Industry Analysis Reflection

After completing and revising my industry analysis essay, I understand how involved the writing process really is. For example, it doesn’t end when you’ve done all your research and wrote down what you wanted to say. That is only the beginning. Then there are revisions to make from the professor’s feedback, discussions with peers to review, revisions to complete from the peer review sessions, more research to be done, the clarifying of ideas in the writing, and then the final product is complete. Therefore, it was helpful that we had sessions to learn how to do each of these steps correctly and efficiently.

I found that the session we had with one of the Pace librarians was rather helpful in forming my industry analysis. Honestly, I never would have been able to write as effective of an essay without her advice on how to conduct the best research. Therefore, I used things she told us in order to create my research strategy. She instructed us on which databases would be best to use for our purposes and how to use keywords to narrow down our searches, both things that I incorporated in my research.

For my next paper, I plan to continue the same procedures that I used to conduct my original research for this essay. It worked well for me, as I found what articles I could that pertained to my topic. However, I plan to spend more time doing additional research after the draft in order to revise the paper further. For this paper it was hard to do so because most sources I would have liked to use were book sources that needed to be ordered from other libraries. Unfortunately I didn’t have the time to do this before the revised paper’s due date, so the time slot is definitely a factor that I plan around next time.

In conclusion, by completing this paper I have obviously widened my knowledge on how to do intense research on a specific topic. I also realized that even though I usually like to do things on my own since I am stubborn and independent, it really helps to ask others for help. When I was doing my own research I was having issues and couldn’t find any articles. Then when I asked the librarian for help she pointed out that I should search other keywords, which worked instantly. I was about to change my topic until I decided to ask her, so it was great that I did. These are lessons that I will definitely take with me in the future and even in my career. As a person in the marketing field, excellent research skills are basically a requirement, so preparing for this paper has indeed been an immense help for me.