

## 昆山杜克大学校企协同创新平台\_挑战项目详情

合作方信息			
机构名称:	久商鲸策（北京）科技有限公司		
机构类型:	企业		
官网 / 官方账号链接:	久商鲸策官方网站 <a href="https://www.whalesights.com/">https://www.whalesights.com/</a>		
联系人:	满立		
项目信息			
项目类别:	研究类		
预期开启时间	2026 年 2 月	预计结束时间	2026 年 7 月
<b>机构背景:</b> 久商鲸策成立于 2014 年，是中国领先的专业服务机构，始终聚焦为投资领域的机构客户提供专家约访、投资研究及行业研究相关服务，致力于发展成为全球卓越的投资研究伙伴。成立以来，我们不断帮助研究员、分析师和投资人在复杂多变的市场环境中深刻理解行业脉络，捕捉最具长期价值的商业趋势，辨识最具发展潜力的崭新机会，进而做出正确的投资决策，并持续获得成功。我们作为精品咨询公司，也为大中型企业、跨国集团的战略发展部门、生态合作部门和投融资部门提供服务。			
<b>项目概述:</b> 出海是中国企业目前最关心的热点话题之一，它可能成为中国宏观经济下一个十年的关键词，也可能成为摆在每一位中国企业家面前的战略抉择。本次项目聚焦于某一出海主体或出海目的地，最终尝试输出对出海现状及核心驱动因素的关键洞察。通过研究中国企业针对特定目的地地区或国家（例如一带一路、美国等）的出海特征（行业覆盖、资本流动、技术升级等），发现其背后规律及决策思考逻辑；或是针对历史上出海经验丰富地区或国家（例如美国、欧洲等），研究其出海的动因、执行情况、出海成果，提炼商业洞察。该项目成果有机会服务各类有志于出海寻求增量的中国大中型企业，帮助学生扩展国际化视野、了解商业研究方法论，深入理解商业与技术决策。			

**支持与资源：**

1. 研究方法培训：学生将接触到国际一线咨询公司的方法论，面对真实环境且复杂的商业挑战，在项目中学会并运用各类经典思维框架（如战略咨询类、管理咨询类、行业研究等）实现既定目标。
2. 成果支持：久商鲸策团队将参与项目关键节点讨论，把控项目执行方向与颗粒度，对最终成果汇报提供指导与建议。

**其他说明：**

无

## DKU Co-InnovatePlatform\_Challenge Information

Partner Information			
Partner Name:	WhaleSights		
Partner Type:	Corporate		
Website / Official Link:	<a href="https://www.whalesights.com/">https://www.whalesights.com/</a>		
Contact Person:	Li Man		
Project Information			
Project/Challenge Type:	Research Project		
Expected Project Start Date	Feb, 2026	Expected Project End Date	July, 2026
<b>Partner Brief Introduction:</b> WhaleSights was founded in 2014. It is a leading professional services firm in China that focuses on providing institutional clients in the investment sector with expert interviews, investment research, and industry research services. Since its founding, WhaleSights has supported researchers, analysts, and investors in better understanding complex industries, identifying long-term trends, recognizing emerging opportunities with strong growth potential, and making sound investment decisions. As a boutique consulting firm, WhaleSights also serves the strategy, ecosystem partnership, and investment functions of mid-to-large enterprises and multinational groups.			
<b>Project Overview:</b> “Going global” has become one of the hottest topics and top priorities for Chinese companies today. It may well be a defining keyword for China's macroeconomy over the next decade—and a strategic decision facing every Chinese entrepreneur. This project focuses on a specific outbound-expansion actor (e.g., a type of Chinese enterprise) or a target destination, and ultimately aims to produce key insights into the current state of global expansion in a particular sub-sector and its core driving forces. By studying how Chinese companies expand into specific regions or countries (e.g., Belt and Road markets, the United States), including patterns such as sector coverage, capital flows, and technological upgrading, the project seeks to uncover underlying rules and decision-making logics.  Alternatively, by examining regions or countries with extensive historical experience in global expansion (e.g., the United States, Europe), the project will analyze the motivations, execution, and outcomes of overseas expansion in a given sub-sector, and distill actionable business insights. The project outcomes may support Chinese medium-to-large enterprises seeking international growth opportunities, while helping students broaden their global perspective, learn business research			

methodologies, and develop a deeper understanding of business and technology decision-making.

**Partner Support & Resources:**

- **Research-method training:** Students will be exposed to methodologies used by leading international consulting firms. Working with real-world, complex business challenges, they will learn and apply classic analytical frameworks (e.g., strategy consulting, management consulting, and industry research frameworks) to achieve project goals.
- **Deliverable support:** The WhaleSights team will participate in discussions at key project milestones, ensuring the execution direction and level of detail are on track, and will provide guidance and recommendations for the final deliverable presentation.

**Additional Notes:**