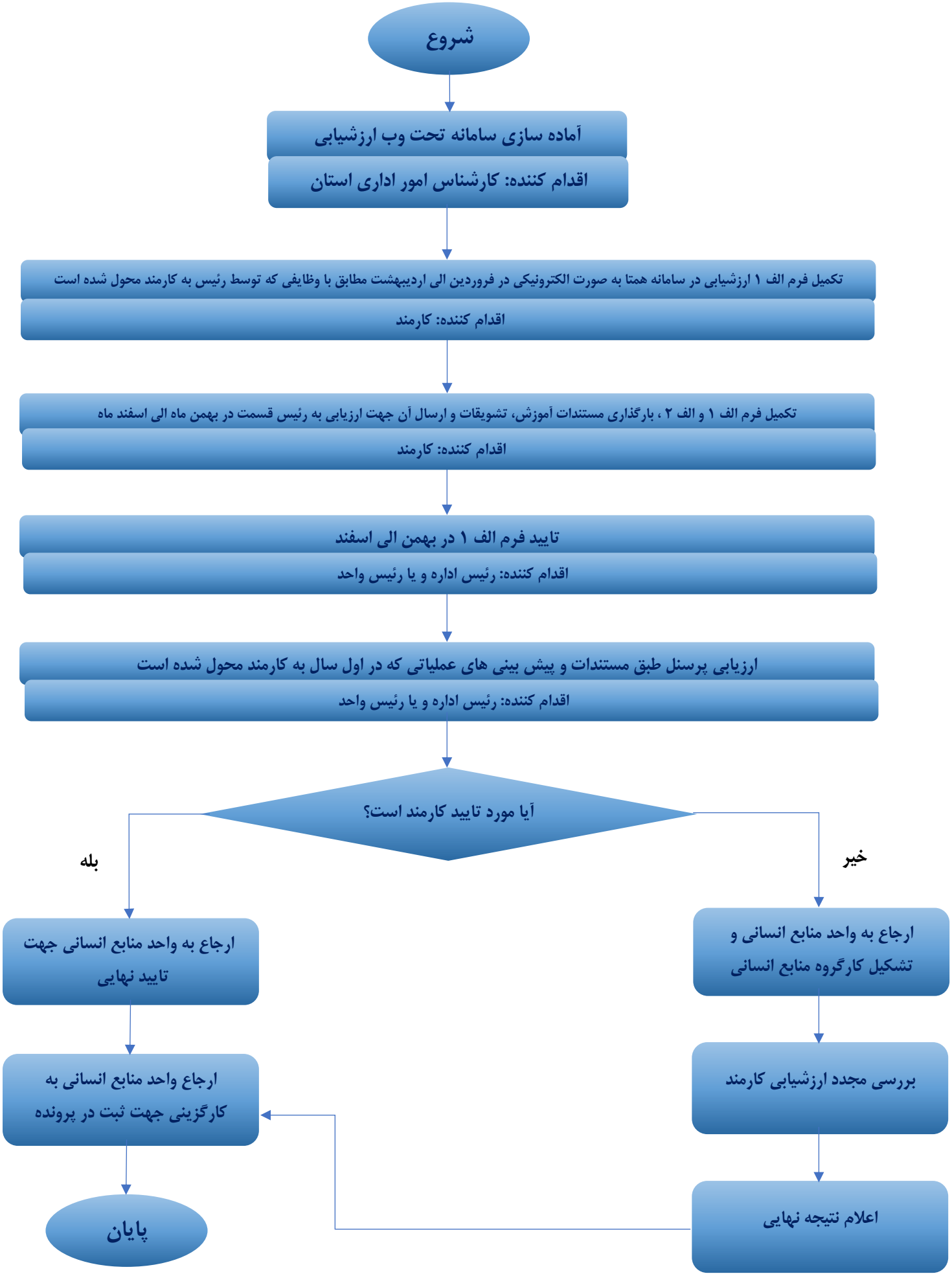"فرآیند ارزشیابی کارکنان"