

# Citing and Referencing in Cardiff University Harvard Style – for Business School Students

For an academic assignment it is **vital** that you acknowledge the information sources you have used for your research, to support your arguments and protect yourself against charges of plagiarism.

You must acknowledge your source of information whenever you paraphrase or summarise another person's ideas or words, quote another person's words, or use tables, graphs, diagrams, etc. which you have found from another source. This guide explains how to acknowledge sources in the Cardiff University Harvard style.

## Citing

"Citing" means referring within your text to sources which you have used in the course of your research. In the Cardiff University Harvard style, this means giving the author surname and year of publication in brackets at the appropriate point in your text. Also include a page number or page range if you are referring to a specific section of the publication.

*It has been argued (Harris 2001, p. 7) that the main considerations are...* or:

*It has been argued by Harris (2001, p. 7) that the main considerations are...*

- You do not have to give a page number if you are referring generally to the whole document: **Smith (2004) has taken a broader approach in his work on the subject...**
- If there are three or more authors, use the abbreviation 'et al.' (and others) after the first author's surname e.g. (**Bowden et al. 2003**)
- If you are discussing a point about which several authors have expressed similar views, include them all in one set of brackets in chronological order of publication. List any works published in the same year in alphabetical order e.g. (**Midgley 1994; Smith 1994; UNCHS 1996; Gandelonas 2002**).

## Referencing

"Referencing" means giving a full description of each source you have consulted, in a bibliography at the end of your work, organised alphabetically by the first author's last name.

- **Write the list in alphabetical order** by the first author's last name and include the initials of each author's first name(s). Arrange any references with the same author in publication date order.
- **Titles should be italicised** for books, reports and conference proceedings. For journal articles, the title of the journal (not the title of the journal article) should be printed in italics. The journal issue number, if there is one, should be placed in brackets after the volume.
- **Capitalise the first letter** of each author's last name and each initial. Also capitalise the first letter of the publication title, the first letters of all main words in the title of a journal and all first letters of a place name and publisher.

## Examples of References

Ang, L. and Taylor, B. 2005. Managing customer profitability using portfolio matrices. *Journal of Database Marketing & Customer Strategy Management* 12(5), pp. 298-304.

Benoit, B. 2007. G8 faces impasse on global warming. *Financial Times* 29 May 2007, p. 9.

Bowen, D. E. et al. 1990. *Service management effectiveness: balancing strategy, organization and human resources, operations and marketing*. San Francisco: Jossey-Bass.

Brown, S. 2003. Post-modern marketing: everything must go! In: Baker, M.J. ed. *The marketing book*. 5<sup>th</sup> ed. Oxford: Butterworth-Heinemann. pp. 16-31.

Carr, N. G. 2000a. Hypermediation: commerce as clickstream. *Harvard Business Review* 78(1), pp. 46-47.

Carr, N. G. 2000b. *Business and the internet*. Boston: Harvard.

European Commission. 2004. *First report on the implementation of the internal market strategy 2003-2006*. Luxembourg: Office for Official Publications of the European Communities.

Garcia-Sierra, A. 2000. *An investigation into electronic commerce potential of small to medium-sized enterprises*. PhD Thesis, Cardiff University.

Gower, I. ed. 2003. *Internet usage in business: market report*. 7<sup>th</sup> ed. Hampton, Middlesex: Key Note publications.

MyTravel Group. 2005. *Annual report and accounts*. Rochdale: MyTravel Group.

Office for National Statistics. 2004. Households with Internet access 1999/2000 and 2001/2. *Regional Trends*. Vol. 38, figure 8.15. Basingstoke: Palgrave Macmillan.

Trowsdale, A. 2009. *Gender pay gap mystery* [Online]. London: BBC. Available at: <http://news.bbc.co.uk/1/hi/business/8044720.stm> [Accessed: 8th September 2010].

Wang, R. and Ying, S. H. 2002. Internet marketing management in the B2B e-business. In: Xia, G. P. ed. *Proceedings of the sixth China-Japan international conference on industrial management*. Xian, China, 16 – 18 September 2002. Beijing: China Aviation Industry Press, pp. 386-390.

**Journal article.** You can cite both print articles and their electronic equivalents in this way.

**Newspaper article.** Include the day and month of publication. Online versions can also be referenced like this.

**Book.** For items with three or more authors, list the first one and write 'et al.' for the rest.

**Chapter** from an edited book.

Use 'a' and 'b' etc. for multiple items by the same author in the same year. Include the 'a' and 'b' in your citations too, to identify the different works.

**Report.** If there is no individual author, use the name of the organisation.

**PhD thesis.** For a Masters-level work, you'd write 'MSc Dissertation', for example.

**Market report.**

**Company annual report.**

**Statistical table.** If you reproduce the table in the body of your assignment, give the citation after the table title.

**Web site.** See additional notes for web sources on page 4.

**Conference paper.** Include the date and location of the conference.

## Publication dates and editions

To find out when a book was published, look at the back of the title page inside it. This page will contain the publisher's details and the publication date. If there is more than one date, use the latest publication date, not the latest reprint date.

The back of the title page will also tell you the edition of the book. If the book is not the first edition, state this in the full reference in your list of references but not in the citation, e.g.

**Ellsworth, J. H. and Ellsworth, M. V. 1997. *Marketing on the internet*. 2<sup>nd</sup> ed. New York: Wiley.**

If no publication date is given, put [no date] in the citation and the reference, e.g. **(Smith [no date])**.

## Quotes

You should aim to paraphrase information provided by an author in your own words, rather than quote large amounts of their work verbatim, as this helps to demonstrate your understanding of the information to the reader. However, it can be necessary to quote directly from the text when you cannot present the information more succinctly or in any other way - or when you need to present a particular portion of an author's text in your work to analyse it.

### **Short quotes**

For a short quote, cite the author, date and page, and enclose the writer's words in quotation marks:

**According to recent research (Pandya and Dholakia 2005, p. 73), the classical theory of innovation diffusion suggests that innovations must “pose low physical, social, economic, and psychological risks to adopters” if they are to become widespread.**

### **Long quotes**

Longer quotations should be separated from the body of your text and indented from the left-hand margin. In this case there is no need to include the quotation marks:

**It has been recently observed that:**

**In specific terms, it might be imagined that the benefits of web consumer retention would only seem to be advantageous for digital companies that are client-centric, which can interact with these consumers. Furthermore, the mere fact of using transactional practices, low differentiation between products and the emphasis on promotion of price on the web would seem to increase sensitivity to price. (Joia and Sanz 2005, p. 5)**

**In the current fiercely competitive internet commerce climate it would seem that these observations might well be borne out.**

### **Modifying a quote**

If you omit some words from the quote, you need to indicate this by typing in three dots, e.g. **“In specific terms ... the benefits of web consumer retention would only seem to be advantageous for digital companies that are client-centric” (Joia and Sanz 2005, p. 5).**

If you add some of your own words within the quote, place your words in square brackets to make it clear which are the author's words and which are yours.

## Web sources

If no author is given, web pages can be referenced by the organisation responsible or by the page title instead. A good web site should, however, have sufficient ownership information to enable you to cite it. The web site example on p. 2 shows how this type of reference should look. Ideally you should aim to include the following information:

Author (if available) or Organisation. Publication year. *Document title* [online]. Place: Publisher (if available). Available at: web address of document [Accessed: date you viewed the site].

If an electronic source such as a journal article has no page numbers, you can identify a quotation by giving a paragraph number in your citation instead, e.g. **(Koernig 2003, para. 17)**.

## Financial Databases

Data obtained from online financial databases, such as Datastream or Fame, can be referenced in the following way:

Author/source. Publication year (if available). *Document Title: Datastream code (if applicable)* [Online]. Publisher (if available). Available at: Database name [Accessed: day month year].  
e.g. **Datastream. 2009. FTSE 250: LFTSE250 [Online]. Thomson Reuters. Available at: Datastream database [Accessed: 7<sup>th</sup> September 2009].**

However, if you are referencing a piece of information that is not in the form of a static document, but is the result of a one-off search that you have made on the database yourself, you can describe it in the following way:

Database name. Year. Data derived from: *Details of data used* [Online]. Publisher. Available at: Database name [Accessed: day month year].  
e.g. **FAME. 2009. Data derived from: Welsh companies with a turnover exceeding £10 000 [Online]. Bureau Van Dijk Electronic Publishing. Available at: FAME database [Accessed: 7<sup>th</sup> May 2009].**

## Secondary referencing

If you want to cite an author whose work you have not personally read, but whose work is presented or summarised by the author of a publication you *have* consulted, it can be shown as follows:

**Rodinelli (1983), cited in Potts (2002, p.37), describes the stages of a project... or:**

**A process project might consist of a number of stages including experimentation and production (Rodinelli 1983, cited in Potts 2002, p.37).**

In your references you should list the source you have actually read, i.e. Potts.

## Further Information

You can find further information, including a Citing and Referencing Tutorial and a list of frequently asked questions, at:

<http://www.cardiff.ac.uk/insrv/educationandtraining/guides/citingreferences/index.html>

You can also contact Aberconway Library by email at: [AbcyLiby@Cardiff.ac.uk](mailto:AbcyLiby@Cardiff.ac.uk) or by telephone on 029 2087 4770.