

A guide to citing and referencing for Business School students

This guide is divided into two sections. The first explains what citing and referencing are, and tells you when and how to cite and reference. The second section provides explanations and examples of the way references should be formatted/laid out. But first we need to ask...

1) Why Reference?

1.1 Why bother to reference?

Whenever you produce academic work you will be asked to provide references for your ideas. You will find this easier to do if you understand why it is seen as so important in British universities. Referencing is essential to:

- Acknowledge other peoples' ideas
- Allow the reader of your work to locate the cited references easily, and so evaluate your interpretation of those ideas
- Avoid plagiarism (i.e. taking other peoples' thoughts, ideas or writings and using them as though they are your own)
- Show evidence of the breadth and depth of your reading
- Avoid losing marks!

2) Section one – Citing in the text

2.1 Citing

When preparing a piece of written work, you will inevitably come across other peoples' ideas, theories or data, and you will want to mention or refer to these in your own work. And in referring to these authors, you will also need to create a list of who they are and where their published work is to be found.

This is placed at the end of your written work so that your readers can identify what is your work and what is that of other people, and so that they can get hold of those pieces of published work to read, should they wish to do so.

Making reference to other authors in your own written work is called **citing**. The names of the authors who are cited in your text are gathered together, and supplied as an alphabetical list at the end of your written work. This is a **reference list**.

There is no one-best-way to lay out the reference list, and much of it is a matter of tradition or preference. Broadly speaking, the process of citing authors (and the associated reference list) can be done in one of two main styles - the **Numeric**, where the list of authors is numbered in the order of mention in the text, or the **Alphabetical**, where the authors' names are listed in alphabetical order.

One of the ways in which alphabetical referencing is done has been given the name of the **Name and Date System** or the **Harvard Referencing System**. There are a number of ways in which the Harvard Referencing System can be presented, and all of these are therefore 'correct'. The Business School has chosen one of these as the method that we recommend you to use. The reason for this is that if you do take this advice:

- The problem of choosing an appropriate referencing system has been solved for you,
- Your referencing layout will be consistent and always 'correct', and
- It will conform to the way referencing is done by most business and management researchers and journals.

(Another convention that we urge you to comply with is that the University has chosen Arial as the font that it wishes all documents to be written in – as this one is.)

2.2 The difference between the reference list and the bibliography

Within your piece of written work, you will have cited a number of books, journals, newspaper articles (or whatever), using the author's name and the date of publication. At the end of the piece, you provide a list of all those authors, giving full details of what their work is called, and where it was published. This list is headed **References**, and provides all the information about the published works you have mentioned in your text, ALPHABETICALLY by the names of the authors (or originators). This list can be subdivided by year and letter if necessary. (*More about this later.*)

Also, during the course of your preparatory reading, you may use material that has been helpful for reading around the subject, but which you do not make specific reference to in your own work. It is important to acknowledge this material. Under the heading **Bibliography**, list all these items, again alphabetically by author, regardless of whether it is a book or journal, and include this list separately after the reference list.

The **Bibliography** indicates to your reader or examiner that you have read more widely than was strictly necessary to produce the piece of written work, and that you therefore have a better grasp of the area or the topic than if you had only used the works cited in your text and your reference list. Everything you cite (i.e. mention) in your piece of written work will be listed once alphabetically by author and subdivided by year and letter, if necessary, in your References.

The Bibliography would look the same as the reference list does. See **Section 2: Formats** for conventions that apply to all the different types of media - books, journals, newspapers, conferences etc.

Some people mix the list of references from within the text (References) and the references to wider reading (Bibliography) together in one list, which they then call the Bibliography. This is not recommended, because it creates difficulties for your examiner, who has to sort out which is which, in order to be clear about the accuracy of your referencing.

(Please note that when you are writing a (business) report, then all that is required is a list of references. When it comes to dissertations or theses, however, then both a reference list **and** a bibliography are required.)

Note: In the examples given below, pay attention to the punctuation, and in your own work, copy it exactly as it is set out – put the full stop in where it is placed in the example, and leave it out, if it isn't in the example.

2.3 Citing in your text

The **Harvard System** (sometimes called the **Name and Date System**) uses the name of the author of the work you wish to cite and the date it was published. These are incorporated into the text of your work each time you make reference to that person's ideas.

2.3.1 Citing a single author

The author and the date of publication are provided.

For example:

Seymour (2005) discusses learning emotion rules in service organisations.

or

Some commentators suggest that, in service organisations, it is necessary to learn emotion rules (Seymour, 2005), while others believe this is not the case.

Note the comma after Seymour in the second example.

2.3.2 Citing more than one author

If there are two authors, the names of both should be given in the text and in the reference list. If there are **more than two authors**, the name of the first author only should be given, followed by the abbreviation *et al.* (meaning 'and others' in Latin).

For example:

O'Donovan *et al.* (2004) showed that motivation...

Note that *et al.* is in italics and is followed by a full stop because it is an abbreviation.

In your reference list, however, you will list **all** the authors who compose the *et al.*

For example:

O'Donovan, B., Price, M. and Rust, C. (2004) 'Know what I mean? Enhancing student understanding of assessment standards and criteria', *Teaching in Higher Education*, Vol. 9, No. 3, pp. 325-336.

Or, if the full name has been used in the publication,

O'Donovan, Berry, Price, Margaret and Rust, Chris. (2004) 'Know what I mean? Enhancing student understanding of assessment standards and criteria', *Teaching in Higher Education*, Vol. 9, No. 3, pp. 325-336.

2.4 The required information

You will find all the information that you need to build up the reference from the title page of the book or document you are citing. Remember to:

- Keep the *order* of authors' names
- Cite the first named *place* of publication

And note that edition dates are *not* necessarily the same as reprint dates (new editions will have new text and must be cited as such). The copyright sign will often indicate the date of production.

Occasionally, a source (for example, papers presented at conferences, but not 'published') has not originated from a commercial publisher and lacks obvious title page data. If that is the case, try to find use as much information as you can from any part of the source.

A book's editor is referenced exactly as an author.

For example:

Harris, P.J. and Mongiello, M. (eds.) (2006) *Accounting and Financial Management: Developments in the International Hospitality Industry*. Oxford: Butterworth Heinemann

Note that the title of a book is in italics and uses upper and lower case.

2.4.1 Corporate authors

Sometimes it is impossible to find a named individual as an author. What has usually happened is that there has been a shared or 'corporate' responsibility for the production of the material. Therefore, the 'corporate name' becomes the author (often called the 'corporate author'). Corporate authors can be government bodies, companies, professional bodies, clubs or societies, international organizations.

For example:

Institute of Waste Management (1995) *Ways to Improve Recycling*. Northampton: Institute of Waste Management.

The 'corporate author' appears in the text in the usual alphabetical way. For journal articles without authors the journal **title** becomes both author and cited journal title.

2.4.2 Chapters in edited books

An edited book will often have a number of authors for different chapters (on different topics). To refer to a specific author's ideas (from a chapter), cite him or her in the text, not the editors. Then, in your reference list, indicate the chapter details *and* the book details from which it was published.

For example:

Whitehead, C. (1991) 'Charismatic Leadership'. In: W. Harrison and D. Cole (eds.) *Recent Advances in Leadership Theory*. London: Waverley. pp. 73-89.

Bibbings, L. (2005) 'Learning Resources'. In: D. Airey and J. Tribe (eds.), *An International Handbook of Tourism Education*. Oxford: Elsevier Publications. pp. 426-435.

Note the use of 'in' to link the chapter to the book and the use of page numbers for the chapter, and that the initials of the editors come before their surnames. (In your text, you would put (Bibbings, 2005) i.e. the author of the chapter, not the editors of the books.

2.5 Secondary sources

A journal article or book which someone else cites that you have not seen is called a **secondary source**.

- You should try and find this source for yourself and cite it in the normal way. It is important if you are criticising ideas that you do it 'firsthand'.
- If you cannot locate the secondary source, you may cite it in your text using the reference that is provided in your primary source.

In your text and reference list, you must link these two items with the term 'cited in'. The format is:

Author of original work's surname, initials (or full name, if provided) (Year of original publication) *Title of original work*. Place of publication: Publisher. Cited in Author/editor initials (or full name) surname (Year) *Title*. Place of publication: Publisher.

For example:

The citation in the text:

A great deal of absenteeism in a firm is an indication that there is likely to be something wrong with the way that staff are managed (Murray, 2005, cited in Allan, 2006).

In the reference list:

Murray, A. (2005) *Absenteeism in the Public Sector*. Oxford: Blackwell Publishing. Cited in M. Allan (2006) *Public Sector Problems*. London: Butterworth.

2.6 Quotations

2.6.1 Short quotations

If you quote from the publication directly, then you must place the page number within the citation. Quotations within the text use single quotation marks and should be, at the most, two lines long. In the reference list, however, it is not necessary to indicate the page number, as it is already in your text.

For example:

'Literacy is important because people who are literate no longer have to be content with what other people choose to teach them, but can find out for themselves what they want to know'. (Brown *et al.*, 2006, p. 181).

2.6.2 Longer quotations

Quotations that are more than a couple of lines long should be distinguished from the rest of the text. Thus, indent quotations on both sides and format them in single spacing, while the rest of your text will be in 1.5 or double spacing. You could use a smaller typeface if you like to further distinguish the quote. Unlike the short quotations, indented longer quotes do not use quotation marks.

For example:

[Here is some text introducing the quotation]

Many financial offerings tend to be functional or utilitarian in nature, for example, insurance, where the benefits are distant or, perhaps, not even realized. This quality of financial services may require persuasion on the part of the provider to effect a sale. (Farquhar, 2003, p. 394).

[Here is more text following the quotation]

In your text, never split a quotation. If it doesn't fit on a page, then start a new page, so the whole quotation is kept together.

2.7 Distinguishing an author's several publications in the same year

Occasionally, authors publish two or more book or journal articles in any given year. This would make the text citation identical for both. To distinguish between different publications, letters (a, b, c etc.) are used *with* the date in the text:

For example:

Bowen (2001a) has researched tourist satisfaction and dissatisfaction, and consumer satisfaction and dissatisfaction (Bowen, 2001b).

Within the reference list, the articles are presented alphabetically: 2001a, then 2001b, etc.

For example:

Bowen, D. (2001a) 'Research on tourist satisfaction and dissatisfaction: Overcoming the limitations of a positivist and quantitative approach', *Journal of Vacation Marketing*, Vol. 7, No. 1, pp. 31-40.
Bowen, D. (2001b) 'Antecedents of consumer satisfaction and dissatisfaction on long-haul inclusive tours - a reality check on theoretical considerations', *Tourism Management*, Vol. 22, No. 1, pp. 49-61.

2.8 No publication details given

Occasionally, you will come across documents that lack basic publication details. In these cases, it is necessary to indicate to your reader that these are not available. A series of abbreviations can be used and are generally accepted for this purpose:

- | | |
|--|-------------|
| <input type="checkbox"/> author/corporate author not given | use (Anon.) |
| <input type="checkbox"/> no date | use (n.d.) |
| <input type="checkbox"/> no place (sine loco) | use (s.l.) |
| <input type="checkbox"/> no publisher (sine nomine) | use (s.n.) |
| <input type="checkbox"/> not known | use (n.k.). |

3. Section Two - Formats for the reference list and bibliography

Now that we have discussed how to mention the authors you have referred to in your text, this section tells you how to set out the reference list and bibliography at the end of your work. There are many different types of material that you may use that will need referencing. Each different type has an accepted 'style' for presentation within the reference list and/or bibliography.

The following examples give the format style and are followed by an example. They are broadly separated into 'printed' and 'electronic' material.

Take special note of the way that punctuation has been used, as well as quotation marks, italics and upper and lower case. While the examples below are only one of many accepted styles, if you follow these examples exactly, you need have no worries that your referencing is in error.

3.1 Printed material

3.1.1 Books

Author/editor surname, initials or full name if you have it. (Year) *Title*. Edition. Place of publication: Publisher.

For example:

Brown, Reva Berman. (2006) *Doing Your Dissertation in Business and Management: The reality of researching and writing*. London: Sage Publications.

Note

- Usually, the title of the book is written using capital letters for each **significant** word. However, it is also acceptable to use a capital letter for only the first word of the title.
- There is a full stop at the end of the title.
- The title is in italics.
- The date is the year of publication **not** printing.
- The edition is only mentioned if other than the first edition.
- The place of publication is the City **not** the Country (normally the first stated).

3.1.2 Journal articles

Author surname, initials. (Year) 'Title of article', *Journal name*, Vol. Volume number, No. Issue number, pp. first and last page numbers.

For example:

Whyatt, G. (2004) 'Town centre management: How theory informs strategy', *International Journal of Retail and Distribution Management*, Vol. 32, No. 7, pp. 346-353.

Note

- The title of the paper is between single quotation marks and in lower case, with a comma following
- Journal name is italicised, not the article title
- There are a number of other ways you could set out the volume no., issue no. and page nos., depending on the University or journal you are writing for (for example, **32**(7), 346-353, or 32, (7):346-52). It is because this is the case that

we have suggested that you use the vol., no., pp. layout consistently. If you do so, then you won't get confused and you won't inadvertently mix up the various layouts, and thus you won't lose marks

- p. indicates only one page and pp. indicates a range of pages.

3.1.3 Corporate author

Format is the same as for a book, but uses the 'corporate' (company, business, organisation) author in place of a named author.

For example:

Royal College of Nursing (1983) *Guidance on the Handling of Patients in the Hospital and Community*. London: Royal College of Nursing.

3.1.4 Government publications

Available data may vary for these, but where possible include the following: Government Department/Institute. Subdivision of department/institute (if known). (Year) *Title of Document*. (Name of chairperson, if it is a committee). Place of publication: Publisher.

For example:

Department of Health and Social Services (1980) *Inequalities in Health: Report of a research working group*. (Chairman: Sir Douglas Black). London: DHSS.

3.1.5 Conference papers

Conference papers are often unpublished Word-processed text, distributed at the conference. Thus it is necessary to include the name, place and date of the conference.

Author, Initial. (Year) 'Title of conference paper'. Paper presented at name of conference, place of conference, month of conference.

For example:

Slinn, J. (2005) 'Changing technology and ownership: A challenge too far. The Monotype Corporation in the 1970s'. Paper presented at the British Academy of Management Annual Conference, Saïd Business School, Oxford, September.

Conference papers are often published in book form or as a special issue of a journal. In this case, treat the reference as you would a normal book or journal paper, but include the fact that it is the publication of conference proceedings, if this is mentioned in the publication information.

Author, Initial. (Year) 'Title of conference paper', in *Conference Proceedings Title*. Place of publication: Publisher, month, page nos.

For example:

Smallbone, T. (2004) 'Can Britain really find a "way with waste"? A case study of the implementation of the WEEE Directive', *Proceedings of the 2004 Business Strategy and the Environment Conference*, Leeds, September, pp. 235-242.

3.1.6 Newspapers

Journalist name, initial. (Year) 'Title of news item'. *Name of newspaper*. Date, Page number.

For example:

Mintz, A. (2006) 'House prices continue to rise'. *Financial Times*. 4 June, p. 28. Note that the name of newspaper is italicised.

If it is a news article and does not attribute an author, the newspaper name is used in the text and instead of the author in the reference list

For example:

The Guardian (2005) 'Lottery for breast cancer help'. *The Guardian*. 21 March, p. 10.

3.1 Legislation

3.2.1 Law reports

Names of parties involved in case. [Year] Volume number/Abbreviated name of law report/Page number on which report starts.

Dates are given in square brackets, not round.

For example:

Holgate v Duke [1984] 2 All ER 660

3.2.2 Statutes

The usual method of citing an Act of Parliament is to cite its title in your text. (Normally the country of origin is regarded as the 'author', but this is not always stated if you are discussing the law of the land you are actually in). The format is therefore:

Title of statute, year of statute. Place of publication: publisher.

For example:

Data Protection Act 1984. London: HMSO.

3.2.3 Statutory instruments

It is not necessary to put the country of origin if it is the UK. The format would be in this form:

Short title of the statutory instrument. Year (SI year: number). Place of publication: Publisher.

For example:

Lobster pots (size regulations). 1989 (SI 1989: 1201). London: HMSO.

3.2.4 Theses

Author, initials. (Year) *Thesis title*. Level of thesis. Awarding Institution.

For example:

Gibbs, A. (2004) *MBA Quality – An investigation into stakeholders' perspectives*. PhD Thesis, Oxford Brookes University.

3.2.5 Unpublished material

Some printed materials are not produced by recognisable publishers, and may not be widely available. In this case, it is necessary to indicate this, and if the document is archival in nature - for example, a manuscript or personal letter - its location should also be included.

For example:

Arthur, C. (2004) *Childhood Vaccinations*. Health promotion leaflet, Temple Cowley Group Practice, unpublished.

3.3 Websites

NOTE: For journal articles and reports retrieved from library databases such as EBSCO, you do not need to include the full web address if your reference provides all the standard information relevant for the print-version of the article or report.

For websites, in addition to the usual information (such as name of author, date, title, and name of journal/newspaper if there is one) you also need to include:

- ❑ Retrieved from: + the full web address
- ❑ [Accessed + date of access]

Sometimes the word 'retrieved' is used instead of 'accessed'. Both are equally correct. You should also include the phrase [Online] as shown below. Note that square brackets are used with web references.

For webpages which are not from a newspaper or journal, the title is shown in italics, as shown in the two examples below.

For printed material, if you use a quotation, you include a page number in your reference. For webpages, there are no 'page numbers'. If you use a quotation from a webpage, please give as much information as possible so that the reader can find the quotation; for example, you could mention the section of the webpage containing the quotation.

If a Web page does not appear to have an individual author, use the corporate author (e.g. BBC). If there is no corporate author, use the title. The following examples have corporate authors.

- ❑ Library & Information Services (2003) *Electronic Resources: finding resources by subject* [Online]. Nottingham: The Nottingham Trent University. Retrieved from: http://www.ntu.ac.uk/LLR/e_resources/index.html [Accessed 3 July 2003].
- ❑ Tesco Plc (2002) *Annual report and financial statements 2002* [Online]. Tesco PLC. Retrieved from: http://81.201.142.254/presentResults/results2001_02/Prelims/Report/pdfs/Tesco_Report2002.pdf [Accessed 30 June 2003].

If you cannot find the organisation responsible for the site, firstly consider whether it is wise to use information if you're not sure who is responsible for it, but if you must, use the first few words of the title page of the website and publication date.

Do NOT use the full web address in the citation in the body of the text. Instead, use (author, date); for example:

- ❑ (BBC, 2004)
- ❑ (Greenpeace, 2006)

3.4 Personal communication

Please avoid using lecture notes as a source - try and go back to the original sources. Meetings and interviews should be referenced if they are important. Do not use other people's email addresses if this is personal (i.e. private) information. An example of a reference for a conversation would be:

Smith, A.B. (2002) Personal communication, Happy Restaurant, Oxford, 15 May.

3.5 Database examples

Reports from databases such as Mintel and Thomson Gale Investext Plus are usually available in print as well as electronically. It is important to provide all relevant information (such as the date of the report) so that another person could find the report.

3.5.1 Mintel report

For example:

Mintel (2004) 'City breaks in the UK'. *Mintel Leisure Intelligence - UK* - April.

3.5.2 Stockbroker report

For example:

Shiret, T. (2006) Marks and Spencer Group plc., *Company Report.*, *Credit Suisse – Europe*, 16th November 2006.

3.6 Other sources

There are a variety of other electronic sources that can be cited, for example:

3.6.1 Videotape

For off-air recordings, use this format:

Broadcast company (Year) *Title of programme*. off-air recording. Transmission date.
Format. (e.g. film, videotape, DVD)

For example:

Channel Four (2003) *Great Paintings of the Renaissance*. Off-air recording. 10th June, 2003.
Videotape.

Note: In your text, you refer to (Channel Four, 2003).

For an off-air recording of a film use this format:

Title (Year) Person or body responsible for production. Off-air recording. Format.

For example:

The Graduate (1969) Directed by Mike Nichols. Off-air recording. Videotape.

Note: In your text, you refer to (The Graduate, 1969).

3.6.2 Film

Title. (Year). Person or body responsible for production. Running time. Production company. Place of production or publication (if known). Format.

For example:

The Apartment (1960) Directed by Billy Wilder. 124 mins. United Artists. Videotape.

Note: In the text of your written work, refer to (The Apartment, 1960)