



IMM Graduate School Harvard-Anglia Referencing System Guide

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SECTION A: General Information

How to use this guide

Section A: provides general information about referencing.

Section B: is a list of examples of sources.

Read both sections to gain an understanding of how to reference.

A basic reference contains the following:

- Author name/ surname, initials. (Date of publication) *Title*. Place of publication: Publisher.
- In some instances, it may also include a website address, an access date and page numbers.

A citation consists of an author and a date. A citation may also include page numbers for **direct quotes**.

Example: “Effective leadership is not about making speeches or being liked; leadership is defined by results, not attributes” (Bennis, 2009, p. 23).

Note: Use p. for a single page. Use pp. for multiple pages (a page range)

Example: (Saunders, 2019, pp. 45–47)

Once you have gathered all the information on the technical detail and you need to compile a reference, you must **refer to Section B**. Choose the type of source from the illustrated examples that will show you how to cite and reference that particular source. You do not need to memorise how to reference all the sources listed but rather use this guide as a writing companion.

When using an online reference generator, you will find that the reference may not be the same as this referencing guide. You will have to edit your references so that the structure is the same as the examples in this guide.

Tip: Always cite and capture your reference immediately when a source is used. This is the best way to avoid plagiarism. This is also the best working method, as it relieves you from the tedious and often impossible task of having to go back to your completed work and again search for the sources you have used to be able to reference them.

Reasons for referencing

Giving credit to the original author by referencing sources is the only way to use other people’s work without plagiarising. Refer to the documents called ‘A Student Guide to Plagiarism Avoidance’ and ‘A Student Guide to Plagiarism Sanctions’, which you can find on **eLearn**. You need to understand the sanctions that are applicable if you are found guilty of plagiarism.

Which referencing system has been approved by the IMM Graduate School?

The IMM Graduate School follows the **Harvard Anglia Referencing System** adapted for the IMM Graduate School in the listing of sources for academic texts and **NOT** APA, Chicago or any other.

Note: The Anglia Harvard referencing system is **NOT** the same as any other Harvard referencing system.

As it is not possible to reproduce a complete set of Harvard Anglia Referencing System options in this document, only some basic examples are provided as a guideline.

When should sources be referenced?

Whenever words or ideas are borrowed from or directly quoted from other sources, the source needs to be acknowledged. The following situations almost always require referencing:

- Whenever quotes from a third party are used.
- Whenever paraphrasing is used, you still need to reference; you may be using your own words, but you are still using the ideas of another author to whom you need to give credit.
- Whenever an idea that someone else has already expressed is used.
- Whenever specific reference is made to the work of another author.
- Whenever someone else's work has been critical in the development of your own ideas.
- Whenever illustrations, graphs, numbers/ statistics, tables or images obtained from other sources are inserted in the text.

All assignments and dissertations produced by the IMM Graduate School students must include in-text citations as well as a matching list of references. These two elements of the referencing system always go hand in hand. This means that for each in-text citation, a corresponding entry should be included in the reference list at the end of the document. The reverse is also true: for each entry in the list of references, an in-text reference should be included in the text. Do **NOT** use '*Bibliography*' as a heading for the reference list.

What is a reference list?

- A reference list is a list of all the information sources (references) that have been used and therefore cited in the text.
- A reference list appears at the end of the assignment or report, on its own page and before any addenda.
- A reference list appears on a page with the heading 'Reference List'.
- The reference list contains all the necessary information to help the reader find the original work used and cited in a submission.
- The reference list items must be arranged alphabetically by author surnames or other copyright holder names.
- Use the same font as the body of your submission. Left-align the list and leave a line space between each entry. Do not use bullets or numbers.
- The same source must not be listed more than once.
- The pages of the reference list are not numbered.
- Never use an '&' (ampersand) in a reference list when listing authors – the word 'and' should always be used, as the '&' is for use in citations only. (Note: If an ampersand is part of a title or the official name of an organisation then it can be used there.)
- All online/ digital sources must have a URL link leading directly to the publication and an accessed date in square brackets [...].

Example of a reference list

This is an example of what an alphabetical reference list should look like. It should always appear at the **END** of your assignment/ report/ thesis:

Arya, C. (2022) *Design of structural elements: Concrete, steelwork, masonry and timber designs to Eurocodes*. 4th ed. Abingdon: CRC Press.

Booth, W.C., Colomb, G.G., Williams, J.M., Bizup, J. and Fitzgerald, W.T. (2016) *The Craft of Research*. 4th ed. Chicago: University of Chicago Press.

Bowlin, W.F., Renner, C.J. and Rives, J.M. (2003) 'A DEA study of gender equity in executive compensation', *Journal of the Operational Research Society*, 54(7), pp. 751–760.

Chartered Institute of Library and Information Professionals (n.d.) *Information as an Asset: Today's Board agenda*. Available at: <https://www.cilip.org.uk/page/informationasset> [Accessed: 30 January 2026].

Department of Health (2017) *About us*. Available at: <https://www.health.gov.za/> [Accessed: 23 January 2026].

IMM Graduate School (2026) *RT201B: Research Theory Study Guide*. South Africa: IMM Graduate School. Available at: <https://learn2023-02.imm.ac.za/mod/resource/view.php?id=14267> [Accessed: 27 January 2026].

Keller, K.L. and Swaminathan, V. (2019) *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. 5th ed. Harlow: Pearson.

Moorman, C., Solis, J. and Cardoso, D. (2022) *Closing the Gap Between Digital Marketing Spending and Performance*. Available at: <https://hbr.org/2022/07/closing-the-gap-between-digital-marketing-spending-and-performance> [Accessed: 30 January 2026].

Smith, D. (2021) 'House price markets', *The Times*, 26 June, p. 25.

What is in-text referencing?

- Every time a reference is made to someone else's work in a document, the author's surname and the publication date of the work should be included within the text at the point where the author's ideas have been discussed. This is called citing the author's work.
- You cite either at the beginning of a piece of text or at the end. For example, Collins (2024) stated that it was a fact ... or ... was stated as a fact (Collins, 2024).
- Remember: When an in-text citation is used and there is more than one author involved, the authors' names should be listed in the order they appear on the title page of the book or article.
- The in-text reference does not contain the initials of the authors, only the surname and the publication date.
- The page number is only included with a direct quotation that is placed in double quotation marks.
- The term et al. (and others) may only be used the second time the work of four or more authors is being cited. When the work is cited for the first time, all the authors should be mentioned. This term is always preceded by the surname of the first of the authors' names.

- '&' may be used for bracketed in-text citations of more than one author. Example: Social media is here to stay (Jones & Frank, 2016), or Social media is here to stay (Jones and Frank, 2016). You must use one option, i.e. either & OR and consistently in the document.
- A citation should have a corresponding reference item linked to it – if not, marks will be deducted.
- If a publication has no known author, use the title of the publication in the citation.

Note: Where possible, real examples of online sources have been used. To practice referencing, you can access these sources to see how the information was found to compile the reference. Fictitious examples are used to demonstrate most of the in-text citations.

Case study – does one reference a case study?

You must reference a case study, no matter what source it is from. When you use information obtained directly from the case study or when your answer contains the words 'according to the case study ...' you must cite and reference the case study. Cite at the end of three or four sentences in your answer when using information from the case study, not after every sentence. Place the citation in brackets after the full stop of the last sentence.

Glossary of abbreviations used in referencing

Abbreviation meaning and example:

ed. edition

Example: 2nd ed.

(ed.) or (eds) (editor) or (editors)

Example: Smith, J. (ed.) (2024)

et al. and others

Example: Smith, et al. (2024)

p. or pp. Page or pages

Example: (2024, p. 1) or (2024, pp. 1-2)

vol. volume

Example: vol. 2

no. number

n.d. no date

Example: Smith (n.d.)

pers. comm. personal communication

DOI Digital Object Identifier

NOTE: The order in which authors' names appear in your reference or citation must always be the order in which these names have been mentioned in the original publication.

If you have generated a reference list in Word, RefWorks, EndNote and other such software, check the Harvard Referencing System: Guide that the references generated reflect the simplified Harvard-Anglia Referencing System as shown in the Guide. View a useful video on generating a reference list using Word.

[Harvard Anglia referencing style using Microsoft](#)

SECTION B: Examples of sources and how to reference them

1. Books in general

In-text:

Example when the author is mentioned at the beginning of a sentence (Narrative):

Author/s (year) stated that the ... (Note: Only the year appears in brackets)

Example: Smith and Jones (2021) stated that pollution is on the increase.

When reference to the author(s) appears at the end of the sentence (Parenthetical):

Example: Research has indicated that there are more national disasters happening now than 10 years ago (Smith & Jones, 2021).

(Note – authors and year appear in brackets, and the full stop denoting the end of the sentence is inserted after the citation at the end of the sentence.)

If there is more than one author, their names appear in the bracket using the ampersand (&).

As previously mentioned, you may also use 'and', but you must be consistent.

Example: Pollution is on the increase (Smith & Jones, 2021).

Reference list:

Author, A. (year of publication in brackets) *Title of Book in italics*. Edition. Place/ town/ city of publication: Publisher.

Note: You only mention the edition from the second edition onwards. Edition is not mentioned for a first edition.

1.1 Book with one author

In-text citation

- Narrative: Smith (2021)
- Parenthetical: (Smith, 2021)

Reference list

Smith, A. (2021) *Marketing Management*. 5th ed. Harlow: Pearson.

1.2 Book with two authors

In-text citation

- Narrative: Kotler and Keller (2021)
- Parenthetical: (Kotler & Keller, 2021)

Reference list

Kotler, P. and Keller, K.L. (2021) *Marketing Management*. 16th ed. Harlow: Pearson.

1.3 Book with three authors

In-text citation

- Narrative: Booth, Colomb and Williams (2016)
- Parenthetical: (Booth, Colomb & Williams, 2016)

Reference list

Booth, W.C., Colomb, G.G. and Williams, J.M. (2016) *The Craft of Research*. 4th ed. Chicago: University of Chicago Press.

1.4 Book with more than three authors

In-text citation

- Narrative: First mention – Booth, Colomb, Williams, Bizup and Fitzgerald (2016); thereafter Booth et al. (2016)
- Parenthetical: (Booth et al., 2016)

Reference list

Booth, W.C., Colomb, G.G., Williams, J.M., Bizup, J. and Fitzgerald, W.T. (2016) *The Craft of Research*. 4th ed. Chicago: University of Chicago Press.

2. eBook

In-text citation

(Chaffey & Ellis-Chadwick, 2020)

Reference list

Chaffey, D. and Ellis-Chadwick, F. (2020) *Digital Marketing*. 7th ed. Harlow: Pearson. Available at: <https://ebookcentral.proquest.com> [Accessed: 30 January 2026].

3. Journal article

In-text citation

- Narrative: Nchabeleng and Ncube (2025)
- Parenthetical: (Nchabeleng & Ncube, 2025)

Nchabeleng, L.S. and Ncube, E.D. (2025) 'An investigation on the factors affecting the adoption of e-procurement systems: A focus on the Mpumalanga Provincial Treasury', *Journal of Transport and Supply Chain Management*, 19(0), a1199. Available at: <https://doi.org/10.4102/jtscm.v19i0.1199> [Accessed: 3 June 2026]. doi: 10.4102/jtscm.v19i0.1199.

Note: Where a journal article is accessed online, include the direct URL to the article and the date accessed in square brackets. Where a DOI is available, include the DOI at the end of the reference.

Note: title: 'Single quotation marks', not italics

In-text citation

- Narrative: IMM Graduate School (2026)
- Parenthetical: (IMM Graduate School, 2026)

(IMM Graduate School, 2026)

Reference list

IMM Graduate School (2026) *SCM101B: Marketing Management Study Guide*. South Africa: IMM Graduate School. Available at: <https://learn.imm.ac.za> [Accessed: 27 January 2026].

4. Website

In-text citation

- Narrative: Statista (2024)
- Parenthetical: (Statista, 2024)

Reference list

Statista (2024) *Digital advertising worldwide – statistics & facts*. Available at: <https://www.statista.com/topics/7666/internet-advertising-worldwide/> [Accessed: 30 January 2026].

5. Thesis/ Dissertation

In-text citation

- Narrative: Ndlovu (2022)
- Parenthetical: (Ndlovu, 2022)

Reference list

Ndlovu, S. (2022) *The impact of social media on brand loyalty*. Unpublished master's thesis. Durban: University of KwaZulu-Natal.

6. YouTube Video

In-text citation

- Narrative: HubSpot (2023)
- Parenthetical: (HubSpot, 2023)

Reference list

HubSpot (2023) *What is digital marketing?* YouTube video, 15 March. Available at: <https://www.youtube.com/watch?v=xxxx>[Accessed: 30 January 2026].

7. Case Study

In-text citation

- Narrative: Moerabe (2023)
- Parenthetical: (Moerabe, 2023)

Reference list

Moerabe, D. (2023) *Brand repositioning in competitive markets*. Case study. IMM Graduate School.

8. Interview/ Personal Communication

In-text citation

- Narrative: Mkhize (2026, pers. Comm.)
- Parenthetical: (Mkhize, 2026, pers. comm.)

Reference list

Note: Personal communications (including interviews, emails, and phone calls) are cited in-text only and are not included in the reference list.

9. Magazine Article

In-text citation

- Narrative: Brown (2024)
- Parenthetical: (Brown, 2024)

Reference list

Brown, T. (2024) 'How brands win on social media', *Marketing Week*, May, pp. 18-21.

Note: title: 'Single quotation marks', not italics

10. Pinterest Image

In-text citation

- Narrative: Canva (2024)
- Parenthetical: (Canva, 2024)

Reference list

Canva (2024) *Digital strategy infographic*. Pinterest. Available at: <https://pin.it/6h15o9Q5H> [Accessed: 30 January 2024].

11. Image (Online)

In-text citation

- Narrative: Unsplash (2026)
- Parenthetical: (Unsplash, 2026)

Reference list

Unsplash (2026) *Team brainstorming in an office*. Available at: <https://unsplash.com> [Accessed: 30 January 2026].

12. Tables and Figures

In-text citation:

Figure 2 illustrates a typical lean supply chain process (Christopher, 2022).

Reference list: (Reference the source where the table is found: book/ website, etc.)

Christopher, M. (2022) *Logistics & Supply Chain Management*. 6th ed. Harlow: Pearson.

13. Corporate/ Company Publication

In-text citation

- Narrative: Nike (2025)
- Parenthetical: (Nike, 2025)

Reference list

Nike (2025) *Annual Report 2025*. Available at: <https://www.nike.com> [Accessed: 30 January 2026].

14. Lecture Notes/ Slides

In-text citation

- Narrative: Mthembu (2024)
- Parenthetical: (Mthembu, 2024)

Reference list

Mthembu, L. (2024) *Digital strategy*. Lecture slides distributed in MM201B at IMM Graduate School, Durban, 12 April 2026.

15. Printed Newspaper

In-text citation

- Narrative: Smith (2021)
- Parenthetical: (Smith, 2021)

Reference list

Smith, D. (2021) 'House price markets', *The Times*, 26 June, p. 25.

Note: title: 'Single quotation marks', not italics

16. Electronic Newspaper

In-text citation

(Jones, 2024)

Reference list

Jones, A. (2024) 'How brands adapt to artificial intelligence', *The Guardian*, 10 February. Available at: <https://www.theguardian.com> [Accessed: 30 January 2026].

17. Conference Paper (Published)

In-text citation

- Narrative: Moyo (2022)
- Parenthetical: (Moyo, 2022)

Reference list

Moyo, T. (2022) 'Digital transformation in higher education', in *Proceedings of the International Conference on Information Management*, Cape Town, 12-14 July. Cham: Springer, pp. 45–58.

18. Conference Paper (Unpublished)

In-text citation

- Narrative: Naidoo (2021)
- Parenthetical: (Naidoo, 2021)

Reference list

Naidoo, S. (2021) 'Knowledge sharing practices in academic institutions'. Paper presented at the Annual Library and Information Science Conference, Durban, 3–5 September.

19. Blog

In-text citation

- Narrative: Patel (2023)
- Parenthetical: (Patel, 2023)

Reference list

Patel, R. (2023) *Why digital strategy matters*. Blog post. Available at: <https://www.blogsite.com/digital-strategy> [Accessed: 30 January 2026].

20. Company Report

In-text citation

- Narrative: Unilever (2023)
- Parenthetical: (Unilever, 2023)

Reference list

Unilever (2023) *Sustainability Report 2023*. Available at: <https://www.unilever.com> [Accessed: 30 January 2026].

21. Company Information (Web Page)

In-text citation

- Narrative: Google (2026)
- Parenthetical: (Google, 2026)

Reference list

Google (2026) *About us*. Available at: <https://about.google> [Accessed: 30 January 2026].

22. Free Stock Images

In-text citation

- Narrative: Pexels (2026)
- Parenthetical: (Pexels, 2026)

Reference list

Pexels (2026) *Business team meeting*. Available at: <https://www.pexels.com> [Accessed: 30 January 2026].

23. Social Media Post

In-text citation

- Narrative: IMM Graduate School (2026)
- Parenthetical: (IMM Graduate School, 2026)

Reference list

IMM Graduate School (2026) *Post on student support services*. Facebook, 15 March. Available at: <https://www.facebook.com> [Accessed: 30 January 2026].

24. Acts of Parliament

In-text citation:

- Narrative: Consumer Protection Act (2008)
- Parenthetical: (Consumer Protection Act, 2008)

Reference list:

Consumer Protection Act (2008) c. 28. London: TSO. Available at: <https://www.legislation.gov.uk/ukpga/2008/28> [Accessed: 30 January 2026].

25. Standards and Patents

In-text citation:

- Narrative: Smith (2023)
- Parenthetical: (Smith, 2023)

Reference list:

Smith, J. (2023) *Autonomous warehouse inventory management system*. US Patent 11,234,567. Washington, DC: United States Patent and Trademark Office. Available at: <https://patents.google.com/patent/US11234567B2/en> [Accessed: 30 January 2026].

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