

## CHAPTER 5

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusions

Overseas study intermediary should conform to the development of internet era. Many overseas study applicants are well prepared. They obtain overseas study information professionally, which reminds the overseas study intermediary of being difficult to survive by relying on sweet words and boasting. Integrated overseas study and education, overseas study internet and full-service overseas study is the survival way of overseas study intermediary. Through the research, conclusions are reached below:

Firstly, The trend of overseas study in Japan shows that the number of students studying abroad is on the rise, but the speed slows down. The total number of students studying abroad at their expense is increasing gradually. The phenomenon of studying abroad at young age is more obvious, raising the upsurge of studying abroad in high school. The destination countries selected by Chinese students are diversified. For example English-speaking countries such as American, Canada, Britain and Australia and Southeastern Asian countries including Japan and South Korea are the main destinations.

Secondly, the development trend of overseas study intermediary, resource integration, struggle for market share, adhere to international education consulting philosophy and brand building will become the new highlight for competition.

Thirdly, advantages of JJJ Overseas Education: large institution, chain institution, high brand awareness, students' low degree of participation. Disadvantages: process-based service mode easily could lead to error in student information, error and omission in application could be easily caused if one consultant serves many students at the same time.

Fourthly, the influences of big data era on JJJ Overseas Education actively promote the transformation of service mode, improve efficiency of big data, facilitate the standardization of intermediary service process management and rapid development of management. It is helpful for JJJ Overseas Education to adjust and plan the business strategy. Challenges and dilemmas: backward service mode; service

content can not meet the requirements of current students; the more intense market, more dramatic competition, serious product homogeneity, and consumers are less dependent on intermediary.

Fifthly, the transformation strategy of overseas study intermediary company under the background of big data: overseas study service segmentation; extension to the upper and lower reaches of the industry, high-end personalized route; transformation of service mode, strengthening the resource integration, guaranteeing service quality and improving the reputation.

One important step toward furthering these important findings is to incorporate post-item confidence measures and post-test evaluation measures into the well-funded and comprehensively sampled international studies such as PISA and TIMSS.

## **5.2 Research limitation**

There is a scarce lack of literature about transformation strategies of overseas study intermediaries under background of big data. Many intermediary companies are also confidential about relevant information and it is very difficult to collect information. Therefore, there are few theories supporting the research. There is no representative literature for reference when the author writing the research, for which it mainly lies in the author's understandings about the industry and data collection. Then, through analysis on basic situation of JJJ Overseas Education, it could be found that the quantitative research is weak.

## **5.3 Research suggestions**

It is important to select material and collect data when writing the research paper. The author should have comprehensive understandings about the overall situation of the object through various aspects, analyze the similarities of other cases and also propose corresponding countermeasures to elaborate his conclusions more comprehensive and with target.