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Cross-Culutral Business Conference

AMA STYLE SHEET

CITATION GUIDELINES

The University of Applied Sciences in Steyr is commited to the AMA citation style by the American Marketing Association.
Please make sure that any of your submission to the Cross-Cultural Business Conference is in accordance with the following citation style.
Thank you!

1. In-Text citation

Citation in the text should contain the author's last name, followed by the year of publication which is enclosed in parentheses without punctuation:

(Kotler 2009)

If a particular page, section, or equation is cited, it should be placed within the parentheses:

(Überwimmer 2014, p. 77)

In case 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.

A series of citations should be listed in alphabetical order and separated by semicolons:

(Donnelly 1961; Kinsey 1960; Wensley 1981).

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2. Reference List

> References are to be listed alphabetically.
> Use full first name, not just initials.
> The reference list should be typed double spaced on a separate page.
> For citations of up to three authors, list all author names; for four or more authors, use the first author's name followed by "et al."

Single- and multiple-author references for books:
List author names, including first names, publication date, book title in italics, place of publication, and publisher name:

Donnelly, James H. and William R. George (1981), *Marketing of Services*, Chicago: American Marketing Association.

Single- and multiple-author reference for periodicals:
List author's full name, publication date, article title in quotes, unabbreviated name of periodical in italics, volume number, issue designation (month, season, or number), and page numbers:

Wensley, Robin (1981), "Strategic Marketing: Betas, Boxes, or Basics," in *Journal of Marketing*, 45 (Summer), 173–82.

Single- and multiple-author reference for an excerpt in a book edited by another author(s) or proceedings:
List author names, including first names, publication date, article/chapter title in quotes, book title in italics, volume number, editors, place of publication, publisher name, and excerpt page numbers:

Bettman, James R. and Mita Sujan (1987), "Research in Consumer Information Processing," in *Review of Marketing*, Michael J. Houston, ed. Chicago: American Marketing Association, 197–235.

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If an author appears more than once, substitute three em dashes (this will appear as a one-inch line when typeset) for each author's name (do not underline):

> Simonson, Itamar (1989), "Choice Based on Reasons: The Case of Attraction and Compromise Effects," Journal of Consumer Research, 16 (September), 158–74.
>
> ———, Allen M. Weiss, and Shantanu Dutta (1999), "Marketing in Technology-Intensive Markets: Toward a Conceptual Framework," Journal of Marketing, 63 (Special Issue), 78–91.

If two or more works by the same author have the same publication date, they should be differentiated by letters after the date and alphabetized according to the first word in the article title. The letter also should appear with the citation in the text:

> Day, George (1981a), "Analytical Approaches to Strategic Market Planning," in *Review of Marketing*, Ben Enis and Kenneth J. Roering, eds. Chicago: American Marketing Association, 89–105.
>
> ——— (1981b), "The Product Life Cycle: Analysis and Applications Issues," *Journal of Marketing*, 45 (Fall), 60–67.

References to unpublished works, such as doctoral dissertations, presented papers, research reports, and working papers, should be included in the references list. The words "report," "working paper," and so on, are not capitalized unless the work is part of a numbered section. Include information about the sponsoring university or organization, such as name of department, college, university, and city/state.

> Coughlin, Maureen (1980), "Fear of Success: Reaction to Advertising Stimuli and Intention to Purchase," doctoral dissertation, Department of Marketing, City University of New York.
>
> Ellison, Glenn (2005), "Bounded Rationality in Industrial Organization," paper presented at the 2005 Econometric Society World Congress, University College London (August 19–24).

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Friedman, Jamie, Thomas P. Berquist, Chris Debiase, Steven Kahl, and Cheng Lim (2001), "Technology: B2B Software," research report, Goldman Sachs (February 23).

Kwerel, Evan and John Williams (2002), "A Proposal for a Rapid Transition to Market Allocation of Spectrum," Working Paper No. 38, Office of Plans and Policy, Federal Communications Commission.

Web sites and URLs:
List author names, including first names, publication date, title of page on Web cite in quotes, date material was accessed in parentheses, and the full URL of the actual Web page.

Smith, Julie (2004), "I Am a Marketer," (accessed June 26, 2004), [available at http://www.marketingscool.com].

Sources:
American Marketing Association
https://www.ama.org/accepted-manuscript-guidelines-journal-of-marketing/

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