

## 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)

Rudegeair, P., Andriotis, A., & Benoit, D. (2019, Aug. 1). Business News: Capital One's Tech Image Suffers. *Wall Street Journal*, Eastern edition, B6. Retrieved from ABI Inform Complete.

**In-Text Reference:**

**First time:** (Rudegeair, Andriotis, & Benoit, 2019)

**Subsequent:** (Rudegeair et al., 2019)

### BCC Research

Rajaram, S. (2019, February). *Global Markets for Automotive Sensor Technologies*. (BCC Research Report Code: IAS018G). Retrieved January 11, 2019 from BCC Research database.

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

### Bloomberg

Bloomberg. (2018). *Stock price for Apple Inc*. Retrieved October 30, 2018 from Bloomberg database.

**In-Text Reference:** (Bloomberg, 2018)

**Business Plans Handbook (Gale)**

Gale. (2015). Drive-through coffee business. In K.B. Mallegg (Ed.), *Business plans handbook*. Vol. 34. (pp. 41-46). Farmington Hills, MI: Gale. Retrieved from Gale Directory Library database.

**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]

Nevskaya, Y., & Albuquerque, P. (2019). How Should Firms Manage Excessive Product Use? A Continuous-Time Demand Model to Test Reward Schedules, Notifications, and Time Limits. *Journal of Marketing Research*, 56(3), 379–400. Retrieved from Business Source Ultimate database.

**In-Text Reference:** (Nevskaya & Albuquerque, 2019)

[SWOT Analysis]

MarketLine. (2019, July). *Apple Inc. SWOT Analysis*. Retrieved from Business Source Ultimate database.

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

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

Crawford, B., Q.C. (2019). Payment by digital token. *Banking & Finance Law Review*, 34(2), 275-287. Retrieved from Canadian Business & Current Affairs Complete database.

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

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

Target Corporation. (2018). *Annual Report 2018*. Retrieved August 2, 2019 from <https://corporate.target.com/annual-reports/2018>

**In-Text Reference:** (Target Corporation, 2018)

**D&B Hoovers**

D&B Hoovers. (2019). *Nike Inc. Company Summary*. Retrieved January 11, 2019 from D&B Hoovers database.

**In-Text Reference:** (D&B Hoovers, 2019)

**EconLit**

Prates, D. M., & Farhi, M. (2015). The shadow banking system and the new phase of the money manager capitalism. *Journal of Post Keynesian Economics*, 37(4), 568-589. Retrieved from EconLit database.

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

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

Starbucks. (2016, April 26). *Form 10-Q*. Retrieved from the EDGAR database  
<https://www.sec.gov/Archives/edgar/data/829224/000082922416000062/sbux-3272016x10xq.htm>

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

**eMarketer**

Williamson, D. (2019, January 10). *US Social Trends for 2019: eMarketer's Predictions for the Year Ahead*. Retrieved January 11, 2019 from eMarketer database.

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

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

Barr, J. (2019). *Internet of things*. Retrieved from FAITS database.

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

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

First Research (2019). *Focus on Canada: Accounting services*. Retrieved on August 2, 2019 from First Research database

**In-Text Reference:** (First Research, 2019)

**Forrester Research**

Bartels, A. & McKinnon, C. (2019, July 10). *The Canadian Tech Market Outlook For 2019 To 2020*. Retrieved from Forrester Research database.

**In-Text Reference:** (Bartels & McKinnon, 2019)

**Frost & Sullivan**

Frost & Sullivan. (2019, June 25). *Global Rare Earth Materials Market, Forecast to 2025*. Industry Research Analysis. MEB2. Retrieved from Frost & Sullivan database.

**In-Text Reference:** (Frost & Sullivan, 2019)

**Harvard Case Study**

Eisenmann, T., & Herman, K. (2006). *Google, Inc.* HBS No. 9-806-105. Boston, MA: Harvard Business School Publishing.

**In-Text Reference:** (Eisenmann & Herman, 2006)

**IBISWorld – Industry Reports**

IBISWorld Industry reports are covered by analysts. **Analysts should be used as authors.**

Irigoyen, S. (2018, September). *Commercial banking in Canada* (IBISWorld Industry Report 52211CA). Retrieved from IBISWorld database.

**In-Text Reference:** (Irigoyen, 2018)

**Infomart – Canadian public company Information**

Infomart. (n.d.). *FP corporate analyzer: Royal Bank of Canada*. Retrieved May 5, 2019 from Infomart database.

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

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

**Market Share Reporter (Gale)**

Gale. (2015). Top social media sites, 2015. In R.S. Lazich & V.L. Burton (Eds.), *Market Share Reporter*. 26<sup>th</sup> edition. Farmington Hills, MI: Gale. Retrieved from Gale Directory Library database.

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

**Meltwater - Canadian Newspapers & beyond**

Ferreira, V. (2019, Dec. 28). The Future is Here. *National Post* (Print Edition), FP4. Retrieved from Meltwater - Canadian Newspapers & beyond database.

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

**Mergent Archives**

Mergent Inc. (2014). *Asia-Pacific biotechnology sectors: A company and industry analysis*. Retrieved April 21, 2016 from Mergent Archives database.

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

**Mergent Intellect**

Mergent Inc. (2019). *Starbucks Corporation: Financial Details*. Retrieved April 21, 2019 from Mergent Intellect database.

**In-Text Reference:** (Mergent, Inc., 2019)

**Mergent Online**

Mergent Inc. (2019). *Apple Inc: Company financials*. Retrieved May 5, 2019 from Mergent Online database.

**In-Text Reference:** (Mergent Inc., 2019)

**OECD iLibrary -- Note: OECD iLibrary hold books, papers, and statistics**

OECD Health Policy Studies. (2019). *Addressing Problematic Opioid Use in OECD Countries*. OECD Publishing, Paris. Retrieved from OECD iLibrary database.

**In-Text Reference:** (OECD Health Policy Studies, 2019)

**Passport GMID**

Euromonitor International. (2019). *Wipes in Canada*. Retrieved August 2, 2019 from Passport GMID database.

**In-Text Reference:** (Euromonitor International, 2019)

**PitchBook**

PitchBook. (2019). *Uber Company Profile*. Retrieved January 11, 2019 from PitchBook database.

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

**PressReader -- Worldwide Newspapers**

Lewis, R. & Creighton, A. (2019, January 5). Investors to pay 'world's highest tax under ALP.' *The Weekend Australian*, 1-2. Retrieved from PressReader database.

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

**SEDAR - Canadian Securities Administrators (Public Website)**

Royal Bank of Canada. (2016, March 9). *Annual Report*. Retrieved from SEDAR database: [www.sedar.com/](http://www.sedar.com/)

**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.**

Nike. (2018). *Nike's North American revenue from 2009 to 2018, by segment (in million U.S. dollars)*. Retrieved January 11, 2019 from Statista database.

**In-Text Reference:** (Nike, 2018)

**Statistics Canada**

Statistics Canada. (2016, March 17). *Table 326-0020 consumer price index, monthly (2002=100 unless otherwise noted)*, [Table] CANSIM. Retrieved April 19, 2016 from CANSIM database.

**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 public 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/>