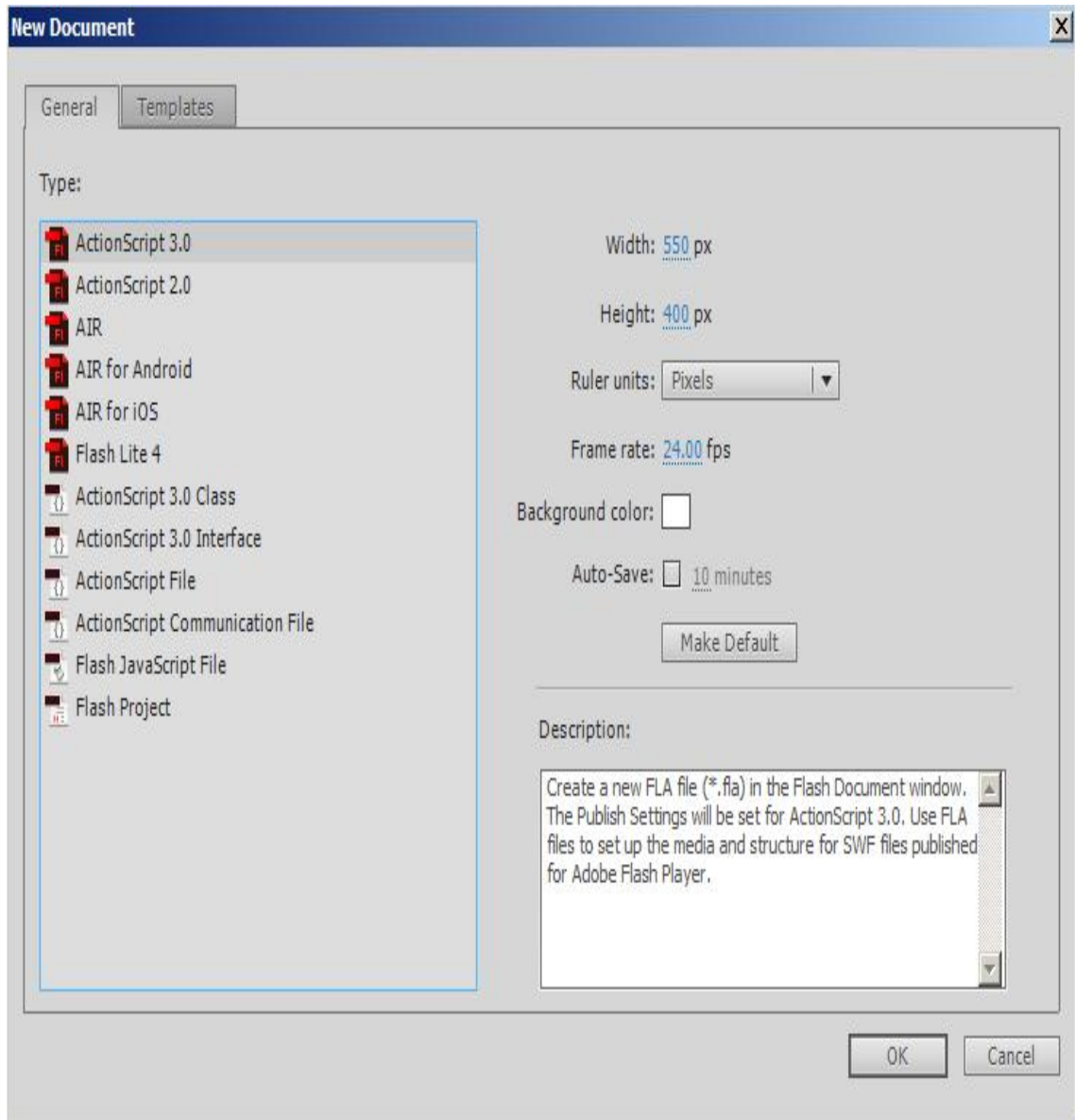
- iClone²⁷ μ , (3D)
- μ windows. μ
- iClone (6).

²⁷ <https://en.wikipedia.org/wiki/IClone>

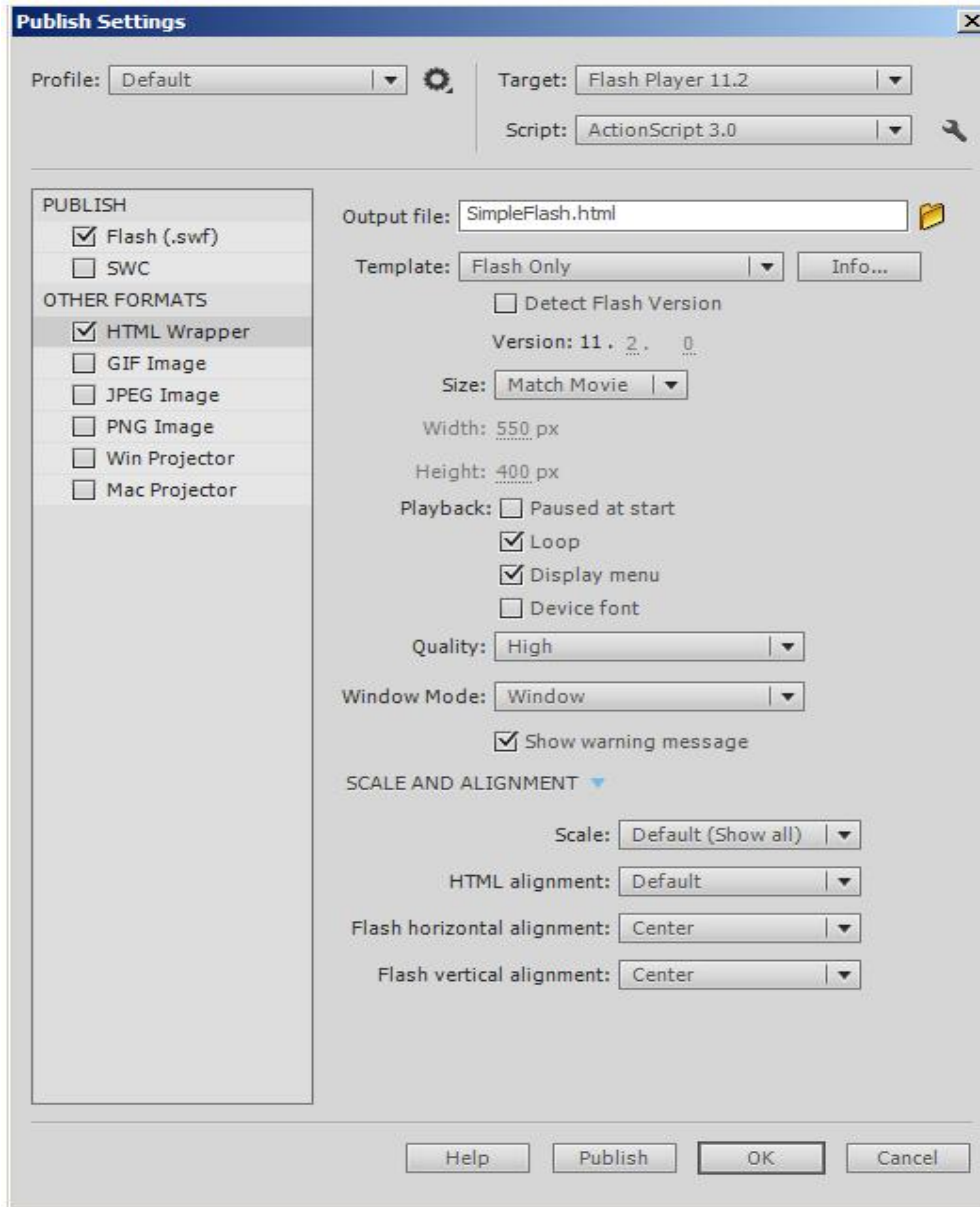


7: Adobe Flash

3.0. μ μ 8, ActionScript
 , 9 μ
 μ swf, .



8: *ActionScript 3.0*



9: Publish swf file

Flash animation. Moovly²⁸. Moovly Libraries. (Moovly Libraries)

²⁸ <https://www.moovly.com/>

μ

μ

μ

μ

Add Animation

12

12: Add Animation.

μ

μ

μ

μ

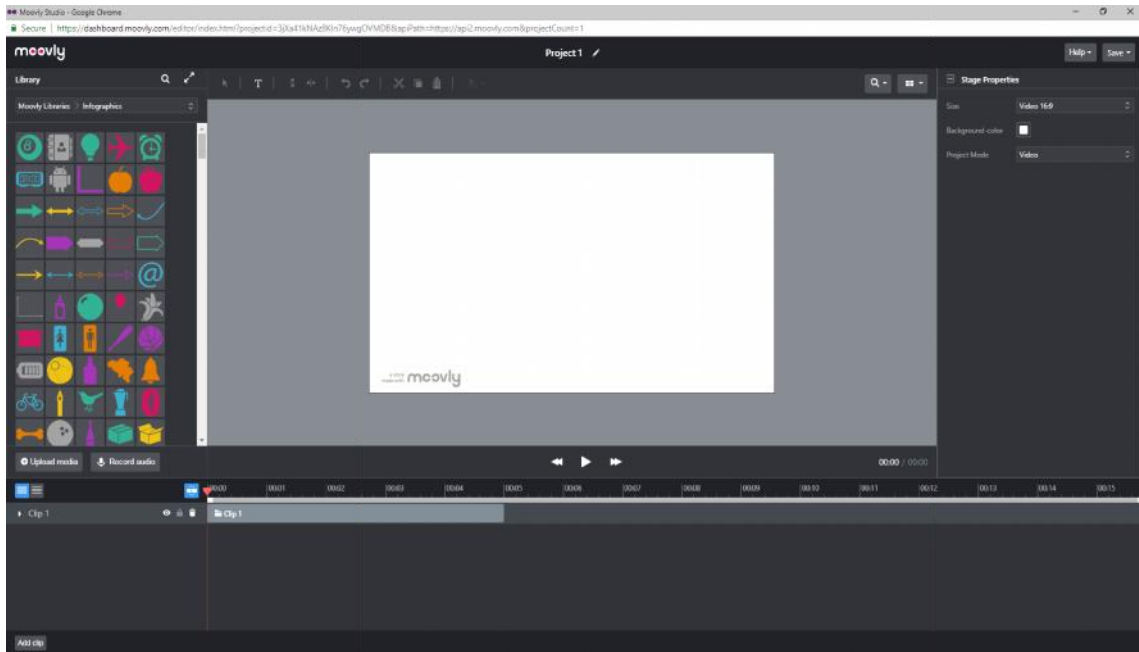
μ

μ μ

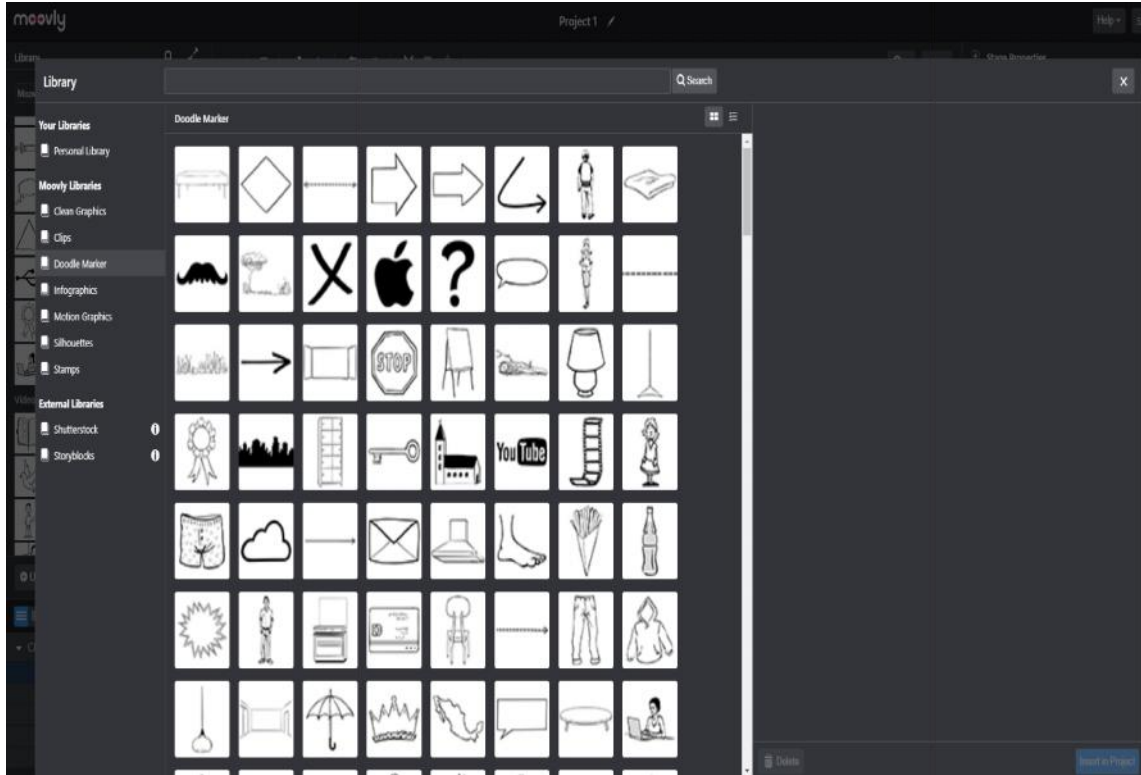
μ

,

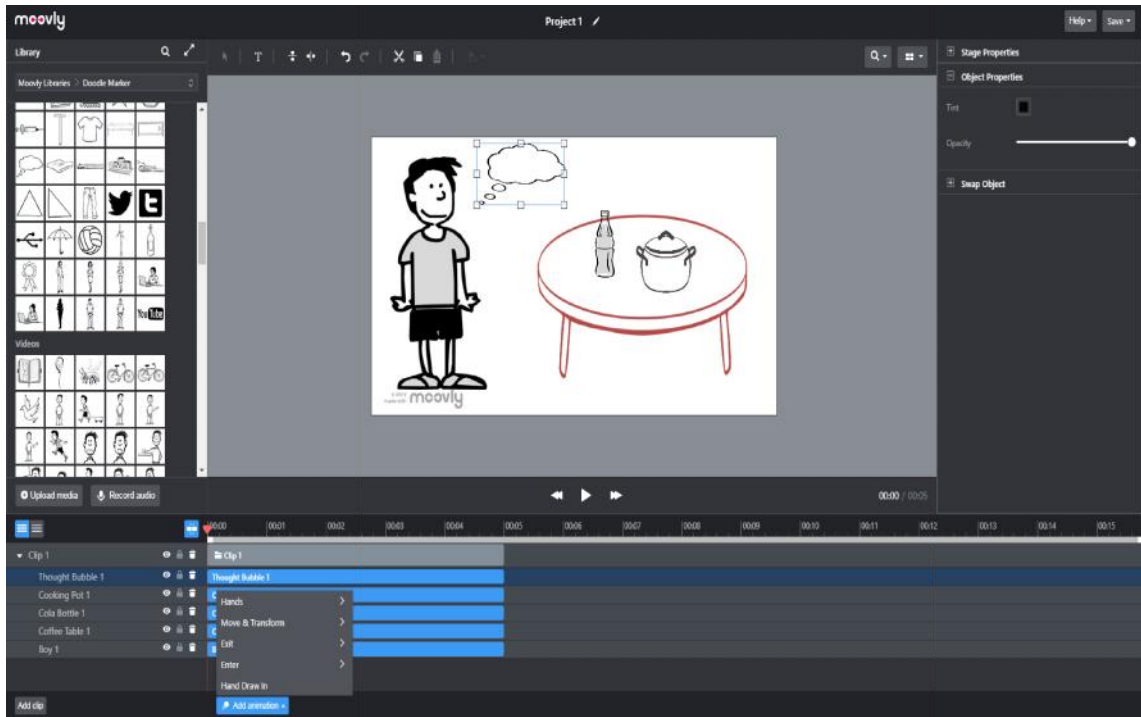
13.



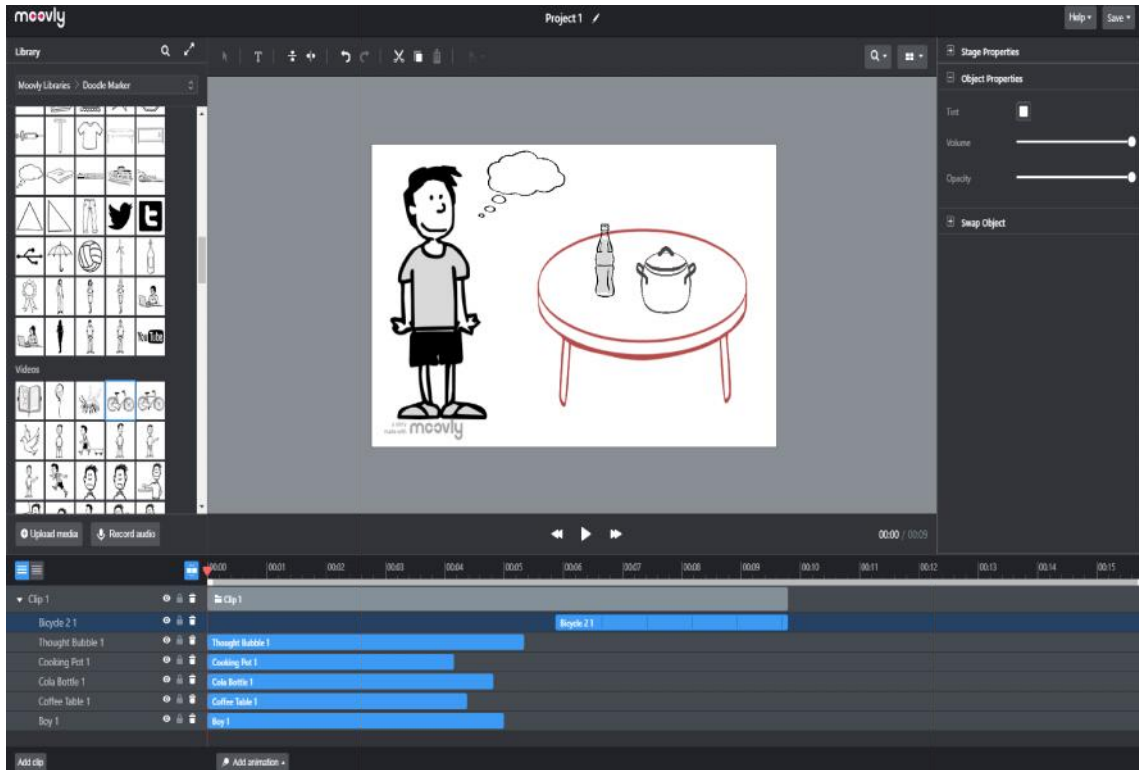
10: Moovly



11: Moovly Libraries



12: Add Animation



13: Moovly Timeline

6.3

Flash Adobe, 14,

(-proactive - reactive),

μ μ

(18: Frame)

(17))



15: frame μ μ



16:

μ



17: Frame

μ



18: Frame

μ

μ

μ
frame

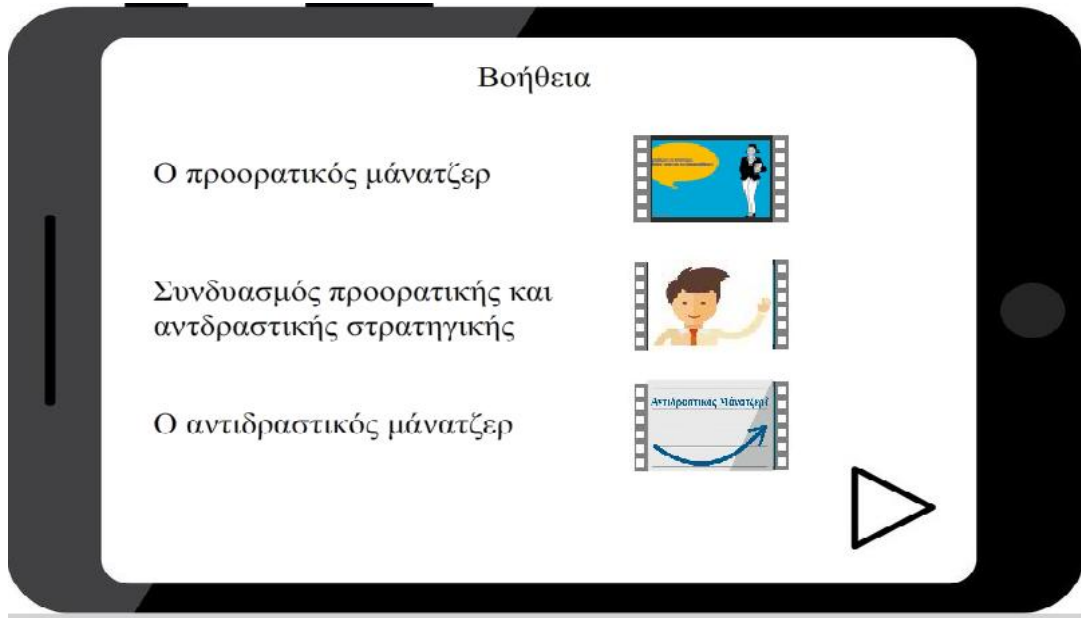
μ .
19,

μ

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μ , μ μ
μ

μ .
μ μ



19: μ μ

μ μ μ (μ 20)
« » μ μ μ
μ μ .



20:

μ

μ

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21

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μ μ

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Βοήθεια

Πλεονεκτήματα προορατικής στρατηγικής

Πλεονεκτήματα αντιδραστικής στρατηγικής

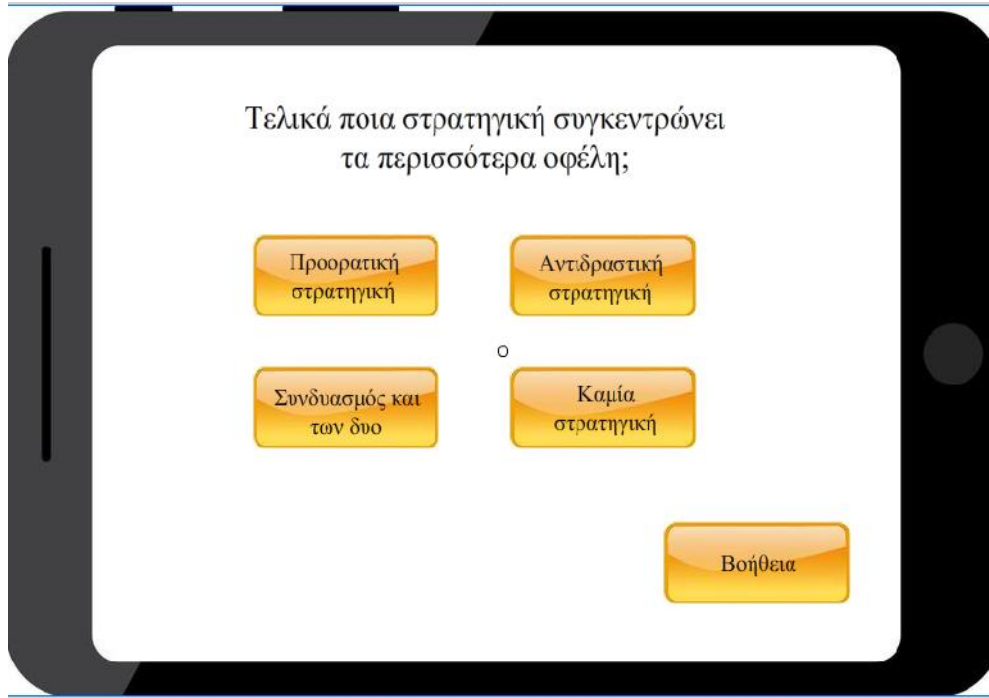
Πλεονεκτήματα συνδυασμού των δυο στρατηγικών



21:

μ

μ



22:

μ

μ



23:

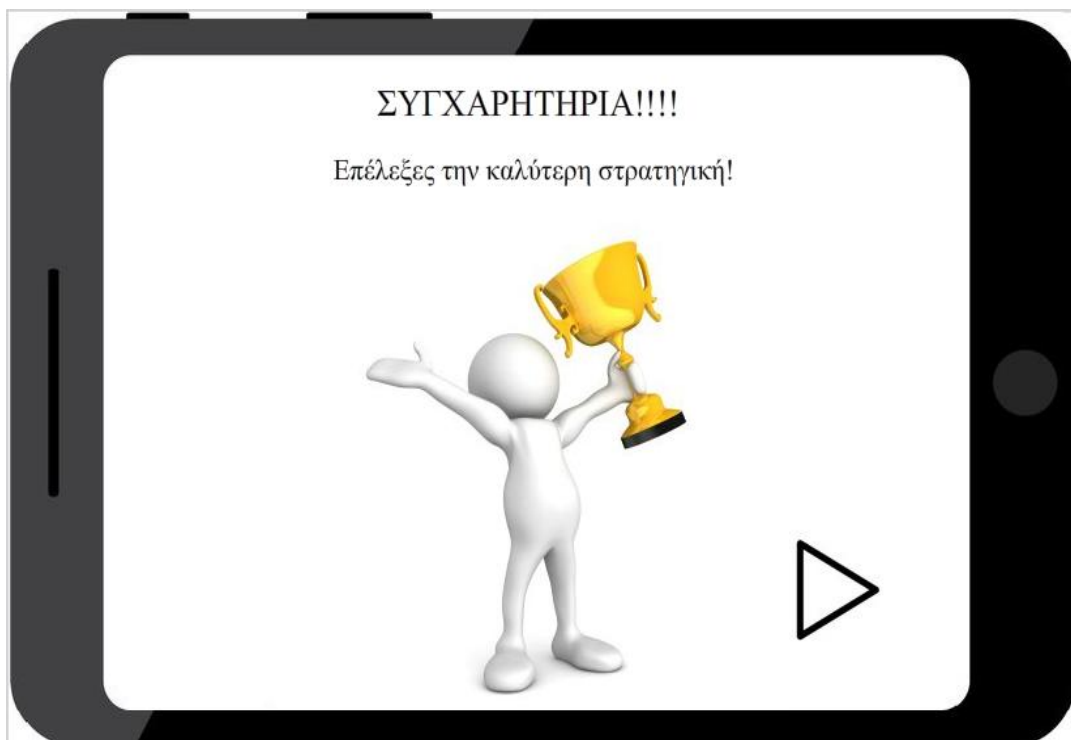
(μ)

μ

μ



24: , ...

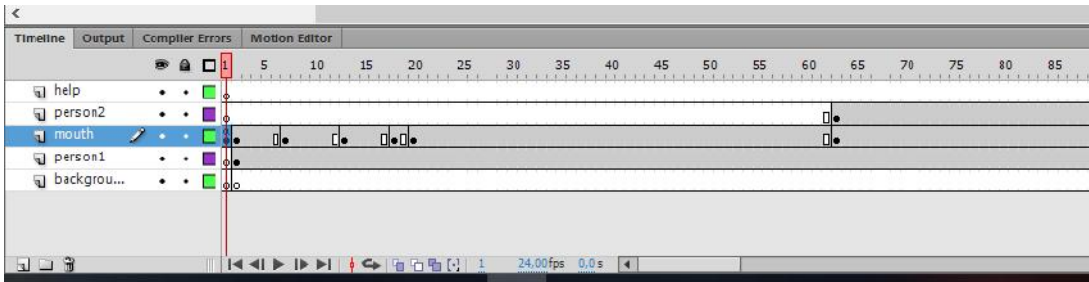


25:

6.4

μμ

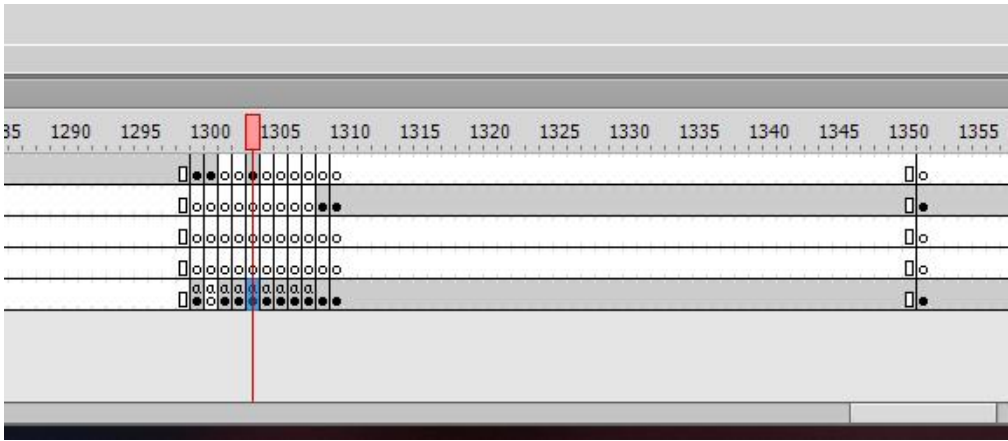
Flash ActionScript 3.0
 Flash. Flash
 (desktop) - flash player- web
 (timeline), 26. (frame) μ
 Flash (layers), 26 μμ .
 . μ μ , μ μ
 μ , μ
 (μ μ background) μ μ ,
 μ tablet μ ,
 . μ μ
 μ (person1 person2). mouth
 μ μ μ . help
 μ μμ .



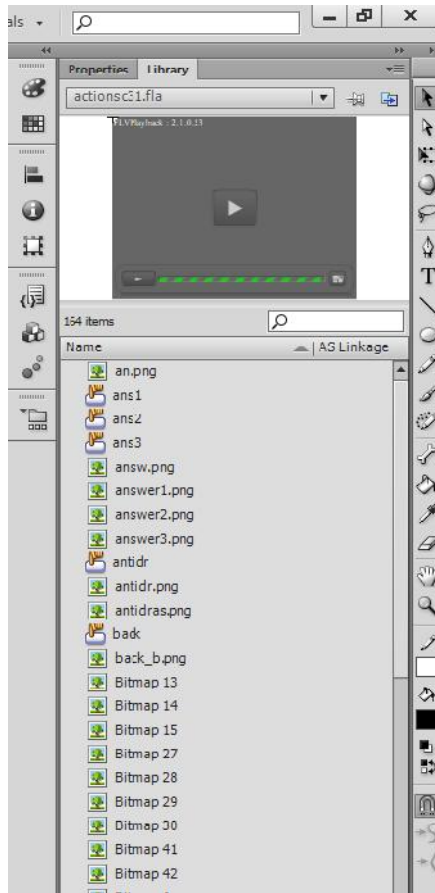
26: Timeline μ keyframes, frames layers

μ μ μ μ , μ μ .
 μ μ , μ μ
 μ μ μ μ (μ).
 μ , μ μ μ keyframes. keyframes
 μ , μ
 . frames, μ frames μ

timeline
 keyframe frame
 keyframe (actionscript),
 frame
 keyframe, 27
 actions, 29
 JavaScript.
 frame
 frame ()
 frame (28).

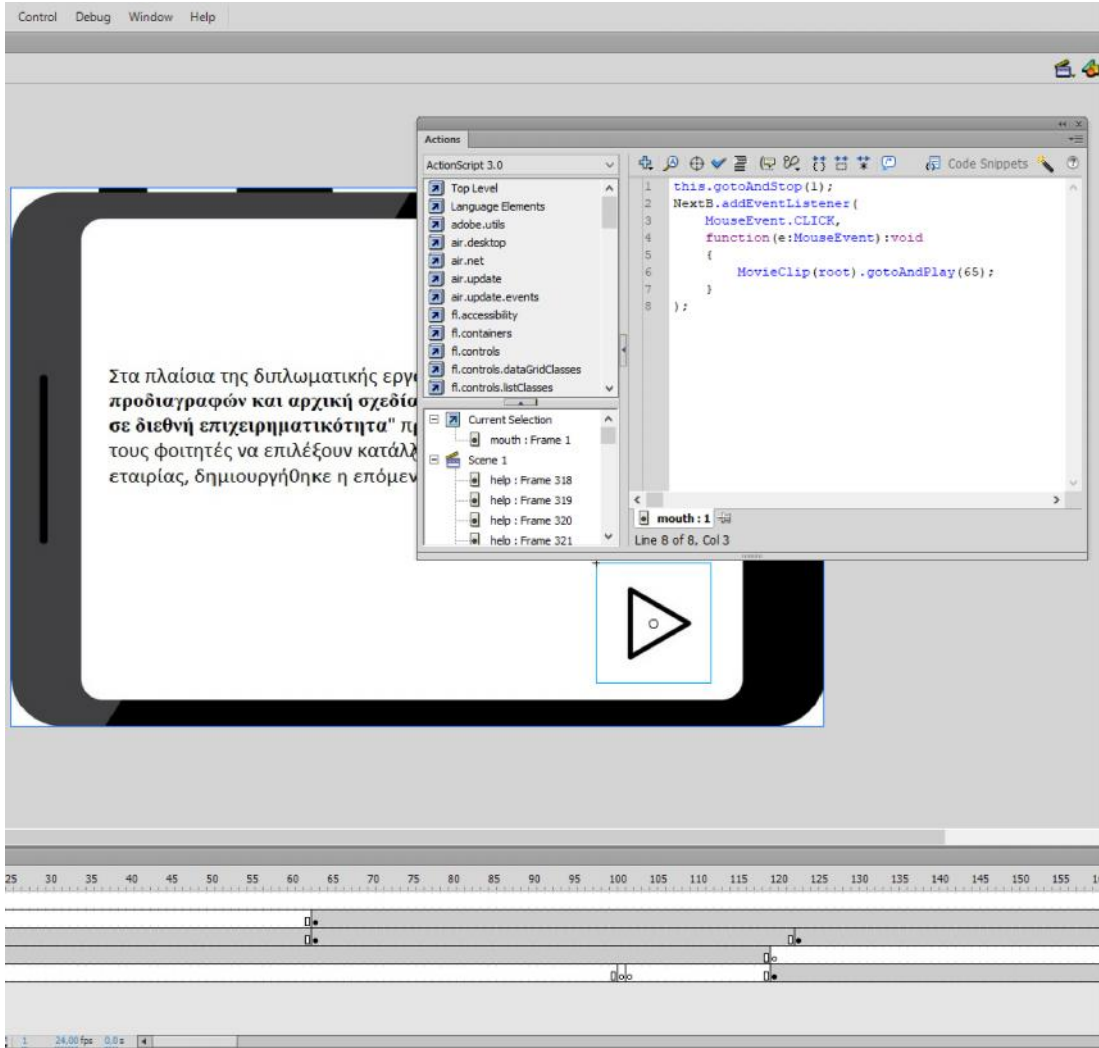


27: Actionframes



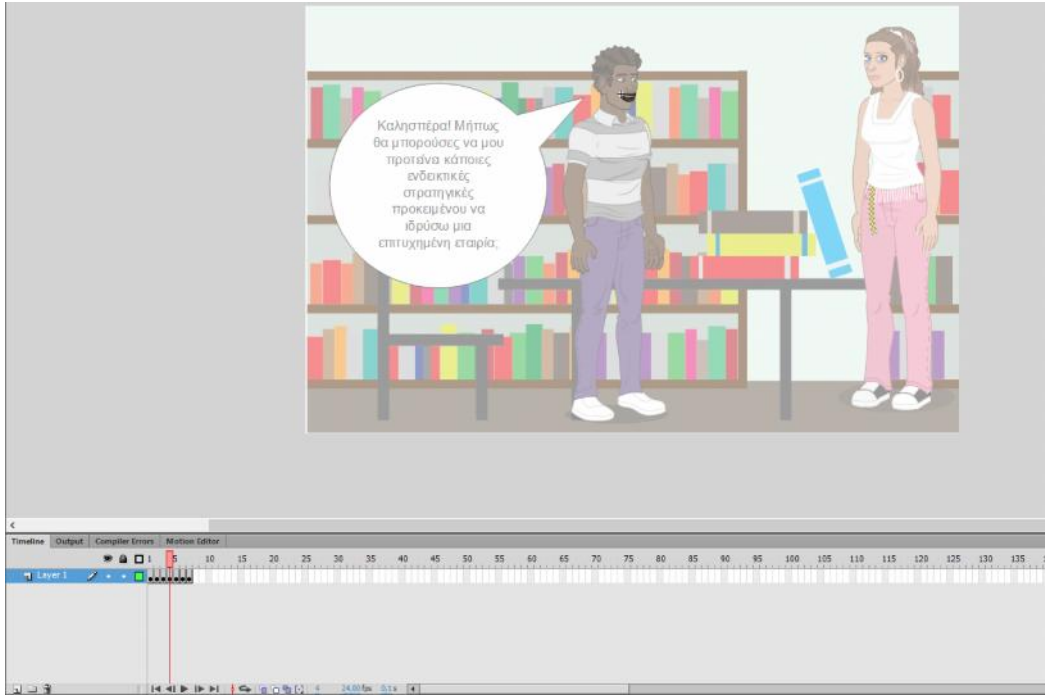
28: (library) μ Flash

μ keyframe μ keyframe.
 μ , μ μ μ μ μ μ
 μ 29. gotoAndStop(1) « μ » μ
 frame. μ μ μ frame μ μ μ NextB
 μ eventclick μ μ frame μ
 gotoAndPlay(). μ μ symbol.
 μ ConverttoSymbol. μ μ μ μ . μ μ
 μ μ μ μ μ (μ μ
 μ) (properties) μ (30) <Instancename>
 μ μ μ , μ μ μ μ
 (μ NextB.addEventListener(..)).



29: *frame* μ *event* μ

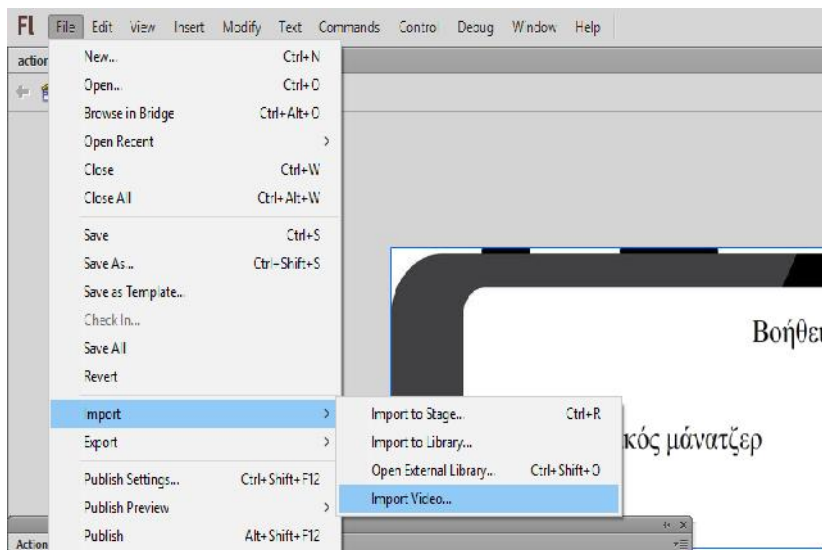
μ μ μ event μ
 μ frame μ
 keyframes frame, μ
 μ μ μ
 μ , μ
 μ action.
 μ μ μ μ
 frames μ 31.
 μ μ μ μ μ
 (μ , μ , μ , μ) . μ μ μ μ
 , μ μ - μ « »
 μ μ μ keyframes,



31: Frames

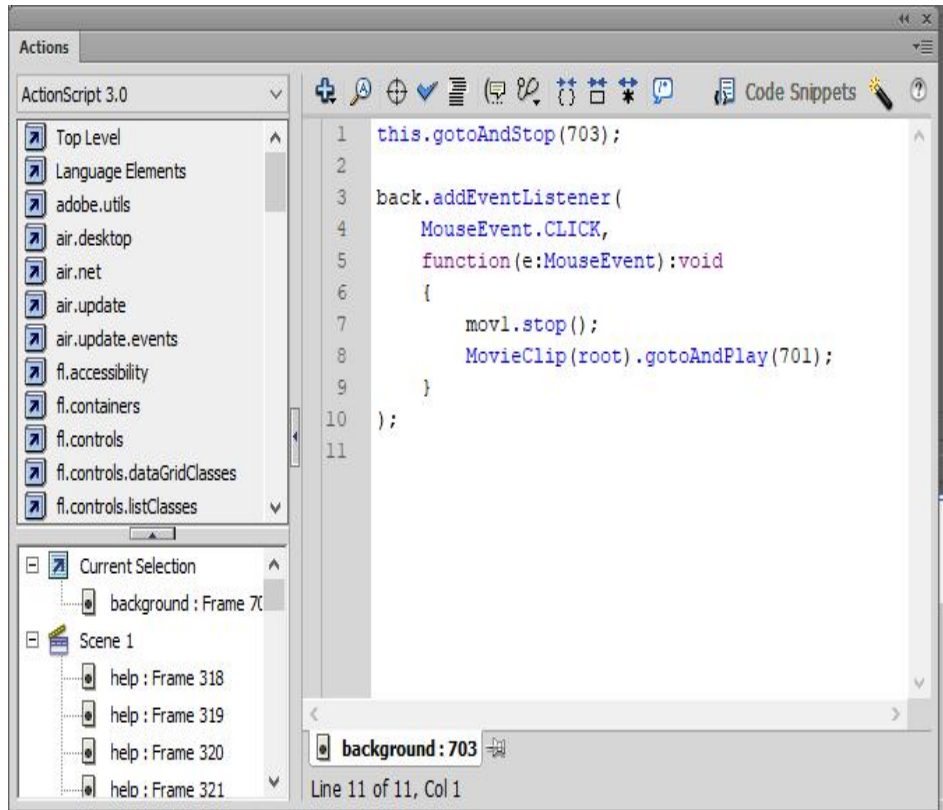
μ

33, μ μ frames, players
 . MovieClip(root).gotoAndPlay(<framename>)
 μ frame player. player frame μ
 ImportVideo μ Import μ File (32).
 player μ μ



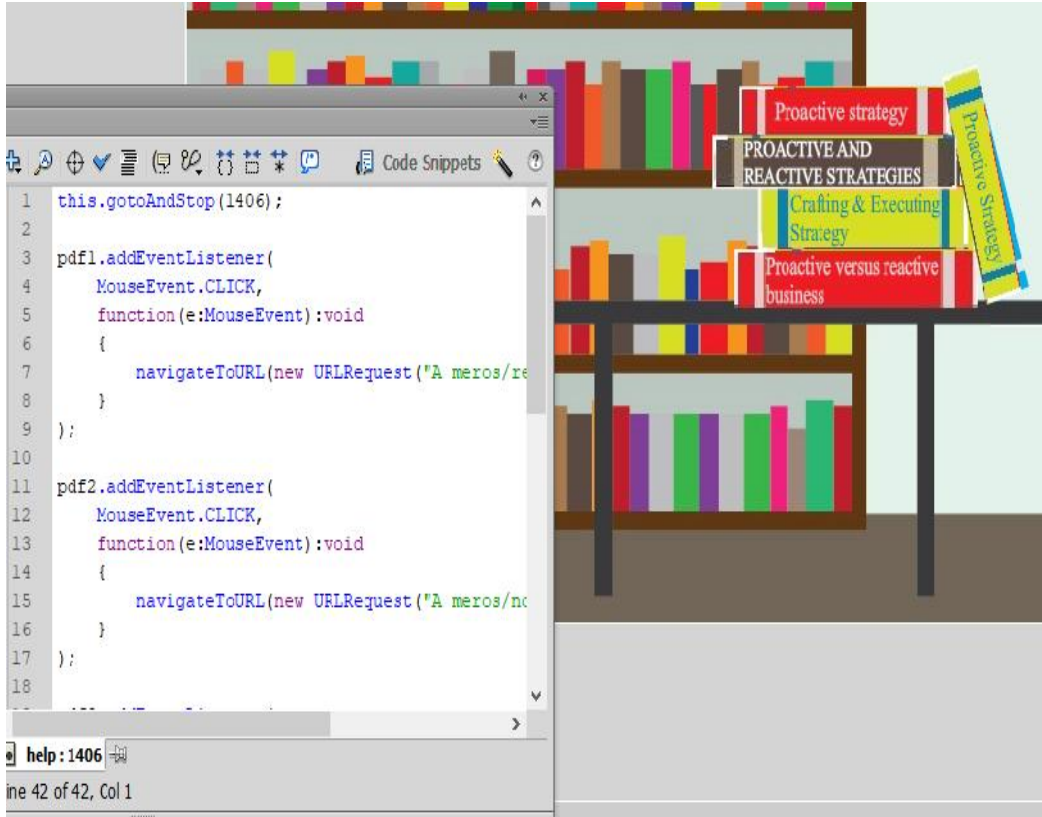
32:

frame



34 : μ frame μ .

(pdf). μ μ , (35).
 browser acrobat reader μ pdf
 μ . μ , μ μ



35:

pdf

μ

.

μ :

Unit 1 - Learning and Growing for Transnational Entrepreneurs

- Pillar 1: International Vision, Perception of Opportunities and Management Experience
- Pillar 2: Orientation towards Innovation
- Pillar 3: Communication and Negotiation Strategies for a Global Company
- Pillar 4: Leadership and Motivation for Growing Global
- Pillar 5: Capacity of Influence, Relational Ability and ability to Generate and Managing Global Teams
- Pillar 6: Manage multicultural organizations and teams, Understand Cultural Differences and Business Cultures, Overcome Language Barriers
- Pillar 7: Propensity for Risk
- Pillar 8: Proactive Competitive Stance
- Pillar 9: Capacity for alliance building
- Pillar 10: Informed about available Supporting Mechanisms (nationally and internationally)

Unit 2 - Commercialization of products/services

- Pillar 1: Company Branding (Target specialized niches, provide added-value to customers)
- Pillar 2: Creating a Local Presence (Local office (Representatives))
- Pillar 3: Finding International Commercialization Support (Entities and strategies)
- Pillar 4: Network Building & Managing Contacts (Collaborators, investors, intermediaries, franchising) e.g. risk sharing (strategy: systematic and targeted networking))
- Pillar 5: Growth Planning: The Phases of International Commercialization (Marketing, sales and channels (such as e-commerce))
- Pillar 6: Fomenting Legal Competencies (Legal issues (IPR management), Bureaucracy)
- Pillar 7: Digital International Marketing Strategies (How to create market studies, how to adapt offers to that market, how to understand international marketing tools)
- Pillar 8: Building International Businesses: Accelerators, Incubators, and Pilot Projects
- Pillar 9: Funding Opportunities: Looking Local
- Pillar 10: Funding opportunities: Going International (Get involved in EU projects)

Unit 3 - Recruiting global talent

- Pillar 1: Market Sense and Recruiting Global Talent (How to gain access to highly skilled and motivated personnel to hire)
- Pillar 2: Generating Long-Term Commitment (Provide local attractiveness and grow long-term commitment (include adaptation time))
- Pillar 3: Supporting Family Transitions (Additional social benefits, etc.)
- Pillar 4: Creating a Motivating Workplace (Creating an Environment to Thrive In (valuing international expertise...))
- Pillar 5: How to Keep Your Top Talent (Providing Updated Training in the Field of Work; Promote Self-Fulfilment)

-
- Pillar 6: Providing Multicultural Training (For local employees as well as international ones, communication skills, support multicultural teams and help them grow, etc.)
 - Pillar 7: Using Technology to Improve Co-working (Deploy technology enhanced co-working)
 - Pillar 8: Promoting Human Resources Management (In a Multicultural Context)
 - Pillar 9: Mentoring Strategies for Integration and Success
 - Pillar 10: Promoting Equal Access Opportunities (e.g. women in equality, lack of internal transparency, disparity between vocational and technical skills required and mastered)

μ :
μ flash μ

```
this.gotoAndStop(1);
NextB.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(65);
    }
);
```

```
this.gotoAndStop(318);
proora.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(320);
    }
);

antidr.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(321);
    }
);

next_b.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(319);
    }
);

pdf1.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        navigateToURL(new URLRequest("A meros/react_str.pdf"));
    }
);
```

```
pdf2.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        navigateToURL(new URLRequest("A meros/no_str.pdf"));
    }
);

pdf3.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        navigateToURL(new URLRequest("A meros/reactive_str.pdf"));
    }
);

pdf4.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        navigateToURL(new URLRequest("A meros/ContingentNaturalRBV.pdf"));
    }
);

pdf5.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        navigateToURL(new URLRequest("A meros/Proactive_strategy.pdf"));
    }
);
```

```
this.gotoAndStop(319);
ans1.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(322);
    }
);

ans2.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(323);
    }
);
```

```
);  
  
ans3.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(323);  
    }  
);  
  
help.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(318);  
    }  
);
```

```
this.gotoAndStop(320);  
  
back.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        mov1.stop();  
        MovieClip(root).gotoAndPlay(318);  
    }  
);
```

```
this.gotoAndStop(321);  
  
back.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        mov2.stop();  
        MovieClip(root).gotoAndPlay(318);  
    }  
);
```

```
this.gotoAndStop(322);  
  
next_b.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(324);  
    }  
);
```

```
);
```

```
this.gotoAndStop(323);

help.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(318);
    }
);

back.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(319);
    }
);
```

```
this.gotoAndStop(701);
but1.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(702);
    }
);

but2.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(703);
    }
);

but3.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(704);
    }
);

next_b.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
```

```
{  
    MovieClip(root).gotoAndPlay(705);  
}  
);
```

```
this.gotoAndStop(702);  
  
back.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        mov1.stop();  
    MovieClip(root).gotoAndPlay(701);  
    }  
);
```

```
this.gotoAndStop(703);  
  
back.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        mov1.stop();  
    MovieClip(root).gotoAndPlay(701);  
    }  
);
```

```
this.gotoAndStop(704);  
  
back.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        mov1.stop();  
    MovieClip(root).gotoAndPlay(701);  
    }  
);
```

```
this.gotoAndStop(705);  
proora.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(707);  
    }  
);  
  
anti.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(707);  
    }  
);
```



```
MouseEvent.CLICK,  
function(e:MouseEvent):void  
{  
    MovieClip(root).gotoAndPlay(708);  
}  
);  
  
syn.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(706);  
    }  
);  
  
noth.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(709);  
    }  
);  
  
help.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(701);  
    }  
);
```

```
this.gotoAndStop(706);  
  
next_b.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(710);  
    }  
);
```

```
this.gotoAndStop(707);  
  
help.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(701);  
    }
```

```
}  
);
```

```
this.gotoAndStop(708);  
  
help.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(701);  
    }  
);
```

```
this.gotoAndStop(709);  
  
help.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(701);  
    }  
);
```

```
this.gotoAndStop(1050);  
  
but1.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(1051);  
    }  
);  
  
but2.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(1052);  
    }  
);  
  
next_b.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(1053);  
    }  
);
```

```
this.gotoAndStop(1051);

back.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        mov1.stop();
    MovieClip(root).gotoAndPlay(1050);
    }
);
```

```
this.gotoAndStop(1052);

back.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        mov1.stop();
    MovieClip(root).gotoAndPlay(1050);
    }
);
```

```
this.gotoAndStop(1300);
but1.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(1301);
    }
);

but2.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(1302);
    }
);

but3.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(1303);
    }
);
```

```
next_b.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(1304);
    }
);
```

```
this.gotoAndStop(1301);

back.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        mov1.stop();
        MovieClip(root).gotoAndPlay(1300);
    }
);
```

```
this.gotoAndStop(1302);

back.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        mov1.stop();
        MovieClip(root).gotoAndPlay(1300);
    }
);
```

```
this.gotoAndStop(1303);

back.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        mov1.stop();
        MovieClip(root).gotoAndPlay(1300);
    }
);
```

```
this.gotoAndStop(1304);
proora.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        MovieClip(root).gotoAndPlay(1305);
    }
);
```

```
);  
  
anti.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(1306);  
    }  
);  
  
syn.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(1308);  
    }  
);  
  
noth.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(1307);  
    }  
);  
  
help.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(1300);  
    }  
);
```

```
this.gotoAndStop(1305);  
  
next_b.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {  
        MovieClip(root).gotoAndPlay(1309);  
    }  
);  
  
help.addEventListener(  
    MouseEvent.CLICK,  
    function(e:MouseEvent):void  
    {
```

```
    MovieClip(root).gotoAndPlay(1300);
  }
);
```

```
this.gotoAndStop(1306);

help.addEventListener(
  MouseEvent.CLICK,
  function(e:MouseEvent):void
  {
    MovieClip(root).gotoAndPlay(1300);
  }
);
```

```
this.gotoAndStop(1307);

help.addEventListener(
  MouseEvent.CLICK,
  function(e:MouseEvent):void
  {
    MovieClip(root).gotoAndPlay(1300);
  }
);
```

```
this.gotoAndStop(1308);

next_b.addEventListener(
  MouseEvent.CLICK,
  function(e:MouseEvent):void
  {
    MovieClip(root).gotoAndPlay(1309);
  }
);
```

```
this.gotoAndStop(1406);

pdf1.addEventListener(
  MouseEvent.CLICK,
  function(e:MouseEvent):void
  {
    navigateToURL(new URLRequest("A meros/react_str.pdf"));
  }
);

pdf2.addEventListener(
  MouseEvent.CLICK,
  function(e:MouseEvent):void
  {
```

```
        navigateToURL(new URLRequest("A meros/no_str.pdf"));
    }
);

pdf3.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        navigateToURL(new URLRequest("A meros/reactive_str.pdf"));
    }
);

pdf4.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        navigateToURL(new URLRequest("A meros/ContingentNaturalRBV.pdf"));
    }
);

pdf5.addEventListener(
    MouseEvent.CLICK,
    function(e:MouseEvent):void
    {
        navigateToURL(new URLRequest("A meros/Proactive_strategy.pdf"));
    }
);
```

-
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