Your business plan requires two types of APA citations: In-text citations within the written part of your plan and an alphabetized bibliography of citations at the end.

*Remember: The goal of every in-text citation is to direct your readers back to the bibliography so they can verify the information on their own. They work together.*

To ensure consistency, I suggest using the free citation manager Zotero (https://www.zotero.org/). Sources can be managed in group libraries, with PDFs included, and shared among your team members.

For your business plan’s bibliography or reference list, you’ll find examples of how to cite common types of sources in APA style. Use the Table of Contents on page 2 to navigate this document.

For attribution to sources within the written part (narrative) of your plan, use one of these three methods to create APA in-text citations:

<table>
<thead>
<tr>
<th>Method</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author-date signal phrase</td>
<td>In a 2017 article, John Smith reported …</td>
</tr>
<tr>
<td>Author-date in parentheses (at end of sentence)</td>
<td>… (Smith, 2017).</td>
</tr>
<tr>
<td>Author name in signal phrase, date in parentheses</td>
<td>Smith (2017) argues that …</td>
</tr>
</tbody>
</table>

Zotero doesn’t provide in-text citations unless you download the software and integrate it with Microsoft Word. Examples of correct in-text citations are shown for each type of source.


Compiled by Elizabeth Price, JMU Business Librarian
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  - Examples of APA in-text citations for Machinery or Materials .................................................... 17
What type of source is it?

a.k.a. when is a source with a URL not cited as a web page? More often than you think.

Most of the sources listed on the COB 300 guide won’t be cited as web pages. To get help with citing items from JMU library resources like Mintel Academic or IBISWorld, see the next page.

For things you find elsewhere online, use the flowchart below.
What kinds of sources will I find in JMU library resources?

Here are some common formats of the information you'll find in library resources useful to COB 300.

<table>
<thead>
<tr>
<th>Resource name</th>
<th>Format type(s) included</th>
</tr>
</thead>
<tbody>
<tr>
<td>BizMiner</td>
<td>Reports</td>
</tr>
<tr>
<td><strong>Business Source Complete</strong></td>
<td>Reports&lt;br&gt;Journal articles&lt;br&gt;News or Magazine articles&lt;br&gt;E-books</td>
</tr>
<tr>
<td>Claritas Segmentation &amp; Market Solutions</td>
<td>Data &amp; statistics&lt;br&gt;Reports</td>
</tr>
<tr>
<td>IBISWorld</td>
<td>Reports</td>
</tr>
<tr>
<td>Mergent Intellect</td>
<td>Reports&lt;br&gt;Data &amp; statistics (if you download Excel files)</td>
</tr>
<tr>
<td>Mergent Online</td>
<td>Reports&lt;br&gt;Data &amp; statistics</td>
</tr>
<tr>
<td>Mintel Academic</td>
<td>Reports&lt;br&gt;Data &amp; statistics (databook Excel files)</td>
</tr>
<tr>
<td>New Strategist Press market surveys</td>
<td>E-books</td>
</tr>
<tr>
<td>Passport GMID</td>
<td>Reports&lt;br&gt;Statistics (Excel files)</td>
</tr>
<tr>
<td>ProcurementIQ</td>
<td>Reports</td>
</tr>
<tr>
<td>ReferenceUSA</td>
<td>Data &amp; statistics (if you download Excel files)</td>
</tr>
<tr>
<td>Richard K Miller handbooks</td>
<td>E-books</td>
</tr>
<tr>
<td>Statista</td>
<td>Reports&lt;br&gt;Statistics</td>
</tr>
<tr>
<td><strong>WARC</strong></td>
<td>Reports&lt;br&gt;Journal articles&lt;br&gt;Data &amp; statistics</td>
</tr>
</tbody>
</table>
News articles (newspapers & magazines)

Basic citation format:

AuthorLastName, Fl. Mi. (Year published, month date). Article title: Article subtitle. *News publication in italics.* Retrieved from URL.

Use: Zotero format for “Newspaper article” or “Magazine article.” Fill in the following five fields:

- Title
- Author
- Publication
- Date (that site was published, modified, updated, etc.)
- URL

Not sure whether a site is a news organization or magazine? Use Wikipedia to find out.

Examples of APA bibliographic citations for news articles


No named person as author on a news article?

Article title: Article subtitle. (Year published, month date). *News site publisher in italics.* Retrieved from URL.

Examples of APA in-text citations for news articles with named authors

1: Author-date signal phrase

In a 2016 New York Times article, Jonah Engel Bromwich reported prospective owners often turn to friends, family, and neighbors for initial capital because banks are reluctant to lend to bookstore projects.

2: Author-date in parentheses, no signal phrase

Prospective owners often turn to friends, family, and neighbors for initial capital because banks are reluctant to lend to bookstore projects (Bromwich, 2016).

3: Author name in signal phrase, date in parentheses

Jonah Engel Bromwich (2016) reported that prospective owners often turn to friends, family, and neighbors for initial capital because banks are reluctant to lend to bookstore projects.

Example of APA in-text citation for news articles without a named author

1: Shortened Title of Web page-date in parentheses, no signal phrase

Some local bookstores are banning wi-fi to encourage patrons to read ("Bookstore bans wi-fi," 2016).
Reports

Basic citation format:

AuthorLastName, Fl. (Year published, month date). Report title in italics: Subtitle in italics. Retrieved from URL

Use: Zotero format for “Report.” Fill in the following four fields:

- Title
- Author (May be an organization. Put organization name in field for Author last name.)
- Date (published or copyrighted)
- URL

Examples of correct APA citations for reports


http://www.pewinternet.org/2014/01/16/e-reading-rises-as-device-ownership-jumps/


http://search.proquest.com/docview/1776609848?accountid=11667


http://www.portal.euromonitor.com
Examples of APA in-text citations for reports with named author(s)

1: Author-date signal phrase

In a 2014 report for Pew Research Center, Kathryn Zickhur and Lee Raine found that e-book readers do not restrict themselves to one format; 87% also read a print book in the previous 12 months.

2: Author-date in parentheses, no signal phrase

E-book readers don't read exclusively in that format; 87% of surveyed Americans said they also read a print book in the last 12 months and 29% had listened to an audio book (Zickhur & Raine, 2014).

3: Author name in signal phrase, date in parentheses

Kathryn Zickhur and Lee Raine (2014) found that 87% of e-book readers had also read a print book in the previous 12 months.

Examples of APA in-text citations for reports with organizations as author

1: Author-date signal phrase

In 2015, Plunkett Research reported that revenue for major chain bookstores has declined every year since 2007.

2: Author-date in parentheses, no signal phrase

Revenue for the major chain bookstores has declined every year since 2007 (Plunkett Research, 2015).

3: Author name in signal phrase, date in parentheses

Plunkett Research (2015) reported six straight years of declining revenue for major chain bookstores.
**Web pages**

**Basic citation format:**

Author LastName, Fl. Ml. (Year published, month date). Title of web page. Retrieved from URL.

**Use:** Zotero format for “Web page.” Fill in the following six fields:

- Title
- Author
- Website Title
- Date (published, modified, updated, etc.)
- URL
- Access date (for your reference)

**Examples of APA bibliographic citations for web pages**


**No person listed as author?**

Organization name. (Year published). Web site title.* Retrieved from URL.

*Ignore Web site Title in this entry IF it would be identical to the organization listed as author.

**Text input note:** Put organization name in field for “Author last name.”


**No organization to list as author?**

Title of web page. (Year published). Retrieved from URL

Examples of APA in-text citations for web pages with named author(s)

1: Author-date signal phrase

Jennifer Schaffer from BuzzFeed Books (2014) did not include a Virginia bookshop on her list of 44 bookstores worth visiting.

2: Author-date in parentheses, no signal phrase

No Virginia bookshops appeared on BuzzFeed’s list of 44 bookstores worth visiting (Schaffer, 2014).

3: Author in signal phrase, date in parentheses

Jennifer Schaffer (2014) did not include a Virginia store on her list of 44 great American bookstores.

Examples of APA in-text citations for web pages with organization as author

1: Author-date signal phrase

The American Booksellers Association (2015) asserts on IndieBound, a website for independent booksellers, that for every $100 spent at a local store, $52 stays in your community. Spend the same $100 at a national chain, and your community only sees $43.

2: Author-date in parentheses, no signal phrase

For every $100 spent at a local store, $52 stays in your community; spend the same $100 at a national chain, and your community only sees $43 (American Booksellers Association, 2015).

3: Author in signal phrase, date in parentheses

The American Booksellers Association (2015) reports that for every $100 spent at a local store, $52 stays in your community; the same $100 at a national chain returns only $43 to your community.

Examples of APA in-text citations for web pages with no author

1: Web page Title-date in parentheses, no signal phrase

The 2,080 square-foot retail space in a Harrisonburg strip mall will cost $49,920 per year to lease (“1318 Hillside Avenue,” 2016).
Data & Statistics

Basic citation format:

Organization name. (Year published). Table title [type]. Retrieved from URL

Use: Zotero format for “Document.” Fill in the following four fields:

- Title
- Author (Most likely an organization. Put organization name in field for “Author last name.”)
- Date (updated, modified, published, etc.)
- URL

Examples of APA bibliographic citations for data tables or Excel files


http://www.portal.euromonitor.com/


Examples of APA in-text citations for data tables or Excel files

1: Author-date signal phrase

U.S. Census Bureau data from 2012 indicates that Americans age 55 and older spend an average of $145 on books each year.

2: Author-date in parentheses, no signal phrase

Americans age 55 and older spend an average of $145 on books each year (U.S. Census Bureau, 2012).

3: Author in signal phrase, date in parentheses

According to the U.S. Census Bureau (2012), Americans age 55 and older spend an average of $145 on books each year.
Interviews

Basic citation format:

SubjectLastName, FI. (Date of interview/communication). Description of type of interview in italics.

Use: Zotero format for Interview. Fill in the following three fields:

- Title (type of interview)
- Subject (who you interviewed)
- Date

Examples of APA bibliographic citations for interviews


Examples of APA in-text citations for interviews

1: Signal phrase explicitly mentioning the source, interview year in parentheses

According to Eileen McGervey (2016), the owner of One More Page Books, she sees more of her family and friends since the store opened.

Eileen McGervey (2016), the owner of One More Page Books, said she loves mysteries, Peeps, and Bill Murray movies.
Book (in print)

Basic citation format:


Use: Zotero format for “Book.” Fill in the following five fields:

- Title
- Author
- Date
- Publisher
- Place (a.k.a. location of publisher)

Examples of APA bibliographic citations for books in print


Examples of in-text citations for books in print

1: Author-date signal phrase

In his 2011 edition of Rebel Bookseller, Andrew Laties argues independent bookstores are "essential for fostering the creative, locally autonomous citizenry this nation requires."

2: Author-date in parentheses, no signal phrase

Independent bookstores are "essential for fostering the creative, locally autonomous citizenry this nation requires" (Laties, 2011).

3: Author in signal phrase, date in parentheses

Andrew Laties (2011) argues independent bookstores are "essential for fostering the creative, locally autonomous citizenry this nation requires."
Book (electronic)

Basic citation format:

Author LastName, Fl. Mi. (Year published). *Book title in italics: Subtitle in italics*. Retrieved from URL.

Use: Zotero format for Book. Fill in the following four fields:

- Title
- Author
- Date
- URL

Example of APA bibliographic citation for an electronic book


No named person as author?


*Text input note:* Put organization name in field for “Author last name.”


Examples of APA in-text citations for electronic books

1: Author-date signal phrase

According to the Virginia Press Association in 2017, the Harrisonburg Daily News-Record has a circulation of 23,700 Monday-Friday and 22,975 for its Saturday edition.

2: Author-date in parentheses, no signal phrase


3: Author in signal phrase, date in parentheses

The Virginia Press Association (2017) reports Harrisonburg's newspaper, the Daily News-Record, has a circulation of 23,700 Monday-Friday and 22,975 for its Saturday edition.
Journal articles

Basic citation format:

AuthorLastName, Fl. Mi. (Year published). Article title: Article subtitle. *Journal title in italics volume*(issue), pages. Retrieved from URL or doi*

*DOI stands for Digital Object Identifier. They are unique numbers assigned to most journal articles.

**Use:** Zotero format for “Journal article.” Fill in the following fields:

- Title
- Author
- Publication
- Volume
- Issue
- Pages
- Date
- URL or DOI

Examples of APA bibliographic citations for journal articles


Examples of APA in-text citations for journal articles

1: Author-date signal phrase

Angus Phillips asserted in his 2017 study about the publishing industry that young readers aging into the adult markets is one reason for optimism.

2: Author-date in parentheses, no signal phrase

The market for children’s books has remained strong, and young readers aging into the adult markets is one reason for optimism on the part of booksellers (Phillips, 2017).

3: Author in signal phrase, date in parentheses

Phillips (2017) reports that the market for children’s books has remained strong, and young readers aging into the adult markets is one reason for optimism on the part of booksellers.
Machinery or materials from web pages or catalogs

Basic citation format:

Title of item. (Year published, if available). Retrieved from URL.

Use: Zotero format for “Web page.” Fill in the following fields:

- Title
- Date (might not be available, so replace it with “n.d.” for no date)
- URL
- Access date (for your reference)

Examples of APA bibliographic citations for machinery or materials


Examples of APA in-text citations for Machinery or Materials

1: Web page Title-date in parentheses, no signal phrase

To supplement our main revenue stream, we’ll print on-demand batches of books for local authors using a binding machine (“Standard BQ-160,” n.d.).
Videos

Basic citation format:
AuthorLastName, Fl. Ml. (Year published, month date). Title of video [Video file]. Retrieved from URL.

Use: Zotero format for “Blog post.” Fill in the following six fields:
- Title
- Author (may use account handle)
- Website Type (type in Video File)
- Date (use Published date)
- URL
- Access date (for your reference)

Examples of APA bibliographic citations for videos


Examples of APA in-text citations for videos
1: Author-date signal phrase

Manufacturing.NET reported in 2015 about the Simbe Robotics’ Tally robot that can track low and out-of-stock items in warehouses.

2: Author-date in parentheses, no signal phrase

Simbe Robotics has designed the Tally robot that can track low and out-of-stock items in warehouses (Manufacturing.NET, 2015).

3: Author in signal phrase, date in parentheses

Manufacturing.NET (2015) examined the Tally robot as a solution for inventory tracking in warehouses.
**Product reviews**

**Basic citation format:**

AuthorLastName, Fl. Ml. (Year published, month date). Title of video [Product review]. Retrieved from URL.

**Use:** Zotero format for “Blog post.” Fill in the following six fields:

- Title
- Author (name or account handle)
- Website Type (type in Product review)
- Date (use Published date)
- URL (get permalink)
- Access date (for your reference)

**Examples of APA bibliographic citations for product reviews**


**Examples of APA in-text citations for product reviews with an author or handle**

1. Author-date in parentheses, no signal phrase

   Every bookstore hides secrets that can’t be found on bookseller websites (Always Trust in Books, 2017).

2. Author in signal phrase, date in parentheses

   The reviewer Always Trust in Books (2017) wrote “Every bookshop is hiding wonderful secrets, secrets that cannot be found on book websites.”

**Examples of APA in-text citations for product reviews from an anonymous or unnamed author**

1. Author-date in parentheses, no signal phrase

   One anonymous reviewer wrote “No one utilizes symbols better than Hawthorne” (“Years later,” n.d.)
Appendix A: Other APA resources

Zotero

- Zotero (pronounced "zoh-TAIR-oh") is a free program that collects, manages, and cites research sources. You can store PDFs in your account and easily share group libraries with your teammates.

Zotero Help Guide

- The University of Arkansas Library has created this help guide for Zotero users.

Purdue OWL’s APA Formatting & Style Guide

- A thorough guide to APA Style from Purdue University.

APA Style Blog

- The authors of the APA Style manual answer questions about unique style problems. Examples include:
  - How do I cite a mobile app?
  - How to write an APA Style reference even without all the information
  - How to cite a company’s annual report in APA Style

Citing Business Database Sources in APA (Mintel, IBIS and Passport GMID)

- This PDF from the U. of North Carolina-Greensboro covers many databases JMU students can use.
- Use CTR+F to search for the database name that you need, i.e. (Mintel).
- If a database isn’t on the list, email the JMU Business Librarian for help.
Appendix B: Sample bibliography created with Zotero

Need help formatting the hanging indent? This video is a quick demo: https://youtu.be/-82cuZudJkM

References


Appendix C: Sample formatting for in-text citations

1. **Elevator Pitch.** Harrisonburg needs an independent bookstore.

2. **Product/Service Description.** Independent bookstores are "essential for fostering the creative, locally autonomous citizenry this nation requires" (Laties, 2011). Harrisonburg has a large chain shop (Books-a-million), but lacks the local bookshop that can be the heart of community engagement through educational support and events. The American Booksellers Association (2015) reports that for every $100 spent at a local store, $52 stays in the community; the same $100 at a national chain returns only $43 to the local community. The Harrisonburg area has a higher percentage of bachelor’s degree holders than the United States average, 35.8% to 29.8% (U.S. Census Bureau, 2016). Consumer surveys show that Americans with bachelor’s degrees spend an average of $129 per year on reading material, and that jumps up to $219 annually for those with a graduate degree (New Strategist, 2015).

Note: This is not representative of the length of student submissions for the business plan. It is a SHORT preview of how in-text citations should be correctly incorporated into your plan.