

# *Referencing: Some Avoidable Mistakes*



Photo by [CHUTERSNAP](#) on [Unsplash](#)

Lo & Harvey (2011) write that one of the root causes of the problem is that ...

In text it must «and» while within brackets it must be «&»

Lo and Harvey (Lo and Harvey, 2011) write that one of the root causes of the problem is that ...

If authors are mentioned in text they must be suppressed in citation

Lo and Harvey write that one of the root causes of the problem is that ... (Lo and Harvey, 2011)


If authors are mentioned make reference immediate after them.

**Better:**

Lo and Harvey (2011) write that one of the root causes of the problem is that ...

One of the root causes of the problem is that ... (Lo and Harvey, 2011)

This form of user-centred design was not just about building the right product, however. It was about building a smart prototype, and testing its success quickly - in other words, failing fast. It was about ensuring that the end-product would be useful and that the team or company did not waste resources building the wrong thing, as done in the past. (Brown, 2008)



Citations must be within sentences (except for direct quotes)

For in-text citation is at the end of paragraph it is unclear, which content is from the author. Reader starts reading and only at the end recognizes that the content might be from another researcher.

According to Brown (2008), this form of user-centred design was not just about building the right product, however. It was about building a smart prototype, and testing its success quickly - in other words, failing fast. It was about ensuring that the end-product would be useful and that the team or company did not waste resources building the wrong thing, as done in the past.

Design Thinking is a very creative and often complex practice, and this often means there will be failures along the way. Therefore, a company that does not permit failure is a company where the Design Thinking process will not succeed. A shift in a company's culture to try new things is often what frees people's creative process. Creativity is, after all, a risky business. Usually, it is not easy for management to allow this freedom for employees since they themselves are often measured by hard KPIs. The greater risk though, is that if they do not grant this freedom, that the company, over time, will start to stagnate and be left behind by those who let creativity thrive. (Brown and Katz, 2011, p. 62-65; Martins and Terblanche, 2003, p. 67)

**Problem:**

- Outside sentence
- Several reference: Which statements are based on which source?

Sunstein, C. R. (2014). Nudging: A Very Short Guide. *Journal of Consumer Policy*.  
<https://doi.org/10.1007/s10603-014-9273-1>

Incomplete: Volume  
and number of journal  
is missing

**Better:**

Sunstein, C. R. (2014). Nudging: A Very Short Guide. *Journal of Consumer Policy*,  
37(4), 583–588. <https://doi.org/10.1007/s10603-014-9273-1>

Sussman, A., & Alter, A. L. (2012). The Exception Is the Rule: Underestimating and Overspending on Exceptional Expenses. *Journal of Consumer Research*, 39(4), 800-814. <https://www.deepdyve.com/lp/ou-press/the-exception-is-the-rule-underestimating-and-overspending-on-0k9ILOB0Cs?key=OUP>

Only use official URL

## Better:

Sussman, A., & Alter, A. L. (2012). The Exception Is the Rule: Underestimating and Overspending on Exceptional Expenses. *Journal of Consumer Research*, 39(4), 800-814. <https://doi.org/10.1086/665833>

URL is not mandatory. If there is no DOI or official URL just leave it out. Even the information without DOI would be sufficient to unambiguously identify the paper

What happened here?

Sussman, A., & Alter, A. L. (2012). No Title. *Journal of Consumer Research*, 39(4), 800-814.

Obviously the Reference Manager  
did not recognize the title at import:  
Always check the data at import

**Better:**

Sussman, A., & Alter, A. L. (2012). The Exception Is the Rule: Underestimating and Overspending on Exceptional Expenses. *Journal of Consumer Research*, 39(4), 800-814.

European Union. (2019). *Digitalisation in railway transport*. 12.

Incomplete. Book? Article?  
Report? Website?

Search for additional  
information if reference  
manager does not  
recognize it



SoftBank Robotics. (n.d.). Robot Pepper. Retrieved from  
<https://www.softbankrobotics.com/>

Problem: Concrete webpage,  
not just the domain

SoftBank Robotics. (n.d.). Robot Pepper. Retrieved from  
<https://www.softbankrobotics.com/emea/en/pepper>

Problem: Websites change.  
Which version do you refer to?

SoftBank Robotics. (n.d.). Robot Pepper. Retrieved from  
<https://www.softbankrobotics.com/emea/en/pepper> on 2nd of May 2021

Use standard style and not format of source (here: capital font)

Lazic, L. (2019). *BENEFIT FROM AI IN CYBERSECURITY. The 11th International Conference on Business Information Security (BISEC-2019)*. Belgrade. Retrieved from [https://www.researchgate.net/publication/336826190\\_BENEFIT\\_FROM\\_AI\\_IN\\_CYBERSECURITY](https://www.researchgate.net/publication/336826190_BENEFIT_FROM_AI_IN_CYBERSECURITY)

Only use official URL

**Better:**

Lazic, L. (2019). Benefit from AI in Cybersecurity. *The 11th International Conference on Business Information Security (BISEC-2019)*. Belgrade.