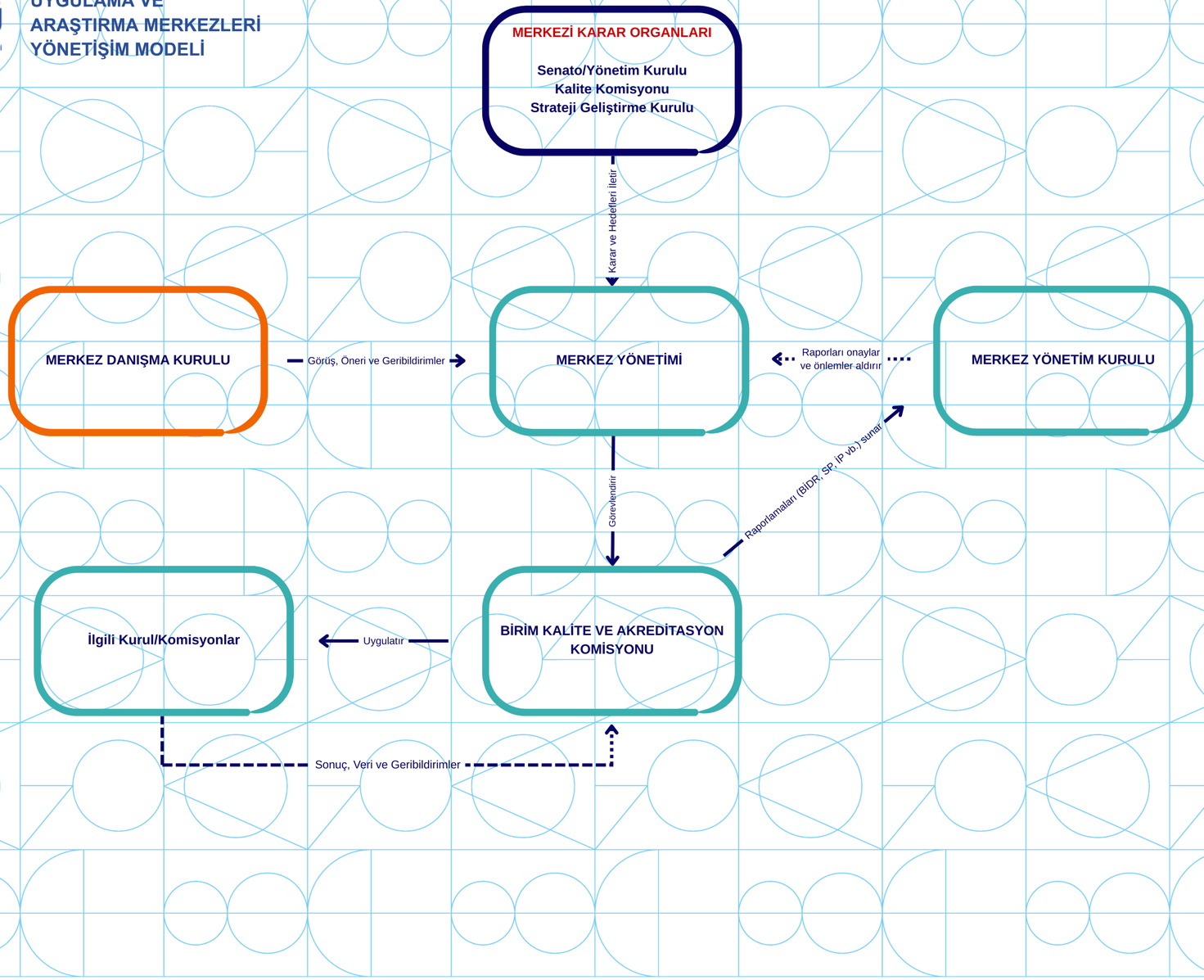UYGULAMA VE ARAŞTIRMA MERKEZLERİ YÖNETİŞİM MODELİ