

**TRANSFORMATION STRATEGY RESEARCH ON OVERSEAS STUDY
INTERMEDIARY UNDER THE BACKGROUND OF BIG DATA-BY TAKING
JINJILIE OVERSEAS EDUCATION COMPANY FOR EXAMPLE**

ABSTRACT

Title: Transformation Strategy Research On Overseas Study Intermediary Under
The Background Of Big Data-By Taking Jinjilie Overseas Education
Company For Example
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With the deepening of China's opening up, more and more students choose to go abroad for further study, China has become a major source of international students. The rise of studying abroad has promoted the development of domestic study intermediaries, especially after entering the Internet era, the popularity of large data applications to the study intermediary has brought more opportunities, but also brought a lot of problems. The surge in the number of students makes the intermediary sprung up, the entire industry intermediary industry competition intensified, coupled with now promulgated by the state of the industry to regulate the legal rules of the industry is not sound enough, the traditional study of intermediaries face various problems. At this stage, large data has become an important means to promote the development of all walks of life, convenient people to live an important means of universal degree is not past, study counseling is no longer monopoly by the intermediary, the way to earn information difference has long been unable to meet the development of study intermediary, Transformation becomes a top priority. This paper summarizes the development course, the characteristics of the industry and the characteristics and characteristics of the study abroad, analyzes the present situation and the dilemma of the study abroad, and analyzes the status of the study abroad, The influence of studying abroad, and the development dilemma of Jinjilie(JJL) company study abroad, and put forward some suggestions on the transformation of JJL's research intermediary company under the big data age. Through the research of this article, it provides a targeted strategic opinion for the reform and development of the

company, and also finds a better direction for the development of the traditional research intermediary industry in the era of large data, and has a reference for similar companies.

Keywords: Study abroad; Strategic transformation; Large data; Development strategy; JJJ

摘要

题目： 大数据背景下留学中介公司的转型策略研究——以金吉列为例

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随着中国对外开放程度的加深，越来越多的学子选择出国深造，中国已然成为留学生的主要来源国。留学热的兴起促进了国内留学中介的发展，特别是进入互联网时代后，大数据应用的普及给留学中介带来了更多的机遇，同时也带来了很多问题。留学人数的激增使得中介如雨后春笋般蔓延，整个留学中介行业的市场竞争愈演愈烈，再加上现如今国家颁布的对该行业进行管理规范的法律条规还不够健全，传统留学中介面临种种难题。现阶段，大数据已经成为了推动各行各业发展、便捷人们生活的重要手段，普及程度今非昔比，留学咨询不再被中介所垄断，赚取信息差价的方式早已不能满足留学中介的发展，转型成为当务之急。本文通过对留学中介行业进行调研，总结了留学中介的发展历程、行业特点，以及国内留学趋势及特征，分析留学中介的发展现状及困境，并以金吉列公司留学中介为案例，分析大数据时代对金吉列公司留学中介的影响，以及金吉列公司留学中介的发展困境，并对大数据时代下，金吉列公司留学中介公司的转型提出策略建议。通过本文研究，为金吉列公司留学中介公司的变革发展提供了具有针对性的战略意见，同时，也为传统留学中介行业在大数据时代下找到更好的发展道路指明方向，对同类公司具有借鉴作用。

关键词： 留学中介； 战略转型； 大数据； 发展策略； 金吉列公司