Referencing Sources of Business Information
It is an **expected** academic practice that students will reference (or cite) the sources of ideas, information, data and other evidence in written assignments. You must always give a full reference whenever you draw on another source. This is not just practice for tradition’s sake; it is done for valid academic reasons:

- To enable your tutors to trace the sources you cite in order to check the accuracy and validity of the evidence presented, and decide whether they agree with your interpretation.
- To support your arguments and give credibility to the information you present in assignments.
- To demonstrate that you have read widely and selected relevant evidence.
- To allow interested readers to trace the sources you cite and to use the same evidence for their own purposes.
- To avoid the accusation of plagiarism. By referencing all your sources you are making it clear what is your own work and what is the work of others.

Accurate and intelligent referencing will enhance a good essay and contribute to the marks you gain. Selection of relevant evidence and accurate referencing is an important element in the marking criterion.
When do I need to reference?

For an academic assignment it is **vital** that you acknowledge the information sources you have used. You should reference your sources in the following instances:

- You have quoted from a source directly.
- You have used tables, graphs, statistics, diagrams, images, etc. taken from another source. Whether you have copied directly, or used them as a source of data collation.
- You have paraphrased or alluded to something you have read/heard in another person’s work.
- You are using another source to present a particular theory, argument, or viewpoint.
- You are giving emphasis to a particular idea that has found a measure of agreement and support amongst commentators.

You **do not** need to reference when stating or summarising common knowledge or widely undisputed facts, such as:

> The credit crisis is broadly acknowledged as taking hold in August 2007.

You should acknowledge sources by citing them in the text of your assignment (called in-text citations) and referencing them in full at the end of your assignment (called the reference list). You can find an example reference list at the end of this document.
How to cite and reference sources of business information

A citation appears in the body of your writing and is used to show the reader that the idea or quotation is the work of somebody else. The reader can then look for further information about the source of the material you have cited in the reference list, which should appear at the end of your assignment. The reference list is a full list of all the source material you have cited in your assignment.

**Marschall (2012, p. 725) suggests the impact of the World Cup...**

<table>
<thead>
<tr>
<th>References</th>
</tr>
</thead>
</table>

**Something to note:**

The following guidelines give examples of how to reference a range of sources according to the Harvard system of referencing. However, you should follow the convention of referencing as set out by your programme or tutor. It may be best to check if there are particular conventions they wish for you to follow. This may be detailed in your programme/course handbook.

Punctuation can vary when using Harvard. Hence you might find that some Harvard references will have full stops after each part of the reference and some may not. The generally accepted rule when using Harvard is to be consistent with your style and use of punctuation throughout your assignment. Again, you may wish to check with your tutor as to which practice they wish you to adopt.
1. Books

**What to include in the reference:**

- Details of the author(s) or editor(s) (surname, followed by initials)
- The year of publication (in round brackets)
- The full title (in italics)
- The edition of the issue you have consulted (only include the edition number if it is not the first edition)
- The place of publication: publisher
- Series and volume number (if applicable)

**Example:**


**In-text Citation:**

According to Bryman and Bell (2011, p.23) the most important part of the research process is ...

**N.B.** Where there are more than three authors, you should list them in full in the reference list. However, you need only use the first author surname followed by *et al.* in your text (‘*et al.*’ is a Latin abbreviation meaning ’and others’).

**For example:** This was proved by Young *et al.* (2000)
You can find the information you need for a book reference from cover and the back of the title page within the book itself.
Alternatively you can find the same information on the Library Catalogue.
1.1 Chapters/sections from edited books

What to include in the reference:

- Author of the chapter/section (surname followed by initials)
- The year of publication (in round brackets)
- Title of chapter/section (in single quotation marks)
- ‘in’ plus editor(s) of book
- Title of book (in italics)
- The edition of the issue you have consulted (only include the edition number if it is not the first edition)
- The place of publication: publisher
- Series and volume number (if applicable)
- Page reference

Example:


In-text Citation:

The process as described by Jenkins (2006, p. 43) ...
1.2 Electronic books


On some personal mobile and e-devices (smart phones, tablets and e-readers), specific e-book fixed page numbers are not available. In this case you can give the chapter/section and paragraph number (or loc, %) instead for citing the location of quoted text.

For example: According to Matthews (2010, Chapter 6, para 5.);

Shelley (2012, 67%) suggests...

Adams (1983, loc 879) states...

In such instances it will be helpful to your tutor to know that you have downloaded and accessed the e-book via an e-device. In this case, you should also include the date that you downloaded the e-book:

- Details of the author(s) or editor(s)
- The year of publication (in round brackets)
- The full title (in italics)
- Available at: URL
- The date you downloaded the book (Downloaded: date)

Example:

2. Journal articles

2.1 Print journals

What to include in the reference:

- Details of the author(s) (surname, followed by initials)
- The year of publication (in round brackets)
- The title of the article (in single quotation marks)
- Title of the journal (in italics—capitalise first letter of each word in title, except for linking words such as: as, and, of, the, for)
- Volume information
- If applicable, part number, month or season (all in round brackets)
- Page reference

Example:

In-text Citation:
Marschall (2012, p. 725) suggests the impact of the World Cup...
A journal reference explained


Where to find the information you need from an article

*Journal of Sustainable Tourism*
*Vol. 20, No. 5, 2012, 721–736*

**Sustainable heritage tourism: the Inanda Heritage Route and the 2010 FIFA World Cup**

Sabine Marschall

*Cultural and Heritage Tourism Program, University of KwaZulu-Natal, Durban, South Africa*

(Received 27 September 2010; final version received 31 October 2011)

This paper discusses the Inanda Heritage Route (IHR) in Durban on the east coast of South Africa, which was developed in preparation for the 2010 FIFA World Cup. The IHR comprises five important cultural heritage sites of the black majority, including the Phoenix Settlement established by Mahatma Gandhi in 1904. Forty-one tourists, mostly international soccer fans, were interviewed about their experiences of visiting the route in June/July 2010. The findings are analyzed in relation to issues of sustain-
2.2 Electronic journals

Electronic versions of print journals which you have accessed via one of the University’s online subscription resources, such as a database like Business Source Premier, are referenced in the same way as print journals and it is not necessary to give the web address of the database where you found the article.

Where an electronic publication has been found on an external website then it is necessary to give details of the web address, or uniform resource locator (URL) where the article can be accessed and the date on which you accessed it. Alternatively, you can supply the digital object identifier (DOI) for the article.

**URL example:**


**DOI example:**

3. Newspapers

3.1 Newspapers in Print

What to include in the reference:

- Details of the author/byline
- The year of publication (in round brackets)
- The title of the article (in single quotation marks)
- Title of the newspaper (in italics—capitalise first letter of each word in title, except for linking words such as: as, and, of, the, for)
- Edition if required (in round brackets)
- Day and month
- Page reference

Example:

In-text Citation:
Borrowing is expected to fall by 10 per cent (O’Connor, 2014)

N.B. If no author is given, then give the title of the newspaper in place of the author.


In-text Citation:
The article (The Times, 2012, p.7) reported ...
### 3.2 Online newspapers

**What to include in the reference:**

- Details of the author/byline
- The year of publication (in round brackets)
- The title of the article (in single quotation marks)
- Title of the newspaper (in italics—capitalise first letter of each word in title, except for linking words such as: as, and, of, the, for)
- Edition if required (in round brackets)
- Day and month

**Example:**

Available at: [http://www.ft.com/cms/s/0/6e57b5be-f707-11e3-8ed60144feabdc0.html#axzz35SI3BJCI](http://www.ft.com/cms/s/0/6e57b5be-f707-11e3-8ed60144feabdc0.html#axzz35SI3BJCI) (Accessed: 23 June 2014).

**In-text Citation:**

Rigby (2014) reports on the limitations of virtual relationships and the impact of interactions in the workplace.
4. Reports

What to include in the reference:

- Author or organisation
- The year of publication (in round brackets)
- Title of report – including dates and series if available (in italics)
- The place of publication: publisher

If accessed online include:

- Author or organisation
- The year of publication (in round brackets)
- Title of report - including dates and series if available (in italics)
- Available at: URL
- (Accessed: date)

4.1 Online research reports

Example:

In-text Citation:

The minimum cost of living in Britain is £13,400 (Bradshaw et al., 2008, p.32).
4.2 Online market research reports

Example:

In-text Citation:
Mintel (2012) reported problems in the market...

4.3 Online company annual reports

Example:

In-text Citation:
The company’s profits expanded (British Sky Broadcasting Group plc, 2007) ...
5. Government Publications

What to include in the reference:

- Name of government department
- The year of publication (in round brackets)
- Title (in italics)
- The place of publication: publisher
- Series (in brackets) - if applicable

If accessed online include:

- Name of government department
- The year of publication (in round brackets)
- Title (in italics)
- Series (in brackets) - if applicable
- Available at: URL
- (Accessed: date)

Example:


In-text Citation:

Small business coaching programmes are to be increased (Department for Business, Innovation and Skills, 2014).
6. British Standards

**What to include in the reference:**

- Name of authoring organisation
- Year of publication (in round brackets)
- Number and title of standard (in italics)
- Place of publication: publisher

**If accessed online include:**

- Name of authoring organisation
- Year of publication (in round brackets)
- Number and title of standard (in italics)
- Available at: URL
- (Accessed: date)

**Example:**


**In-text Citation:**

An event sustainability management system must be in conformity with its stated sustainable development policy (British Standards Institution, 2012).
7. Conferences

7.1 Full conference proceedings

What to include in the reference:

- Details of the author(s) or editor(s)
- Year of publication (in round brackets)
- Title of conference: subtitle (in italics)
- Location and date and conference
- Place of publication: publisher

Example:


In-text Citation:

The conference (Institute for Small Business Affairs, 2000) ...
7.2 Individual conference papers

What to include in the reference:

- Author(s) of the paper
- Year of publication (in round brackets)
- Title of the paper (in single quotation marks)
- Title of the conference: subtitle (in italics)
- Location and date of conference
- Place of publication: publisher
- Page references for the paper

If accessed online include:

- Author(s) of the paper
- Year of publication (in round brackets)
- Title of the paper (in single quotation marks)
- Title of the conference: subtitle (in italics)
- Location and date of conference
- Publisher
- Available at: URL (or DOI if available)
- (Accessed: date) (not required when DOI is used)

Example:


In-text Citation:

Cook (2000) highlighted examples ...
8. Working papers

What to include in the reference:

- Details of the author(s)
- Year of publication (in round brackets)
- Title of the paper (in single quotation marks)
- Title of the working paper series (in italics)
- Working paper number

If accessed online include:

- Details of the author(s)
- Year of publication (in round brackets)
- Title of the paper (in single quotation marks)
- Title of the working paper series (in italics)
- Working paper number
- Available at: URL
- (Accessed: date)

Example:


In-text Citation:

Rose and Spiegel (2009) discuss ...
9. Datasets

9.1 Data from Datastream, Thomson One and Orbis

**What to include in the reference:**

- Details of the source
- Year of publication (in round brackets) - if available
- Data derived from: document title: unique code identifier (in italics) - if applicable
- Publisher
- Available at: Database name
- *(Accessed: date)*

**Example:**


**In-text Citation:**

*(Datastream, 2013) ...*

If you are referencing a data series that does not have specific title, or unique identifier code, but is a result of a particular search that you have made on the database, then you should give the details of the data used (e.g. country, frequency, datatype) in place of the title: code.

**Example:**

9.2 Data from UKDS

What to include in the reference:

- Details of author/ principle investigator
- Title (in italics)
- Edition
- Place of Distribution: Distributor (similar to publisher)
- Distribution date
- Reference number
- DOI

Example:


In-text Citation:

According to the Office for National Statistics. Social Survey Division and Northern Ireland Statistics and Research Agency (2012) ...

Example for international macrodata:


For information on how to cite Census data visit:

When referencing information from the internet, you must be clear what you are referring to. We have already seen how you should reference material such as journals, articles, reports and papers found online. The nature of what you are referring to will govern how you reference it.

If you are taking information directly from the pages of a website, you should reference as follows:

**What to include in the reference:**

- Details of the author(s) or authoring organisation
- Year that the site was published/last updated (in round brackets)
- Title of web page (in italics)
- Available at: URL
- (Accessed: date)

**Example:**


**In-text Citation:**

Oxfam (2014) highlight the issues in the developing world ...
Where to find the information you need from a web page

Full URL of web page

Author or organisation

Title of web page

Date website or web page was written/updated
N.B.

If a web page has no clear date of publication/revision you should include (no date) in your reference, but remember to give the date you accessed the page.

If a web page has no clearly identifiable author or authoring organisation you omit this element from the reference and just use the title of the web page in your in-text citation.

Remember to evaluate all information found on web pages for accuracy, authority, and currency. You need to evaluate the implications of not knowing when and by whom information has been published. If a website does not have sufficient information about ownership and currency of the content, then you will need to make a judgement about whether it is appropriate to use the information in an academic assignment.

11. Dissertations or theses

11.1 Published PhD theses

What to include in the reference:

- Details of the author
- Year of submission (in round brackets)
- Title of thesis (in italics)
- Degree statement
- Degree-awarding body
If accessed online include:

- Details of the author
- Year of submission (in round brackets)
- Title of thesis (in italics)
- Degree statement
- Degree-awarding body
- Available at: URL
- (Accessed: date)

Example:


In-text Citation:

Jackson (2012, p.35) ...

11.2 Unpublished dissertations and theses

The same information is required when referencing an unpublished dissertation or theses, but you should indicate that the work is unpublished as follows:

Example:

12. Indirect sources or secondary referencing

If a book, or article refers to interesting piece of research done by someone else, or provides a useful fact for your assignment, then gives a citation, naming another writer or writers, how do you reference this?

Good practice would be to find and read the source mentioned yourself- this way you will able to check the accuracy of the summary of the author you are reading. If it is not possible to locate the primary source of the material and where you are confident the secondary source author is reliable and accurate in the way he or she has paraphrased or quoted the original author and when you do not need to go into any great depth of analysis on what that primary author has written, you can use these secondary sources.

Example:

If Sherman and Judkins’ book was used as a secondary source, your citation must make this clear. So you could write:

Ivan Illich (1981), as summarised by Sherman and Judkins (1995, p.121), has suggested that ‘shadow work’...

OR

Illich (1981) has suggested that ‘shadow work’ tasks in society were once the responsibility of extended families and close communities (cited in Sherman and Judkins, 1995, p.121).

OR

Sherman and Judkins in their book (1995, p.121) refer to the work of Ivan Illich (1981), who coined the term ‘shadow work’ to suggest that ....
The full reference in the reference list must give details of the source you looked at:


You have not consulted the original Illich work, so cannot give the reference for this in your reference list. Your in-text citation makes it clear that the Illich reference is a secondary reference.

13. Including page numbers in the in-text citation

When do you include page numbers in the in-text citation?

If you are referring to something that came from a particular page of your source material, it makes it much easier for your reader to trace if you give the page number in your in-text citation. To be truly accurate in your referencing you should give the page number when:

- Quoting directly from a particular page
- The point you have summarised or paraphrased comes from a particular page

You **do not** need to give the page number when you are referring to a general idea from your source material, or when summarising a large section of the source.
A reference list is an alphabetical list of all the source material you have cited in your assignment.

If you have multiple works by the same author(s), then these should go in order of publication date, with the earliest first.

If you should have two (or more) publications by the same author published in the same year, then you should include a lower case letter in alphabetical order after the publication date (within the closed brackets).

**Example:**


**In-text Citation:**

... the importance of presentation skills (Cameron, 2005a). In an analysis of the skills of the modern MBA student, Cameron (2005b) ...

A reference list compiled from some of the example references in this document follows.
14.1 Example reference list


15. Resources to help you with Harvard Referencing

An excellent resource that gives examples of how to reference a huge range of sources according to the Harvard style of referencing is:


**Books:**

Copies of the following can be found in the University of Greenwich libraries:


**Online resources:**

iPROGRESS online course—Referencing module:

Available via the Portal—Found on the Library & Computing tab—Library Online Course channel

Palgrave Study Skills online course—Referencing and understanding plagiarism module:

Available via the Portal—Found on the My Learning tab—Study Skills Support channel—select the link ‘free online courses’.