Referencing Specific Business Sources Using APA Citation Style

The *Publication Manual of the American Psychological Association* (6th edition) and the *APA Style Guide to Electronic References* set out the guidelines for writing research papers and acknowledging sources. This handout, based on APA style, is intended to provide specific examples of how to format in-text references/citations in a reference list for the kinds of resources frequently used by Business students and faculty.

Every Business assignment (e.g., report/paper) must include references that have TWO parts:

1. **In-Text Reference (Citation):** The purpose of in-text references/citations is to identify the sources of your information and to distinguish your ideas from those of others. In the body of your paper, provide the surname of the author(s) and the year of publication to credit a specific passage/idea used. You can provide the reference information in your own text or within parentheses.

2. **Reference List:** The purpose of the list is to guide your reader to the sources you have used in your paper. At the end of your paper, on a separate page, provide the full details of all sources in a reference list, entitled “References” (without quotation marks and centred). Your reference list should display each entry in alphabetical order by the surname of the first author. Each reference entry should be double-spaced with the second line indented. Double-spacing is also required between all entries.

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**ABI Inform Complete (ABI)**


**In-Text Reference:**
- **First time:** (Kholair, Lee, & Gross, 2015)
- **Subsequent:** (Kholair et al., 2015)

**BCC Research**


**In-Text Reference:** (Rajaram, 2019)

**Bloomberg**


**In-Text Reference:** (Bloomberg, 2015)
**Business Plans Handbook (Gale)**


**In-Text Reference:** (Gale, 2015)

**Direct Quote (page number required):** According to the National Coffee Association of the United States “61 percent of U.S. adults drink coffee every day” (Gale, 2015, p. 42).

**Business Source Ultimate (BSU)**

[Journal Article]

**In-Text Reference:** (Harris, 2016)

[SWOT Analysis]

**In-Text Reference:** (MarketLine, 2015)

**Canadian Business & Current Affairs Complete (CBCA)**


**In-Text Reference:** (Mueller & Usche, 2016)

**Canadian Newspapers FULLTEXT (Infomart)**


**In-Text Reference:** (Ratner, 2016)

**Company Webpage – Annual Report (Public Webpage)**


**In-Text Reference:** (Target Corporation, 2014)

**D&B Hoovers**


**In-Text Reference:** (D&B Hoovers, 2019)
Referencing Business Sources in APA

**EconLit**

*In-Text Reference:* (Prates & Farhi, 2015)

**EDGAR – U.S. Securities & Exchange Commission (Public Website)**

*In-Text Reference:* (Starbucks, 2016)

**eMarketer**

*In-Text Reference:* (Williamson, 2019)

**Faulkner Advisory for IT Studies (FAITS)**

*In-Text Reference:* (Barr, 2015)

**First Research** (Access available via the Mergent Intellect platform)

*In-Text Reference:* (First Research, 2016)

**Frost & Sullivan**

*In-Text Reference:* (Frost & Sullivan, 2015)

**Harvard Case Study**

*In-Text Reference:* (Eisenmann & Herman, 2006)
**IBISWorld – Industry Reports**
IBISWorld Industry reports are covered by analysts. **Analysts should be used as authors.**


**In-Text Reference:** (Haider, 2015)

**Infomart – Canadian public company Information**

**In-Text Reference:** (Infomart, n.d.)

[NOTE: n.d. (no date) is used because this document was not dated.]

**Market Share Reporter (Gale)**

**In-Text Reference:** (Gale, 2015)

**Mergent Archives**

**In-Text Reference:** (Mergent, Inc., 2014)

**Mergent Intellect**

**In-Text Reference:** (Mergent, Inc., 2016)

**Mergent Online**

**In-Text Reference:** (Mergent Inc., 2015)

**Passport GMID**

**In-Text Reference:** (Euromonitor International, 2015)
PitchBook

In-Text Reference: (PitchBook, 2019)

PressReader (Worldwide Newspapers)

In-Text Reference: (Lewis & Creighton, 2019)

SEDAR - Canadian Securities Administrators (Public Website)

In-Text Reference: (Royal Bank of Canada, 2016)

Statista
Statista is a statistics portal that brings together data/information from 18,000 different sources. If Statista notes a source, then the source should be used as the author.


In-Text Reference: (Nike, 2018)

Statistics Canada

In-Text Reference: (Statistics Canada, 2016)

**IMPORTANT NOTES**

▪ Your professor may require a very specific referencing style, in which case his/her requirements supersede these examples.

▪ The majority of company and industry profiles do not state a personal author. If a personal author cannot be found, use the name of the company that provided the report (e.g., MarketLine). If an author or a company cannot be identified then use the name of the database (e.g., First Research).

▪ APA guidelines suggest that you can include a DOI (Digital Object Identifier) if available. If your references were found within UNB-subscribed databases and are not available on a public webpage, **students can list the database** rather than including the DOI or URL.

▪ If citing from a website, include the URL and a retrieval date as the content may change.
According to APA guidelines (Section 6.20, p. 179), personal communications are not to be included in a reference list. Instead, cite personal communications within your report/paper by giving the initials and surname of the communicator; also provide the date when the communication took place. For example:

During a personal interview conducted with the writer, Bill Gates, founder of the Microsoft Corporation, noted that recoverable data could not be provided. (W.H. Gates, personal communication, April 24, 2001)

The examples in this handout are based on the APA style as set out in the Publication Manual of the American Psychological Association (Sixth edition) and the APA Style Guide to Electronic References. Consult the following resources for more detailed information.

The APA Manual is available at the HIL Research Help Desk:
(HIL-REFDSK BF76.7 .P83 2010b)

The APA Style Guide to Electronic References is available online:
http://unb.worldcat.org/oclc/795354092

Additional assistance with APA citation style can be found using:

- UNB Writing Centre Guides:
  http://www.unb.ca/fredericton/studentservices/academics/writing-centre/writing-answers.html

- Purdue OWL (Online Writing Lab): https://owl.english.purdue.edu/owl/resource/560/01/

- APA Style Website: http://www.apastyle.org/