

References - Plagiarism

FTMBA-course
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Basic concepts

References: cited external sources

Why to cite?

- They prove that you are familiar with the topic.
- They support your ideas, thoughts and provide the possibility of comments
- To let others retrieve the original sources.
- to give credit to other authors
- To avoid plagiarism.

Exception: facts and data that belong to general knowledge do not require citation

The carrot contains vitamin A.– No citation is necessary. Vs.

The sweet taste of carrots is determined by the di- (sucrose) and monosaccharides (glucose and fructose) they contain (Northolt et al., 2004). – Citation is necessary.

Plagiarism

- using external sources without citing
- submitting a paper which was - entirely or for the most part - written by someone else

Regulations

[Study and examination regulation](#)

[Anti-plagiarism regulation](#)

[Code of Ethics](#)

Basics of references

- APA: CUB recommended, widely used in economics and related fields
- be consistent in the complete paper, use the same style in the entire paper
- wide range of different document types, ability to recognize them
- add as much data as necessary for a source to be retrievable (data elements)
- place of references: in-text – list of references
- form of in-text citations: narrative - parenthetical
- paraphrase – direct quotation
- secondary source citation

[Further general hints](#)

[APA sample paper in running text](#)

Which doctypes are the following?

1.



Chapter

Institutional Reform for Innovation and Entrepreneurship pp 25–86 | [Cite as](#)

Home > [Institutional Reform for Innovation and Entrepreneurship](#) > Chapter

Innovation and Entrepreneurship in the European Union—A Reform Agenda

[Niklas Flert](#), [Magnus Henrekson](#) & [Mikael Stenkula](#)

Chapter | [Open Access](#) | [First Online: 12 May 2017](#)

2.



Online journal article

Accounting in Europe > Latest Articles

[Submit an article](#) [Journal homepage](#)

42 Views

0 CrossRef citations to date

0 Altmetric

The effect of mandatory extraction payment disclosures on corporate tax avoidance: evidence from the United Kingdom

Research Article

[Sameh Kobbie-Fakhfakh](#) & [Fatma Driss](#)

Received 08 Apr 2022, Accepted 29 Nov 2023, Published online: 13 Dec 2023

[Cite this article](#) <https://doi.org/10.1080/17449480.2023.2290735> [Check for updates](#)

3.

NEW **From Fiscal Deadlock to Financial Repression: Anatomy of a Fall**

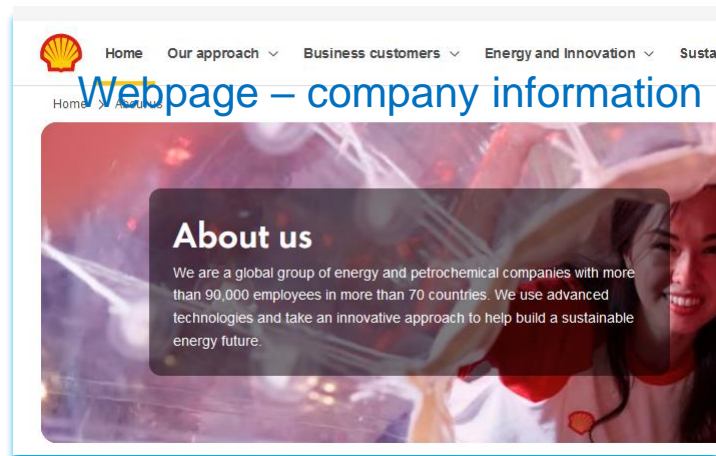
JANUARY 2025 - WORKING PAPER [33395](#)

AUTHOR(S) - [Olivier Jeanne](#)

Working paper

Financial repression can be used to avoid a government default when fiscal policy is constrained. We present a model showing that optimal financial repression progresses through successive stages with increasing levels of distortion. Data from advanced economies suggest that the initial stage of...

4.



Webpage – company information

Home Our approach Business customers Energy and Innovation Sustaina

About us

We are a global group of energy and petrochemical companies with more than 90,000 employees in more than 70 countries. We use advanced technologies and take an innovative approach to help build a sustainable energy future.

5.



Croatia: Country Health Profile 2023 **Report**

This profile provides a concise and policy-focused overview of the state of health and the healthcare system in Croatia, as a part of the broader series of Country Health Profiles from the State of Health in the EU initiative. It presents a succinct analysis encompassing the following key aspects: th [More](#)

15 Dec 2023 | 24 pages | English | Also available in: [Croatian](#)

<https://doi.org/10.1787/8a7eadc9-en> | 9789264560314 (PDF)

Author(s): OECD and European Observatory on Health Systems and Policies

Where to cite?

In-text¹:

- **parenthetical (sentence end)**

“Heavy social media use can be linked to depression and other mental disorders in adolescents” **(Taylor, 2021, p. 43).**

- **narrative (embedded in the text)**

Taylor (2021) found that “heavy social media use can be linked to depression and other mental disorders in adolescents” **(p. 43).**

At the end of the paper:

- **Reference list**

Taylor, W. (2021). Heavy social media use and psychological distress among adolescents. *Front Public Health*, 11(4), 43-53.

In-text citations and publications in the reference list must match.

¹***APA is not a footnote style; do not put citations here, but content-related information.***

APA-reference style – in-text citation

- Recommended in CUB
- Latest version: [APA 7th](#), 6th edition is available on [APA's webpage](#); changes are shown

Form of in-text citations in parenthetical mode:

- Paraphrase:
 - author's surname, year ([Smith, 2021](#)), ([Smith & Jones, 2021](#)), ([Martin et al., 2020](#))
- Verbatim citation: author's surname, year and page number (indicating as [p.](#)): ([Smith et al., 2018, p. 470](#)).

Form of in-text citation in narrative mode:

- Paraphrase:
 - author's surname, year: [Smith \(2021\)](#), [Smith & Jones \(2008\)](#), [Martin et al. \(2018\)](#)
- Direct citation:
 - Author is embedded in the sentence, page number with [p.](#) comes at the end of the sentence, e.g.:
Bloom (2017) stressed that “poor empathy development has been associated with negative outcomes” ([p. 23](#)).

APA-reference style – Reference list

Basic formal features:

- Comes at the end of the paper, starts on a new page
- References are listed alphabetically, using the authors' surname
- If there is no author or editor, or in case of law, the title is used for listing
- No numbering, no bullet points
- List a maximum 20 authors
- 20+ authors: list 19 ... last author:

Wiskunde, B., Arslan, M., Fischer, P., Nowak, L., Van den Berg, O., Coetzee, L., Juárez, U., Riyaziyyat, E., Wang, C., Zhang, I., Li, P., Yang, R., Kumar, B., Xu, A., Martinez, R., McIntosh, V., Ibáñez, L. M., Mäkinen, G., Virtanen, E., . . . Kovács, A. (2019).

Examples:

- Book: Samuelson, P.A. (2010). *Economics*. (19th ed.). McGraw-Hill Education.
- Article: Alchian, A. A., & Demsetz, H. (1972). Production, information costs, and economic organisation. *The American economic review*, 62(5), 777-795. <https://www.jstor.org/stable/1815199>
- Chapter: Djaouti, D., Alvarez, J., & Jessel, J. (2011). Classifying Serious Games: The G/P/S Model. In Felicia P. (Ed.), *Handbook of Research on Improving Learning and Motivation through Educational Games: Multidisciplinary Approaches* (pp. 118-136). IGI Global Scientific Publishing. <https://doi.org/10.4018/978-1-60960-495-0.ch006>

Where is the mistake?

- Qamar, A. H. (2024). Social Resilience: A Critical Synopsis of Definitions. *Corvinus Journal of Sociology and Social Policy*, 15(1), 129-147. <https://doi.org/10.14267/CJSSP.2024.1.6> - X
- Qamar, A. H. (2024). Social Resilience: A Critical Synopsis of Definitions. *Corvinus Journal of Sociology and Social Policy*, 15(1), 129-147. <https://doi.org/10.14267/CJSSP.2024.1.6> - OK
- Samuelson, P.A., Robinson, R. & Baldwin, G.B. 1958. *Study guide and workbook to accompany Samuelson Economics*. McGraw-Hill. - X
- Samuelson, P.A., Robinson, R. & Baldwin, G.B. (1958). *Study guide and workbook to accompany Samuelson Economics*. McGraw-Hill. - OK
- Narayanan, A. From cost to opportunity: Holistic regulatory change management. *Journal of Securities Operations & Custody*, 2023, 15(4), 325–335. - X
- Narayanan, A. (2023). From cost to opportunity: Holistic regulatory change management. *Journal of Securities Operations & Custody*, 15(4), 325–335. - OK
- Adelson, B. (2019). Accessibility Issues for Poll Sites and Voters. In: M. Brown, K. Hale, & B. A. King (Eds.), *The Future of Election Administration: Cases and Conversations* (pp. 47–53). Springer International Publishing. https://doi.org/10.1007/978-3-030-18541-1_6 - X
- Adelson, B. (2019). Accessibility Issues for Poll Sites and Voters. In M. Brown, K. Hale, & B. A. King (Eds.), *The Future of Election Administration: Cases and Conversations* (pp. 47–53). Springer International Publishing. https://doi.org/10.1007/978-3-030-18541-1_6 - OK

Specialities for business documents

Keep basic rules, but reference necessity depends on the audience

- internal demonstration – not necessary
- bank, investors, stakeholders – proves your plan is well-grounded
- academic purposes, e.g. formal competition – follow the basic rules

Business proposal

- There is no „official” style for citing business sources in APA
- Business readers consume most content electronically
- Business writers usually cite with hyperlinks and descriptive language about the link

Challenges with hyperlinks

- Clicking on hyperlinks interrupts the negotiation process
- the creation date of the hyperlink is unknown → reasonable usage of current information needs to be proved
- hyperlinks may not be revealed by partners (paywall, licensing restrictions)

To avoid the challenges above, provide footnotes/in-text citations and a complete list of supporting resources.

How to do? – In-text

- Be specific (provide the specific section in the website e.g. a report section, not generally a website title)
- abbreviated version of the citation is adequate e.g.:
 - BCC Research estimates the global market for internet of things (IoT) sensors was \$10.9 billion in 2021 (BCC Research, 2022)
 - Ethan Brown, Impossible Foods CEO, noted that consumers were choosing more comfort foods during the pandemic instead of prioritizing healthy options (WSJ, 2022)

Citing your own work

- if you use your own expertise to support the plan, provide relevant biographical information (to explain you are a credible subject matter expert)
- place it at the end of the executive summary, e.g.:
 - ...This proposal is informed by ten years of industry experience in this market. For further information on my experience, see Appendix...
- In Appendix provide some resume information

How to do? – Reference list

- Place it at the end of your proposal
- provide a list of supporting resources
- organize your sources by section of your proposal, not alphabetically, e.g.

Reports

- BCC Research Staff. (2019, March). *Wearable medical devices: Technologies and global markets*. <https://www.bccresearch.com/>

Journals

- Newman, J. (Feb 25, 2022). Beyond Meat Hit by Slower Supermarket Sales of Plant-Based Food. *Wall Street Journal*. <https://www.wsj.com/articles/beyond-meat-hit-by-slower-supermarket-sales-of-plant-based-food-11645804374>

Databases

- Bloomberg (2019). *Company analysis for Bank of Canada*. <https://www.bloomberg.com/>

How to do? – PPT - presentation

- no guidelines in APA for ppt-presentations
- you can use the same format on slides as in other documents' in-text citations

Required elements

- date published/or date accessed online
- author/authoring organisation
- title of the source
- hyperlink/any other information that helps to find it (if any)

2 options for list of references in ppt:

- create an extra slide containing all cited information with large fonts
- create a references handout

Example

Smart Phone Market Share

- Android has 61% of the smart phone market in 2012 (IDC, 2012).
 - “Canadians are still buying BlackBerrys more than any other smartphone, in stark contrast to the mobile whims of their southern neighbours” (Berkow, 2011).
-

A lifesaver - ZoteroBib

- ZoteroBib is Zotero's simplified version
- Free, open-source citation generator
- Easy to use
- Creates citations in different styles, but does not create in-text citations
- No installation, no account, no ads
- Works effectively, but correction might be necessary

zotero**bib**

Examples of further business sources

- Not officially APA, but created with APA-contribution
- Contains examples from the well-known business sources

List of references

- *APA 7th ed. Citation for business sources.* (n.d.). Google Docs. Retrieved 31 March 2025, from https://docs.google.com/document/d/1veLJSdekzRnWlt1N3rwhLIFe7U43gMrgfJ40CiavAhQ/edit?pli=1&tab=t.0&usp=embed_facebook
- Ash, K. (n.d.). *Research guides: External analysis research: citing sources in presentations.* Retrieved 31 March 2025, from <https://researchguides.library.brocku.ca/external-analysis/citing-in-presentations>
- Caravella, M. (2023). *Citing sources in business proposals.* <https://pressbooks.pub/profcaravellauconnmktg5115spring2023/chapter/citing-sources-in-business-proposals/>
- *How do I cite my sources in a PowerPoint presentation? - Walden University.* (n.d.). Retrieved 31 March 2025, from <https://academicsanswers.waldenu.edu/faq/73215>
- Lim, E. J. (n.d.). *Libguides: Business subject guide: citing business sources.* Retrieved 31 March 2025, from <https://guides.lib.uconn.edu/business/citingbizsources>
- Milton, C. (n.d.). *Libguides: Apa citations: powerpoint presentations.* Retrieved 31 March 2025, from <https://libguides.sowela.edu/APA/slideshow>
- *References by document types—Corvinus University of Budapest.* (2023, November 14). <https://www.uni-corvinus.hu/ind/university-library-pages/references-by-document-types/?lang=en>

Thank you for your attention!

Please help us by filling in the [evaluation form](#).

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