

A guide to referencing

Referencing is a vehicle which allows a reader of your work to see what type of sources your work originated from and whose ideas you are writing about. It also allows the reader to go to original sources you have used and read or explore these issues, concepts, models, frameworks etc. There are two main issues to consider when referencing your work. These are:

Referencing as part of your text

Compiling a list of all sources consulted into a bibliography

Failure to supply this information in your assignments, projects papers etc. is likely to leave you open to accusations of plagiarism, for which you can be penalised very heavily by assessors. Many universities and colleges will have a code of conduct on such behaviour with clear penalties identified. The most widely adopted reference system is the Harvard citation system and as such this guide will provide guidance on how to use this system appropriately in your work. It is a system which is easily understood and widely recognised in both the academic and business environments. It is a system which displays the author and the date of the material you have used in your work.

Referencing as part of your text

You need to provide a reference if you:

- Quote the exact words of another author
 - Paraphrase or summarise a passage by another author
 - Use an idea or material based directly on the work of another author
- When you cite authors in your text you should provide the author's name and the date of publication, for example: 'According to Porter (1980)' or 'competition in an industry is said to be affected by five key forces of competition (Porter 1980)'. If there are two authors then both surnames will be stated e.g. Johnson and Scholes (2003). If there are more than two authors then these would appear as Muir *et al.* (2004).

Direct quotations

When using quotations the first question you should consider is whether it is really relevant. Often, students provide too many quotes in their work, which distracts from the key issues and interrupts the flow of discussion. When you want to quote directly from an author then you must make sure that the quotation is exact; even if there are spelling or punctuation errors in the authors work these must be replicated. The author's name, year of publication and page number should all be stated. Short quotations are often included in the narrative of a paragraph and inserted using quotation marks whilst longer quotes (greater than, say, two lines) should be separated out into a new paragraph without quotation marks, for example:

Muir acknowledges that "the state of competition in an industry is affected by many different influences" (Muir, 2004, 33); and

Muir (2004) acknowledges that there are many definitions of strategic management. One such definition might be that taken from the book by Thompson (2005). Thompson has written widely on the subject of strategic management and uses live examples within his text to illustrate key strategy concepts.

Using secondary references

Whilst it is always best practice to quote original sources, sometimes you want to use the work or ideas of an author that has been cited in a textbook or journal article by someone else, but you cannot locate the original source of the citation. It might also be a good idea to add a note in the main body of your work to that effect, e.g. Muir (2000 cited in Douglas 2004). You will give the primary reference details but state that it was taken or cited from the secondary source and provide these details as illustrated below:
Muir (2000) believes that... (cited by Douglas 1998).

Compiling reference lists

There are two main lists of references you might include in your work:
Reference list – this provides full details of all sources used in your work and is presented as a list at the end of your work.

Bibliography – this includes all items consulted in your work, even if not directly referred to in the main body of your work.

Reference and bibliography are separate and mutually exclusive lists.

All references in the list should be presented in alphabetical order by author's surnames. If there is more than one source by the same author then these should be arranged by the date of publication. If, however, there are two published in the same year by the same author then these should be separated by a lower case letter to distinguish between them. You will only need to include page numbers in reference lists and bibliographies for journal articles and essays, for example:

Barney J. B. (1995). Looking inside for competitive advantage. *Academy of Management Executive*, vol. 9, no. 4, pp. 46-61.

Hamel G. (1997). Gary Hamel *Management Today*. pp. 52-53.

Hamel G. and Prahalad C. K. (1994). *Competing for the Future*. Boston: Harvard Business School Press.

Kay J. (1996). Happy Combination. *Financial Times*, October 25.

Learned E., Christiansen C., Andrews K. and Goth W. (1969). *Business Policy*.

McKiernan, P. (1997). Strategy Past; Strategy Futures. *Long Range Planning*, vol. 30, pp. 790-798.

Porter M. E. (1980). *Competitive Strategy: Techniques for Analysing industries and competitors*. New York: Free Press.

Formatting reference lists

How you present reference details and what needs to be included depends upon the type of source from which it is taken, e.g. book, journal, newspaper etc. The main sources you are likely to consult in your work are identified below.

Books

Author surname, initials. Year (which should be in brackets). Title, edition if it is not the first. Place of publication and the name of the publisher.

Johnson, G. and Scholes, K. (2002). *Exploring Corporate Strategy*, sixth edition. Essex: Pearson Education Limited.

Journal article

Author surname, initials. Year of publication (which should be in brackets).

Title, name of the journal followed by volume number and issue number.

Date of issue and first and last pages

Muir, L. (2004). Strategy through the ages. Strategy for beginners, Volume 1 (4), pp.12-25.

Internet sources

Author surname and initials. Year of publication (which should be in brackets).

Title, place of publication, publisher, location note including URL.

Harter, I. and Rhodes, C. (1996). Electronic journals: alphabetical listing of major services (online). Liverpool: Liverpool John Moores University, Learning Services. Available at <http://www.livjm.ac.uk/~lea/info/ejournals/ejhome.html> (Accessed 25th November 1996)

Newspaper articles and reports

Author surname, initials. Year of publication (should be in brackets). Title of article, name of newspaper, day and month and page number.