ACKNOWLEDGING SOURCES IN WRITTEN WORK

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What does acknowledging sources involve?

Sources of information and the ideas of others that you use in your assignments, research and class activities may include books, journal articles, newspaper or magazine articles, company documents and web-sites, government or institutional reports, patents, and personal communication, among others. Information and ideas from these sources are found in a variety of forms, including words, numbers and statistics, diagrams, tables, logos, music, video, plans, computer source code, and so on.

In academic work, we acknowledge sources in written work by referencing the source in two areas:
1. in the body of the text, through in-text citations, footnotes (placed at the bottom of a page), or endnotes (placed at the end of a chapter or report, but before the reference list); and
2. a reference list placed at the end of an assignment or thesis, but before appendices.

In this course, the preferred method is in-text citations, along with a reference list. Footnotes may be used sparingly for additional information (e.g. statistics of or limited side comments), but normally not for referencing the sources of information.

Why should you acknowledge sources?

There are several important reasons for acknowledging the source of your ideas, including:
- to support your argument through referring to 'authorities' or well-respected people or scholarly works;
- to enable others to consult sources with ease to, for example, get a deeper understanding of the issue you are addressing or to confirm your interpretation;
- to provide evidence of wide reading and research; and
- as an academic courtesy and indication of academic honesty.

Failure to appropriately acknowledge sources may constitute plagiarism, which amounts to academic misconduct. It could also put you in breach of copyright law.

PLAGIARISM

Plagiarism refers to the presentation of the words or ideas of another author (it may be a text writer or another student) as your own. This is not acceptable practice. Throughout your studies, you will be asked to learn about and discuss the views and theories of others. This should be done with appropriate acknowledgment of source material. In general:

(a) always express your own ideas in your own words. When drawing from the work of other authors, acknowledge the source;

(b) do not incorporate the words used by writers (e.g. in text books or journal articles), your professor or other students in your answer unless you attribute those words to their author(s); and

(c) never hand in an assignment which is the same as, or closely similar to, another student's assignment.

How should you use in-text citations?

In-text citations acknowledge the source of information in the body of the text. Never cite a source that you have not read, directly observed, or spoken to, unless you indicate that it is a secondary source (see below).

There are a variety of different styles to in-text citations. In this course we will use what is known as the Harvard System, also known as the Author/Date system. Even within this style of in-text citing, there is variation. For example, some authors place a comma between an author's name and the date of publication (e.g. Jones, 1999), while others do not (e.g. Jones 1999). Some authors use semi-colons to separate references (e.g. Benito and Welch 1994; Petersen and Pedersen 1997), while others use commas. What matters most is that you choose a recognised style and are consistent in how you apply it. Aside from these minor differences, there are some well-established conventions that you should use.

One work by a single author
The surname of the author and the year of publication are inserted in the report. For example:

Håkanson (2000) developed a framework for...

In a study of inter-organisational relationships (Håkanson 2000), it was found that...

One work by two or more authors
When a work has two authors, cite both names **every** time the reference appears in the report. For example:

Johanson and Vahlne (1977) described internationalisation as a product of... [First citation]

Johanson and Vahlne (1977) argue successive incremental decisions.... [Subsequent citations]

When a work has more than two authors, cite all authors the first time the reference occurs in the report; in subsequent citations include only the surname of the first author followed by 'and colleagues' and the year when the authors' names are outside parentheses. The 'and colleagues' should be replaced with 'et al.' when the names are within parentheses. For example:

McGaughey, Liesch and Poulson (2000) found ... [First citation]

McGaughey and colleagues (2000) also found that ... [Subsequent citations]

...was not found in all cases (McGaughey et al. 2000). [Subsequent citations in parentheses]

Two or more works within the same parentheses
Order the citations of two or more works within the same parentheses in alphabetical order, with works by different authors separated by a semi-colon. For example:

The use of longitudinal data has become more prevalent in studies of firm internationalisation (e.g. Andersson 2000, 2002; Petersen, Welch and Nielsen 2001; Rhee and Cheng 2002).

Where the one author or combination of authors has published items you wish to cite in multiple years, do not repeat the name(s). Instead, separate the years of publication by a comma. For example:

The use of longitudinal data has become more prevalent in studies of firm internationalisation (e.g. Andersson 2000, 2002).

Multiple ideas within one sentence
In general, where multiple, distinct ideas are placed in one sentence, the source of each idea should follow that particular idea. For example:

Access to organisations for extended periods can be problematic (Mattson 1997), especially in complex, geographically dispersed firms (Benito and Welch 1994).

Contrasting perspectives within the one sentence
In general, where contrasting perspectives are placed in one sentence, the source of each perspective should follow that particular perspective. For example:

> The 'born global' firm has been characterised as a significant challenge to these more orthodox theories (see, for example, Bell 1995; Jones 1999; Oviatt and McDougall 1997), although others suggest the underlying dynamics are still relevant (Madsen and Servais 1997).

Quotes
Quoting involves the exact replication of words that have been written or spoken by another person. When these quotes are relatively short, they should be bounded by quotation marks, and the page number given. For example:

> The task of the MNE is, therefore, to at least maintain their firm specific assets and possibly develop new ones through a "stream of innovations which in the ascendency phase of the MNE and its industry produce the dynamic for growth" (Buckley and Casson 1976, p. 69).

> Buckley and Casson (1976, p. 69) suggest that the task of the MNE is to at least maintain their firm specific assets and possibly develop new ones through a "stream of innovations which in the ascendency phase of the MNE and its industry produce the dynamic for growth."

When a quote is two or more lines in length, it is common to indent the quote by approximately 1 cm from both the left and right margins. In this case, quotation marks are not necessary. For example:

> The implication of this openness of narratives to revision and reinterpretation is part of what has been captured by Czarniawska (1997, p. 21):
>> In all their different versions, organisational stories capture organisational life in a way no compilation of facts ever can; this is because they are carriers of life itself, not just 'reports' on it.

Multiple references to works with the same authors and same year of publication.
Where two or more works by the same author(s) with the same year of publication are being cited in a document, a letter should be placed after the year to differentiate between the works). For example:

> One possibility is the use of multidisciplinary research teams (Buckley and Chapman 1997a, b).

Secondary sources
Sometimes you will read about one author's work in a book or article that is written by another author. You may want to follow up this first author's work, and should make every effort to get a a copy of the original work rather than just relying on what someone else has to say about it. Sometimes, however, this may not be possible (e.g. when it is not held at the CBS library, and an inter-library loan is unavailable). In such circumstances, material originating from one author that you read about in another's work, or hear through the reporting of others, should be acknowledged in the following way:

> This led to an initial decision to search for "new descriptions and understandings of the process" (Nördstrom 1991, cited in Benito and Welch 1994, p. 19).

Only the works actually consulted are included in the reference list at the end of the report. That is, Nördstrom (1991), which was not consulted directly by you, should not be included in the reference list.

Personal communications
Personal communications, or information you have received from talking or corresponding with others, should be acknowledged. For example:
> ...the New South Wales rugby team played exceedingly well in the last State of Origin game (Peter Liesch, personal communication).

How should you construct a reference list?

Because the Harvard System gives only limited information about resources, you need to include a reference list at the end of your assignment that provides the necessary information for others to identify and retrieve each work. References cited in your document must appear in the reference list; conversely, each entry in the reference list must be cited in your document. Note that this is not the same as a bibliography, which cites works for the background or for further reading, or that have been consulted by not cited in the text.

The reference list should start on a separate page at the end of the main body of your assignment or thesis, but before appendices. References should be listed in alphabetical order (by the first author's surname) and should contain the following elements: author, year of publication, title, and publishing information.

There are a variety of different styles used in reference lists. Common styles in international business include those of the Journal of International Business Studies and International Business Review. Your professor may have a preferred style that you should follow. If not, your reference list should be based on a well-established style that is applied consistently. Make sure the reader is able to distinguish between references in your list by either leaving a space between each reference, or using a hanging indent, as shown below. Below are some examples of how some of the more common sources of information should be referenced, based on the style of *Journal of International Business Studies*.

Referencing a journal article

The general format is: author, date, title of article, title of journal, volume number, issue number, and pages. For example:

> Thompsen, S. (2001) Ethical codes as corporate governance. *The European Journal of Law and Economics, 12*(2): 153-164.

Referencing an authored book

The general format is: author, date, title of book, place of publication, and publisher. For example:

> Narula, R. (2003) *Globalization and technology.* Cambridge: Polity Press

Referencing an edited volume (e.g. a collection of chapters by different authors)

The general format is: author, author role, date, title of book, place of publication, and publisher. For example:

> Björkman, I. and Forsgren, M. (eds.) (1997) *The Nature of the International Firm,* Copenhagen: Copenhagen Business School Press.

Referencing a chapter in a volume

The general format is: chapter author, date, title of chapter, volume author, volume author role, title of volume, place of publication, publisher, and page references of chapter. For example:

> Petersen, B., Welch, L. S. and Nielsen K.V. (2001) Resource commitment to foreign markets: The establishment patterns of Danish firms in South-East Asian markets, in S.J. Gray, S.L. McGaughey and W.R. Purcell (eds.), *Asia-Pacific Issues in International Business,* Cheltenham, U.K.: Edward Elgar, pp. 7-27.

Referencing material that has not yet been published

Sometimes you will have access to material that has been accepted for publication and may even be at the printing stage, but is not yet in the public domain. In such circumstances, provide as much detail as possible about the work, and place 'in press' or 'forthcoming' prior to the expected date of publication (if known). In the examples below, only the page references are missing.

Petersen, B., Pedersen, T. and Sharma, D. (2003, in press) The role of knowledge in firms' internationalisation process: wherefrom and whereto?, in A. Blomstermo and D. Sharma (eds.) *Learning in the Internationalisation Process of Firms*. Cheltenham, U.K.: Edward Elgar.

Michailova, S. (2004, forthcoming) Contextualizing fieldwork: Reflections on conducting studies in Eastern Europe, in R. Marschan-Piekkari and C. Welch (eds.) *Handbook of Qualitative Methods in International Business*, Cheltenham, U.K.: Edward Elgar.

Referencing a newspaper article

The general format is: author (if any), year, title of article, Newspaper name, place of publication, day and month, page number, section number (if any). For example:

Ngiam, D. (1998) Huge business in lightning protection. *New Straits Times (Malaysia)*, 29 June, p. 25.

Where there is no author, the title and place of the publication should be moved to the start of the reference. For example:

The Mercury (Hobart). (1996) Firm's expertise sparks worldwide interest, February 16, p. 79.

Referencing government/institutional publications

The general format is: name of government agency or institution that issued the publication, year, title of publication, publisher, place published. For example:

OECD (2002) *The OECD Small and Medium Enterprise Outlook*. Paris: Organisation for Economic Cooperation and Development.

Referencing a website

The general format is: author (if any), title of site, site location, and date accessed.
Hydro Tasmania: Education [Web Page]. URL http://www.hydro.com.au/education/capacity.htm [first accessed October 2000].

Referencing an article on a website

The general format is: author (if any), title of site, site location, and date accessed.

Patrick, G. (1996) *The PCB design process* [Web Page]. URL http://www.aracnet.com/-gpatrick/sect1.html [first accessed 12 April 2002].

Referencing an off-air (e.g. radio, TV) recording

The general format is: source of recording, year, title of recording, off-air recording, day and month, medium. For example,

BBC Live, (2003) *The GM Debate*, off-air recording, 7 August, video.

Where can you find further reading on referencing?

By searching the web using key words such *referencing* , *style* and *academic*, will generate numerous sites on academic referencing, often at Universities.

An excellent, short manual is:
Anderson, J. and Poole, M. 2001. *Assignment and Thesis Writing*, 4th edition, John Wiley & Sons, Milton, Qld.