

Business and Management Online References

Business, industry, and financial reports from online databases often differ significantly from other kinds of electronic sources. Sometimes the database name is required to help the reader locate the information. A few examples are provided here. More information is available at the Writing Center's Web site.

- **General Guidelines**

Author. (Publication date). *Title*. Publisher or retrieval information.

- **Author.** In some cases, such as Standard & Poor's and Datamonitor, the databases themselves are the authors as well as the publishers. In other cases, such as EDGAR, an online database, companies provide their own information, in which case the company name should be listed as the author. It is important to distinguish between information the company provides about itself and information provided by reliable outside sources. If you are not sure who wrote the information in the source, contact the Twin Cities Library or Writing Center for help.
- **Date.** Give the copyright date on the document. If not available, give the copyright date of the Web page. If neither date is available, use the notation (*n.d.*), without italics, in place of the date.
- **Title.** If the title of the document does not indicate what type of source it is, provide a brief description of the type of source in brackets in place of the title, like this: *TAL International* [Quantitative stock report]. If the document has no title at all, give a brief description of the type of source in brackets *in place of* the title, like this: [Product insert]. In the case of a document from EDGAR, the form number *is* the title, like this: Best Buy. (2009, June 29). *11-K*.
- **Publisher & retrieval information.** Because the reports are updated frequently, the retrieval date is often necessary, especially if no publication date is provided. Likewise, the database name is sometimes required, particularly when the information is available *only* from a private database. If a document on the Internet does not provide enough information to document the source, try to find the source in a database accessed through the Twin Cities Library (a librarian can help you).

- **Sample References** The examples below are set at 1.5 line space, but you must use double spacing in your paper.

- **Datamonitor Online**

Datamonitor is accessed through Business Source Premier database. Datamonitor is the author of its own reports.

Datamonitor. (2009, May). *Health care equipment & supplies in the United States: Industry profile* (Reference code 0072-2077). Available from Business Source Premier database.

In-text citation: Datamonitor (2009) . . . or . . . (Datamonitor, 2009).

- **EDGAR Database of Online Corporate Financial Information**

EDGAR is a public electronic database of forms filed with the U.S. Securities and Exchange Commission. The source of the information is provided by the companies that file the forms.

Best Buy. (2009, June 29). *11-K*. Available from EDGAR Company Search:
<http://www.sec.gov/edgar/searchedgar/companysearch.html>

- Title of the document is the form number
- URL takes readers to the EDGAR company search page, hence "available from."

In text citation: Best Buy (2009) . . . or . . . (Best Buy, 2009)

o **Gale Virtual Reference Library**

Use the citation provided by Gale but format it as closely as possible to APA style. Retain Gale as part of the publisher information. For example, compare the following citation provided by Gale to the APA reference that follows it:

~~United Airlines Corp. Mark Lane, Susan Salter, and Kevin Teague. *Encyclopedia of Major Marketing Campaigns*. Vol. 2. Detroit: Gale, 2007. p1695-1704.~~

Lane, M., Salter, S., & Teague, K. (2007). United Airlines Corp. In *Encyclopedia of major marketing campaigns* (Vol. 2, pp. 1695-1704). Retrieved from Gale Virtual Reference Library.

In-text citation: Lane, Salter, and Teague (2009) . . . or . . . (Lane, Salter, & Teague, 2009).

o **Standard & Poor's online database: company profile**

Standard & Poor's Net Advantage. (2009, August 1). *TAL International* [Quantitative stock report]. Retrieved from <http://reports.standardandpoors.com/data/EQ/pdf/str/8/87408310.pdf>

In-text citation: Standard & Poor's Net Advantage (2009) . . . or . . . (Standard & Poor's Net Advantage, 2009).