ABOUT KOÇ UNIVERSITY

Established by Vehbi Koç Foundation in 1993 as a non-profit private university in İstanbul, Koç University continually strives to:

• Be a center of excellence, one that provides a world-class education to its students,
• Create new knowledge via the research of its faculty and apply this knowledge for the benefit of society,
• Equip its students with the highest sense of ethics, social awareness & responsibility and good citizenship.
ACADEMIC STRUCTURE

College of Administrative Sciences and Economics (1993)
College of Social Sciences and Humanities (1993)
College of Sciences (1993)
Graduate School of Business (1993)
School of Nursing (1999)
College of Engineering (2000)
School of Law (2004)
School of Medicine (2010)
Graduate School of Sciences and Engineering (2002)
Graduate School of Social Sciences and Humanities (2003)
Graduate School of Health Sciences (2011)
FACILITIES

• **Main Campus** located on a sprawling 62-acre estate combining modern outdoor facilities with sixty academic, administrative, residential and recreational buildings

• **Nişantaşı Campus** of Koç University houses the School of Nursing.

• **Research Center for Anatolian Civilizations (RCAC)** located in downtown Beyoğlu.

• **İstinye Campus**, located near the business and financial districts of İstanbul, serves part-time students enrolled in Executive Education Programs, the Executive MBA Program, and the Master’s degree program in Finance.
KU’s KEY R&D FIGURES

- 5487 Students (4642 UG+404 MS/MA+441 PhD)
- 491 Faculty (259 Professoriate + Instructors)
- 73% of students on scholarship

- 18 Doctoral Degree Programs
- 30 Masters Degree Programs
- 22 Undergraduate Degree Programs
KU’s OUTSTANDING R&D FEATURES

- Internationally renowned faculty
- State-of-the-art research labs and centers

- Truly Interdisciplinary environment with the top:
  - Administrative Sciences and Economics
  - Sciences
  - Social Sciences and Humanities
  - Engineering
  - Law
  - Medical programs.
TURKEY: History of ERC (2007-2014)

Observation 1:
1.4% as opposed to 10% overall success rate

Observation 1.1:
No success in SS&H

Observation 1.2:
< 1% success in LS

Observation 1.3:
= 2.4% success in P&ES

WHY?
1. No success in SS&H - 0 out of 4

- KU’s SS&H programs are strong;
- Need to increase the number of applications; HOW?

Koç Univ.: History of ERC (2007-2014)
2. No success in LS - 0 out of 3 before 2014
- 2 out of 2 for interview in 2014
3. (Limited) success in P&ES - 3 out of 12

- United Kingdom: 387
- Germany: 295
- France: 284
- Netherlands: 150
- Switzerland: 156
- Spain: 106
- Israel: 110
- Italy: 114
- Belgium: 65
- Sweden: 68
- Austria: 49
- Finland: 28
- Ireland: 17
- Denmark: 39
- Greece: 23
- Hungary: 17
- Norway: 15
- Portugal: 10
- Poland: 9
- Czech Republic: 9
- Turkey: 5
- Croatia: 1
- Slovenia: 2
- Cyprus: 4

Legend:
- AdG
- CoG
- StG
1. 95% KU Faculty received their PhDs from North American Universities
   ⇒ Lack of Research Network in EU
   ⇒ Lack of Recognition in EU

2. TUBITAK has a series of great programs for faculty projects with small, medium and large budgets
   ⇒ Lack of Motivation for ERC
KU’s RESEARCH STRATEGY

- Create freest environment that fosters collaborative and interdisciplinary research
  - Seed research (Thematic and general)
  - Interdisciplinary seminars

- Recruit the best among talented and diverse applicant pools
  - Result is a high caliber faculty
  - High caliber faculty excel in R&D
KU’s RESEARCH STRATEGY

- High caliber faculty; lots of R&D projects; require expansion of PhD programs
  - Recruitment of PhD students in the global marketplace is a major challenge
  - Lack of jobs for PhD graduates in industry, especially in Turkey, presents serious hindrance
KU’s PhD Students

- **PhD KU (T)**
- **PhD OH (T)**
- **PhD Projects (T)**

Yearly Counts:

- 2008: 57 (KU) + 26 (OH) + 37 (Projects) = 120
- 2009: 61 (KU) + 37 (OH) + 42 (Projects) = 139
- 2010: 86 (KU) + 37 (OH) + 91 (Projects) = 213
- 2011: 125 (KU) + 35 (OH) + 150 (Projects) = 294
- 2012: 90 (KU) + 28 (OH) + 146 (Projects) = 258
- 2013: 91 (KU) + 64 (OH) + 159 (Projects) = 314
- 2014: 146 (KU) + 75 (OH) + 218 (Projects) = 340
- 2015: 218 (KU) + 85 (OH) + 180 (Projects) = 483
- 2016: 180 (KU) + 96 (OH) + 213 (Projects) = 499
- 2017: 213 (KU) + 96 (OH) + 213 (Projects) = 522
- 2018: 215 (KU) + 97 (OH) + 213 (Projects) = 525
- 2019: 213 (KU) + 97 (OH) + 213 (Projects) = 523
- 2020: 214 (KU) + 97 (OH) + 213 (Projects) = 524

**Legend:**
- Red: PhD KU (T)
- Green: PhD Projects (T)
- Light Green: PhD OH (T)
KU’s International PhD Students

Year: 2008 to 2014

Countries: Nigeria, Indonesia, Albania, USA, Turkmenistan, Tunisia, Tanzania, Pakistan, Macedonia, Latvia, Kazakhstan, Iraq, Iran, India, Greece, Germany, Ethiopia
KU’s RESEARCH STRATEGY

- Provide all necessary assistance to faculty for R&D and Technology Transfer issues
  - Office of VPRD – Established in 2009, expanded in 2013 (TTO initiative of TUBİTAK)
    - Research administration and policy
    - Technology Transfer
    - Research labs and centers
    - Sponsored programs
    - Graduate Programs and Postdoc programs
KU’s Projects: Granted Amount (TL)
R&D Funding for Turkish Universities under EU–FP7 Programmes

FP7 Funding Amounts

<table>
<thead>
<tr>
<th>University</th>
<th>Funding Amount (Million Euros)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOÇ UNIVERSITY</td>
<td>14.8</td>
</tr>
<tr>
<td>BİLGİ KENT UNIVERSITY</td>
<td>12.5</td>
</tr>
<tr>
<td>BÖÇAZİÇİ UNIVERSITY</td>
<td>10</td>
</tr>
<tr>
<td>İSTANBUL UNIVERSITY</td>
<td>7.9</td>
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<tr>
<td>SABANCI UNIVERSITY</td>
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<tr>
<td>HACETTEPE UNIVERSITY</td>
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<tr>
<td>EGE UNIVERSITY</td>
<td>5.6</td>
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<tr>
<td>DOKUZ EYLÜL UNIVERSITY</td>
<td>4.9</td>
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<td>DOKUZ EYLÜL UNIVERSITY</td>
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</tbody>
</table>

Million Euros
1. 95% KU Faculty received their PhDs from North American Universities

⇒ Lack of Research Network in EU

⇒ Lack of Recognition in EU

KU has instituted mobility funds for faculty to visit partner universities in EU

Establish JD/DD PhD programs with research universities in EU
2. TUBITAK has a series of great programs for faculty projects with small, medium and large budgets

⇒ Lack of Motivation for ERC

DO UNIVERSITIES NEED TO ESTABLISH REWARDS FOR EXTERNAL GRANTS?
Mismatch between what science knows and what business does

What Motivates Human Beings to Create?

- Harry F. Harlow, University of Wisconsin, 1949
- Douglas McGregor, MIT, 1960
- Edward Deci, University of Rochester, 1969
- Theresa M. Amabile, Harvard Business School, 1996
- Carol S. Dweck, Stanford University, 1999
- Mihaly Csikszentmihalyi, University of Chicago, 2000
- Brian Knutson, Stanford University, 2001
- Dan Ariely, MIT, 2008

......... many more
Mismatch between what science knows and what business does

- When money is used as an external reward for some activity, the subjects lose intrinsic interest for the activity;
- Extrinsic rewards can be effective for routine algorithmic tasks, but for creativity and inventiveness, contingent rewards can be dangerous;
- Human beings have an inherent tendency to seek out novelty and challenges, to extend and exercise their capacities, to explore and to learn;
- Intrinsic motivation is conducive to creativity, controlling extrinsic motivation is detrimental to creativity;

REWARDS & PUNISHMENT or CARROT & STICK
1. Imagine it is 1996, you ask the following question to an accomplished business school professor:

“I am going to describe two new encyclopedias, one just out, the other to be launched in a few years. You have to predict which will be more successful in 2014.”

- The first one comes from Microsoft, already a large and profitable company;
- The second one won’t come from a company, will be created by people who write and edit articles for fun.

* Daniel H. Pink, Drive, Riverhead Books, New York 2009
Result:
- In 2009, Microsoft pulled the plug on MSN Encarta;
- Wikipedia ended up becoming the largest and most popular encyclopedia in the world, more than 17 million articles in 270 languages.

Message:
- Innovation requires “Out of Box” thinking
- “Carrots and Sticks” might be a wrong approach for human motivation and innovation
Conclusions

2. Is all-volunteer & all-amateur encyclopedia the only instance of its kind?

- Web browser Firefox has more than 350 Million users;
- Linux operating system now powers one in four corporate servers;
- Apache software has 52% share of the corporate web server market;
- you can find: open-source cookbooks; open-source textbooks; open-source car design; open-source legal briefs; open-source cola !!! ....

* Daniel H. Pink, Drive, Riverhead Books, New York 2009
Thank you!

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Thank you!

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