

## 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)

Kholair, D., Lee, C. E., & Gross, J. (2015, November 06). Crash scrambles Egyptian flights. *Wall Street Journal*. Eastern edition. A1. Retrieved from ABI Inform Complete.

**In-Text Reference:**

**First time:** (Kholair, Lee, & Gross, 2015)

**Subsequent:** (Kholair et al., 2015)

### Bloomberg

Bloomberg. (2015). *Stock price for Apple Inc.* Retrieved October 30, 2015 from Bloomberg database.

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

### 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]

Harris, R. (2016). Consumers want to go “smart” shopping. *Marketing Magazine*, 121(1), 16-19. Retrieved from Business Source Ultimate database.

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

[SWOT Analysis]

MarketLine. (2015, May). *Apple Inc. SWOT Analysis*. Retrieved from Business Source Ultimate database.

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

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

Mueller, M., & Usche, A. (2016, December). Toward more resilient markets: Over-the-counter derivatives reform in Canada. *Financial System Review*, 53-65. Retrieved from Canadian Business & Current Affairs Complete database.

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

**Canadian Newspapers FULLTEXT (Infomart)**

Ratner, J. (2016, April 21). 5 reasons to like Canadian stocks. *National Post*. FP6. Retrieved from Canadian Newspapers FULLTEXT (Infomart) database.

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

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

Target Corporation. (2014). *Annual Report 2014*. Retrieved April 19, 2016 from <https://corporate.target.com/annual-reports/2014>

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

**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)

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

Barr, J. (2015). *Internet of things*. Retrieved from FAITS database.

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

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

First Research (2016). Focus on Canada: Accounting services. Retrieved on April 21, 2016 from the First Research database

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

**Frost & Sullivan**

Frost & Sullivan. (2015, September 30). Strategic profile of Uber Technologies. *Industry Research Report*. Retrieved from Frost & Sullivan database.

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

**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)

**Hoover's Online**

Hoover's, Inc. (2015). *Apple Inc.* Retrieved May 5, 2015 from Hoover's Online database.

**In-Text Reference:** (Hoover's, Inc., 2015)

**IBISWorld – Industry Reports**

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

Haider, Z. (2015, December). IBISWorld Industry Report 52211CA. *Commercial banking in Canada*. Retrieved from IBISWorld database.

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

**Infomart – Canadian public company information**

Infomart. (n.d.). *FP corporate analyzer: Royal Bank of Canada*. Retrieved May 5, 2015 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)

**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. (2016). Starbucks Corporation: Financial Details. Retrieved April 21, 2016 from Mergent Intellect database.

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

**Mergent Online**

Mergent, Inc. (2015). *Apple Inc: Company financials*. Retrieved May 5, 2015 from Mergent Online database.

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

**Passport GMID**

Euromonitor International. (2016). *Wipes in Canada*. Retrieved April 24, 2016 from Passport GMID database.

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

**Press Display (Newspapers from Around the World)**

Duke, J. (2016, April 21). Median house price falls below \$1 million. *Sydney Morning Herald*. Retrieved from Press Display database.

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

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

Royal Bank of Canada. (2016, March 9). *Annual Report*. Retrieved from the 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.**

Raptr. (n.d.). Most played PC games on gaming platform Raptr in November 2015, by share of playing time. In Statista - The Statistics Portal. Retrieved August 24, 2016, from <http://www.statista.com/statistics/251222/most-played-pc-games/>.

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

### 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)

### Vividata (formerly Print Measurement Bureau)

Vividata. (2015). *Potato Chips # packages ate in past 30 days*. Retrieved from Vividata database.

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

## IMPORTANT NOTES

- ⇒ **Your professor may require a very specific referencing style, in which case his/her requirements supersede these examples.**
- ⇒ Use the first word of the title to alphabetize if your source does not have an author.
- ⇒ If using an electronic source, APA guidelines suggest that you 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.
- ⇒ 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/>