allostery

A phenomenon whereby the conformation of an enzyme or other protein is altered by combination, at a site other than the substrate-binding site, with a small molecule, referred to as an effector, which results in either increased or decreased activity by the enzyme.

Source:

PAC, 1994, 66, 2587 (Glossary of bioanalytical nomenclature - Part 1: General terminology, body fluids, enzymology, immunology (IUPAC Recommendations 1994)) on page 2593