

REGULATION**ALTINBAŞ UNIVERSITY REGULATION ON MARKETING AND NEUROMARKETING RESEARCH AND APPLICATION CENTRE****PART I****Objective, Scope, Legal Basis and Definitions****Objective**

ARTICLE 1 – (1) The objective of this Regulation is to set forth rules and procedures governing Altınbaş University Marketing and Neuromarketing Research and Application Centre's (PANUM) objectives, activities, administrative bodies and their roles and responsibilities as well as the Centre's mode of operations.

Scope

ARTICLE 2 – (1) This Regulation covers provisions governing Altınbaş University Marketing and Neuromarketing Research and Application Centre's (PANUM) objectives, activities, administrative bodies and their roles and responsibilities as well as the Centre's mode of operations.

Legal Basis

ARTICLE 3 – (1) This Regulation has been drawn up on the basis of Article 14 and the sub-clause (2) of clause (d) of sub-article 1 of Article 7 of Turkish Higher Education Act No. 2547 of November 4th, 1981.

Definitions

ARTICLE 4 – (1) As used in this Regulation, the following terms shall have the meanings specified below;

- a) Advisory Board: Advisory Board of Altınbaş University Marketing and Neuromarketing Research and Application Centre,
- b) Centre (PANUM): Altınbaş University Marketing and Neuromarketing Research and Application Centre,
- c) Director: Director of): Altınbaş University Marketing and Neuromarketing Research and Application Centre,
- ç) President: President of Altınbaş University,
- d) University: Altınbaş University,
- e) Administrative Board: Administrative Board of Altınbaş University Marketing and Neuromarketing Research and Application Centre.

PART II**Objectives of the Centre and its Areas of Activity****Objectives of the Centre**

ARTICLE 5 – (1) Objectives of the Centre are as follows:

- a) Undertake marketing and neuromarketing-focused research and development activities.
- b) Conduct applied research on marketing and neuromarketing in collaboration with scholars, researchers and students.
- c) Make research findings available to public on academic platforms or on relevant websites in digital, visual, written and social media forms.
- ç) Join national and international research networks; if necessary, create such networks or contribute to their creation; encourage individuals engaged in marketing and neuromarketing to

join these research networks.

d) Create a convenient environment for research where researchers can conduct scientific activities and provide the necessary conditions under which they can carry out these activities at national and international level.

e) Create solutions for non-profit organisations including public agencies, private institutions and NGOs and maintain the privacy and confidentiality of these solutions.

Areas of activity

ARTICLE 6 – (1) The centre operates in the following areas of activity:

a) Offer national and international trainings, conduct research, develop projects, and publish papers on marketing and neuromarketing.

b) Hold courses, seminars, conferences, workshops, and similar academic events at local, national and international scale.

c) Raise public awareness of neuromarketing through several scientific events, form public opinion on marketing and neuromarketing, create policies to contribute to the solution of social issues, review current and former policies addressing these issues.

ç) Join international scientific networks and international projects on marketing and neuromarketing. Build international cooperation on neuromarketing.

d) Establish cooperation with government agencies and institutions, universities, natural and legal persons, NGOs, conduct research, or projects as requested by these institutions, offer consulting services.

e) Publish papers in national and international journals, publish periodicals and research paper abstracts in accordance with the Centre's objectives.

f) In accordance with the Centre's objectives, create a structure enabling the Centre to use the equipment and human resource in the most efficient way. Ensure that research conducted by the Centre adheres to the purposes and principles set out in Act No. 2547.

g) Carry out other tasks requested by the Administrative Board. Consult with the Advisory Board prior to creating new research fields.

ğ) Stress importance of interdisciplinary cooperation on marketing and neuromarketing research and application; accordingly create a research environment that welcomes contribution from other disciplines such as psychology, business administration, sociology, international trade, finance, advertising and arts.

PART III

Administrative Bodies of the Centre and their Roles and Responsibilities

Administrative Bodies of the Centre

ARTICLE 7 – (1) Administrative Bodies of the Centre shall comprise the following:

a) Director.

b) Administrative Board.

c) Advisory Board.

Director

ARTICLE 8 – (1) Centre Director shall be appointed for three-year term by the University President from among the full-time faculty members engaged in research on marketing and neuromarketing.

(2) In the event that Centre Director is absent from duty for more than six months, his/her office will be terminated. The University President shall appoint a new director to replace the former director who has left office before his/her expired.

(3) University President shall appoint a faculty member as Vice Director for a term of three years to help the Director carry out his/her duties. In the absence of the Director, Vice Director shall act on his/her behalf.

Roles and responsibilities of the Centre Director

ARTICLE 9 – (1) The roles and responsibilities of the Director are as follows: :

- a) Represent the Centre at national and international level.
 - b) Chair the Administrative Board and Advisory Board.
 - c) Convene ordinary and extraordinary meetings of Administrative Board and Advisory Board, create meeting agenda.
 - ç) Ensure that Administrative Board decisions are carried out in proper and effective manner.
 - d) Establish marketing and neuromarketing cooperation with national and international institutions.
 - e) Carry out other tasks in relation to the Centre's objectives.
 - f) Carry out tasks as requested in relevant regulations.
 - g) Provide the University President with a report on the operations of the centre at the end of each academic year or upon request after obtaining the opinion of the Administrative Board
 - ğ) Prepare an annual work programme and a revenue/expense budget in cooperation with the Administrative Board and present it to the University President.
- (2) The Director shall be responsible for ensuring that Centre's activities are developed and carried out in the most effective manner in accordance with the centre's objectives.

Administrative Board

ARTICLE 10 – (1) Chaired by the Director, the Administrative Board shall consist of a total of seven members. Six members, apart from the Director, shall be appointed by the University President for a three-year term from among the full-time faculty members and/or persons outside the University engaged in research on marketing and neuromarketing.

(2) Administrative Board members may be reappointed for a second term after three years in office. In the event that a member resigns from his/her position before the expiry of his/her normal term or becomes unable to attend meetings due to a temporary (more than six months) assignment to a different position, a new person will be appointed as new board member to replace the former member.

(3). Administrative Board shall assemble once a month, or when necessary, a meeting of the Administrative Board may be convened by the Director, either on his/her own initiative, or at the request of a simple majority of members of the Board. All decisions shall be made by a majority of the votes.

Roles and Responsibilities of the Administrative Board

ARTICLE 11 – (1) Assist the Director with the planning and carrying out of the Centre's activities.

(2) In cooperation with the Director, create a work schedule, research and learning projects.

(3) Assist the Director with the preparation of an annual budget.

(4) Form expert advisory panels or committees when deemed necessary.

(5) Carry out other tasks as set forth in the relevant regulations.

Advisory Board

ARTICLE 12 – (1) Advisory Board shall consist of a minimum of six and a maximum of eight members appointed by the President upon recommendation from the Administrative Board. Members may be selected among Altınbaş University's or other universities' faculty/staff or experienced scientists, scholars, and executives working for public/private institutions or conducting independent research on marketing and neuromarketing at international scale.

(2) Members of the Advisory Board who are also members of Altınbaş University shall be appointed by the President for a three-year term. Members of the Advisory Board who are not members of Altınbaş University shall be appointed upon recommendation from the Administrative Board and at the invitation/request of the University President for three-year term.

(3) New members may be selected to fill the vacant posts through the same appointment method. Members whose term of office has expired can be reappointed by the President.

(4) Advisory Board shall assemble at least once in every year upon the request of the Director who shall also chair the meeting. The Director may convene an extraordinary meeting of the advisory board if s/he deems it necessary. Administrative board members may join the Advisory Board meetings.

Roles and Responsibilities of the Advisory Board

ARTICLE 13 – (1) Advisory Board shall review and evaluate the Centre’s activities and make suggestions accordingly.

PART IV

Miscellaneous and Final Provisions

Research and application units

ARTICLE 14 – (1) Research and application institutes/centres can be established by decision of Administrative Board. These institutes/centres shall operate in accordance with the Centre’s objectives and its areas of activity.

Staff Recruitment

ARTICLE 15 – (1) accordance with Article 13 of Turkish Higher Education Act No. 2547, University President can appoint university members to hold academic, administrative, or technical roles at the Centre.

Fixtures and Equipment

ARTICLE 16 – (1) All fixtures, tools and equipment purchased by the Centre for academic and research purposes and all other equipment donated to the Centre shall be allocated to the Centre’s use.

Centre’s revenue

ARTICLE 17 – (1) The revenue generated from Centre’s activities and operations shall be recorded and spent in accordance with the University regulations. It is fundamental that all revenue must be spent on improving student and research at the Centre.

Spending Authority

ARTICLE 18 – (1) Spending Authority is granted to the University President who may partially or fully transfer his/her authority to spend to the Director.

Situations that are not governed by the provisions of this regulation

ARTICLE 19 – (1) Other relevant legislation and University Senate’s decisions shall apply to situations that are not covered by this Regulation.

Effective Date

ARTICLE 20 – (1) This regulation shall become effective the day following its publication.

Execution

ARTICLE 21 – (1) The provisions of this Regulation shall be executed by the President of Altınbaş University.