

Harvard referencing for Business students

This is a brief guide to the Harvard system of referencing for citing and referencing the most commonly used sources. As students in the Business School, you are recommended to use the Harvard system to prepare and produce a reference list for each of your assignments. Each reference should contain the information needed to trace an item you have cited in your assignment. It is very important that you are citing and referencing your sources accurately. Please be aware that if you are taking modules in other schools, departments, or faculties they may have their own style of referencing.

Citing in the text (in-text citation)

Acknowledging the contribution of a specific individual or organisation as a source of a particular statement, view, argument or decision. You 'cite' the author and year of publication for any source you use whether you are directly quoting from the text or paraphrasing. You do this at the point where you use the source within the text of your assignment (in-text citation).

- The name of the author(s) and the year of publication referred to, are given in brackets immediately after your reference in the text.

Globalisation affects entrepreneurs (Deakins and Freel, 2012).....

- If the name of the author appears naturally in your text, then only the year is given in brackets.

Deakins and Freel (2012) state that.....

- If there are two (or more) publications by the same author, all published in the same year. Distinguish between these by using lower case letters after the year. This format should also be used in the list of references.

Human resource management is ... (Armstrong, 2006a). Armstrong (2006b) demonstrates this by...

- If citing multiple sources these should be separated by semicolon (;) in chronological order (earliest date first). If published in the same year the sources should be listed in alphabetical order by author.

Recent studies on employee attitudes (Brown and Smith, 2010; Andrews, 2012; Williams, 2012) show that...

- If citing a source with four or more authors, cite the first author followed by *et al.* (meaning 'and others'). Include all authors in the list of references.

According to Kotler *et al.* (2013) the marketing process.....

- If the author cannot be identified, refer to the item by title. Use the title (in italics) in place of the author.
- If the date cannot be identified, use 'no date'.
- If author and date are unknown, use title (in italics) and 'no date'.

Quoting in the text

Page number(s) should be included when using a direct quotation or when you take specific information (including graphs and tables) from a source.

Slack, Brandon-Jones and Johnston (2013, p. 6) define operations management as "...the activity of managing resources that create and delivers services and products".

Referencing

Referencing existing knowledge and research in your assignment will demonstrate that you have researched the area of interest and will enable you to provide evidence to support arguments and ideas. Referencing allows your reader to trace your sources for interest or further examination and also credits the original author(s). All the references should be listed in alphabetical order of author's surname, under the heading **References**.

Referencing specific sources

1. Books and e-books

It makes no difference if you have read a book in print or electronic format. The reference will be the same for both. Only include edition details if it is not the first edition.

By a single author

Fill, N. (2011) *Business-to-business marketing: relationship, networks and strategies*. Oxford: Oxford University Press.

By three authors

Slack, N., Brandon-Jones, A. and Johnston, R. (2013) *Operations management*. 7th edn. Harlow: Pearson Education Limited.

Edited book or e-book

Hayton, J.C., Biron, M., Castro Christiansen, L. and Kuvaas, B. (eds.) (2012) *Global human resource management casebook*. Abingdon: Routledge.

Chapter in an edited book or e-book

Hannon, E. (2012) 'Discipline and dismissal', in Willey, B. (ed.) *Employment law in context: an introduction for HR professionals*. 4th edn. Harlow: Pearson Education Limited. pp. 301-340.

Book illustration, figure, diagram, logo and table

Include page reference and specify as illus./fig./diagram/logo/table.

Saunders, M., Lewis, P. and Thornhill, A. (2007) *Research methods for business students*. 4th edn. Harlow: Financial Times, p. 108, fig.

2. Journals and e-journals

You can reference a journal article in the same way whether you accessed it in print or online. Some online articles may have a digital object identifier (doi) which can be added at the end of the reference. This is optional and not a requirement.

Ryall, M.D. (2013) 'The new dynamics of competition', *Harvard Business Review*, 91(6), pp. 80-87.

Laroche, M., Reza Habibi, M. and Richard, M.O. (2013) 'To be or not to be in social media: how brand loyalty is affected by social media?', *International Journal of Information Management*, 33(1), pp. 76-82. doi: 10.1016/j.ijinfomgt.2012.07.003.

Ford, R. (2013) 'EU ruling paves way for lasering of fruit', *The Grocer*, 15 June, p. 36.

3. Newspapers

You can reference a newspaper article in the same way whether you accessed it in print or online. Include page numbers if available.

Jones, R. (2013) 'Financial: FSA to investigate pension annuities', *The Guardian*, 1 February, p. 30.

4. Reports

For printed reports include place of publication and publisher (see 'Research reports' example). For reports accessed on the internet include the full URL and the date accessed (see 'Company annual reports' example). For reports accessed via online databases include the first part of the URL and the date accessed (see 'Market research report' and 'Financial reports').

Research reports

Lewis, R. and Donaldson-Feilder, E. (2012) *Perspectives on leadership in 2012: implications for HR*. London: Chartered Institute of Personnel and Development.

Company annual reports

Marks and Spencer (2013) *Annual report and financial statements 2013*. Available at: http://annualreport.marksandspencer.com/docs/MS_AR2013_Report_Full.pdf (Accessed: 30 May 2013).

Market research report from online database

Key Note (2013) 'Biscuits and cakes market report 2013'. Available at: <http://www.keynote.co.uk> (Accessed: 28 June 2013).

Mintel (2013) 'Magazines – UK – June 2013'. Available at: <http://academic.mintel.com> (Accessed: 28 June 2013).

Financial reports from online database

Bureau van Dijk (2013) 'Tesco PLC company report'. Available at: <http://fame.bvdep.com> (Accessed: 28 June 2013).

5. Websites

You should look for and cite the smallest identifiable organisation or individual author available. In the absence of an author, you should cite and reference (in italics) the title in place of the author. If no publication date is visible, state (no date). Where no identifiable author or title is available, you should cite and reference the URL in place of the author. It is essential to give the date the site was accessed as sites frequently change or are updated.

Organisational site

BBC (2013) *Blackberry shares plunge after \$84m first-quarter loss*. Available at: <http://www.bbc.co.uk/news/business-23097579> (Accessed: 30 June 2013).

Personal site

Branson, R. (2013) *Richard Branson and Virgin – Where did it start?* Available at: <http://www.virgin.com/richard-branson> (Accessed: 4 July 2013).

6. Research

Include URL and accessed date if viewed online.

Tahir, M. (2012) *The relative performance of family-founded companies listed on the US stock markets where the serving CEO/chairman is a founder*. MSc dissertation. Kingston University. Available at: <https://dissertations.kingston.ac.uk> (Accessed: 28 August 2013).

7. Virtual learning environment (Blackboard/StudySpace)

Tutors' lecture notes

Masikunas, G. (2013) 'Team work earns your marks!'. *BM2202: Retailing Management*. Available at: <http://studyspace.kingston.ac.uk> (Accessed: 4 July 2013).

PowerPoint presentations

Weston, A. (2013) 'Research methods: qualitative and creative approaches' [PowerPoint presentation]. *BSM704: Personal research project*. Available at: <http://studyspace.kingston.ac.uk> (Accessed: 30 June 2013).

8. Secondary referencing

In some cases you may wish to quote a piece of work that has been referred to in something you have read. This is called "secondary referencing" as you have not read the original piece of work. Wherever possible, you should read the original work as you can then be more certain about the accuracy but, if you are not able to do so and you wish to refer to it, your text must make it clear that you have not read the original but are referring to it from a secondary source. In your list of references at the end of your assignment you should only include the reference to the work you have read. Do not include details of the work you have not read.

In-text citation:

Flanagan (1954, cited in Collis and Hussey, 2009, p. 197) developed the critical incident technique for collecting data.

Critical incident technique concentrates on an observable activity or incident (Flanagan, 1954, cited in Collis and Hussey, 2009, p. 197).

Reference list:

Collis, J. and Hussey, R. (2009) *Business research: a practical guide for undergraduate and postgraduate students*. 3rd edn. Basingstoke: Palgrave Macmillan.

Further help and advice

This brief guide is based on the below publication, please consult this for a full range of examples. The University subscribes to online access to the full text of this book.

Pears, R. and Shields, G. (2013) *Cite them right: the essential referencing guide*. 9th edn. Basingstoke: Palgrave Macmillan.



The Business Blog is available via the following URL:

<http://blogs.kingston.ac.uk/buslib/>

Check this regularly (or set up an RSS feed) for information about the library, books, electronic resources etc relevant to your studies. It also gives you the names and contact details of the staff that can help you with referencing and subject enquiries.