## How to Cite Business Sources in APA style

<table>
<thead>
<tr>
<th>What does “citing sources” mean?</th>
<th>Why is it important?</th>
<th>Do I have to cite my sources?</th>
</tr>
</thead>
</table>
| When you prepare a research paper, business plan, proposal, or presentation and you include information from other sources, you must indicate where you found that information. This is called “citing your sources.” | 1. It gives credit to the people who provided the information.  
2. It makes your paper or presentation more credible and persuasive.  
3. It helps the person reading your paper find your original sources. | You MUST cite your sources. Otherwise you could be guilty of plagiarism—taking others’ ideas and making it look as if they are your own. This is a violation of UVM’s Code of Academic Integrity (www.uvm.edu/policies/student/acadintegrity.pdf). |

### References


### Fair Trade Coffee

The goal of fair trade is to enable small commodity producers to receive a truly fair return (Jaffee, 2007). “The global coffee sector has seen a transformation towards more 'sustainable' forms of production, and, simultaneously, the continued dominance of mainstream coffee firms and practices” (Levy, Reinecke, & Manning, 2016, p. 364). According to Jargon and Esterl (2016), Krispy Kreme competes in the coffee market with Starbucks and Dunkin Brands. In 2012, Starbucks had brand value of $8,523 million. (World’s Top Beverage, 2015).

**At the end of your paper**, provide a list of sources used.  
Arrange sources in alphabetical order.  
Center the heading “References” at the top.  
For each source, include information that would help someone locate the source (e.g., title, author, publication date, etc.).  
See below for examples of how to format references.

**In your paper**, include a “citation” wherever you have included information that came from a source—whether quoting directly or restating information in your own words.  
Include author’s last name and year of publication in parentheses.  
For direct quotations, include the page number.  
If you name the author in the text of your paper, don’t repeat the name in parentheses.  
If a source has no author, use first words of the title.
How to Format Business References in APA style

1—Company Profile or Industry Report from a Database

**BASIC FORM:**
Author, A. A. (Publication Year or Date). Title of company profile or industry report. Retrieved from database name or URL.

**EXAMPLES:**
SEC report from EDGAR database:

Industry report from IBISWorld database—personal author:

Company profile from Business Market Research Collection database—corporate author:

Company profile from D & B Business Browser database—no author:

2—Entire Book (Print or Electronic)

**BASIC FORM:**
Author, A. A. (Publication Year). Book title. Place of publication: Publisher.

**EXAMPLES:**
Print book with one author:

Print book with multiple authors:

Print book with editor(s) rather than an author:

Print book with no author:

Electronic book with one author:

Some examples are librarians’ adaptations of APA rules to accommodate the unique characteristics of business resources. For more instructions and examples, see Publication Manual of the American Psychological Association, at Bailey/Howe Library Reference Desk, BF 76.7.A46.

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Trina Magi, 2018
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3—Chapter/Section of a Book or Online Reference Source

**BASIC FORM:**
Author, A. A. (Date). Title of section or chapter. In Editor(s) First Initial(s) and Last Name(s) (Ed.), *Title of book or online source* (volume number and/or page numbers if printed book). Place of publication if printed book: Publisher name if printed book.

**EXAMPLES:**

**Chapter or section of a book (or industry survey within a book):**


**Chapter or section of a book (or industry survey within a book)—with no author:**
Snack and nonalcoholic beverage bars (2001). In A. Darnay (Ed.), *Information, finance and services USA* (pp. 768-770). Farmington Hills, MI: Gale Group.

**Section of online reference source with no date and no editor:**

4—Table/Report Generated in an Interactive Database

Sometimes a database allows you to enter information or select variables and presents tables or reports based on what you entered. If there is no author listed, use the name of the company that produced the database as the author and provide the title of the database.

**EXAMPLE:**

5—Journal Article (Print or Online)

**BASIC FORM:**

**EXAMPLES:**

**Journal article from a printed publication:**

**Journal article from an online version of a publication, with a digital object identifier (doi) number:**

**Journal article from a full-text online library database, with no digital object identifier (doi) number:**

**Journal article from a free Web site (not a library database):**
6—Newspaper Article (Print or Online)

**BASIC FORM:**
Author, A. A. (Year, Date). Article title. Newspaper Title, page number(s) including section.

**EXAMPLES:**
**Newspaper article from a printed publication:**

**Newspaper article from a library database:**

**Newspaper article from a free Web site (not a library database):**

7—Web Page

**BASIC FORM:**
Author/editor/organization. (Last update or copyright date listed on the Web page). Page title. Retrieved [date you accessed the page] from [URL]

**EXAMPLES:**
**Web page:**

**Web page with no date:**

**Web page with no author:**

8—Blog Post or Comment

**BASIC FORM:**
Author, A. A. (Year, Date). Title of post or comment [Web log post/comment]. Retrieved from URL

**EXAMPLE:**

9—Personal Communication with Someone

Includes letters, memos, e-mail messages, conversations, and interviews. Because personal communications are not recoverable by the person reading your paper, they are not included in the reference list. Simply cite your communication in the text of your paper.

**IN-TEXT EXAMPLE:**
Microsoft is the best software company in the world (W. Gates, personal communication, June 1, 2016).