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). *Nycflights13: Data about flights departing nyc in 2013.* Retrieved from <https://CRAN.R-project.org/package=nycflights13>