Set the bibliography: field to a filepath that leads from the .Rmd location to the bib file location.

Citations

Blah blah (Wickham, 2014). Wickham (2014) says blah. Wickham (2014, p. 33) says blah. Wickham says blah (2014).

Note, you should add your own section header for the bibliography, R Markdown will only add the entries:

References

Wickham, H. (2014). Nycflights 13: Data about flights departing nyc in 2013. Retrieved from https: //CRAN.R-project.org/package=nycflights 13