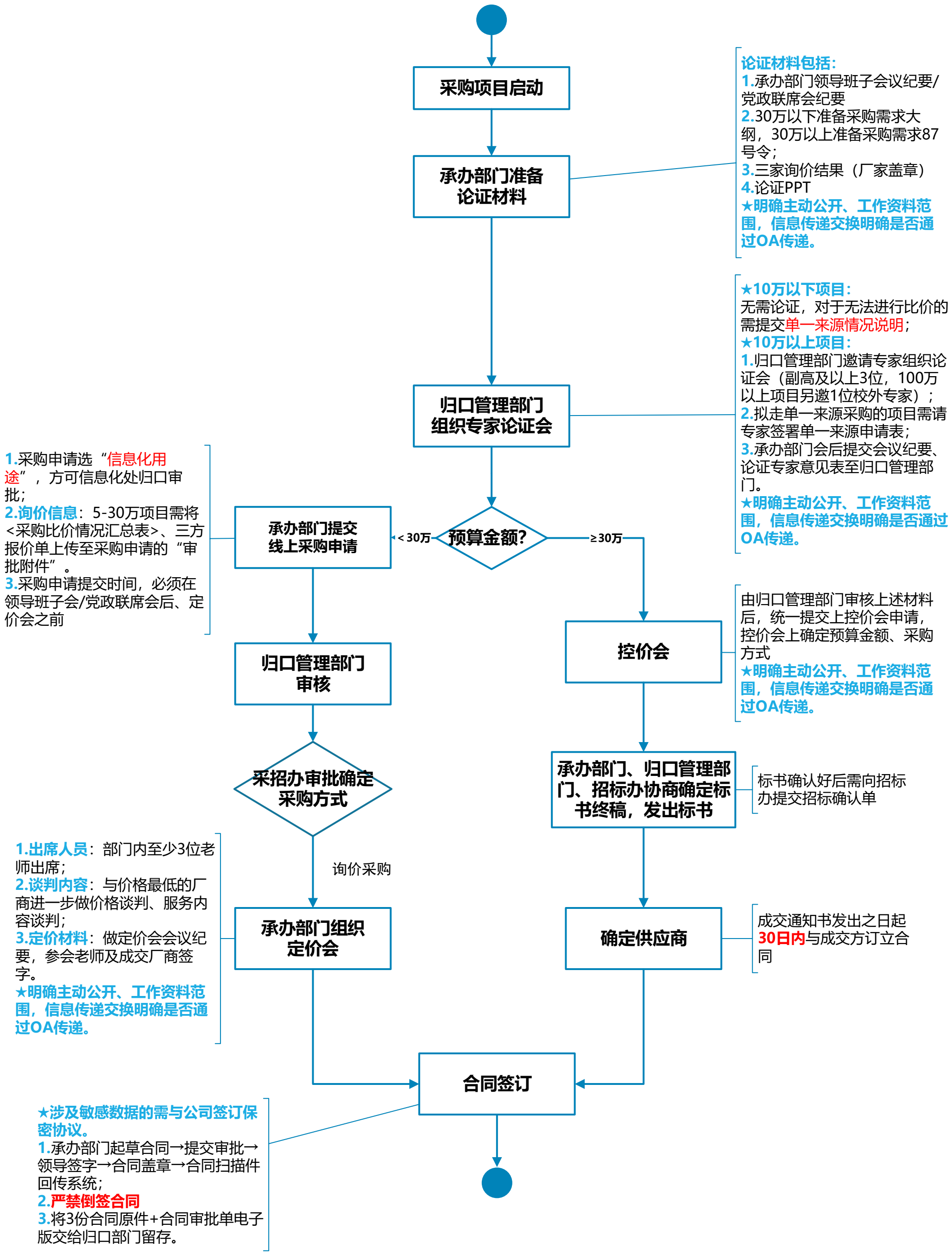中国传媒大学信息化处采购管理流程说明