

The JIM citation format follows the Chicago (Author-Date) format and instead of footnotes or endnotes JIM uses an in-text citation format. Examples of both the in-text citation format and how to list references is provide below. For additional information see <http://www.marketingpower.com/live/content1540C364.php>. Another recommended web site is <http://www.libs.uga.edu/ref/chicago.html>.

The information below is taken directly from the manuscript guidelines for JIM.

### Reference Citations Within the Text

Citations in the text should be by the author's last name and year of publication enclosed in parentheses without punctuation: "(Thorelli 1960)." If practical, the citation should stand by a punctuation mark. Otherwise, insert it in a logical sentence break. If you use the author's name within the sentence, there is no need to repeat the name in the citation; just use the year of publication in parentheses, as in "...The Howard Harris Program (1966)."

If a particular page, section, or equation is cited, it should be placed within the parentheses: "(Thorelli 1960, p. 112)." For multiple authors, use the full citation for up to three authors; for four or more, use the first author's name followed by "et al." (no italics). A series of citations should be listed in alphabetical order and separated by semicolons: (Terpstra 1961; Thorelli 1960; Welch 1981).

### Reference List Style

References are to be listed alphabetically, last name first, followed by publication date in parentheses. Use authors' full first name, not just initials. The reference list should be typed double spaced on a separate page. Do not use indents or tabs. Put two hard returns between each reference. Limit the references to only those that are essential.

Authors are responsible for the accuracy of their references. Check them carefully.

Single- and multiple-author reference for books:

**Terpstra, Vern and Ravi Sarathy (1991), *International Marketing*. Chicago: The Dryden Press.**

Single- and multiple-author reference for periodicals (include author's name, publication date, article title, complete name of periodical, volume number, month of publication, and page numbers):

**Green, Robert T. and A.W. Allaway (1981), "Identification of Export Opportunities: A Shift-Share Approach," *Journal of Marketing*, 49 (Winter), 83-88.**

Single- and multiple-author reference for an article in a book edited by another author(s):

**Cavusgil, S. Tamer (1982), "Country of Origin Effects on Product Evaluations: A Sequel to Bilkey and Ness," in *Export Management: An International Context*, Michael R. Czinkota and George Tesar, eds. New York: Praeger Publishers, 276-86.**

If an author appears more than once, substitute four hyphens (this will appear as a 1-inch line when typeset) for each author's name (do not use underlines):

**Bartlett, Christopher A. and Sumantra Ghoshal (1986), "Tap Your Subsidiary for Global Reach," *Harvard Business Review*, (November-December), 87-97.**

**---- and ---- (1987a), "Managing Across Borders: New Strategic Requirements," *Sloan Management Review*, (Summer), 7-17.**

If two or more works by the same author have the same publication date, they should be differentiated by letters after the date. The letter also should appear with the citation in the text:

**---- and ---- (1987b), "Managing Across Borders: New Organizational Requirements," *Sloan Management Review*, (Fall), 43-53.**

References to unpublished works, such as doctoral dissertations and working papers, should be included in the reference list as follows:

**Katcher, Max (1975), "An Analysis of the Effectiveness of the Overseas Trade Fair Program of the U.S. Department of Commerce as an Exporter Promotion," doctoral dissertation, Department of Marketing, The George Washington University.**

Papers printed in published proceedings of meetings:

**Cavusgil, S. Tamer and John R. Nevin (1981), "State-of-the Art in International Marketing: An Assessment," in *Review of Marketing*, Ben M. Enis and Kenneth J. Roering, eds. Chicago: American Marketing Association, 195-216.**

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