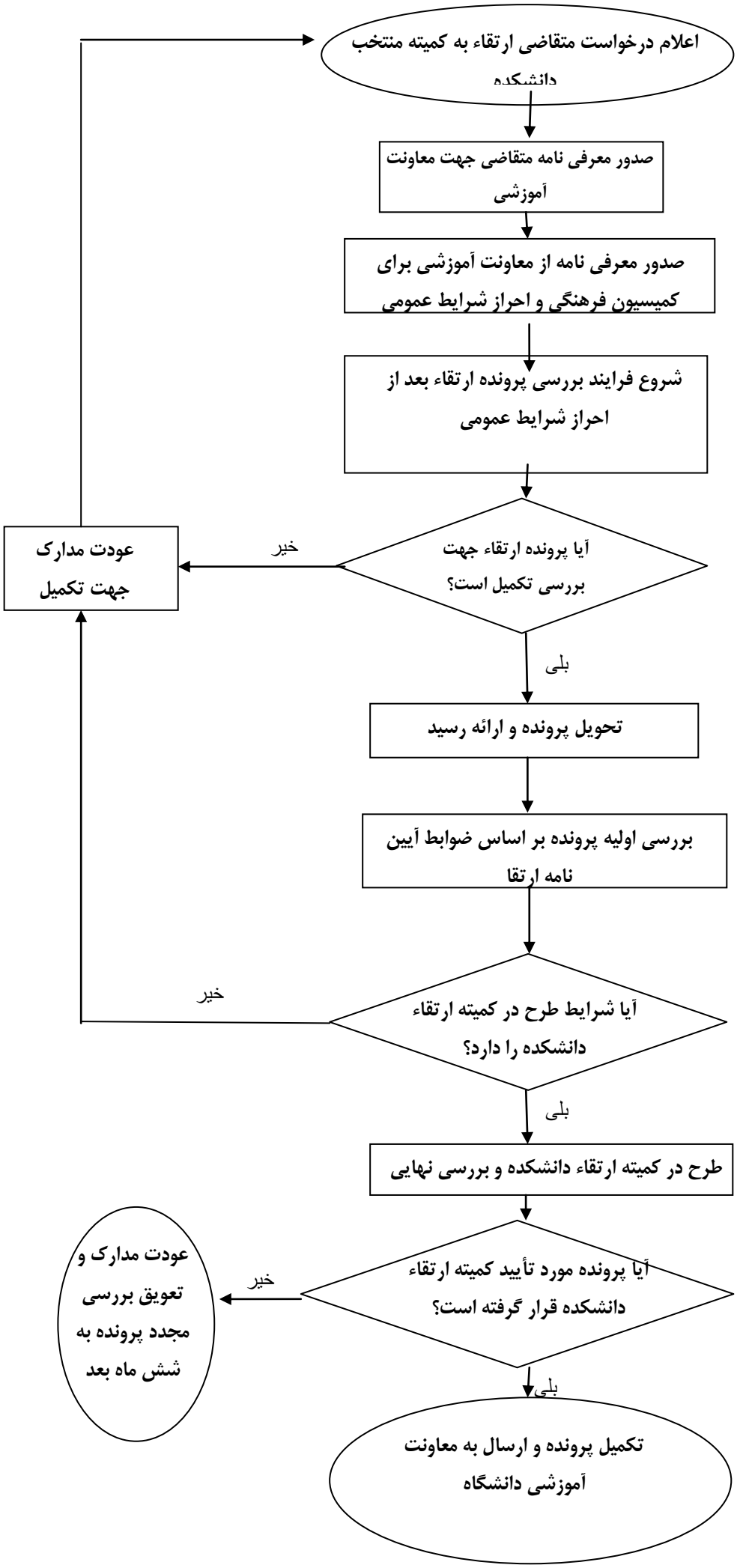فرآیند ارتقاء مرتبه اعضاء هیأت علمی