Why conduct research?
Knowledge about an industry and company is essential in career success. It incorporates obtaining knowledge through online research, networking, and face-to-face contact.

What is industry research?
- Current demands of the field
- Direction the industry is taking
- Specialty or niche areas in your field
- Skills and qualities that are in demand in your field

What is company research
- The services or products the company provides
- A company's history, its size, number of employees and financial position
- Their major competition and community involvement
- List of subsidiaries, operating divisions and location of facilities
- Types of candidates they seek in terms of skills, education and experience

Key Information to obtain
- Business name, address, telephone number and web site address
- Current CEO/President/Director
- Public or private financial position
- Description: type of business, mission, history, current status
- List of subsidiaries, operating facilities
- Accomplishments and the company's rating in the industry
- Number of employees - trends; sales and profits - trends. Key products or brands
- Major competition and community involvement
- Types of candidates they seek in terms of skills, education and experience

Where to do your research

Internet / Library Resources
- Hoover's, LexisNexis and Vault Career Insider databases
- Access through St. John's Library - Databases A-Z
- Google, LinkedIn, Facebook, Twitter, and Idealist.org
- Search by industry, company, news articles, or even specific names of people in order to find more information about potential career paths
- Learn about relevant and up-to-date information and projections about companies and industries that will provide you with knowledge to better tailor your job search and estimate your potential for success

Networking
- Current networks you have such as LinkedIn and Twitter
- Professional Organizations / Trade Associations
- Professors / People working in the field (friends, family, etc.)

University Career Services
- Alumni Mentoring Program: St. John’s COACH Connect (Count on Alumni for Career Help)
- Events such as job shadow days, employer site visits, and career fairs
- St. John’s Central, Careers & Internships Tab, and CareerLink

Visit us at Chiang Ching Kuo Hall (CCK) or contact us at (718) 990-6375, careers@stjohns.edu.