Introduction to the Journal of Marketing Citation Style

Business Library
Haskayne School of Business
Updated July 2016
Using sources effectively, acknowledging the creator, and correct citation and referencing of sources maintains a high standard of academic scholarship.
Academic Norms of Citation

In North American academic contexts, writers are expected to cite sources whenever they take ideas, information, or words from a source.

Failure to cite sources according to a standard style can result in plagiarism. Plagiarism most commonly involves

- failing to cite a source
- citing a source but failing to use quotation marks to indicate borrowed wording
- following the original text too closely when paraphrasing
JOM citations consist of two parts:

- A parenthetical citation in the text at the spot where you are using borrowed ideas (or words)
- A corresponding reference list entry
Journal of Marketing Citation Style

- Each reference should be cited in text at the appropriate place

- For every work cited in-text there must be a corresponding entry in the reference list and vice versa
At the brand level, credibility refers to “the believability of the product position information contained in a brand” (Erdem and Swait 2004, p. 191). For some brands, particular brand associations are enduring and resistant to change (Bolton and Reed 2004). These “sticky priors” become especially challenging for brands that have stronger and well-developed brand associations (Keller 1993).


In-text Citations

Basic format for in-text citations is (in parentheses): author(s)’ last name, publication date and page number(s) for a direct quotation or if a particular section or page has been cited

- (Wiles 2007)
- (Schneider 2005, p. 1025)

It is not necessary to repeat information provided in the lead-in statement

- As Rindfleisch and colleagues (2008) recently argued …
In-text citations

- **Multiple authors:**
  - Up to 3 authors: list all authors
    ➢ (Ganesan, Malter, and Rindfleisch 2005)
  - 4 or more authors: use the first author’s name, followed by et al.
    ➢ (Berndt et al. 1995)

- **Multiple works in one citation:**
  - List in alphabetical order separated by semi-colons
    ➢ (Fiske 1992; Hilton and Darley 1991)
Double spaced and on a separate page titled: References

Do not use indents, tabs, or symbols to delineate your paragraphs. Instead, use two hard returns between each reference.

List sources alphabetically by first author’s last name and use the full first name, not initials
Reference List

- **Book (basic format)**
  - Author’s last name, first full name and initial (if available) and second author’s first name and initial, second author’s last name (publication date), *book title in italics*. Place of publication: Publisher name.

Reference List

- Periodical articles (basic format)
  - Author’s last name, first full name and initial (if available), second author’s first name and initial, second author’s last name, and third author’s first name and initial, third author’s last name (publication date), “article title in quotes,” journal title in italics, volume number(issue i.e. month, season or issue number), page numbers.


Reference List

An author appearing more than once:

- Second and subsequent reference entries: substitute 3 em dashes which will appear as a short line for each author that is repeated


Article or chapter in an edited book:

- Provide information on the article or chapter as well as the book in which it appears.


In-text citation: (Sobel 1982)
Two or more entries with same author and same publication date:

- Alphabetize by first word of the title and differentiate the dates by lower case letters.


   In-text citation: (Frazier 1983a)


   In-text citation: (Frazier 1983b)
Article with no author

- Replace the author with the journal/magazine title.


In-text citation: (The Economist 2007)
Reference List

Electronic Sources

• Basic format:

  • Author (publication date), “title of page on the web site in quotes,” (date material was accessed in parentheses), [url of the actual web page in square brackets preceded by: available at].
Websites

- Author(s)’ name(s) (publication date), “title of page in quotes,” (date material was accessed in parentheses), [full url of the actual webpage].

Reference List

- Journal, magazine and newspaper articles:
  - Articles available on the open web:
    - Provide the url for the actual article whenever possible.


Reference List

Journal, magazine and newspaper articles:

- Newspaper articles available on the web:
  - Provide the url that leads directly to the open access news article.

Journal, magazine and newspaper articles retrieved from online databases:

- It is acceptable to reference articles retrieved from databases as you would articles in print journals. It is not necessary to provide the database where the article was retrieved.


Reference List

- **Annual report retrieved online:**
Reference List

Images

- Figures, images or photographs are labeled throughout the text as Figure 1, Figure 2 etc. Tables are similarly labeled Table 1, Table 2 etc.
- In text, refer to the figure/table by number rather than using “above or “below”
- Figure/Table number and title are included above the figure or table with additional attribution information such as photographer if available, source etc, provided below the figure/table.
- Reference list entry provides the full citation for the figure or image
Many people feel that they are subjected to unnecessary amounts of advertising as demonstrated in Figure 1.

Figure 1
Advertising overload


Reference list entry:
Further information

- American Marketing Association manuscript style specifications:

- Business Library Journal of Marketing Style reference list examples: