

CITING BUSINESS RESOURCES

A Guide to MLA Format for Georgia State University Business Students



Proper citation of resources enables the reader to locate the same materials used to create a paper or publication. Most disciplines require that a particular style manual be used as a guide in creating a list of cited resources. These style manuals include:

- Chicago Manual of Style -- University Library Reference Z253.U69
- MLA Handbook for Writers of Research Papers -- University Library Reference LB2369.G53
- Publication Manual of the American Psychological Association -- University Library Reference BF76.7 .P83

No specific style manual is used for all business research papers and projects. The MLA Handbook for Writers of Research Papers style is highlighted in this guide to citing business resources. Check with your instructor to find out which style manual is preferred.

Basic MLA Format for Print Resources

- List works in alphabetical order by the author's or creator's last name.
- Hanging Indents: The first line of each citation is flushed to the left margin and the second line of each citation is indented five spaces from the margin.
- Include Author, Source & Publication Information

Example

Fraser, Lyn M. and Aileen Ormiston Understanding the Corporate Annual Report: Nuts, Bolts, and a Few Loose Screws. Upper Saddle River, NJ: Prentice Hall, 2003.

Reichert, Alan and Yih-Wen Shyu. "Derivative Activities and the Risk of International Banks: A Market Index and VaR Approach." International Review of Financial Analysis. 12.5 (2003) : 26 pp. Business Source Premier. GALILEO, Georgia State University Library, Atlanta, GA. 3 October 2003
<<http://www.galileo.usg.edu>>

World Marketing and Data Statistics. 2003 Euromonitor International. Georgia State University Library, Atlanta, GA 3 October 2003
<<http://www.library.gsu.edu/databases/>>

General Format for Electronic Resources

- **Title:** Provide and underline the title of the project or page.
- **Creator/Author:** Provide company name or the name of an individual person responsible for the content on the cited page. This is not always available and may be omitted if not accessible.
- **Access Point:** Indicate how the resource was accessed.
- **URLs or Web Addresses:** Place the full URL (including http://) in angle brackets. If the URL is lengthy and needs to be broken into two lines, make the break in the URL at a slash. Do not add hyphens to indicate that the URL appears on the next line. If the URL seems too lengthy or does not pull up the desired page when placed in the browser URL locator, additional information on locating the desired page should be added to the citation. This could include a sample search string.
- **Publication/Viewing Dates:** Cite the date the resource was published, as well as the date the resource was viewed. Print a copy of any resource cited, so it can be presented to the instructor if requested.

Examples

Patton, Sushannah. "As The Companies Turn." CIO Magazine 15 Nov. 2002 <
<http://www.cio.com/archive/111502/turn.html>>

Citation Format for Print Sources

Books

Basic Format: Lastname, Firstname. Book Title. Publisher Location: Publisher, Copyright Date.

Nevaer, Louis E. V. Into - and Out of - the Gap: A Cautionary Account of an American Retailer. Westport, Conn: Quorum Books, 2001.

Adhikari, Ramesh and Ulrich Hiemenz, eds. Achieving Financial Stability in Asia. Paris: OECD, 2000.

Conference Board. Changing European Human Resource Practices. New York: NY: Conference Board, 1992.

Journal Articles

Basic Format: Lastname, Firstname. "Article Title." Journal Title. Volume Number.Issue Number (Publication Date) : Page Numbers.

Livingston, Philip. "Financial Management After Enron." Bank Accounting & Finance. 15.3 (April 2002) : 27-28.

Newspaper Article

Basic Format: Lastname, Firstname. "Article Title." Newspaper Name Date Published, edition: Page Number.

Richtel, Matt. "Verizon and Unions Meet with Mediator." New York Times. 30 July 2003, National edition : B1.

Magazine

Basic Format: Lastname, Firstname. "Article Title." Magazine Title Date: Page Numbers.

Breemer, Brian and Irene M. Kunii. "Deflation Nation: Japanese are Suffereing – and Thriving – Amid Falling Prices." Business Week 26 May 2003 : 52-54.

Citation Format for University Library & GALILEO Database Sources

To cite GALILEO and University Library sources, start with the basic citation format for the type or publication being cited (journal article, newspaper article, etc.). At the end of the citation, list the number of pages (i.e. 12 pp) instead of indicating the actual pages on which the article appears. Then include the database title, how the database was accessed, data the article was accessed and the web address for accessing the database.

Journal Article

Basic Format: Lastname, Firstname. "Article Title." Journal Title. Volume Number.Issue Number (Publication Date) : Number of pages. Database Name. Source of Access. Date Accessed. <Web Address>

Gallet, Craig A. "Competition in the US Lemon Market." Applied Economics Letters. 9.3 (2002) : 3 pp. Business Source Premier. GALILEO, Georgia State University Library, Atlanta, GA. 9 August 2003 <<http://www.galileo.usg.edu/>>

Newspaper Articles

Basic Format: Lastname, Firstname. "Article Title." Newspaper Name Date Published, edition: Number of Pages. Database Name. Source of Access. Date Accessed. <Web Address>

Boudette, Neal E. "Road Less Traveled – Peugeot's Formula for Success: Steering Clear of Megamergers." Wall Street Journal 4 August 2003. Factiva. Georgia State University Library, Atlanta, GA. 9 August 2003 < <http://www.library.gsu.edu/databases/>>

Company Profiles & Financial Profiles from a Database

Basic Format: "Profile Name." Database Name. Date Published, Posted or Updated. Database Publisher. Source of Access Date Accessed. <Web Address>

"United Parcel Service" Thomson Analytics. 2002 Thomson Financial Company. Georgia State University Library, Atlanta, GA. 9 August 2003 < <http://www.library.gsu.edu/databases/>>

"Sony Corporation." 2003 Factiva. Georgia State University Library, Atlanta, GA 9 August 2003 <<http://www.library.gsu.edu/databases/>>

Statistical Data

Basic Format: Database Name. Date Published, Posted or Updated. Database Publisher. Source of Access Date Accessed. <Web Address>

World Marketing and Data Statistics. 2003. Euromonitor International. Georgia State University Library, Atlanta, GA 9 August 2003 <<http://www.library.gsu.edu/databases/>>

Analyst Reports

Basic Format: Lastname, Firstname. Report Name. Report Publisher Information, Publication Date. Database Name. Database Publisher. Source of Access Date Accessed. <Web Address>

Reitman, Stephen, Michael Dean, Gehard Grueter and Keith Yarwood. US New Vehicle Sales – The European View. Pan-Europe: Merrill Lynch, 4 August 2003. Investext Plus. Gale Group. Georgia State University Library, Atlanta, GA 9 August 2003
<http://www.library.gsu.edu/databases/>

Citation Format for Internet Resources

Articles and Reports Found on the Internet

(The basic format for Internet Resources will vary depending on the information available. Remember to provide as much information as necessary for the reader to locate the actual resources used.)

Basic Format: Basic Citation Information Used if Resource Were in Print Form. Web Site Title. Date Viewed. <Web Address>

“New Products: What’s in Store for 2002? Some Answers, Some Speculation.” Beverage Digest Online, 25 January 2002. Beverage Digest. 9 August 2003. <<http://www.beverage-digest.com/editorial/020125.php>>

“Cyber Lizard Invades Soft Drink Market.” Pepsi-Cola Press Release. 27 March 2002. PepsiCo. 9 August 2003 <<http://www.pepsico.com/news/pepsicola/2002/20020327s.shtml>>

Jacobson, Michael F. Liquid Candy: How Soft Drinks are Harming Americans’ Health. Center for Science in the Public Interest. 9 August 2003 <http://www.cspinet.org/sodapop/liquid_candy.htm>

Hansell, Gerry and Eric E. Olsen. "Thinking Differently About Dividends." 12 May 2003 Boston Consulting Group. 9 August 2003. <<http://www.bcg.com/publications>>

"Altria" Yahoo Finance! 2003. Yahoo Inc. 9 August 2003. <<http://finance.yahoo.com/q?s=MO&d=t>>

Annual Reports Found on the Internet

Basic Format: “Document Title”. Publication Date. Web Site Title. Date Viewed. <Web Address>

“Coca-Cola Company 2002 Annual Report.” 2003. Coca-Cola Company. 9 August 2003. <<http://www2.coca-cola.com/investors/annualreport/2002/index.htm>>

“PepsiCo 2002 Annual Report.” 2003. PepsiCo. 9 August 2003 <http://www.pepsico.com/investors/annual-reports/2002/2002_Pepsi_LoRes.pdf>

"Kellogg Company 2002 Annual Report." Kellogg. 9 August 2003.
<http://ir.thomsonfn.com/IRUploads/5320/FileUpload/2002_KelloggAR.pdf>

Websites

Basic Format: Web Site Title. Date Created or Updated. Creator. Date Viewed. <Web Address>

Kellogg. 2002. Kellogg. 9 August 2003. <<http://www.kelloggs.com/>>

Yahoo Finance! 2003. Yahoo Inc. 9 August 2003. <<http://finance.yahoo.com/>>

Section of a Website

Basic Format: "Section Name." Date Created. Web Site Title. Date Viewed. <Web Address>
Instructions on Locating Section.

"Kellogg Company Announces Expanded Branding Strategy at Licensing 2003 International." 2003. Kellogg. 9 August 2003
<<http://www.kelloggs.com/kelloggco/index.html>> Click on Investor Relations.

Citing Sources within the Text of the Document

Acknowledging the sources used by providing a Works Cited page is only half of the task of properly citing information resources used. You also need to indicate within your paper where information from each of these sources was used. To do this, use parenthetical citations throughout your document to cite ideas paraphrased or directly quoted from another source.

Example

In 1971, the Governor of Texas mandated that all government agencies use a zero base process that involved management at all organizational levels, focused on priorities and tried to limit the use of available sources. Colleges, universities, the junior college system and the state public school system all experienced problems with implementing zero based budgeting because these agencies had "statutory requirements for budget preparation and funding which could not be superseded by the zero-base concept."
(Boyd 431)

In the example above, the entire paragraph expressed an idea taken from another source. The writer of this paragraph acknowledges that the ideas are borrowed, by placing the author's last name and the page number in parentheses. Readers of this paper can then look through the writer's Works Cited page to identify the full citation for this source and refer to the source for additional information on this topic.

When to Use Parenthetical Citations

According to the MLA Handbook for Writers of Research Papers, a parenthetical citation is needed each time you:

- Quote or repeat another person's words;
- Utilize a descriptive phrase/jargon developed by another person;
- Paraphrase another person's words or argument; or
- Integrate someone else's ideas.

Sources without an Author or Page Numbers

There is no official process for dealing with sources that do not list an author, so check with your professor for his or her preferences if this occurs. Remember, that the parenthetical citations tell the reader the source of a statement or idea and the location within the source where the statement or idea was conveyed. The parenthetical citations should point the reader to the full citation information in the Works Cited page.

Example

The Anadolu Food Industry Company employees 981 full time workers (Mergent, Anadolu Food Industry Company Details)