



London School of Commerce, Belgrade

Learning Resources Centre

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Citing and Referencing – Harvard Style

This guide describes the Harvard referencing style, which uses an 'alphabetical-by author' (Surname) approach. With all referencing styles, there are two parts to referencing: Citing, and the Reference List.

The following are examples of sources you might access and need to reference:

Citing one author

A recent study investigated the effectiveness of finding business research on the Advanced Search option on Google (Warburton, 2008).

Citing two authors

Recent research on Google illustrates that marketing strategies are on the wane on a worldwide basis (Henderson and Monkhouse 2008).

Citing three or more authors

If the work has three or more authors/editors the abbreviation 'et al' should be used after the first author's name. Pricing strategy is an important facet of the marketing plan (Winer et al, 2007).

Citing from chapters written by different authors

Some books may contain chapters written by different authors. When citing work from such a book - **the author who wrote the chapter** should be cited - **not the editor** of the book.

Secondary referencing

Secondary references are when an author refers to another author's work and the primary source is not available. When citing such work the author of the primary source and the author of the work it was cited in should be used. Secondary referencing should be avoided if possible.

According to Mintzberg and Lampel (2004) as cited by Porter (2008) most managers are more interested in strategy formulation than the reality of doing business.

Full details of the source in which you found the secondary reference as well as the secondary reference itself should be quoted in full in the appropriate alphabetical order in your references

Secondary references should ***be used sparingly or avoided if possible***. In most cases you should cite material you have actually read. **Mintzberg, H and Lampel, S (2004) as cited in:**

Porter, Michael (2008) Competitive Strategy, Free Press

Citing a direct quotation

If a direct quote from a book, article, etc., is used you must:

- Use single quotation marks (double quotation marks are usually used for quoting direct speech);

- State the page number.

Saunders et al state that the principle of effective research is 'not known and understood by many managers' (2001:p.4).

Citing from works with no obvious author

If you need to cite a piece of work which does not have an obvious author, you should use what is called a 'corporate' author. For example, many online publications will not have individually named authors, and in many cases the author will be an organisation or company.

The sale of Birmingham-based van maker LDV to Malaysian firm Weststar has been agreed, a company spokesman says.

(British Broadcasting Corporation, Business News, 6 May 2009).

The information that you use must be reliable and of a high quality. Please ensure that you use reputable websites.

Citing from multi-media works

CD-ROMs (including electronic books on CD-ROM), if there is not an obvious author use the title of the CD-ROM as the author. DVD/Video: the series title should be used as the author.

Citing from an interview or personal communication

Always use the surname of the interviewee/practitioner as the author.

Tips on good quotation practice

Quotations longer than two lines should be inserted as a separate, indented paragraph.

Lancaster and Reynolds (2005) summarise the importance of the product mix and state that 'the product mix is the total assortment of products that a company markets so that this assortment can be more easily managed, products can be grouped into product lines or groups of products that are similar in terms of their functions or because they are sold to similar groups of customers' (p.57)
or

A recent UK report summarised the importance of the product mix stating that 'the product mix is the total assortment of products that a company markets so that this assortment can be more easily managed, products can be grouped into product lines or groups of products that are similar in terms of their functions or because they are sold to similar groups of customers' (Lancaster and Reynolds, 2005: p.57)

If you want to insert a long quotation (over two lines) but do not want include all of the text, you can remove the unnecessary text and replace with 'The major barriers that have inhibited the employment.....'

Reference List

This should be in alphabetical order. (By surname/organisation name/publication).

Bibliography

There may be items which you have consulted for your work, but not cited. These can be listed at the end of your assignment in a 'Bibliography'. These items should be listed in alphabetical order by author and laid out in the same way as items in your Reference List. A bibliography will show your extra effort.

Books - Print

Author/Editor (if it is an editor always put (ed.) after the name) (Year of publication)

Title (this should be in italics)

Series title and number (if part of a series)

Edition (if not the first edition)

Place of publication (if there is more than one place listed, use the first named)

Publisher

Simpson, N E (2008) *A Short Course in Semantics*, London Palgrave Publishing.

Books - Electronic

Author/Editor (if it is an editor always put (ed.) after the name) (Year of publication)

Title (this should be in italics)

Edition (if not the first edition) [e-book]

Place of publication (if there is more than one place listed, use the first named)

Publisher, Available from: URL [Date of access]

Simpson, N E (2008) *A Short Course in Semantics*, London Pitman Publishing.

Available from: <http://www.myilibrary.com?ID=93941> [Accessed 18th June 2008].

Journal Articles - Print

Author

(Year of publication)

Title of journal article

Title of journal (this should be in italics)

Volume number, Issue number

Page numbers of the article (do not use 'p'. before the page numbers)

Christopher, A J and Herbert E K (2001) Foreign Direct Investment: Credit and Risk Management, *Journal of Finance*, 42 (1), 209-238.

Journal Articles - Electronic

Author

(Year of publication)

Title of journal article, Title of journal (this should be in italics) [Online]

Volume number, Issue number

Page numbers of the article (do not use 'p'. before the page numbers)

Available from: URL or DOI [Date of access]

Christopher, A J and Herbert E K (2001) Foreign Direct Investment: Credit and

Risk Management, *Journal of Finance*, 42 (1), Available from: [http://www.finance.com/ Journal of Finance, 42 \(1\),full/451397a.html](http://www.finance.com/Journal%20of%20Finance%2042%20(1),full/451397a.html) [Accessed 20th January 2008].

Theses (Final written work by PhD and postgraduate students, Dissertations, Project Reports, Discourses and Essays by any student.)

Author

(Year of publication)

Title (this should be in italics)

Type of thesis

Academic institution

Hazeldene, R. (2006) *Managing Diversity in the Workforce*, PhD thesis. University of Oxford, Oxford.

Newspaper Articles - Print

Author (if the article has no author, use the name of the newspaper)

(Day, month and year of publication)

Title of article

Title of newspaper (this should be in italics)

Page numbers of the article (use 'p.' before a single page number and 'pp.' where

there are multiple pages)

Campbell, D (Monday 3 January 2009) What the Bank of England Predicted. *The Times* p. 3.

Newspaper Articles - Online

Author (if the article has no author, use the name of the newspaper)

(Day, month and year of publication)

Title of article

Title of newspaper (this should be in italics) [Online]

Page numbers of the article if given (use 'p.' before a single page number and 'pp.' where there are multiple pages)

Available from: URL

[Date of access] [Online]

Peston, R. (6 February 2008) Northern Rock in Another Crisis. *The Times*.

Available from http://business.timesonline.co.uk/tol/business/industry_sectors/business/article3994594.ece [Accessed 10 July 2008].

Reports

Author/Editor (if it is an editor always put (ed.) after the name)

(Year of publication)

Title (this should be in italics)

Organisation

Report number: followed by the number of the report

Hillingdon, A (2002) *What the Bankers Knew*, Bank of England Report No: 21.

Web pages and websites

Author/Editor (use the corporate author if no individual author or editor is named)

(Year of publication) (if available; if there is no date, use the abbreviation n.d.)

Title (this should be in italics)

[Online]

Available from: URL

[Date of access]

European Union (2001) *European Education Systems*. [Online]. Available from: <http://europeanunion.eu> [Accessed 23 June 2004].

Podcasts

Title (this should be in italics)

(Year of publication)

Podcast

[Online]

Available from: URL

[Online]

[Date of access]

***Finance Podcast*. (2008) Podcast. Available from: <http://www.finance.com/finance/podcast/index.html> [Accessed 16 May 2009].**

Blogs

Author (Year of publication)

Title of blog post (if applicable), Title of blog (this should be in italics) [Online]

Available from: URL [Date of access]

Goldsmith, J (2001) *Ecology and its Impact on our Lives*. Blog. Available from: [http://www.ecology2day.net/2008/02/Ecology Impact/](http://www.ecology2day.net/2008/02/Ecology%20Impact/) [Accessed 21 August 2008].

Emails

Sender

(Sender's email address)

(Date of email)

Subject of message (this should be in italics)

Email to: Recipient's name

(Recipient's email address)

King, M. (Mking@boe.co.uk) (1 June 2002) *Interest Rates* Email to: George, E. (e.george@kpmg.co.uk).

Interviews: Broadcast

Name of person interviewed

Interviewed by: Name of interviewer

Title of interview (if any)

Title of programme (this should be in italics)

(Date and time of broadcast)

Production information

Darling, A Interviewed by: Paxman, J. *News Night Live*. (2 June 2006, 10pm) BBC2

Interviews - Personal

Name of person interviewed

Interviewed by: Name of interviewer

(Date of interview)

Potter, H. Interviewed by: Eghart, T. (22 June 2002).

Personal Communication

Name of practitioner

Occupation

(Personal communication, followed by the date when the information was provided)

Littlejohn, Andrew Financial Consultant. (Personal communication 23 April 2009).

Presentations/Lectures

Name of presenter/lecturer

(Year of presentation/lecture)

Title of presentation/lecture

Presented at the conference/meeting title (this should be in italics)

Conference/meeting location

Chegwin, K (2006) *Do we need Financial Consultants?* Presented at the Annual Finance Conference. London

Presentations/Lectures: Online Version

Name of presenter/lecturer

(Year of presentation/lecture)

Title of presentation/lecture

Presented at the conference/meeting title (this should be in italics)

Conference/meeting location [Online]

Available from: URL [Date of access]

Shayler, H *Are the Economists wrong?* Presented at the School of Economists London. [Online] Available from: <http://buyouts.org.uk>. [Accessed 8 July 2006].