

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

CHAPTER 1

INTRODUCTION

1.1 Research background

Overseas education intermediary industry has already been developed for dozens of years up to the moment. Along with the prevalence of overseas study trend, overseas study intermediary has been prosperous developed little by little. According to the related data released by the Ministry of Education, it manifests that the number of people studying abroad in China was substantially increased as of 2007, reaching 41.39 thousand in 2013, nearly 90% of which studying abroad at their own expenses. Further, the number of students studying abroad at their own expenses in 2014 in China exceeded more than 500 thousand, thus China became the largest student source country in the world. Meanwhile, it was increased to 544.5 thousand in 2016 from 523.7 thousand in 2015 by 3.97%. The present trend is that overseas study is evolved into popular education from elite education. In China, overseas study becomes a normalcy. More grass-root families begin attending overseas education. At the era of big data in the 20th century, along with the popularization of internet, the world is flat and those rational demand for overseas study can know about universities around the world and choose their favorite one. Besides, they also can inquire about the processes of applying for and handling overseas study online. Nowadays, the information provided online nearly can be inquired about freely, which breaks through the profit model that the traditional overseas education intermediaries make information expense from consumers with intention of overseas study due to information blockade. Internet makes blocked information about overseas study become transparent, so that people can obtain information about overseas study they want anytime anywhere. Besides, the overseas study intermediary companies provided students with services including helping students with written application and prepare necessary materials. They completed a whole process of services so long as they could help students become admitted to the foreign university. However, with the help of overseas study intermediaries, students can apply for their beloved university freely for internet covers information about each university around the world. In this case, the service provided by overseas study doesn't appear so necessary.

The survival way of overseas study intermediaries is worth of deliberation.

In 1999, along with issuance of “Regulations on Management of Self-paid Overseas Study Intermediary Services”, legal status of overseas study intermediary institutions was legally recognized. Up to the present, overseas study intermediary has experienced 18 years’ development history. However, it lags behind foreign overseas study intermediary for dozens of years. Along with the incessant development of China’s economy, an increasing number of families have ability to help their children realize dream of studying abroad. As the market demand is expanded gradually, there are lots of overseas study intermediaries around the country, forming an enormous operation system, which means the market competition becomes more and more fierce. Judged from the big data nowadays, the number of students studying abroad is also on the rise year after year. However, the overseas study intermediary industry is not flourishing at all. Even more, overseas study industry becomes one of industry with highest complaint rate at the present. As the law is not sound, many overseas study intermediary companies release false information or collect arbitrary charges by violating the regulations. Thus, the consumer’s credibility is greatly reduced. Some with intention of studying abroad would rather submit materials themselves than handle it through overseas study intermediary (Tang, 2011).

Jinjilie(JJL) Overseas Education Intermediary, as one of top 10 overseas study intermediary companies in China, is also confronted with various questions, like fierce market competition, serious service homogenization, simple industrial chain, inflexible mode, fail in meeting customer demand, lack of service characteristics such as provide customized “one-stop” overseas experience service for clients, lack of strong brand awareness and decline in credibility, etc. There is some truth for the existence of overseas study intermediary. It conveys a large batch of excellent talents and lots of students smooth go out to the world under the help of overseas study intermediary and begin their overseas study career. At a deeper level, overseas study intermediary facilitates China’s economic growth and strengthen the educational association between China and other countries and also enhances China’s influence in the world, based on which the upgrading of overseas study intermediary is expedited. Through reform in development strategies, the inherent thinking of consigned handling procedure is eliminated. It is also the urgent industrial development request to realize innovation break-through by utilizing big data.

1.2 Research purpose

The reason why traditional overseas study intermediary was popular for a long

time in the past is for the systematic comprehensive information about overseas study it could provide for those who are self-sponsored for studying abroad, like information about each university, situation about recruitment of international students and local accommodation and handling trivial procedures such as consigned admission and visa and solving the low efficiency in handling application for those who are self-sponsored for studying abroad. However, the overseas study intermediary is overall caught in development predicament. Especially, internet has brought convenience to thousands of families. The service provided to the clients by the traditional overseas study intermediary more and more cannot meet customer demand. It may well be asked that who are willing to spend high price in turning to the intermediary for help as they can get service through internet, based on which traditional overseas study intermediary companies further should try every means to realize transformation. Under the background of big data, more overseas education data with potential value is systematically integrated. It is more efficient, comprehensive and targeted than the data information traditionally collected. Through analysis on such data, it plays a significant role in the strategic development of the industry. At the present, there are many overseas study intermediary companies. Due to many reasons such as low operation cost, they still can make profits through price difference in information and cannot provide genuinely valuable information for clients. Such commercial model puts the enterprises into the development dilemma. To eliminate predicament and break through homogenization, the overseas study intermediary should integrate and analyze big data and formulate development strategy scientifically by utilizing big data (Cheng, 2008).

Along with the deepened implementation of reform and opening up policy in recent years, many students want to further study abroad and fulfill their dream of studying abroad. However, there is great demand for such international talents as China is at the rising stage of development. Besides, some senior high students don't want to go to higher vocational school due to the fail in college entrance examination, so their parents hope their children could study abroad, which is also a good method for training talents. Due to various situations, the number of students studying abroad is very high and overseas study service market becomes more popular. In 2015, the market share of overseas study intermediary in China reached 10 billion Yuan. Such huge figure and the potential value of overseas stud intermediary cannot be neglected. Facing such situation, it is inevitable trend for the overseas study intermediary to expand market share. However, many intermediary companies fail in blind expansion or some don't dare to make attempt easily, the reason for which is many development companies enter into the development bottleneck and consumers are less dependent on overseas study intermediary companies. Along with the increasing complaint

against increasing growth of overseas intermediary industry and increasing reduction in consumers' satisfaction with overseas study intermediary, the public praise of whole industry has been influenced to a great extent. To standardize the industry behavior of overseas study service industry, the state has already expedited issuing relevant laws and regulations. The overseas study industry is strictly monitored through legal measures. However, some problems still cannot be fundamentally eliminated. To break through the development predicament of overseas study intermediary and facilitate sound development of the whole industry, the development history and industrial characteristics of overseas study intermediary and trend and characteristics of domestic overseas study are summarized and development status and predicament of overseas study intermediary is analyzed through investigation into the overseas study intermediary. Besides, by taking JJJ Overseas Education as the case, through analysis on the influences of big data era on JJJ Overseas Education, and development predicament of JJJ Overseas Education, strategy suggestions for transformation of JJJ Overseas Education are put forward in this paper. The strategic opinions with target are proposed for the transformation of JJJ Overseas Education through research in the paper. Besides, better development road direction is also pointed for the traditional overseas study industry is pointed out under the era of big data, thus having reference for the companies of the same category (Miao, 2014).

1.3 Research significance

Along with further popularization of overseas study in China in recent years, there are many trivial processes for apply for overseas study successfully, most families are inclined to have it handled by the overseas study intermediary company. In 2015, overseas study industry was unprecedentedly declined in 2015 as higher as 3-5%. 90% overseas study intermediary companies didn't fulfill the performance objective, which was not only attributed to more families' rational choice over studying abroad and aggravated market competition of overseas intermediary companies but also due to the disconnection of overseas study intermediary with the era and fail in utilizing the favorable elements of big data era. In this paper, based on summary of the development history and industrial characteristic of overseas study intermediary and domestic overseas study trend and characteristic and analysis on development status and predicament of overseas study intermediary and by taking JJJ Overseas Education as the case, the development predicament of JJJ Overseas Education and the influences of big data era on it are analyzed in this paper. In addition, strategy suggestions for the transformation of JJJ Overseas Education are proposed under the era of big data (Chen, 2004).

In terms of theoretical significance, related academic research on transformation strategies of overseas study intermediary companies are enriched under the background of big data to provide relevant theoretical basis for the extension study of other scholars in the future. There is overall research on the overseas study intermediary industry in the academic circle. Besides, such similar research focus on how the government standardizes monitoring or commercial mode of overseas study intermediary. There is nearly no study on transformation strategy of traditional overseas study intermediary company especially the innovation and transformation based on the background of big data. As the notable overseas intermediary company ranked among the top 10 in China, JJOverseas Education is selected as the research object in this paper, having certain representativeness and attraction. The blank in academic research on transformation strategy of overseas study intermediary companies in China is made up to certain extent through research in this paper to solid theoretical foundation for the future research.

In the actual sense, the target-based strategic opinion is provided for the transformation and development of JJOverseas Education through research in the paper. JJOverseas Education has made certain achievement in the whole overseas study intermediary industry and enjoys certain prestige and status in the industry. Based on theoretical research of the paper, blueprint is drawn for the better development of JJOverseas Education. Meanwhile, the direction for the better development road of traditional overseas study intermediary industry under the era of big data is also pointed out, having reference role in the company of the same category. Besides, the thought has been obtained for the new development for them under the background of big data.

Furthermore, in schools with large enrollments of ELLs, language tends to be treated as a 'formal' subject with little opportunity for interactive language that is comprehensible, interesting, and relevant. Teachers of ELLs typically rely on simple tasks that require literal recall or, at most, limited inference. Fast-paced, low-level, question-answer routines limit students' opportunities to talk, generate questions, and express extended ideas. The emphasis on phonics, spelling, accurate oral reading, proper English pronunciation, vocabulary lists, grammar, and literal comprehension has probably been exacerbated by the perception of schools that these emphases are necessary to prepare students for high-stakes examinations. There is reason to fear that the regimen in today's schools inhibits the language development of ELLs and may retard their cognitive development and undermine their motivation for school by taking the meaning and enjoyment out of learning (Huang, 2002).

There is a small but growing body of research on effective literacy instruction for English language learners. Existing research has several limitations. First, extensive oral English development for ELLs has been largely overlooked. In a review of studies of English language learners in the U.S., Genesee, Lindholm-Leary, Saunders, and Christian concluded that fewer than 50 studies focused on English oral language outcomes and used sound methodology. This dearth of research contrasts with the very large numbers of studies of reading instruction involving native English speakers. Nonetheless, there is some evidence that English language learners benefit from comprehensive programs featuring enhanced literature discussion and substantial experience with spoken English. For example, engaging in a classroom discussion approach, called Instructional Conversations, where students and teachers interact with one another in a joint meaning-making process, improved fourth- and fifth-grade Spanish-speaking ELLs reading comprehension. The oral English support that is available for ELLs has neglected academic language and higher-order cognitive tasks – that is, language for explaining, knowledge building, reasoning, problem solving, and decision-making.