

# APA 7th edition citation for business sources

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## Table of Contents:

### A

[Ad Age & Ad Age Datacenter](#)

[Articles](#)

[Data Center content](#)

[AdSpender](#)

[Annual Report, 10-K, Other SEC filings](#)

### B

[BCC Research](#)

[Bloomberg](#)

[Bloomberg Businessweek](#)

[BMI Research](#)

### C

[Canadian Advertising Rates and Data \(CARD\)](#)

[CB Insights](#)

[Census data](#)



[Canada](#)  
[United States](#)

## [D](#)

[D&B Hoovers](#)  
[Analyst report](#)  
[Company profile](#)  
[Industry profile](#)  
[SWOT analysis](#)  
[Data-Planet Statistical Datasets](#)

## [E](#)

[Economist Intelligence Unit](#)  
[eMarketer](#)  
[EMIS](#)  
[eStatement Studies](#)

## [F](#)

[First Research Industry Profiles](#)  
[Frost and Sullivan](#)

## [G](#)

[Gartner](#)  
[Global Edge](#)  
[Global Road Warrior](#)

## [H-I-J](#)

[IBIS World](#)

## [K-L-M](#)

[Marketline](#)  
[MarketResearch.com Academic](#)  
[Market Share Reporter](#)  
[Mergent](#)  
[Mintel](#)  
[MRI University Reporter](#)

## [N](#)

[Nexis Uni](#)  
[Company dossier](#)  
[Executive biographies](#)  
[Company information](#)  
[Company lists or directories](#)



## [SWOT analysis](#)

### [O-P](#)

[Passport](#)

[Pitchbook](#)

[Company list](#)

[Deals list](#)

[Research report](#)

[Company profile](#)

[Investor profile](#)

[Political Risk Yearbook](#)

[PrivCo](#)

[Company profiles](#)

[Company lists or directories](#)

### [Q-R](#)

[Reference USA](#)

[Company profiles](#)

[Company lists or directories](#)

[RIA Checkpoint / Thomson Reuters Checkpoint](#)

### [S](#)

[Simmons Insights / Simmons OneView](#)

[SimplyAnalytics](#)

[S&P Capital IQ / NetAdvantage](#)

[Industry profile](#)

[Sports Market Analytics](#)

[SRDS Media Solutions](#)

[Media outlet profiles](#)

[DMA profiles & maps](#)

[SQAD ratings for TV and radio](#)

[Statista](#)

[Infographics](#)

### [T-U-V](#)

[Thomson ONE](#)

[Thomson Reuters / Eikon](#)

[Uniworld](#)

[Value Line](#)

[Vividata](#)

### [W-X-Y-Z](#)



[Web-based data sets \(WHO, IMF, trade data, the Federal Reserve, etc.\)](#)

[Wharton Research Data Services \(WRDS\) data](#)

[Winmo](#)

#### [FAQs:](#)

[Is this official guidance from APA?](#)

[How did you make these? \(AKA, Guiding Principles\)](#)

[Can I make a copy of this document for my campus?](#)

[I don't agree with how you cited something here, can you / I change it?](#)

[What if a source isn't covered here?](#)

#### [Contributors:](#)

## A

### Ad Age & Ad Age Datacenter

#### Articles

Slefo, G. P. (2020, May 21). Adobe study suggests consumers have grown tired of “we’re with you” ads. *Ad Age*.

#### Data Center content

Ad Age Leading National Advertisers. (n.d.). *Most-advertised U.S. brands* [Chart]. Retrieved May 28, 2020, from <https://adage.com/datacenter/>



## AdSpender

Kantar Media. (n.d.). *Internet display: Peloton exercise equipment/Peloton Tread: treadmill*

[Peloton digital advertising spend for April 2020] [Data set]. AdSpender Online. Retrieved June 15, 2020, from <http://products.kantarmediana.com/security/default.aspx>

## Annual Report, 10-K, Other SEC filings

McDonald's. (2019). *2018 annual report*.

[https://www.annualreports.com/HostedData/AnnualReportArchive/m/NYSE\\_MCD\\_2018.pdf](https://www.annualreports.com/HostedData/AnnualReportArchive/m/NYSE_MCD_2018.pdf)

## B

## BCC Research

BCC Research Staff. (2019, March). *Wearable medical devices: Technologies and global markets*. <https://www.bccresearch.com/>



## Bloomberg

Bloomberg. (2019). *Company analysis for Bank of Canada*. <https://www.bloomberg.com/>

Bloomberg. (2017). *Environmental, social, and governance analysis for Bank of Canada 11/10/12 to 11/10/17*. <https://www.bloomberg.com/>

## Bloomberg Businessweek

Park, K., Philip, S., Davies, W., Man, Y., & Amin, H. (2020, April 20). The virus clips AirAsia's wings. *Bloomberg Businessweek*, 16–17.

## BMI Research

Fitch Solutions Group Limited. (n.d.). *Mexico agribusiness report Q1 2020* [Industry profile]. BMI Research. <https://www.fitchsolutions.com/bmi-research>



# C

## Canadian Advertising Rates and Data (CARD)

Brunico Communications. (n.d.). *Bell Media*. CARDOnline. Retrieved June 15, 2020, from

<https://www.cardonline.ca/>

## CB Insights

CB Insights. (n.d.). *OLIO* [Company profile]. Retrieved June 10, 2020, from

<https://www.cbinsights.com/>

## Census data

### Canada

*Find the permalink to cite the Census table directly whenever possible, rather than the various visualization tools such as CHASS which do not have permalinks.*

Statistics Canada. (2017). *Census profile, 2016 Census: Montréal (Census metropolitan area), Quebec and Quebec (Province)* (Table 98-316-X2016001) [Data set].



<https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CMACA&Code1=462&Geo2=PR&Code2=24&SearchText=Montreal&SearchType=Begin&SearchPR=01&B1=All&TABID=1&type=0>

Statistics Canada. (n.d.). *Income - total sex: Total - income statistics in 2015 for the population aged 15 years and over in private households* [Data set]. CHASS.

<http://datacentre.chass.utoronto.ca/>

## United States

*Find the permalink to cite the Census table directly whenever possible, rather than the various visualization tools such as Census Business Builder which do not usually have permalinks.*

U.S. Census Bureau. (2017). *Construction: Summary statistics for the US, states, and selected geographies* (Table EC1723BASIC) [Data set]. U.S. Department of Commerce.

<https://data.census.gov/cedsci/table?tid=ECNBASIC2017.EC1723BASIC&t=Employment%3ANew%20Housing%20%28Construction%20and%20Sales%29&vintage=2017&hidePreview=false>

U.S. Census Bureau. (n.d.). *QuickFacts: Madison city, Wisconsin*. U.S. Department of Commerce. Retrieved June 18, 2020, from

<https://www.census.gov/quickfacts/fact/table/madisoncitywisconsin/LND110210>

U.S. Census Bureau. (n.d.). *Census business builder: Small business edition - 3.0.1* [Map showing restaurants in the Dane County, WI area and surrounding counties]. U.S.

Department of Commerce. Retrieved June 18, 2020, from <https://cbb.census.gov/sbe/#>





# D

## D&B Hoovers

### Analyst report

Deutsche Bank. (2020, April 28). *3M: Under the mask* [Analyst report]. Dun & Bradstreet.

<http://logon.onesource.com/>

### Company profile

Dun & Bradstreet. (n.d.). *Kohl's Corporation* [Company profile]. Retrieved May 27, 2020, from

<http://logon.onesource.com/>

### Industry profile

*Some reports are HTML and without a date; some are PDFs with a date.*

Dun & Bradstreet. (n.d.). *Space research & technology* [Industry profile]. Retrieved June 29,

2020, from <http://logon.onesource.com/>

MarketLine. (2020, January). *Home & garden products in the United States* [Industry profile].

Dun & Bradstreet. <http://logon.onesource.com/>



## SWOT analysis

Dun & Bradstreet. (2019, December 6). *Target Corporation SWOT analysis*.

<http://logon.onesource.com/>

## Data-Planet Statistical Datasets

Energy Information Administration. (2020, May 17). *Retail gasoline prices: Gasoline prices - all grades, 08/20/1990 - 05/11/2020* [Data set]. Department of Energy; Data Planet Statistical Datasets. <https://doi.org/10.6068/DP1722EF40B2064>

## E

### Economist Intelligence Unit

Economist Intelligence Unit. (2018). *China* [Country analysis]. <https://www.eiu.com>



## eMarketer

Briggs, P., Dolliver, M., Kim, A., Koch, L., & Wurmser, Y. (2020, February). *Canada digital habits by generation: Identifying key distinctions across age groups, from teens to baby boomers*. eMarketer. <https://www.emarketer.com/>

## EMIS

Mordor Intelligence. (2019, July 30). *Global kombucha market: Segmented by type, distribution channel, and geography – analysis of growth, trends, and forecast* [Market report]. EMIS. <https://www.emis.com/>

## eStatement Studies

*You may need to use a search engine to find the URL for a particular report.*

Risk Management Association. (2019, November 11). *Financial ratio benchmarks 2019-2020 for NAICS 11110: Soybean farming*. <https://www.rmahq.org/ProductDetail.aspx?productid=684685779>



## F

### First Research Industry Profiles

*Dun & Bradstreet reports seem to be available in multiple databases, so in such cases APA says not to include the database name or URL.*

Dun & Bradstreet. (2019, May 27). *Automotive repair & maintenance services* [Industry profile].

### Frost and Sullivan

Frost and Sullivan. (2018, November 28). *Future of mass market and premium performance vehicles, 2025*. <https://ww2.frost.com>

## G

### Gartner

Wallin, L., & Silva, C. (2019, December 17). *Top 10 technologies that are defining the future of mobility, 2019 update*. Gartner. <https://www.gartner.com>



## Global Edge

Michigan State University. (n.d.). *Afghanistan: Introduction*. GlobalEdge. Retrieved June 2, 2020, from <https://globaledge.msu.edu/countries/afghanistan>

Michigan State University (n.d.) *Country comparator*. GlobalEdge. <https://globaledge.msu.edu>

## Global Road Warrior

*Reports with a named author at the bottom of the page:*

Main, K. (n.d.). *China: The business experience*. Global Road Warrior.

<https://www.globalroadwarrior.com/>

*Reports with no named author:*

Global Road Warrior. (n.d.) *Rwanda: Historical timeline*. <https://www.globalroadwarrior.com/>

*Some reports are reprinted from elsewhere, sometimes with slight updates, so indicate that in the Author position:*

U.S. Department of State, & World Trade Press. (2019). *Mexico: Human rights report for 2018*.

Global Road Warrior. <https://www.globalroadwarrior.com/>



## H-I-J

### IBIS World

*If the report has a unique identifier number, use it in parentheses after the title. In this case, include a more specific description in the brackets than just [Industry report] as is often used elsewhere, because IBIS has risk and other reports as well as global, state, and other levels of industry reports, and sometimes the titles and numbers are the same.*

Diment, D. (2019, December). *Corporate wellness services* (OD4621) [U.S. specialized industry report] . IBISWorld. <https://www.ibisworld.com/>

## K-L-M

### Marketline

MarketLine. (2019). *Renewable energy in Mexico* [Industry profile]. <https://www.marketline.com>

MarketLine. (2019). *Immunology influencer network: Influencer analytics 2/27/2020 - 5/27/2020*.  
<https://www.marketline.com>

*Example when retrieved from Business Source Complete:*

MarketLine. (2020). *Air freight in Australia* [Industry profile]. Business Source Complete.  
<https://www.ebsco.com/products/research-databases/business-source-complete>



## MarketResearch.com Academic

Mind Commerce. (2020, May). *IoT in healthcare: Market outlook and forecasts 2020-2027*

[Market report]. MarketResearch.com Academic. <https://www.marketresearch.com/>

## Market Share Reporter

Global energy consumption, 2016. (2020). In R. S. Lazich & V. L. Burton, III (Eds.), *Market*

*Share Reporter* (30th ed.). Gale.

## Mergent

Mergent. (n.d.). *Hain Celestial Group* [Company profile]. Retrieved June 3, 2020, from

<https://www.mergentonline.com/login.php>

Mergent. (n.d.). *Hain Celestial Group: R. Dean Hollis* [Executive bio]. Retrieved June 3, 2020,

from <https://www.mergentonline.com/login.php>



## Mintel

*You may need to use a search engine to find the URL for a particular report.*

Failla, J. (2020, April). *Quick service restaurants - US*. Mintel.

<https://reports.mintel.com/display/986928/#>

Mintel. (n.d.). *Shampoo & conditioners: Retail market segmentation by values*. Retrieved May 28, 2020, from <https://marketsizes.mintel.com/>

## MRI University Reporter

MRI-Simmons. (2019, Spring). *Boxed chocolates bought in last 6 months Ghirardelli* [Base: Adults] [Data set]. <https://www.gfkmrismartssystem.com>

MRI-Simmons. (2019, Spring). *Domino's Pizza bought at last 6 months* [Base: Adults] [Data set]. <https://www.gfkmrismartssystem.com>

MRI-Simmons. (2019, Spring). *Tablets & e-readers - apps downloaded or used games personally used, last 30 days* [Base: Women] [Data set]. <https://www.gfkmrismartssystem.com>





# N

## Nexis Uni

### Company dossier

LexisNexis. (n.d.). *Ford Motor Company* [Company profile]. Retrieved May 28, 2020, from

<https://www.lexisnexus.com/>

### Executive biographies

The Who's Who of Company Directors. (2017, April 6). *H. Jay Sarles*. NexisUni.

<https://www.lexisnexus.com>

### Company information

Zoom Company Information. (2020, May). *Ernst & Young Global Limited*. NexisUni.

<https://www.lexisnexus.com>

### Company lists or directories

*Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case*



*indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.*

LexisNexis. (n.d.) [List of automobile companies in Germany, over \$200M in sales]. Retrieved June 22, 2020, from <https://www.lexisnexis.com>

## SWOT analysis

MarketLine. (2020, January 13). *Ford Motor Company* [SWOT analysis]. NexisUni. <https://www.lexisnexis.com>

## O-P

## Passport

Homma, A. (2020, February 24). *Apparel and footwear in the US* [Country report]. Passport. <https://go.euromonitor.com/passport.html>

Euromonitor. (n.d.). *Apparel and footwear USA* [Market sizes]. Passport. Retrieved May 20, 2020, from <https://go.euromonitor.com/passport.html>

Euromonitor. (2018, February 8). *Population change as a megatrend driver* [Briefing]. Passport. <https://go.euromonitor.com/passport.html>

Euromonitor. (n.d.) *Apparel and footwear dashboard: Store-based retailing* [Chart]. Passport. Retrieved June 4, 2020, from <https://go.euromonitor.com/passport.html>



## Pitchbook

### Company list

*Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.*

PitchBook Data. (n.d.). [List of VC-backed biotechnology companies in North America with a minimum revenue of \$10 million]. Retrieved June 29, 2020, from <https://pitchbook.com/>

### Deals list

PitchBook Data. (n.d.). [List of buyouts/leveraged buyouts of fintech companies in North America between January 1, 2015 – June 1, 2020]. Retrieved June 29, 2020, from <https://pitchbook.com/>

### Research report

PitchBook Data. (n.d.). *PitchBook emerging tech report: Fintech – Q1 2020*.  
<https://pitchbook.com/>



## Company profile

PitchBook Data. (n.d.). *Airbnb* [Company profile]. Retrieved June 29, 2020, from

<https://pitchbook.com/>

## Investor profile

PitchBook Data. (n.d.). *The Carlyle Group* [Investor profile]. Retrieved June 29, 2020, from

<https://pitchbook.com/>

## Political Risk Yearbook

PRS Group. (2018, April). Czech Republic. In *Political risk yearbook*.

<https://epub.prsgroup.com/>

## PrivCo

### Company profiles

PrivCo. (n.d.). *PopSockets* [Company profile]. Retrieved May 26, 2020, from

<https://system.privco.com/auth/login>



## Company lists or directories

*Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.*

PrivCo. (n.d.). [List of VC-backed companies in the Boulder, CO, area with up to \$500M in revenue]. Retrieved June 29, 2020, from <https://system.privco.com/auth/login>

## Q-R

## Reference USA

### Company profiles

*Look in the Business Demographics section for the Last Updated date.*

*If the title of the company profile is sufficiently unique to identify the company profile (i.e. there is only one of that company in that city & state), then the company name with city is the title:*

Infogroup. (2020, June). *Jackson Hewitt Tax Svc-Walmart, Kenai, AK* [Company profile].

ReferenceUSA. Retrieved June 26, 2020, from <https://www.referenceusa.com>



*If there are multiple locations of that business in that city/state, include the exact address in parentheses as a form of unique number identifier:*

Infogroup. (2020, June). *Jackson Hewitt Tax Svc-Walmart* (3101 A. St, Anchorage, AK)

[Company profile]. ReferenceUSA. Retrieved June 26, 2020, from

<https://www.referenceusa.com>

## Company lists or directories

*Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.*

Infogroup. (n.d.). [List of companies in Walworth county, Wisconsin with 5 or more employees].

ReferenceUSA. Retrieved May 26, 2020, from <https://www.referenceusa.com>

## RIA Checkpoint / Thomson Reuters Checkpoint

Batter, A. (2016, November/December). The impact of a double trigger on the section 162(m) deduction. *Journal of Corporate Taxation*, 34-38.

Thomson Reuters. (2020). *2020 RIA federal tax handbook*. <http://checkpoint.riag.com/>



# S

## Simmons Insights / Simmons OneView

*Since the title of the dataset is not very descriptive of your particular data retrieved, include a description of the variables you used so that somebody else could figure out what you did.*

MRI-Simmons. (2017). *Spring 2017 NHCS adult study 12 month* [Cell phones / smartphones brands owned by consumer demographics - age, gender, household income] [Data set]. <https://simmonsinsights.com/>

MRI-Simmons. (2017). *Spring 2017 NHCS adult study 6 month* [Computer software types owned by age] [Data set]. <https://simmonsinsights.com/>

## SimplyAnalytics

*Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.*

*Look at the Variable Metadata or View Metadata section in order to get the Source information -- which agency collected the data. The Date is whatever year the data were collected.*



SimplyAnalytics. (2019). [% households consuming imported beer/ale: Drank in last 6 months, for ZIP codes 55416, 55401, and Minneapolis metro area] [Data set]. MRI Consumer Survey US. <http://app.simplyanalytics.com>

SimplyAnalytics. (2019). [Map of Minneapolis, MN metro with family income \$200,000 and over]. Census US. <http://app.simplyanalytics.com>

SimplyAnalytics. (2019.) [% food - Snack/dessert ice cream & sherbet - Brand Haagen-Daaz, entire US] [Data set]. SimmonsLocal US. <http://app.simplyanalytics.com>

SimplyAnalytics. (2018). [Map showing # multimarket data - Leisure activities - Current level of interest in major league soccer (MLS) - Somewhat, for Minneapolis-St. Paul DMA]. Scarborough Local Insights. <http://app.simplyanalytics.com>

## S&P Capital IQ / NetAdvantage

*If you accessed S&P content from NetAdvantage (as in the Scarola example) rather than Capital IQ, use the appropriate name in the Source element.*

Standard & Poor's. (2020). *Restaurant Brands International* [Company profile]. Capital IQ. <https://www.standardandpoors.com/>

Standard & Poor's. (2020). *Transaction screening: Bankruptcy announcement date 5/20/2020 - 5/27/2020* [Data set]. Capital IQ. <https://www.standardandpoors.com/>





## Industry profile

Scarola, C. & Ko, W. (2020, May). *Aerospace & defense* [Industry survey]. S&P NetAdvantage.

<https://www.capitaliq.com>

## Sports Market Analytics

SBRnet. (n.d.). *Basketball: College fan market summary*. Sports Market Analytics. Retrieved

June 3, 2020, from <https://sportsmarketanalytics.com/home.aspx>

## SRDS Media Solutions

### Media outlet profiles

SRDS Media Solutions. (n.d.). *Beloit Daily News* [Publication profile]. Retrieved May 22, 2020,

from <https://next.srds.com/>

### DMA profiles & maps

SRDS Media Solutions. (2018). *Atlanta, GA* [DMA profile]. <https://next.srds.com/>



## SQAD ratings for TV and radio

*Don't include anything like Inc., LLC, etc. in the author name -- SQAD and not SQAD, Inc. even though it's listed with Inc. on the PDF report. See p. 296 in the Manual.*

SQAD. (2020). *Augusta, GA* [SQAD TV report]. SRDS Media Solutions. Retrieved May 22, 2020, from <https://next.srds.com/>

## Statista

Statistics, dossiers, and reports

*Look under the Source section for "Survey by" -- that is the author*

Daniel Research Group. (2019, September). *Unit shipments of mobile personal computers (PCs) and laptops in the United States, from 2013 to 2023 (in millions)* [Chart]. Statista.  
<https://www.statista.com/>

*Anything without a named author:*

Statista. (2020, May). *Laptops & tablets* [Consumer market outlook]. <https://www.statista.com/>

## Infographics

Armstrong, M. (2020, June 4). *UK government approval on the slide* [Infographic]. Statista.  
<https://www.statista.com/>



## T-U-V

### Thomson ONE

Zekauskas, J. (2020, March 10). *Albemarle Corporation: J.P. Morgan conference takeaways*  
[Analyst report]. Thomson ONE. <https://www.refinitiv.com/en>

### Thomson Reuters / Eikon

*If you retrieved Thomson Reuters content from another product, change the Source to whichever product name you used.*

Thomson Reuters. (2019). *Equity risk premium: Brazil, China, India, Russia 2018-2019* [Data set]. Eikon. <https://www.refinitiv.com/en/products/eikon-trading-software>

### Uniworld

*Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case*



*indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.*

Uniworld. (n.d.). [United States firms with subsidiaries in Norway]. Retrieved June 15, 2020, from <http://uniworldonline.com/>

## Value Line

*Look at the bottom of the company's stock page for the dates of the PDF reports -- usually approximately quarterly. Those are the archived reports and should be the preferred date.*

Value Line. (2020, May 22). *Delta Air Lines*. Value Line Investment Survey.

<https://jump.valueline.com/>

## Vividata

*Use the date that describes when the data was collected.*

Vividata. (2019, Fall). *Candy/snacks - chewing gum - prsnlly chewed past 6 mths* [Base: Age

14+] [Data set]. <https://vividata.ca>



## W-X-Y-Z

Web-based data sets (WHO, IMF, trade data, the Federal Reserve, etc.)

*Use a direct/permalink URL whenever available.*

International Financial Statistics. (2020). *Government finance: Japan 2013-2020* [Data set].

International Monetary Fund. <https://www.imf.org>

World Health Organization. (2020, June 2). *Coronavirus disease (COVID-19): Situation report - 134*.

[https://www.who.int/docs/default-source/coronaviruse/situation-reports/20200602-covid-19-sitrep-134.pdf?sfvrsn=cc95e5d5\\_2](https://www.who.int/docs/default-source/coronaviruse/situation-reports/20200602-covid-19-sitrep-134.pdf?sfvrsn=cc95e5d5_2)

Bureau of Economic Analysis. (2020, May 28). *Price indexes for personal consumption expenditures by major type of product and by major function*. (Table 2.3.4U) [Data set].

United States Department of Commerce.

[https://apps.bea.gov/iTable/iTable.cfm?reqid=19&step=3&isuri=1&nipa\\_table\\_list=2013&categories=underlying](https://apps.bea.gov/iTable/iTable.cfm?reqid=19&step=3&isuri=1&nipa_table_list=2013&categories=underlying)

Eurostat. (2020). *Area under organic farming* [Data set].

[https://ec.europa.eu/eurostat/web/products-datasets/-/sdg\\_02\\_40](https://ec.europa.eu/eurostat/web/products-datasets/-/sdg_02_40)



## Wharton Research Data Services (WRDS) data

*Since the title of the dataset is not very descriptive of your particular data retrieved, include a description of the variables you used so that somebody else could figure out what you did.*

Standard & Poor's. (n.d.). *Compustat daily updates - fundamentals annual* [Microsoft Corporation: Income statement items - January 2015 to January 2020] [Data set]. Capital IQ. Retrieved June 3, 2020, from <https://wrds-www.wharton.upenn.edu/>

The Center for Research in Security Prices. (n.d.). *CRSP daily stock* [Tesla Motors stock prices from 2007 to 2020] [Data set]. Retrieved June 3, 2020, from <https://wrds-www.wharton.upenn.edu/>

## Winmo

List Partners. (n.d.). *The Wendy's Company*. Winmo. Retrieved May 21, 2020, from <https://www.winmo.com/>



## FAQs:

### Is this official guidance from APA?

**No.** This is a grassroots effort undertaken by several business librarians in early summer 2020, simply to try to provide examples for a variety of business sources and save the time of other business librarians in generating sample citations for their campus communities.

The organizer did correspond with APA's official style experts for direction on several questions, but this document is not officially authored by APA in any way. See the Contributors page for more information.

### How did you make these? (AKA, Guiding Principles)

Through the [contributors'](#) considerable discussion of APA's guidance for databases and other web sources. We also received some helpful advice from the APA's Timothy McAdoo.

Selected principles from APA that guided our citation of these business databases:

- **DOIs**, if available, should [always be used](#) instead of the URL (whether you read the print or the online version of a work)
  - But if there's no DOI and it's widely available from a number of academic research databases, then [use no URL or database information](#) at all -- thus, many periodical articles without DOIs will look like a print article citation
  - DOIs should be formatted only like this: <https://doi.org/xxxxx>
  - If no DOI but it does have a URL that will resolve for readers (i.e., not behind a paywall), then include that URL
  - Format any DOIs or URLs as a live link if the doc is to be published online
  - DOIs or URLs in a printed list can be blue-font/underlined or normal/not-underlined
- **Databases:**
  - No database info needed if it's something widely available from multiple sources (e.g., most periodical articles, press releases, stock info)
  - If it is NOT widely available from multiple sources (i.e. it's proprietary), then list the database information:
    - Read the full page on [database information in references](#) for more detail. According to Timothy McAdoo from APA, we are treating most business databases as "Works of Limited Circulation" on that page:



- “The name of the database or archive is provided in the source element (in title case without italics), the same as a publisher name, and followed by a period.”
  - “If the URL requires a login or is session-specific (meaning it will not resolve for readers), provide the URL of the database or archive home page or login page instead of the URL for the work.”
  - Some individual schools may wish to include the proxied-login link if that is what their professors prefer; if the work is being shared only with other people who are part of the campus community who would also have access to the content behind the login, one could make the argument that the URL *would* resolve for that audience. But for the examples in this document, the homepage URL has been used.
- **Authors:**
  - Follow the general [APA rules](#) for the author names, including corporate or governmental authors.
  - Do not include anything like Inc., LLC, etc. in the author name, even if it’s a corporate author. See p. 296 in the Manual.
  - United States and United Kingdom may be spelled out or abbreviated; if the acronym is used as an adjective, use U.S. or U.K., but no periods if it is used as a noun. See section 6.2 in the Manual.
  - In many cases, the business database (product) name is different from the company name. If so, use the company name as Author if it’s clearly visible from the content page you are looking at, and the database name as the Source.
  - If the Author and Source/Publisher are the same, no need to repeat it in the Source. See p. 296 in the Manual.
  - If the company name is not evident unless you do a separate Google search, then you can use the database name as the Author (per Timothy McAdoo).
- No “**Retrieved from**” text before the DOI or URL, unless you also need to include the retrieval date.
  - [Retrieval dates needed](#) only for content that’s designed to be changed/updated frequently (and when there’s no archival system for the pages)
  - Format if needed: Retrieved January 1, 2020, from <https://www.someurl.com>
- You can include both a parenthetical part of the title (like a report number) and a [Description in square brackets] in one citation, [as in this example](#), or two sets of square brackets if absolutely needed. Non-italics for both parts and use a period only after the final square bracket.





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