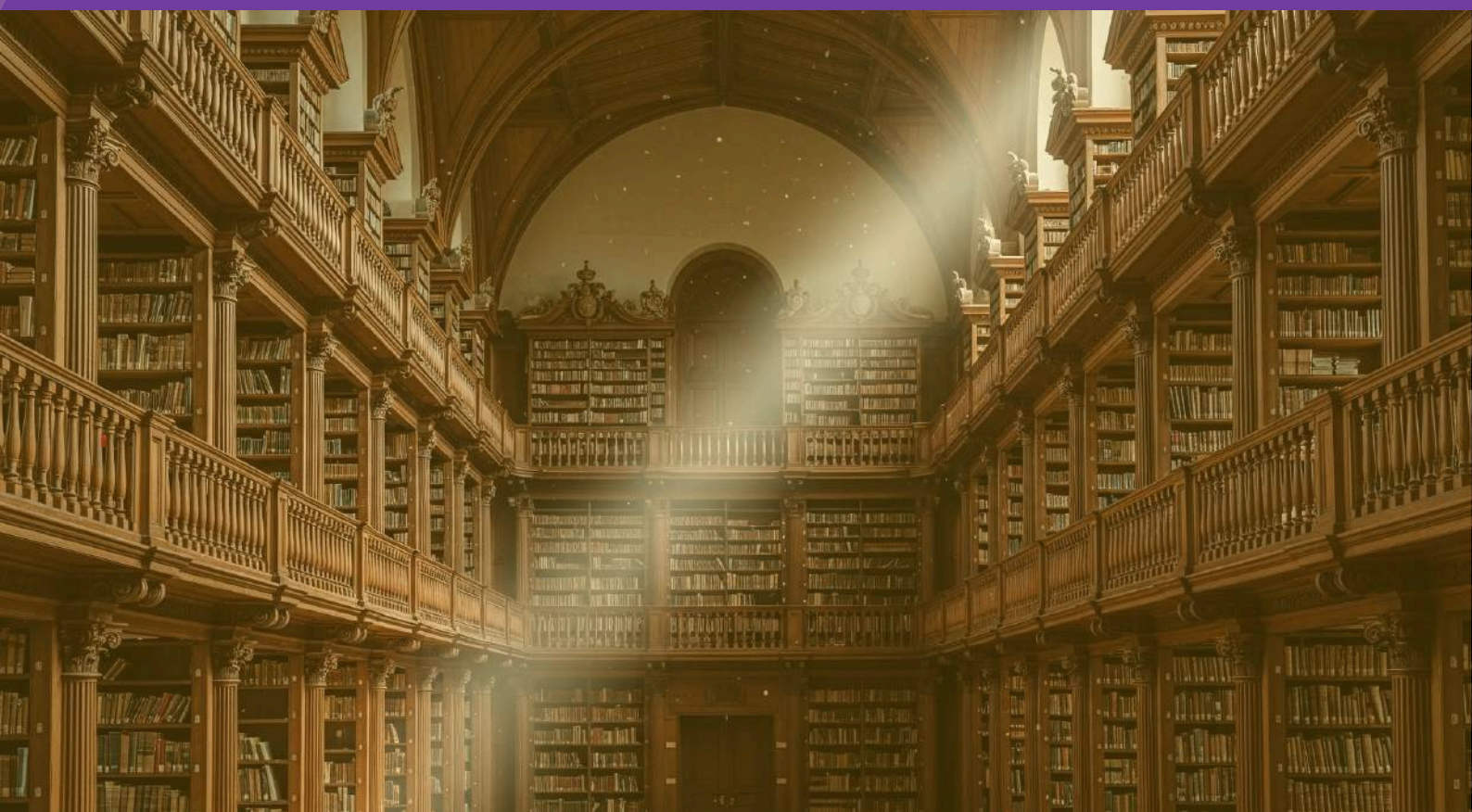




UeCampus

REFERENCING STYLE GUIDE

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Introduction: The Basics of Harvard Referencing

Welcome to the **second edition of the UeCampus Referencing Style Guide**. The examples given in this guide follow the **Harvard** referencing system. It should be noted that there are several variations of referencing, including those of Harvard referencing. The correct style will depend on a University or College faculty/department's 'House style' as well as individual preferences.

The UeCampus **Referencing Style Guide** is based on the '**Harvard**' style of referencing.

What is referencing?

Referencing is the process of acknowledging the sources you have used in writing your assignment, dissertation, or piece of work. It allows the reader to access your source documents as **quickly** and **easily** as possible in order to verify, if necessary, the validity of your arguments and the evidence upon which they are based. You identify these sources by citing them in the text of your assignment (called **citations** or **in-text citations**) and referencing them at the end of your assignment (called the '**List of References**' or '**References**').

Why should you reference?

There are **several reasons** why it is **essential** to reference your work:

- To avoid plagiarism by acknowledging all the sources you have used. Plagiarism is the term used to describe **taking other people's ideas or writing** and using them as your own.
- To allow the reader to locate cited references **easily** and thus evaluate your interpretation of those ideas. Anyone marking or reading your work can follow up references or check whether you have understood the authors' views/perspectives and the works you have cited.
- To show the reader or marker that you have selected relevant and respected information sources for your research into the topic.
- To show that you have read widely in your subject area and give your own writing authority.
- To support an argument, to make a claim, or to provide evidence.
- To avoid losing marks!

Plagiarism

UeCampus **defines** plagiarism as “The **unacknowledged** use of someone’s work. This includes material or ideas from any (published or unpublished) source, whether print, Internet-based, or audio-visual.”

Using the words or ideas of others without referencing your source would be classified as plagiarism and is a very serious academic offence. It is regarded as stealing intellectual property.

Six important things to remember when referencing

Six points are important when referencing:

1. Full credit must be given to the author or originator when quoting or citing others’ work.
2. Adequate information must be provided in the List of references (or ‘References’) to enable that work to be located.
3. References must be consistent, complete, and accurate.
4. References must be recorded using precisely the style required by your university and are often part of the marking criteria.
5. Whenever you directly quote an author, you should use **‘quotation marks’** to show this and also record the precise location (normally page number when referencing from a book).
6. If you fail to reference fully, you are likely to be **accused** of plagiarism.

How should you reference?

There are **two stages** of referencing sources for a piece of academic writing using the Harvard system. The Harvard system is an author-date system, a variation of which is used in this guide and should be used in all of your course work and Power Point presentations. .

- Refer to the source in your text (the citation).
- Give full details of the source in your List of references (or ‘Reference list’) or Bibliography at the end of your work (the reference).

Tip:

When you are searching for the literature on your chosen subject, **save or note down all the required details** of the sources that you find at that time. If you don’t do this, you might not be able to accurately describe the sources you have used, and you will have additional work when you need to list these in your list of references or bibliography.



Variations of the Harvard system of referencing

There is NO definite benchmark for Harvard referencing and variations exist. The most common variations (and rules) within the Harvard system include:

- Where there are more than two authors, the names of the second and subsequent authors may or may not be replaced in the text (a citation/in-text reference) by **et al.**
- The year of publication may or may not be enclosed (in brackets) in the List of references.
- Capitalisation of words (such as the name of the author/s or the book/journal title) in citations or the List of references should **NOT** be used.
- Generally, the title of the publication (book or journal) should be in **italics** and NOT underlined in the List of references.
- Students should not cite figures, models, or diagrams as 'Created by the researcher'.
- An ampersand (&,) should be used when citing **more than one author** in an in-text reference (e.g., Smith & Jones, 2020: 34). When citing authors in the text, 'and' can be used (e.g. according to Smith and Jones (2020) ...).
- You do **NOT** need to state that the book is a first (1st) edition in the List of references.
- Only for books second edition (2nd edn.) or thereafter.

Citing within your work

The citation within the text of your work is a brief acknowledgement of a source you have used. If you are using a direct quotation or are referring to a specific idea or assertion by an author, you need to let the reader know where you found this information by giving the author's surname, the year, and the page number (for book sources). The **page number** is important, as one of the main functions of referencing is to enable the reader to quickly locate the information you have used and to verify the conclusions you have drawn.

If you are **not referring to a specific idea or assertion** but are referring to work by an author in its entirety or to a more general agreement you **only** need to include the author's surname and the year, for example, (surname, year).

Paraphrasing or citing a specific idea

...Research has shown a direct relationship between crime and tourist numbers to a destination (Pizam, 2020: 34).

If you have named the author in the flow of your text, you only need to provide the year and page number (if applicable), for example (year, page).

Paraphrasing or citing a specific idea

...Pizam's research has shown a direct relationship between crime and tourist numbers to a destination (2020: 34)...

Tip:

It is best to **paraphrase the sources** you have used in your work, putting the author's words into your own and crediting them with the idea through the citation.



Citing a short quotation

...whilst it is possible that "mental health issues affect young people from dysfunctional backgrounds, it has a profound effect on an individual's social relationship" (Heath, 2012: 4).

Citing a long quotation

The methodology required for a thorough literature review requires an understanding of a number from different sources:

...it is important to be familiar with tertiary sources, which will help you to identify secondary sources (such as bibliographies, indexes, and abstracts), which will then lead you to the primary sources for your review (Saunders, 2019: 27).

Tip:

There is no need to use quotation marks for long citations. Instead, start a new line and indent the quotation (for quotations longer than three sentences).



If you are citing more than one source, you can separate them with a semi-colon.

Citing more than one source

...there are many factors that affect tourist numbers to a destination. Smith (2019: 84) has suggested that value for money is the main factor; others believe a more complex relationship exists (Pizam, 2020; Walters & Brice, 2021).

Referencing figures/tables

When including figures and/or tables (even if they have been adapted) as part of your text, make sure that you provide a full reference source below the figure/table. For example:

Table 2.2 Challenges for DMOs

Challenges	Factors
Adapting to technological change	Lack of human and financial resources
Competition	Fight for market share
Managing expectations	Need for community relations
Finding new measures of success	Increased need for accountability

Source: Adapted from Gronroos, G. (2015). Searching for the future: Challenges faced by destination marketing organisations. *Journal of Travel Marketing*, 22(4): 116-127.

List of references and the Bibliography

What is the difference between a references list and a bibliography?

The List of references (or 'References') includes all of the sources cited within your work. It is not the same thing as a **bibliography**. A bibliography uses the same referencing style, but also includes all material, for example, background readings, used in the preparation of your work (it is not referred to in the text).

Tip:

In your reference list, you only include details of the sources you have read and directly consulted.



List of references: A list of all sources that you have cited within your work

Bibliography: A list of everything that you have cited and everything that you have consulted to help improve your understanding of the topic.

References must be listed in **alphabetical order** by the author's surname or the name of the creator/company.

Tip: 

Remember to note down the complete reference details for any source that you use, whether it is a book, journal, website, newspaper article or a source that you have photocopied.



Elements of a Reference

Author	An individual or organisation responsible for creating the source.
Year of publication	The year the source was published, for example, the edition year or the copyright © date on a website.
Title of article/chapter	When you are referring to a section of a bigger piece of work, you may need to give the title of the section that you are looking at, for example a book chapter.
Publication title	The name of the source, for example, book title or journal name.
Place of publication	Location listed on the source, for example the office address of the book publisher. This should be a town or city, not a country. Use the first place listed.
Publisher	Normally a company who has produced the information and made it publicly available.
Edition or volume information	This is to indicate if it is a part of a series or if a source replaces an earlier copy. A second edition of a book is an update to the first. For example, it may include more or different information to the earlier version. A journal will produce a number of issues a year, so you need to include the volume and issue number to demonstrate where in the series this source comes from.
Page span	If you are referring to something within a larger piece of work, you should include the first and last page of that section, for example, of the book chapter.
URL or web address	If you have accessed something from the Internet, you will need to include the full web address for that information. You can copy and paste this from your browser bar, into your reference.

Elements of a Reference

Occasionally, you will come across documents that lack basic details. In these cases, it is **necessary to indicate to the reader that these are not available**. A series of abbreviations can be used and are generally accepted for this purpose.

Missing publication	Abbreviation
Author not given	use [Anon.]
no date	use [n.d.]
no place [sine loco]	use [s.l.]
no publisher [sine nomine]	use [s.n.]
not known	use [n.k.]

Examples of Sources (Citations and Referencing) Using the Harvard Style

1. Books (including eBooks and Online books)

1.1 Printed Books

Different types of books

There are different types of printed books that you may want to reference in your assignment or dissertation. These can be broadly described as:

1. Books where all of the chapters are written by the same author (or authors); and
2. Books with an editor (or editors) – chapters are written by different authors.

Looking at the front cover of the book will give you an indication of whether the book is an authored book (number i. above) or an edited book (number ii. above). It will state 'Editor' after the author's name(s). In addition, you will be able to see from the 'Contents page' of the (Edited' book) that there are different authors for each chapter.

Citation order:

In-text:

Author (Family name, year)

Example

(Smith, 2020)

In the List of references:

- Family name, Initials (Author/s/editor/s)
- Year of publication (in round brackets)
- Title (in italics)
- Edition (only include the edition number if it is not the first edition)
- Place of publication: Publisher

Examples

1.1.1 Book with one author

Jones, P. (2023). *Internet Marketing*. Oxford: Butterworth-Heinemann.

1.1.2 Book with two or more authors

Kotler, P., Armstrong, G., Wong, V. & Saunders, T. (2024). *Principles of Marketing*, 15th edn. New Jersey: Prentice-Hall.

1.1.3 Books with an Editor

Groonroos, R. (2024). (Ed.). *Services Marketing*, 3rd edn. Oxford: Oxford University Press.

1.1.4 Chapter(s)/sections of edited books (this is known as a 'secondary reference')

Parker, R. (2023). 'Management of the problem'. In: D. Butcher. (Ed.). *The Definitive Guide to Management*. London: Butterworth-Heinemann, pp. 23-25.

Tip: 

A secondary reference is when you refer to someone cited with another source, i.e., you have not read the original work.



1.2 eBooks (or E-books)

The content of an eBook is identical to the content of a print book with the same author, title, and publication date, but includes details about when it was accessed and where from.

Citation order:

- Author/s (Family name, Initials)
- (year) (in round brackets)
- Title (in italics)
- # edn
- name of e-book reader/collection in italics (e.g., Netlibrary)
- Place of publication: Publisher

Example

(as for 'Book (first edition)')

Saunders, J. (2019). *The History of the East End of London: History in an Hour* [Kindle e-book]. London: William Collins.

1.3 Online Books

- Author/s (Family name, Initials)
- (year) (in round brackets)
- Title (in italics)
- # edn
- Place of publication: Publisher.
- [Accessed: day month year from database name].

Example

(as for 'Book (1st edition)' or 'Edited book')

Burns, A., Smith, C. & Rush, D. (2020). *Marketing Research (Global edn.)*. Harlow: Pearson. [Accessed 6 Apr. 2025 from MyLibrary.com].

In-text citations

Examples (for both printed and eBooks/Online books)

Book with one author

According to Saunders (2019: 23), the most important component of research is...

Book with two or three authors

Jones and Brown (2020: 114) suggested that...

Book with three or more authors

This was supported by Burns et al. (2020: 74).... (N.B. et al. should be written in italics, followed by a full-stop).

Tip: 

et al. is from the Latin abbreviation for et (“and”) and alii (“others”). It should be used when you are citing the work of three or more authors (3+). Usually, all authors are listed in the first citation and then et al. thereafter. et al. should be written in italics and followed by a full stop. In the List of References all authors should be listed regardless of the number.



2. Journal Articles

Citation order:

- Author/editor
- Year of publication (in round brackets)
- Title of article
- Title of journal (in italics)
- Volume (in italics), issue, page numbers
- Available at: URL or VLE (for e-journals)
- (Accessed: date) (for e-journals)

2.1 Journal

Example

Holt, D. (2020). Branding in the age of social media. *Harvard Business Review*, 94(3): 11- 23.

2.2 Journal articles (Online).

2..2.1 Journal article which is forthcoming but published online, prior to appearing in the journal

Citation order:

Example 'Book (first edition)'

In-text: (Walker et al., 2019)

List of references:

- Citation order:
- Family name
- Initials
- And Family name
- initials
- Year (in brackets)
- Title of article
- Journal name
- Available at full doi or Internet address
- [Accessed day month year].

Walker, P., Zhang, J. & Ni, Z. (2019). The Mirror Effect: Corporate Social Responsibility and Firm Performance in Emerging Markets. *British Journal of Management*. Available at DOI: 10.1111/1467-8551.12771 [Accessed 2 Feb, 2025].

Example

Holt, D. (2020). Branding in the age of social media. *Harvard Business Review* [Online], 94(3): 11- 23. <https://hbr.org/2016/03/branding-in-the-age-of-social-media/> Accessed: 21st August, 2025].

3. Newspaper articles (Inc. Online)

Citation order:

- Author/byline
- Year of publication (in round brackets)
- Title of article (in single quotation marks)
- Title of newspaper (in italics – capitalise first letter of each word in title, except for linking words such as and, of, the, for)
- Edition if required (in round brackets)
- Day of month
- Page reference (for printed version)

3.1 Printed newspapers

Example

In-text citation:

Financial incentives were offered to scientists.... (Mansell & Bloom, 2020).

List of references:

Mansell, W. & Bloom, A. (2020). '£10,000 carrot to tempt science experts', *The Guardian*, 20 June, p. 5.

3.2 Online version of a newspaper (without pagination)

Example

In-text citation:

South Africa miners' strike affects global economy (Roberts, 2018).

List of references:

Citation order:

- Family name
- Initials
- Title of article
- Newspaper name
- Day Month Year
- Available at <http://www.fullInternetaddress/>
- [Accessed day month year].

Roberts, P. South African mining companies seek resolution with striking miners. *The Independent*, 10 May. 2019. Available at http://www.independent.co.uk/world/2016/may/07/southafricstrikes_draft_resolution_90_days [Accessed: 7 Sept. 2025].

3.3 Newspaper from electronic database

Example

In-text citation:

(Anderson, 2020)

List of references:

Citation order:

- Family name
- Initials
- Title of article
- Newspaper name
- Day month year
- P. # # (if known)
- [Accessed day month year from Database name].

Anderson, K. How to choose an MBA. Financial Times, 23 Jan. 2020. [Accessed 20 Mar 2025 from ft.com].

4. Online/website (internet site or specific site pages).

Example

In-text citation:

(United Nations Tourism, 2025)

List of references:

Citation order:

- Source organisation
- (year)
- Title of site or page within site.
- Available at <http://www.remainingofullntrenetaddress/>
- [Accessed day month year].

United Nations World Tourism Organization (2025). UN Tourism Data Dashboard. Available at <https://www.untourism.int/tourism-data/un-tourism-tourism-dashboard> [Accessed 2 November 2025].

5. Blog (weblogs, web forums, Wikis).

5.1 Blog (weblog).

Example

In-text citation

- Owner's family name
- year of posting

(Kitces, 2025)

List of references:

Citation order:

- Owner's family name
- Owner's Initials
- year of posting
- Specific subject
- Title of blog.
- day month year (of posting).
- [Blog]
- Available at <http://www.remainingofullntrenetaddress/>
- [Accessed day month year].

5.2 Web forum (Usenet group, bulletin board, etc.)

Example

In-text citation

- Author's family name
- year of posting

(MagicFajita, 2025)

List of references:

Citation order:

- Author's family name
- Author's Initials
- Year of posting
- Title of posting
- Name of forum
- Posted day month year (of posting).
- [Web forum]
- Available at <http://www.remainderoffullIntrenetAddress/>
- [Accessed day month year].

MagicFajita. (2025). Adult and child foods? A British thing? Mumsnet. Posted 27 Jan. 2025. [Web forum] Available at http://www.mumsnet.com/Talk/am_i_being_unreasonable/315157265-adult-and-child-foods-a-british-thing?dod=1 [Accessed 3 Oct 2025].

5.3 Wiki

Example

In-text citation

- Originator's name or Wiki
- Title
- Year of posting

(Microformats Wiki, 2025)

List of references:

Citation order:

- Originator's name or Wiki title
- Title of Wiki
- Day Month Year (of posting).
- [Wiki article]
- Available at <http://www.remainderoffullIntrenetAddress/>
- [Accessed day month year].

Mircoformats Wiki. Chat: brainstorming. 5 Jan. 2025. [Wiki article] Available at <http://mircoformats.org/wiki/chat-brainstroming> [Accessed 3 June. 2025].

5.4 Discussion list email (where email sender known)

Example

In-text citation

- Author's family name
- Year of posting

(Grealish, 2025)

List of references:

Citation order:

- Sender's Family name
- Sender's Initials
- Year of posting
- Re. Subject of discussion
- Posted day month year
- Sender's email address
- [Accessed day month year].

Grealish, (2022). Future Sustainability. Posted 3 Mar. 2022. fion. . . @mail.com [Accessed 2 Nov. 2025].

6. Course materials and online materials from VLE

6.1 Lecture

In-text citation

- Lecturer's name
- Year

(Kumar, 2025)

In-text citation

According to Kumar (2025), research should be....

List of references:

Citation order:

- Lecturer's family name
- Initials
- (year)
- Lecture on or title of lecture
- Module title
- Year (if appropriate)
- Place of lecture: Institution.
- Day Month Year

Example

List of references:

Kumar, R. (2025). Lecture on referencing and plagiarism. Research Project. BA (Hons) Business Management. UE Campus. 30 May. 2025.

6.2 Module and course notes

In-text citation

- Lecturer's name
- Year

(Bell, 2026)

List of references:

Citation order:

- Lecturer family name
- Initials
- (year)
- Title of material.
- Module title
- Level (if appropriate) and course title
- Institution, Department or School.

Example

List of references:

Bell, J. (2026). Introduction to Qualitative Research. Research Project Module Handbook 2025-2026. Level 5. Business Management. UE Campus.

Example

In-text citation

According to Bradshaw (2025) research should be....

List of references:

Bradshaw, R. (2025). Week 2. 'Lecture on referencing and plagiarism' [Online], BA (Hons) Business Programme Moodle site. Available at: uecampus.com/ Accessed: 22 August, 2025].

6.3 Materials available on the VLE

In-text citation

- Author's family name
- Year

(Chanderpaul, 2024)

List of references:

Citation order:

- Author's family name
- Initials
- (year of production)
- Title of material [Nature of material].
- Module title
- Level (if appropriate) and course title
- Institution
- Name of VLE [online]
- Available at <http://www.remainderoffullintrenetaddress/>
- [Accessed day month year].

Chanderpaul, K. (2024). History of tourism in East London [PowerPoint slides]. Introduction to Tourism Concepts: Tourism development and evolution. UE Campus [online]. Available at <https://uecampus/> [Accessed 11 Oct. 2025].

Tip:

When constructing PowerPoint presentations, make sure that you source materials correctly in the actual slides. This includes material such as quotes, paraphrases, statistics, tables, and figures.



7. Conferences

7.1 Full conference proceedings

Citation order:

- Author/editor
- Year of publication (in round brackets)
- Title of conference: subtitle (in italics)
- Location and date of conference
- Place of publication: publisher

Example

In-text citation

The conference (Institute for Small Business Affairs, 2023)....

List of references:

Institute for Small Business Affairs. (2023). Small firms: Adding the spark: The 23rd ISBA National small firm, policy and research conference. Robert Gordon University, Aberdeen, 15-17 November. Leeds: Institute for Small Business Affairs.

7.2 Individual conference papers

Citation order:

- Author of paper
- Year of publication (in round brackets)
- Title of paper (in single quotation marks)
- Title of conference: subtitle (in italics)
- Place of publication: publisher
- Page references for the paper

Example

In-text citation

Cook (2024) highlighted examples...

List of references:

Cook, P. (2024). 'Developing franchised businesses in East London', Small firms: Adding the spark: The 23rd ISBA national small firms, policy and research conference. Robert Gordon University, Aberdeen, 15-17 November. Leeds: Institute for Small Business Affairs, pp. 127-136.

Important: !

Make sure that the entries listed in the References list are cited in the text (citations) and vice-versa (i.e. what is cited in the text should be listed in the References list).

Top Ten Tips for referencing

1. Be **aware**: use this UeCampus Referencing Style Guide and check with your tutor.
2. Be **positive**: used properly, references strengthen your writing, demonstrating that you have spent time researching and digesting material and produced your own opinions and arguments.
3. Be **decisive** about the best way to cite your sources and how you balance your use of direct quotations, paraphrasing and summarising.
4. Be **willing to ask for help**: library or your tutor offer support with referencing and academic skills.
5. Be **organised**: prepare well and keep a record of all potentially useful sources as you find them
6. Make sure that the entries listed in the References list are **cited** in the text (citations) and vice-versa (i.e. what is cited in the text should be listed in the References list).
7. Be **consistent**: use the UeCampus Referencing Style consistently throughout your work.
8. Be **patient**: make time and take your time to ensure that your referencing is accurate.
9. Be **clear**: clarify the type of source you are referencing and check UeCampus Referencing Style Guide for examples.
10. Be **thorough**: check through your work and your references before submitting your assignment, ensuring that your citations all match with a full reference and vice versa. Read it through to check several times!

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Saunders, M., Lewis, P. & Thornhill, A. (2023). Research Methods for Business Students, 9th edn. Harlow, Essex: Pearson.

Williams, K. & Carroll, J. (2017). Referencing & Understanding Plagiarism, 2nd edn. London: Palgrave Macmillan.