

Referencing Guide for JIM

1 References within the manuscript

1.1 One author

This conclusion was found in previous research (Reichheld, 1996).

1.2 Two authors

This conclusion was found in previous research (Shankar and Yadav, 2011).

1.3 Three or more authors

This conclusion was found in previous research (Shankar et al., 2011).

1.4 Two or more references

These conclusions were found in previous research (Darden and Babin, 1994; Spangenberg et al., 1996). The references must be sorted by year and then by author.

1.5 Multiple publications by the same author in the same year

These conclusions were found in previous research (Darden 1992a; Darden 1992b).

1.6 Direct citations

This statement is supported by research dealing with a similar topic: "I said this before" (Reichheld, 1996, p.xx).

1.7 Figures that are not own creations

Figure 1: The name of the figure (Samuel et al., 2002, p.13).

2 References within the bibliography

The full list of literature must be disclosed in the bibliography, sorted first alphabetically by author, then by year and with a hanging indent for each reference which is longer than one line.

2.1 One author

Hollander, S. C. (1960). The wheel of retailing. *Journal of Marketing*, 25(1), 37-42.

2.2 Two authors

Kaltcheva, V. D., & Weitz, B. A. (2006). When should a retailer create an exciting store environment? *Journal of Marketing*, 70(1), 107-118.

2.3 Three or more authors

Henderson, P. W., Cote, J. A., Leong, S. M., & Schmitt, B. (2003). Building strong brands in Asia: Selecting the visual components of image to maximize brand strength. *International Journal of Research in Marketing*, 20(4), 297-13.

2.4 Book

Norman, D. A. (2004). *Emotional Design: Why We Love (or Hate) Everyday Things*. New York: Basic Books.

2.5 Book chapter

Kahn, B., & Deng, X. (2010). Effects on Visual Weight Perceptions of Product Image Locations on Packaging. In A. Krishna (Ed.), *Sensory Marketing: Research on the ensuality of products*, (pp. 259-278). New York: Taylor and Francis Group.

2.6 Internet source

Andreessen, M. (2013). *Glass Collective. Funding innovation through Glass*. Accessed 10th April 2013. <http://www.glasscollective.com>.