A Basic guide to Harvard referencing

Introduction

At the end of all pieces of academic writing, you need a list of materials that you have used or referred to. This usually has a heading: **references list** but may be **bibliography** or *works cited* depending on the conventions of the system you use.

The object of your writing is for you to say something for yourself using the ideas of the subject, for you to present ideas you have learned in your own way. The emphasis should be on working with other people's ideas, rather than reproducing their words. The ideas and people that you refer to need to be made explicit by a system of referencing. This consists of a list of materials that you have used at the end of the piece of writing and references to this list at various points throughout the essay. The purpose of this is to supply the information needed to allow a user to find a source.

Therefore, at the end of your assignment you need a list of the materials you have used - a bibliography or a reference list.

There are many ways of writing a list of references, one of them is the Harvard system to compile the reference list for your assignment.

Harvard method of citation in the text

All statements, opinions, conclusions etc. taken from another writer's work should be acknowledged, whether the work is directly quoted, paraphrased or summarised. The same set of rules should be followed every time you cite a reference. Citations in the text should give the **author's name with the year of publication** and then all references should be listed in alphabetical order at the end of the paper/dissertation. So, in the Harvard System cited publications are referred to in one of the forms shown below:

Single author:-

    In a study by Blake (2001) IT systems were found to be…

    In a study (Yourdon, 2004) Peopleware was identified as an issue for every PM..

When an author When an author has published more than one cited document in the same year these are distinguished by adding lower case letters after the year within the brackets.

    Bridge (2001) wrote about communication issues....

Two authors :-

In the book by Yeates and Cadle (2003) .....

More than two authors:-

Brookes *et al* (2001) conclude that ....

If more than one citation is referred to within a sentence, list them all in the following form, by date and then alphabetically:-

SME's are not facing todays IT challenge (Walker and Burt, 2002; Brookes, 2004; Yourdon, 1999)

Harvard method of quoting in the text

When quoting directly in the text use quotation marks as well as acknowledging the author's name, year of publication and page number of the quote in brackets.

Short quotations eg up to 2 lines can be included in the body of the text:-
Yeates (2001) states that "defining participant roles is important in understanding…."(p.213).

Longer quotations should be indented in a separate paragraph:-

Yeates & Cadle (2002) referring to people state that:
"Selecting the correct team is essential to a projects success. Many models are used in practice, but all share the same general features."(p.136).

If part of the quotation is omitted then this can be indicated using three dots:-

Brookes (1995) states that "there is no silver bullet . . ."(p.88).

Secondary referencing

Secondary referencing is when one author is referring to the work of another and the primary source is not available. You should cite the primary source and the source you have read eg (Yourdon, 2000, cited in Yeates & Cadle, 2002). Secondary referencing should be avoided if at all possible.

Harvard method of listing references at the end of the assignment

References should be listed in alphabetical order by author's name and then by date (earliest first), and then if more than one item has been published during a specific year by letter (2000a, 2000b etc). Whenever possible details should be taken from the title page of a publication and not from the front cover, which may be different. Each reference should include the elements and punctuation given in the examples below. Authors' forenames can be included if given on the title page but they are not required to be. The title of the publication should either be in italics or underlined.

A book by a single author:

    Roman, D.D. (1986) *managing Projects: a systems approach.* New York, Elsevier.

A book by two authors:

    Heywood, G.E. and Allen, T.J. (1996) *Project Controls.* 2rd edition. London, Wiley.

A book by more than two authors:

    Murdick, R.G. *et al.* (1984) *Information systems for modern management.* Englewood Cliffs, NJ, Prentice Hall.

A book by a corporate author (eg a government department or other organisation):

    Application of Mterics in Industry Consortium(1992) *A quantitative approach to software management.* London, DGXIII of the Commission of the European Communities.

An edited book:

    Biggerstaff, T.J., and Perlis, A.J. (eds) (1989) *Software Reusability Vo.l 2.* New York, ACM Press/Addison-Wesley.

A chapter in a book:

    Porter J.S. (1994) The convergence of computers, communications and entertainment products. *In*: Burford, J.F.K.(ed) *Multimedia Systems. Chapter 2 .* New York, ACM Press/Addison-Wesley.

An article in a journal:

    Fagan, M. (1976) Design and Code Inspections to reduce errors in program Development. *IBM Systems Journal*, No3.

Documents obtained from the Internet

All references begin with the same information that would be provided for a printed source (or as much of that information as possible). The WWW information is then placed at the end of the reference. It is important to give the date of retrieval because documents on the Web may change in content, move, or be removed from a site altogether. The object of this is the same as all referencing - to supply the information needed to allow a user to find a source.

An article:
Jacobson, J. W., Mulick, J. A. Schwartz, A. A. (1995). A history of facilitated communication: Science, pseudoscience, and antiscience: Science working group on facilitated communication. American Psychologist, 50, 750-765. Retrieved January 25, 1996, from http://www.apa.org/journals/jacobson.html

A newspaper article:
Sleek, S. (1996, January). Psychologists build a culture of peace. APA Monitor, pp. 1, 33 [Newspaper, selected stories on-line]. Retrieved January 25, 1996, from http://www.apa.org/monitor/peacea.html

WWW Document:
Li, X. & Crane, N. (1996, May 20). Bibliographic formats for citing electronic information. Retrieved March 10, 1997, from http://www.uvm.edu/~xli/reference/estyles.html

WWW Document - corporate author:
World Wide Web Consortium (W3C). (1995, May 15). About the World Wide Web. Retrieved December 30, 1996, from http://www.w3.org/hypertext/WWW/

WWW Document - corporate author:
American Psychological Association (1996). How to cite information from the world wide web. Retrieved March 17, 1997, from http://www.apa.org/journals/webref.html

WWW Document - no author:
A field guide to sources on, about and on the Internet: Citation formats. (1995, Dec 18). Retrieved February 7th, 1996, from http://www.cc.emory.edu/WHSCL/citation.formats.html

WWW Document - no author, no date:
GVU's 8th WWW user survey. (n.d.). Retrieved August 8, 2000, from http://www.cc.gatech.edu/gvu/usersurveys/survey1997-10/

An abstract:
Rosenthal, R. (1995). State of New Jersey v. Margaret Kelly Michaels: An overview [Abstract]. Psychology, Public Policy, and Law, 1, 247–271. Retrieved January 25, 1996, from http://www.apa.org/journals/ab1.html

Example of Harvard method of Citations in the text

Thus, the relation among business strategy-business model-business processes is also discussed in the literature quite often (Tikkanen et al., 2005; Rajala & Westerlund, 2005). This approach explains these connections considering different business "layers", where a business model is an interface or a theoretical layer between the business strategy and the business processes. According to Richardson (2008) a business model helps to link the firm's strategy, or theory of how to compete, to its activities, or execution of the strategy. Although it is generally agreed that there is a link between both concepts and that they are not the same thing (Magretta, 2002), the discussion about differences and relationship between business strategy and business model is still not solved (Al-Debei, et al. 2008).

An extended definition based to the previous business model literature is proposed by Wirtz (2011), accroding to him "A business model is a simplified and aggregated representation of the relevant activities of a company. It describes how marketable information, products and/or services are generated by means of a company's value-added component. In addition to the architecture of value creation, strategic as well as customer and market components are considered in order to realize the overriding objective of generating and preserving a competitive advantage". This is a general definition, based on a broad perspective that describes the business model components associated with the strategic point of view.

The resul is that is not a generally accepted definition of what is a business model; according to Sabir, et.al. (2012) the theoretical grounding of most business model definitions is rather fragile. Several authors have made in the last years a review of publications on business model concept. The detailed analysis of definitions of the business model by Al-Debei and Avison, (2010) proved that authors mean different things when they write about business models. The analysis of publications carried out by Zott et al, (2011), suggested for this concept some common themes, such as (1) the business model as a new unit of analysis, (2) a holistic perspective on how firms do business, (3) an emphasis on activities, and (4) an acknowledgement of the importance of value creation.

Example of Harvard method of List of References

Al-Debei, M. M., & Avison, D. (2010). Developing a unified framework of the business model concept. European Journal of Information Systems, 19, 359–376.

Al-Debei, M. M., El-Haddadeh, R., & Avison, D. (2008). Defining the Business Model in the New World of Digital. 14th Americas Conference on Information Systems, (pp. 1-11). Toronto, Canada.

Amit, R., & Zott, C. (2001). Value creation in e-business. Strategic Management Journal, 22, 493-520.

Magretta, J. (2002). Why BMs Matter. Harvard Business Review, pp.86-93.

Rajala, R., & Westerlund, M. (2005). Business Models: A new perspective on knowledge-intensive services in the software industry. 18th Bled eCommerce Conference eIntegration in Action, Bled, Slovenia.

Richardson, J. (2008). The business model: an integrative framework for strategy execution. Strategic Change, Volume 17, p.133–144.

Sabir, M. S., Hammed, R. M., Rehman, K., & Rehman, I. (2012). Theoretical Foundation of Business Model and Their Building Blocks. Journal of Managment Research, Volume 4 - No,4 - 160-179.

Tikkanen, H., Lamberg, J. A., Parvinen, P., & Kallunki, J. P. (2005). Managerial Cognition, Action and the Business Model of the Firm. Management Decision, 43, 6, 789-809., Volume 43 - No.6 - p.789-809.

Wirtz, B. (2011). Business Model Management. Germany: Springer Fachmedien Wiesbaden GmbH.