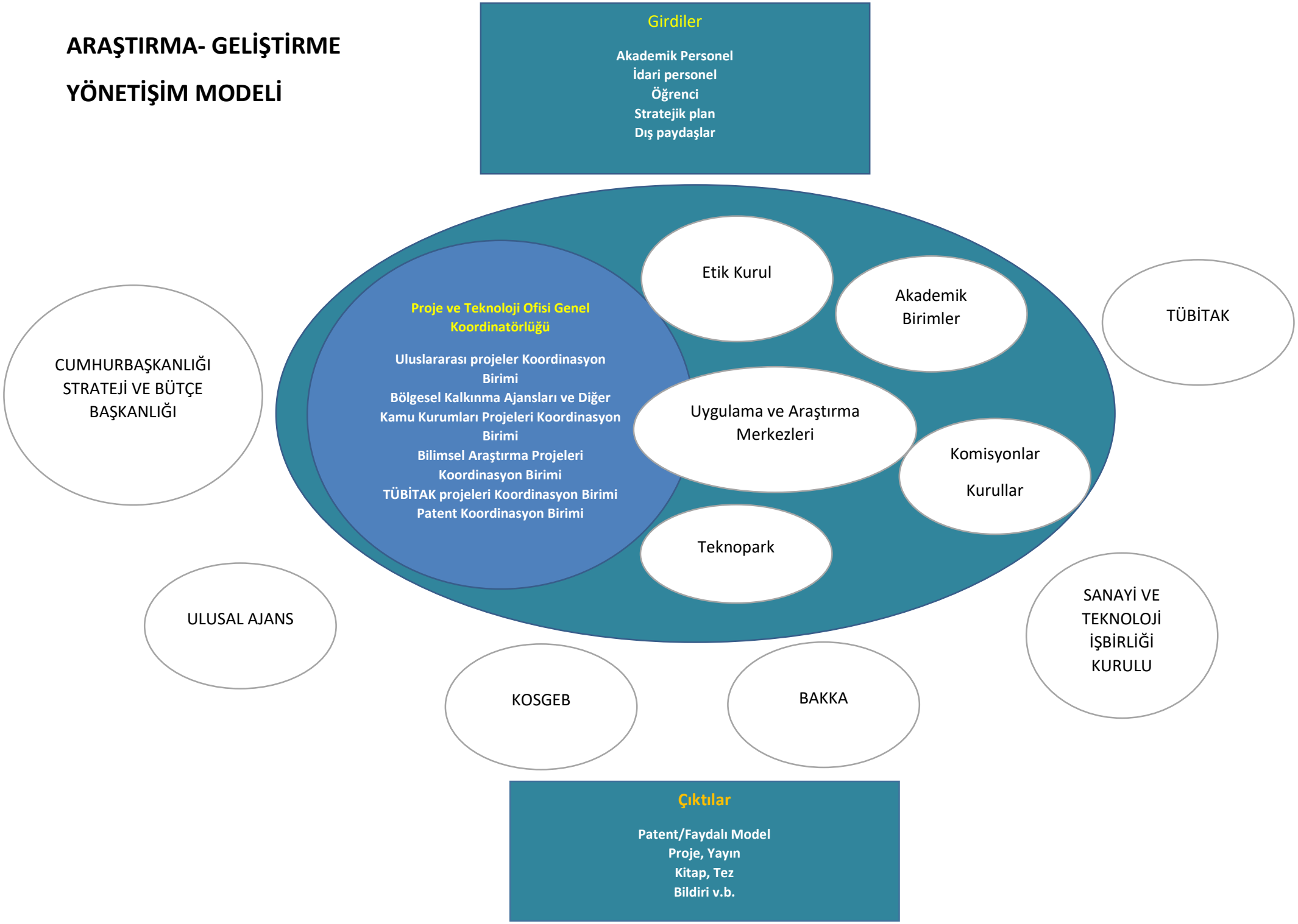ARAŞTIRMA- GELİŞTİRME YÖNETİŞİM MODELİ