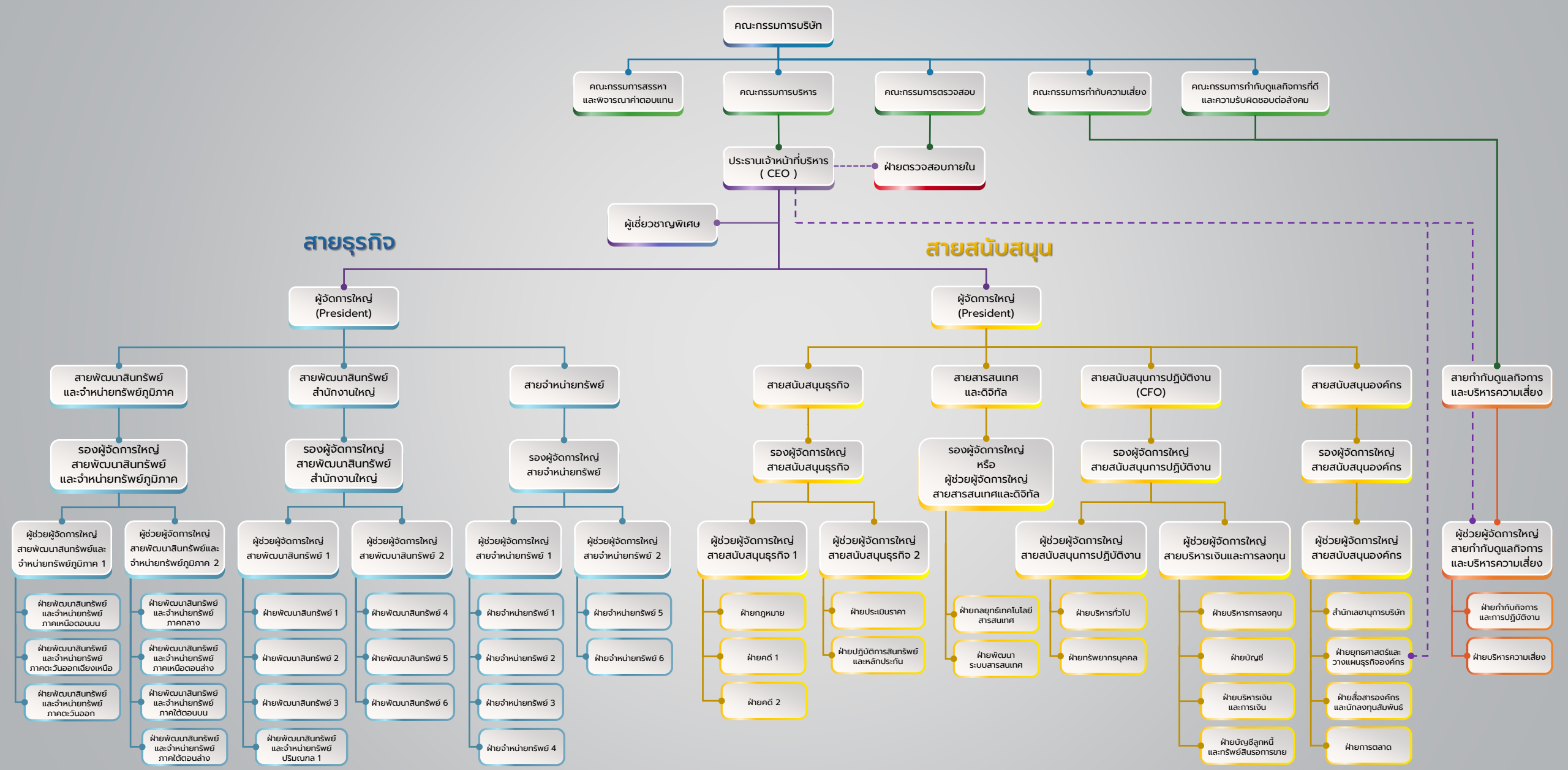โครงสร้างองค์กร