



Citations and References

A Short Guide for Students

Revised August 2011, according to Chicago 16th edition.

All students at university level are expected to handle sources in a proper way and to cite them correctly.

The main reasons for citing sources are:

- to let the reader know what the student's own contributions are and what is taken from others
- to permit the reader to find the item cited
- to acknowledge the contributions of the original authors
- to let the student share his knowledge about the subject and what is written about it.

There are several reference styles. BI Norwegian Business School recommends the author-date system based on The Chicago Manual of Style. This system handles every reference with a simple **in-text citation** which guides the reader to a more comprehensive **reference list** at the end of the document.

IN-TEXT CITATIONS

The citation in the text of a document is briefly indicated by author's last name and year of publication, in parentheses. Reference to a specific place in a larger document must be located by page(s).

If the name of the author appears in the text, place only the year in parentheses next to the author's name.

Peter Lorange's (1993) analysis suggests that

If the name of the author does not appear in the text, place the author surname and the year in the parentheses.

... is important in the strategic process (Lorange 1993).

Page numbers are separated from the year by a comma.

On the contrary, Fred Selnes (1998, 320-321) concludes that

When a work has two or three authors, use the surnames of all authors every time you cite.

(Kotler and Armstrong 2008)

(Reve, Lensberg, and Grønhaug 1992, 153)

When a work has four or more authors, use only the surname of the first author followed by *et al.* ("and others").

(Lunnan et al. 2005)

In the reference list, however, all authors have to be listed.

Two or more works by the same author(s) in the same year must be differentiated by the addition of a, b, etc.

If a publication has no author, use the organisation responsible for the publication as author.

Quotations

Quotations must be correctly cited and have references. Always refer to the specific page on which the quote appears.

Short quotations are incorporated in the sentence and put in quotation marks.

Michael Porter (1985, 3) states that "value is what customers are willing to pay."

Longer quotations should be handled as paragraphs with indentation. Quotation marks are then omitted. What is considered "longer" is a matter of judgement. Chicago suggests 6 lines or more, others suggest 3-4.

Secondary Sources

Citing from secondary sources is generally to be discouraged since you are expected to have examined the works you cite. If you must, however, both the original and the secondary source have to be cited and listed.

In the text: ... Pettersen (1950), cited in Hansen (2007, 45), states that

In the reference list you have to list both Hansen's book that you have read, and Pettersen's book with the additional: Quoted in Hansen 2007, 45.

THE REFERENCE LIST

The reference list should include only the sources cited, and appear as **one single list** at the end of the document.

Each reference should be **arranged in alphabetical order by the author's surname**. In the case of several authors, only the first author's name should be inverted. Names of subsequent authors are given in natural order.

Use indentation if the reference is more than one line long. All items in a reference list must be consistent in style.

(See next page for examples)

Examples: References to different types of publications

Books

Author name. Year of publication. *Title*. Place of publication: Name of publisher.

Kotler, Philip, and Gary Armstrong. 2008. *Principles of marketing*. 12th ed. Englewood Cliffs, NJ.: Prentice-Hall.

In the text: (Kotler and Armstrong 2008)

Reve, Torger, Terje Lensberg, and Kjell Grønhaug. 1992. *Et konkurransedyktig Norge*. Oslo: Tano.

In the text: (Reve, Lensberg, and Grønhaug 1992, 153)

Editors

Brønn, Peggy Simcic, and Roberta Wiig Berg, eds. 2005. *Corporate communication: A strategic approach to building reputation*. 2nd ed. Oslo: Gyldendal Akademisk.

In the text: (Brønn and Berg 2005)

Book Articles

Author name. Year of publication. "Chapter title." In *Book title*, book editor(s), pages. Place of publication: Name of publisher.

In the reference list, list the page range for the whole article. In the text, list the specific page(s) consulted.

Solberg, Carl Arthur. 2006. "Market research and information through networks in international markets." In *Primary industries facing global markets*, edited by Frank Asche, 21-43. Oslo: Universitetsforlaget.

In the text: (Solberg 2006, 38)

Journal Articles

Author name. Year of publication. "Article title." *Journal Title* volume number (issue number): pages.

In the reference list, list the page range for the whole article. In the text, list the specific page(s) consulted.

Stabell, Charles B., and Øystein D. Fjeldstad. 1998. "Configuring value for competitive advantage: On chains, shops and networks." *Strategic Management Journal* 19 (5): 413-437.

In the text: (Stabell and Fjeldstad 1998, 435)

Newspaper Articles

Citations to newspaper articles are generally made in the running text and omitted from the reference list.

Financial Times editorial August 31, 2008 states that

In New York Times online edition September 1, 2008

Signed articles may, if required, be cited in a more formal way:

Palmisano, Samuel. 2008. "Global consumer gives small companies a big reach." *Financial Times*, May 6.

In the text: (Palmisano 2008)

Personal Communication (lectures, conversations, letters, e-mails, etc.) are generally cited in the running text.

Electronic Sources

Websites

Citation to websites are often limited to a mention in the running text and omitted from the reference list.

Statoil's ethics and values presented on its website

All quarterly accounts are taken from Hydro's website

If a more formal citation is preferred, the full reference should at least contain the following elements:

Author name or other originator. Year of publication or access year. "Title." Access date. URL.

Transparency International. 2009. "Global Corruption Report 2009." Accessed August 11, 2011.

http://www.transparency.org/publications/gcr/gcr_2009.

In the text: (Transparency International 2009)

E-books and journal articles

Electronic publications that are analogous to print sources, should be cited similarly to their print counterparts.

For journal articles, a DOI (Digital Object Identifier) may be added if the journal lists one.

Camps, Theo W.A. 2011. "Social media, networks and governance: On the inadequacy of traditional reasoning". *Journal of Chain and Network Science* 11 (1): 1-5. doi:10.3920/JCNS2011.x199.

In the text: (Camps 2011)