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WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences



BUSINESS

CITATION GUIDE

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1. Introduction

It is good scientific practice to give scientific texts an as uniform and consistent form as possible. Essentially, this pursues three goals:

1. Interested readers are not distracted by unnecessary stylistic inconsistencies within a text, but can fully concentrate on the content of the text.
2. It is transparent where the author of the work got his/her information from. By clearly and unambiguously stating directly in the text where the respective information comes from, i.e. by using so-called internal references the greatest possible degree of traceability can be ensured and one does not expose oneself to the risk of possibly committing one (or more) plagiarism(s).
3. Finally, a rule-based approach makes it possible to quickly find the sources cited in the text by listing the cited sources in the bibliography in such a way that the literature can be easily found in library catalogues, for example.

Unfortunately, there is no uniform convention for citing literature in the text and for the design of a bibliography for all academic disciplines. Instead, there are various citation systems that provide formal and stylistic guidelines and recommendations on how the citation in the body text and the bibliography should look. Scientists are bound by such citation systems, for example, if they want to publish in a scientific journal. However, citation rules are also often specified for scientific theses. Either way it is advisable to choose a uniform procedure.

These referencing and quotation guidelines are based on:

The Chicago Manual of Style, 17th edition; citation style: Chicago 17th Author-Date.

This guide is a recommendation for all written work that students compose during their studies at the Business Faculty of the University of Applied Sciences Wiener Neustadt.

1.1 Quotation Principle

In academic writing references to the work of others are provided in order to:

- Acknowledge and show respect for other researchers' contributions to the field
- Enable readers to track the sources used if they wish to find more information
- Allow the accuracy of the work to be checked
- Avoid plagiarism

1.2 Plagiarism

Plagiarism is an act of fraud. It involves stealing intellectual property from others and passing it on as one's own by not crediting the source. Students should be aware that all academic papers at the FHWN are checked for plagiarism. If a student has been found guilty of having committed plagiarism, s/he is deprived of his/her work. The same applies if the academic paper has not been compiled by the student him/herself. Further disciplinary measures such as the termination of the study contract may be taken by the university.

1.3 General Rules

- For every source used in the paper a reference must be provided. This applies to direct as well as to indirect quotations.

DIRECT QUOTATIONS: passages from source material copied verbatim

INDIRECT QUOTATIONS: ideas taken over from source material in condensed or paraphrased form



- References to the work of others are included in two places of the document: (1) within the main body of the text (in-text citations); as well as (2) in a list of references at the end of the document. Assigning references to headings is considered inadequate.
- References should mainly be made to works written in English. References to works in any other language should be avoided unless agreed with the lecturer or supervisor.
- Any information that is retrieved from another source has to be referenced. Information that is considered to be common knowledge (generally accepted as being true) in the respective field and that springs from the author's own knowledge does not have to be cited. However, as this is generally interpreted rather narrowly, more references have to be provided than students often think is necessary. Hence, in case of any doubt a reference should be provided in order to avoid any risk of plagiarism.

2. In-text References

References to sources of both direct and indirect quotations are given in parentheses immediately after the quotation and not in footnotes (in-text referencing).

IN-TEXT REFERENCES PATTERN: (Author's name Year of publication, Page).

The full stop comes after the parenthesis, without a space.



FORMAT OF THE IN-TEXT REFERENCE

... (Drucker 2000, 25).



Several sources: After indirect quotations, reference may be made to more than one source. In that case the different sources are separated with a semi-colon.

MORE THAN ONE SOURCE

...and language has been shown to play a crucial role (Ewing 1990, 25; Lee 1991, 55).



There must be 1:1 correspondence between the in-text references and the entries in the list of references at the end of the paper, that is, the combination of a surname and a year must refer to one, and only one publication listed in the reference list.

2.1 Special Formats of In-text References

For works by two authors the surnames are joined by "and". If there are three authors, the names of the first two (in the same order as they appear in the list of references) are separated by a comma and the third one is added after "and". If there are more than three authors, only the name of the first one is quoted, followed by et al. (lat.: et al., meaning "and others").

In the corresponding entry in the list of references, all authors must be quoted in full.



An institutional author (company, organization), like the United Nations for example, is treated like an individual author.

If several works by the same author that have been published in the same year are used, references to these works should be accompanied by letters. Again, in-text references have to correspond to the full references in the reference list.

TWO OR THREE AUTHORS

(Samuelsen and Nordhaus 1985, 42)

(Smith, Brown and Jones 1991, 231)



MORE THAN THREE AUTHORS:

(Miller et al. 1991, 132)

SEVERAL WORKS BY SAME AUTHOR IN SAME YEAR

(Walshok 1999a, 13)

(Walshok 1999b, 125)

INSTITUTIONAL AUTHOR

(UNEP 2010, 22)

If the quotation covers more than one page in the original, the numbers should be shown in a condensed form.

MULTIPLE PAGES

FIRST NUMBER

Less than 100

SECOND NUMBER

Use all digits

EXAMPLES

3-10
96-117

100 or multiple of 100

Use all digits

100-104
1100-1113

Over 100 and no multiple of 100

Use changed digits only

101-8
808-33
1103-4



If information such as the year or place of publication is not known and cannot be elicited, the following abbreviations are substituted for the missing information in the bibliographic entries. The abbreviations indicating missing information are put in exactly the same places as the information they stand for.

MISSING INFORMATION



- No date of publication given: n.d.
- No page numbers given: n.pag. (Note: adding n.pag. is not necessary when quoting from electronic sources, as it is general knowledge that these do not have conventional pagination)
- No place of publication given: n.p.

2.2 Indirect Quotations

Indirect quotations are ideas or results taken over from source material in condensed or paraphrased form.

- Although not set off by double quotation marks (""), the source has to be acknowledged.
- The actual wording must differ from the original otherwise it would be a direct quote.
- In academic papers at FHWN, it is recommended that the page number is provided in the in-text reference, in addition to author's name and year of publication for reasons of better comprehensibility. In doubt, it is recommended to consult with the supervisor.



INDIRECT QUOTATION

Drucker (2002, 8) argues that the most rewarding innovations are those that are built on new information, techniques and methods.

OR

Furthermore, the most rewarding innovations are those that are built on new information, techniques and methods (Drucker 2002, 8).



2.3 Direct Quotations

- All direct quotations are set off by double quotation marks ("...").
- The page number is provided in the in-text reference, in addition to author's name and year of publication.
- Never change the wording nor the spelling nor the punctuation.
- The page number is given in addition to the author's name and year of publication, separated by a comma, in the internal reference.

DIRECT QUOTATION

"Purposeful, systematic innovation begins with the analysis of the sources of new opportunities" (Drucker 2002, 9).



Direct quotations are words, phrases or longer passages copied verbatim from the source. The author uses the exact same wording as the original source. For direct quotation, the following general rules apply:

2.3.1 Text-integration of Quotations

Quotations might either be integral references or non-integral references. As for the integral references the cited author's name has a grammatical function in the sentence. When it comes to the non-integral references the cited author's name stands outside the structure of the sentence and has no grammatical function. Academic papers of high quality are characterized by a successful text-integration of quotations.

INTEGRAL REFERENCE



Kotler (2010, 29) explains that “today, marketing must be understood not in the old sense of making a sale – telling and selling – but in the new sense of satisfying customer needs”.

OR

“Today, marketing must be understood not in the old sense of making a sale – telling and selling – but in the new sense of satisfying customer needs“, argues Kotler (2010, 29).

OR

“Today, marketing must be understood not in the old sense of making a sale – telling and selling“ explains Kotler (2010, 29) and adds that satisfying customer needs has become priority.

REPORTING VERBS IN DIFFERENT DISCIPLINES

say, suggest, argue, claim, point out, propose, think, describe, note, analyze, discuss, show, explain, find, demonstrate, report, suggest, observe, publish, develop, study, etc.



2.3.2 Special Rules of Direct Quotations

If direct quotations are *longer* than 40 words, they are set off from the rest of the text by continuous indentation (“block-quotation”) as well as by a space before the quotation, and after it. The quotation itself is single-spaced, has a smaller font size and no quotation marks are used.

LONG QUOTATION



The following outlook on the challenges faced by the Syrian government and economic sector upon the end of the crisis is provided by World Bank analysts (2014b):

Once the situation stabilizes, Syria will have to grapple with immediate economic challenges including output and employment collapse in the trade sector, accelerated exchange rate depreciation in the parallel market, the hoarding of hard foreign currency, likely foreign exchange reserve losses, rising inflation, and legal and financial issues associated with frozen assets. ... It needs to develop its non-oil sectors and maintaining fiscal sustainability while at the same time providing social protection to a growing number of young unemployed Syrians, and to regions affected by climate change.

Besides the direct economic effects of the crisis on the Syrian economy, spillover effects have severe impacts on the economies of neighboring countries, especially Lebanon, Jordan and Iraq.

Neither the wording nor the punctuation of the quotation are to be changed. If something has to be omitted from the middle of a quotation, it should be marked with three ellipsis points.

OMITTANCE OF QUOTATION

“Among history-making innovations, those that are based on new knowledge ... rank high” (Drucker 2002, 7).



If there is a mistake in the source (e.g. in spelling, grammar or content), it should be left as it is in the quotation; [sic] (lat.: thus, such) in square brackets should be added immediately after the word with the mistake in it.

MISTAKE IN THE SOURCE

“In fact, the Club was considered to be the ideal place for amorous encounters, with the sunshine, the beaches and the wonderfully relaxed atmosphere giving it a 'sun and sox' [sic] image” (Rijkens 1992, 48).



The initial letter may be changed to a capital or lowercase letter. This can be indicated by bracketing the letter but it is not obligatory. The changes can also be done silently.

CHANGING THE INITIAL LETTER

Thus Horkheimer (1998, 152) argues that, “[t]he simplest political community consists of four to five human beings”.



Supporting information may be inserted within square brackets as for instance in “They [the free-silver Democrats] asserted that the ratio could be maintained.”

SUPPLEMENTATIONS

“All officials ... are required to take an oath to uphold the sovereignty and integrity of the country [India]”.



A part of a quotation can be emphasized by italics or bold face; in that case the note “emphasis added” has to be included after the parenthetical reference.

EMPHASIS ADDED

“It is easy to catch economists, as good scientists, in the act of *using stories for their science*” (McCloskey 1990, 2; emphasis added).



Quotations from a secondary source are quotations of words, phrases or longer passages which have been quoted by the respective author him/herself.

Quotations from secondary sources should be avoided wherever possible. It is only allowed to use a quotation from a secondary source, if the original work cannot be obtained (e.g. because it is old and not accessible). If a quotation from a secondary source is used, the primary source has to be acknowledged as well. The in-text reference mentions the primary source, *cited in* secondary source. Only the secondary sources is included in the list of references.

QUOTATION FROM A SECONDARY SOURCE

In Zukofsky's "Sincerity and Objectification," from the February 1931 issue of *Poetry* magazine ... (Zukofsky 1931, cited in Costello 1981).



If the original source includes a quotation marked with double quotation marks, these quotation marks must be replaced by single quotation marks.

DOUBLE QUOTATION MARKS IN THE ORIGINAL TEXT

"You remember what the Hatter said to her: 'Not the same thing a bit!'" (Carroll 1865).



In case the quotation is written in a foreign language it is cited in the original language and translated in a footnote.

QUOTATION IN A DIFFERENT LANGUAGE

"Les femmes dans des activités masculines adoptaient des stéréotypes masculins" (Doutre 2014, 332).



¹ "Women working in masculine fields adopted masculine stereotypes" (Translated by author).

2.4 Footnotes

Footnotes should be reserved for notes and comments and should be used sparingly. As for the layout of footnotes, note the following points:

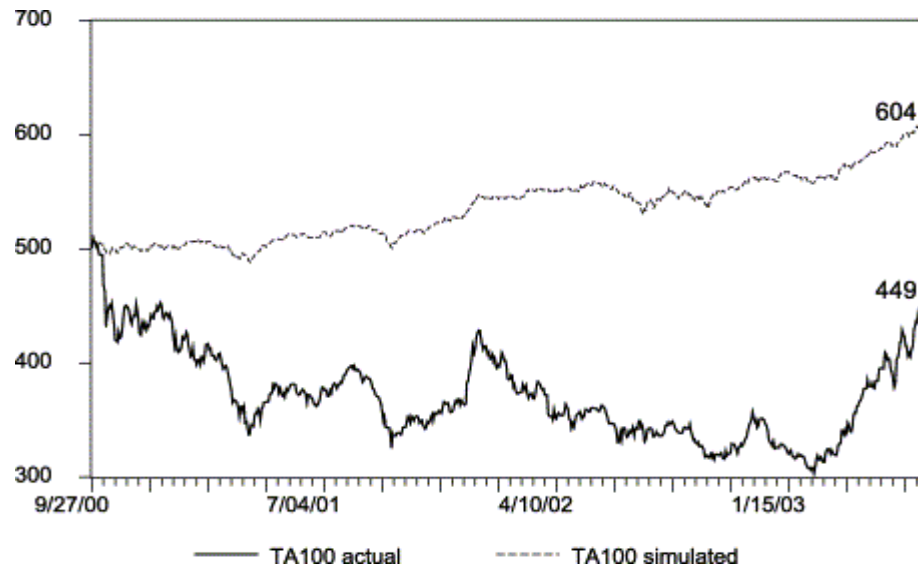
- Footnotes are typed single-spaced.
- The footnote text ought to be smaller than the running text.
- In MS-Word footnotes can be inserted automatically with the shortcut Strg + Alt + F.

2.5 Figures and Tables

Figures and tables that have been taken from a book or an article need to be followed by a reference.

FIGURES

Figure 1: Comparison of TA100 Index: actual and simulated



Source: Eldor and Melnick 2004, 378

The reference should include the author's name, year of publication, and the page number. Graphs taken from websites are cited by author (s)/institutions and year of creation of the content. The source reference should be inserted in the annotation text directly below the illustration as a short reference (in the form of an indirect quotation), and the source should be cited in the list of references with the full bibliographical details.

In addition to illustrations/figures, the use of tables is often useful. Tabular representations are very suitable, for example, to compile a large number of results in a clear form. There are also certain formal requirements for tables. For example, tables are given a number (Arabic numerical format) in the body text and are always given in the following form: "Table 1", "Table 2", etc. Each inserted table must be addressed in the text. There is separate numbering for tables in the text (and thus no overall numbering for figures and tables together).

Tables taken from another source must be referenced. The reference should include the names of the authors, the year of publication and the number of pages. Tables from websites are cited by author (or institution) and year of creation of the content. The source reference is to be inserted in the annotation text directly below the table as a short reference (in the form of an indirect citation), and the source is to be cited in the bibliography with the complete bibliographic information.

The table heading is placed above the table, left-justified. Footnotes or a legend may be inserted below the main body of the table. Only horizontal lines are to be used.

If a figure or table has been created by the student him/herself from a table, figure or data found in the literature, one of the following citation formats should be used:

FIGURES AND TABLES CREATED BY THE STUDENT BASED ON A FIGURE OR TABLE BY ANOTHER AUTHOR



Figure 2: Exchange rate volatility between 1994 and 2001. Adapted from Willis and Cruise (1993, 45).

FIGURES AND TABLES CREATED BY THE STUDENT BASED ON DATA FOUND IN THE LITERATURE

Figure 3: Industrial production, retail sales and unemployment in selected Asian countries. Based on data from The Economist, 2 June 2002, 96.

3. List of References

The reference list must contain all the sources the author has quoted (directly or indirectly) in the paper. Sources the author has read but not quoted are not listed in the list of references.

3.1 Layout

- The bibliography starts on a new page after the body text.
- The word "bibliography" or "list of references" is inserted at the very top, centred and written in bold.
- In both the bibliography and the running text, the titles of books (not articles) and the names of serial publications (e.g. academic journals) must be in italics.
- All lines except the first of each entry are indented so that the author's name clearly stands out on the left (negative first line indent).
- The bibliography is formatted in single-line format.
- Individual source entries should be separated by spacing.
- In titles, all nouns, adjectives, adverbs and verbs are capitalized. E.g.:
 - The Economist
 - Business Week
 - The Wealth of Nations
- Articles from trade journals and contributions from an edited volume must include the page numbers of the entire article in the reference list (not just the pages used).

3.2 Structure

- All entries are ordered alphabetically according to the last name of the author.
- For the same author, entries are ordered by year from earliest to most recent.
- If there are two publications by the same author in the same year, add „a“, „b“ etc. to the year.
- All publications by one author alone precede publications of the same author with other authors.

- If there are two publications by the same person in the same year, "a", "b" etc. are added to the year both in the internal reference and in the bibliography. The order is alphabetical according to the title.
- Unless the author quotes from a first edition, s/he has to state which edition is used after the title.
- Institutional authors (e.g. Advertising Standards Authority, Procter & Gamble, etc.) are treated like individual authors.
- Ideally, every reference you list should have a specified author. If the respective article does not have a specified author and no institutional author can be identified, start the reference entry with the article title (with 'a/an' and 'the' being disregarded).
- If a scientific journal lists a DOI (Digital Object Identifier), it should be specified. A DOI is a permanent ID that, when appended to "http://dx.doi.org/" in the address bar of an internet browser, leads to the source. If an online source does not have a DOI, then the URL address (Uniform Resource Locator) should be given.
- Anonymous articles and reference works are sorted alphabetically by title (ignoring direct and indirect articles such as "one", "the", etc.).
- Chicago refrains from including access dates in source references when the publication date is available. An access date is only included in a reference if no publication date can be identified.

Examples of bibliographic entries are given on the following pages, depending on the type of publication. ATTENTION: however, the bibliography must be sorted alphabetically according to the authors' surnames!

3.3 Formats of Different Types of Bibliographical Entries



BOOK - ONE AUTHOR

Pollan, Michael. 2006. *The Omnivore's Dilemma: A Natural History of Four Meals*. New York: Penguin.

BOOK - TWO OR MORE AUTHORS

Ward, Geoffrey C., and Ken Burns. 2007. *The War: An Intimate History, 1941–1945*. New York: Knopf.

BOOK, EDITION OTHER THAN THE FIRST

Strunk, William, Jr. and E. B. White. 2000. *The Elements of Style*. 4th ed. New York: Allyn and Bacon.

CONTRIBUTION TO AN EDITED VOLUME

Kelly, John D. 2010. "Seeing Red: Mao Fetishism, Pax Americana, and the Moral Economy of War." In *Anthropology and Global Counterinsurgency*, edited by John D. Kelly, Beatrice Jauregui, Sean T. Mitchell, and Jeremy Walton, 67–83. Chicago: University of Chicago Press.

BOOK PUBLISHED ELECTRONICALLY

Kurland, Philip B., and Ralph Lerner, eds. 1987. *The Founders' Constitution*. Chicago: University of Chicago Press. <http://press-pubs.uchicago.edu/founders/>.

ARTICLE IN A PRINT JOURNAL

Weinstein, Joshua I. 2009. "The Market in Plato's *Republic*." *Classical Philology* 104:439–58.

ARTICLE IN AN ONLINE JOURNAL

Kossinets, Georgi, and Duncan J. Watts. 2009. "Origins of Homophily in an Evolving Social Network." *American Journal of Sociology* 115, 405–50. doi:10.1086/599247.

ARTICLE IN A NEWSPAPER OR POPULAR MAGAZINE

Mendelsohn, Daniel. 2010. "But Enough about Me." *New Yorker*, January 25.

ARTICLE IN AN ONLINE NEWSPAPER OR POPULAR MAGAZINE

Stolberg, Sheryl Gay, and Robert Pear. 2010. "Wary Centrists Posing Challenge in Health Care Vote." *New York Times*, February 27. <http://www.nytimes.com/2010/02/28/politics/health.html>.

THESIS OR DISSERTATION

Choi, Mihwa. 2008. "Contesting Imaginaries in Death Rituals during the Northern Song Dynasty." PhD diss., University of Chicago.

PAPER PRESENTED AT A MEETING OR CONFERENCE

Adelman, Rachel. 2009. "'Such Stuff as Dreams Are Made On': God's Footstool in the Aramaic Targumim and Midrashic Tradition." Paper presented at the annual meeting for the Society of Biblical Literature, New Orleans, Louisiana, November 21–24.

WORKING PAPERS

Wegenstein, Karin. 2017. „Regionale Wirtschaftsentwicklung an Universitäts- und Fachhochschulstandorten.“ Working Paper, Faculty of Business, University of Applied Sciences Wiener Neustadt.

4. Quoting Special Source Formats

4.1 Websites, Blogs and Social Media

Using online content for compiling an academic paper should generally be avoided because the information retrieved from online sources cannot be considered reliable. If online content is used despite its questionable reliability, the source must be cited and included in the list of references.

Like other content, online content is cited after the author's name. Many websites display author names of online contributions. If the author of a contribution is unknown, the institution whose website is accessed is listed instead of the author's name (see copy right or imprint information on websites). If the publication date of online content is available, this date is listed in the reference. In the absence of a date of publication, the access date is listed instead. In Chicago style, the access date is only listed, if the publication date of online content is unknown.

If the content of a social media platform is quoted the civil name and the user name is cited. As title either the complete content of the referenced contribution (or post) is used or, in case of a longer contribution, its title. The social medium is mentioned as source information as well as the date on which the content was posted.

WEBSITES

(McDonald's Corporation 2008)

McDonald's Corporation. 2008. "McDonald's Happy Meal Toy Safety Facts." <http://www.mcdonalds.com/corp/about/factsheets.html>.

BLOG

(William 2017)

Germano, William. 2017. "Futurist Shock". *Lingua Franca* (blog), *Chronicle Of Higher Education*. February 15, 2017. <http://www.chronicle.com/blogs/lingua-franca/2017/02/15/futurist-shock/>.

SOCIAL MEDIA

(Díaz 2016)

Díaz, Junot. 2016. "Always surprises my students when I tell them that the "real" medieval was more diverse than the fake ones most of us consume." Facebook, February 24, 2016. <https://www.facebook.com/junotdiaz.writer/posts/972495572815454>.

(O'Brien 2015)

O'Brien, Conan (@ConanOBrien). 2015. "In honor of Earth Day, I'm recycling my tweets." Twitter, April 22, 2015, 11:10 a.m. <https://twitter.com/ConanOBrien/status/590940792967016448>

(Souza 2016)

Souza, Pete (@petesouza). 2016. "President Obama bids farewell to President Xi of China at the conclusion of the Nuclear Security Summit." Instagram photo, April 1, 2016. <https://www.instagram.com/p/BDrmfXTtNCt/>.



4.2 Multimedia

When citing content from multimedia such as for instance video or audio recordings question critically who to cite as the author. Consider whose statement is quoted and who is responsible for it. Is it the person who is audible on a record, who produced it or who wrote the script? Consider who is holding the copyright of the cited content (which might be an institution) and cite this person or institution as the author. The reference might include details about the author's contribution (vocalist, producer,...).

Use the release date as reference date. Include an access date only if the release date is not available. Also include the link to the source, if available online. References may display miscellaneous information about the media (DVD, CD, MP3, YouTube video,...). Add background information which you hold about the content production. Including additional information is optional (duration of record, place of recording,...).

MULTIMEDIA



(Coolidge n.d.; Lyiscott 2014; Nyland 2014)

Coolidge, Calvin. n.d. "Equal Rights" (speech). In "American Leaders Speak: Recordings from World War I and the 1920 Election, 1918-1920." Library of Congress. Copy of an undated 78 rpm disc, RealAudio and WAV formats, 3:45. <http://memory.loc.gov/ammem/nfhtml/>.

Lyiscott, Jamila. 2014. "3 Ways to Speak English." Filmed February 2014 in New York, NY. TED video, 4:29. https://www.ted.com/talks/jamila_lyiscott_3_ways_to_speak_english.

Nyland, Bjørn. 2014. „Tesla Model S Customer Stories – Winter Driving in Norway.“ YouTube Video, 3:11. 2018. <https://www.youtube.com/user/bjornnyland/featured>.

4.3 Interviews

In the case of a published interview, publication information related to the medium in which the interview was published should be included. In exceptional cases, it is permissible to quote unpublished interviews and personal communications. In this case, transcripts of the interviews or personal communication should be included in the appendix or submitted separately to the lecturer or supervisor upon request. The approval of the use of the communication by the respective person must be documented and enclosed.

PUBLISHED INTERVIEWS

Jolie, Angelina. Interview with John Smith. *Newsweek*, February 3, 2009.



UNPUBLISHED INTERVIEWS

Smith, John. Interview by author. Tape recording. New York City, March 5, 2009.

Burns, Patricia. E-mail message to author, December 15, 2008.

QUALITATIVE INTERVIEWS

Interviews that have been carried out systematically in the course of qualitative research must be cited according to a recognized scheme. The reader must be able to trace cited statements back to the interview transcripts. For this purpose, include a numbered list of interviews in the appendix of your paper and assign the respective numbers to the transcripts.

For anonymous interviews, this list of interviews may include general information about the position, profession, function or similar of the interview partners but it may not allow any reader to identify the interviewed person (e.g. "president of the chamber of commerce and industries" refers to a specific person and is therefore not a suitable description for an anonymous interview partner).

For non-anonymous interviews, include the names and functions of the interview partners. Details about place and date are also included.

The in-text reference contains the interview number, the page number and the line or paragraph number of the transcripts. Different types of numbering transcripts exist: If the lines are numbered in the transcripts, the line numbers are listed in the in-text reference. If the paragraphs are numbered in the transcripts, the paragraph numbers are provided in the in-text reference. The numbering of the interviews in the directory and in the respective transcript must be consistent so that each passage quoted can be clearly traced back to an interview and a particular transcript.

The transcripts of the interviews are transmitted in the appendix or separately.

LIST OF QUALITATIVE INTERVIEWS - ANONYMISED

Interview 1, Employee of Company XYZ in a management role. Vienna, 25.04. 2018.

Interview 1, Employee of Company XYZ. Vienna, 26.04. 2018

LIST OF QUALITATIVE INTERVIEWS - NOT ANONYMISED

Interview 1, Jane Doe, Managing Director of Muster GmbH. Vienna, 25.04.2018.

IN-TEXT REFERENCES OF QUALITATIVE INTERVIEWS

Option 1, if the transcript is numbered by lines: (Interview 1, p. 3, lines 25-29)

Option 2, if the transcript is numbered by paragraphs: (Interview 1, paragraph 26)



Keep in mind that you have to collect a written consent declaration from your interview partner that is legally binding. The FHWN provides you with a template. It specifies the correct handling of qualitative data collected during interviews (or other forms of qualitative data collection). This declaration should also specify whether or not the data is anonymized.

4.4 Internal Company Documents

Internal non-published documents are cited with the note „unpublished document“. The following examples present in-text references as well as full references.

WORD DOCUMENT

(Company Year, Page)

Company. Year. “Title of the document.” Retrieved from: Filename.doc, Accessed: XX.XX.XXXX, unpublished document.



POWER POINT PRESENTATION

(Company Year, Page)

Company. Year. “Title of the presentation.” Retrieved from: Filename.ppt, Accessed: XX.XX.XXXX, unpublished document.

EXCEL SHEET

(Company Year)

Company. Year. “Title of the excel sheet.” Retrieved from: Filename.xls, Accessed: XX.XX.XXXX, unpublished document.

IMAGE FILE

(Company Year)

Company. Year. “Title of the image.” Retrieved from: Filename.jpg, Accessed: XX.XX.XXXX, unpublished document.

LEAFLET

(Company Year, Page)

Company. Year. “Title of the leaflet”. Place.

Company. Year. “Title of the leaflet”. Place, unpublished document.

4.5 Legal Documents and Jurisdiction

Special rules apply for citing legal document and jurisdiction. For general information on citing legal documents, refer to the Chicago Manual of Style, 17th edition, which is available in the FHWN library.

For citing Austrian legal documents and jurisdiction, refer to the German version of this citation guide.

4.6. General Note on Electronic Sources

Remember that reference of electronic sources must be accurate enough to enable readers to access the source themselves. In the list of references, entries referring to Web-based information are not listed under a separate heading, but are simply listed with all the other, non-electronic sources. Like traditional sources, sources available on the Internet are also alphabetized by the (individual or institutional) author's name, if it is available, or by the title, if it is not.

5. Further Information

5.1. Reference Management Software

Students are encouraged but not required to use reference management programs such as e.g. EndNote, or Citavi, etc. When doing so, chose “Chicago 17th Author-Date” as citation-style. Software Licenses are provided for free by the FH Wiener Neustadt (as to be seen in the download menu under “IT-Service” on the homepage of the FH). Trainings and assistance is provided by the library of the FH Wiener Neustadt.

Currently the following programs are available as a result of the support of the FH.

- EndNote (runs on Windows and Mac)
- Citavi (runs on Windows)

Additionally Microsoft Word comes with an integrated literature managing tool. However the said tool is comparably limited and might lack of either citations styles or their current version. Therefore the utilization of EndNote or Citavi is recommended.

When using a literature management programme, there may be deviations from the citation scheme presented here even when using the citation style indicated. These deviations are permissible as long as a coherent scheme is used throughout.

5.2. In case of questions...

The quick start Guide of the “Chicago Manual of Style” is to be found under the following link:

http://www.chicagomanualofstyle.org/tools_citationguide.html

The “Chicago Manual of Style” in print is available at the library of the FH Wiener Neustadt. For occurring questions you are kindly asked to take the provided material into consideration before getting in touch with personnel of the FH. Only contact your supervisor if your problem is not solvable by sources such as relevant websites or content provided by the FH. In case of a highly specific issue please get in touch with the institute of market research and methodology.

5.3. Further literature

Friedl, Gerhard, und Peter Dax. 2012. Abkürzungs- und Zitierregeln der österreichischen Rechtssprache und europarechtlicher Rechtsquellen (AZR) samt Abkürzungsverzeichnis. 7. Aufl. Wien: Manz.

University of Chicago Press. 2017. *The Chicago Manual of Style*. 17. Aufl. Chicago: University of Chicago Press.