

CONTENT

ABSTRACT.....	i
ABSTRACT-CHINESE.....	iii
ACKNOWLEDGEMENTS	iv
CHAPTER 1. INTRODUCTION	1
1.1 Research background	1
1.2 Research purpose	2
1.3 Research significance.....	4
CHAPTER 2 LITERATURE REVIEW.....	7
2.1 Domestic review	7
2.2 Foreign literature.....	9
2.3 Theoretical review.....	11
2.3.1 Definition of relevant concepts	11
2.3.2 History of overseas study intermediary	13
2.3.3 Development status and trend of overseas study intermediary.....	16
2.3.4 Role	20
2.4 Domestic overseas study trend and characteristics	22
CHAPTER 3 RESEARCH METHODS	30
3.1 Research design.....	30
3.2 Research tools	30
3.3 Data collection methods.....	31
3.4 Data analysis methods.....	31
CHAPTER 4 RESEARCH RESULT ANALYSIS-BASED ON DESCRIPTIVE STATISTICAL ANALYSIS	33
4.1 Analysis on development status of JJJ Overseas Education	33
4.1.1 The influences of big data era on overseas study intermediary JJJ Overseas Education	35
4.1.2 Development predicament of overseas study intermediary JJJ Overseas	

Education	39
4.2 Suggestions over transformation and development of JIL Overseas Education under the era of big data.....	40
4.2.1 Subdivision of overseas study service	40
4.2.2 Extension to the upper and lower reaches of the industry	42
4.2.3 Take high-end personalized route	43
4.2.4 Service mode transformation	44
4.2.5 Strengthen resource integration	44
4.2.6 Guarantee service quality and public praise	45
CHAPTER 5 CONCLUSIONS AND SUGGESTIONS.....	47
5.1 Conclusions	47
5.2 Research limitation	48
5.3 Research suggestions	48
REFERENCES	49

FIGURE

Figure 1:Types of consumers’ complaints against overseas study intermediary.....16

Figure 2: The total number of students studying abroad and those studying abroad at their own expense from 1978-2014 (unit: person).....22

Figure 3:1979-2015 Increase number and proportion of overseas students in China..23

Figure 4: Memoir that Chinese students were admitted to American high schools in 2005.....24

Figure 5:The number of Chinese students in main destination countries of overseas study.....25

Figure 6:The number of overseas students that JIL Overseas Education output to foreign universities form 2000 to 2016 (unit: person).....34

Figure 7:Increase rate of number of students studying abroad in China from 2003 to 2014.....42