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## 服务企业国际化运营模式研究

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摘要: 服务企业进行国际化运作表现出很多与制造企业的不同特征, 其中一个最明显的特征就是运营模式的多元化。研究在评述服务企业国际化运营模式研究理论基础, 分析比较了八种服务企业国际化运营模式的特性, 提出服务企业合理选择国际化运营模式的政策和建议。

关键字: 服务企业; 企业国际化; 运营模式

## Thoughts on the international operation mode in

service-oriented enterprises

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Abstract: The international operation in service-oriented enterprises possesses a lot of different characteristics from that in manufacturing companies. One of the most obvious features of the operation mode is diversified. This article analyzes eight sorts of characteristics of the operation mode in service-oriented enterprises based on reviewing the theory of the operation mode in service-oriented enterprises. In addition, it makes suggestions relating to policies on choosing a reasonable international operation mode in a service-oriented enterprise.

KeyWords: service-oriented enterprise; internationalization of the firm; operation mode