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BUF 4900

2 December 2024

Research Webinar - Reflection

- 1. What is the name of the seminar/webinar? Who gave the webinar? What are their respective credentials to teach this professional development? When was it? Where did it take place?** The Advancing Library Research Techniques Workshop webinar was hosted by the Citytech Ursula C. Schwerin Library. Professor Monica Berger led the session via zoom for a select group of pre-registered students and faculty. The event was held at 4:00PM EST on the 31st of October 2024 in Zoom room #873 7195 1481 linked [here](#). Professor Berger's academic and professional experience made her well qualified to deliver this lecture. Berger's academic work includes multiple degrees in the History of Art, Library Science, and Liberal Studies. Professionally, Berger has over four decades of research and librarian experience.
- 2. What was the webinar about? What was the top 3 most important items that you learned from this professional development and why?** The webinar explored how to conduct professional research using the Citytech Library resources. Relevant topics included a discussion on open access versus paid subscription information, the best databases Citytech subscribes to, and how to conduct industry research post graduation. Alumni continue to have access to the Library and the databases Citytech subscribes to using their academic school email address. These topics are key to effective professional development because staying on top of updated industry information helps make one an ideal employee. Additionally, the webinar explored Google Scholar and explained how to curate search results to reflect specific databases.
- 3. How does this professional development relate to the courses or degree you have studied? Explain why?** This webinar further explored some of the themes discussed in the Business and Technology of Fashion major. These topics include research analysis, curating database search results, and the correct way to use Google academically. The research analysis tips echoed the curriculums from BUF 2400 and BUF 3100. The discussion on curating databases expanded on the techniques explored in MKT 1210. MKT 1210 focused on the Statista database while this webinar focused on general techniques that can be applied across multiple websites.
- 4. What is the most important take-away that you have learned from this webinar and what would you tell your peers about this professional**

development? The most helpful topic explored in this webinar is how to curate Google Scholar search engine results. Many aspects of the fashion industry rely on innovative ideas. However, convincing a manager or board of directors to implement these ideas is tough. Therefore a key element in building strong proposals is finding trusted academic and industry research. Curating one's Google Scholar search results makes it easier and faster to find this trusted research. This is one reason why this webinar would be a useful tool for any student majoring in Business and Technology of Fashion.