How Body Language Impacts Sales in International Business

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BODY LANGUAGE

How Body Language Impacts Sales in International Business

Body language refers to signals that are not verbalized but are nevertheless communicated by the body. These include standing or sitting position, eye contact, handshaking, and many other components....
BASIC INFORMATION ON APA

Margins: 1” on all sides (unless the document is to be bound, and then leave 2” on the left side)

Line Spacing: Double space entire document, including block quotes (40 words or more)

Punctuation: Two spaces after punctuation is preferable except when referencing material

Voice: Use third person only unless instructor tells you otherwise

Edition: Use the APA Manual, 6th edition, ONLY. Other sources, especially online sources, may or may not be correct.
WHEN SHOULD I CITE?

1. Whenever the information, concept, or words are not your own OR

2. when the statement is not common knowledge.

Remember, even if you change the words, the information is still not your own, so you DO need to cite.
According to Anderson and Barker (2012), “the majority of college graduates majoring in business administration begin their professional careers by working for small, privately owned companies” (p. 14).
“The majority of college graduates majoring in business administration begin their professional careers by working for small, privately owned companies” (Anderson & Barker, 2012, p. 14).
Although graduates with business degrees frequently seek employment with large corporations, many initially accept entry-level positions with smaller, family-owned businesses (Anderson & Barker, 2012).
CITING WITH 3, 4, OR 5 AUTHORS

For the first citation list all authors, but for all subsequent citations, list only the first author + et al.

First citation: Anderson, Brown, and Jones (2015) indicate...

Subsequent citation: Anderson et al. (2015) indicate…
CITING WITH 6 OR MORE AUTHORS

List the first author + et al. beginning with the first citation.

EXAMPLE: According to Winston et al. (2014), understanding body language is essential in international business because...
EXPERIENTIAL EXERCISE—PARAPHRASING

Read the highlighted sentence under “Abstract” in the handout on bullying. Paraphrase the highlighted sentence beginning with a signal phrase and ending with a proper citation.

SAMPLE PARAPHRASE:

According to a study conducted by Giorgi, Leon-Perez, and Arenas (2014), the more frequently employees are bullied at work, the more their sense of safety decreases.
It is critical for international business majors to gain specific instruction in communication skills in order to successfully compete with other graduates in the international market (Ames, 2012; Carter & James, 2010; Davis, Longman, & Richards, 2012; McNally, Martin, Carney, Fallon, & O’Hara, 2011; Thomas et al., 2010).

*NOTE: Each group of authors should be listed alphabetically by the letter of the first surname of each author in a group. (E.g., A/Ames; C/Carter & James, D/Davis, Longman, & Richards, etc. However, the order of the authors WITHIN the group should never be changed.)
As Jones and Taylor (2010) indicated in their recent study,

Those who work in international business need to possess not only a working knowledge of the subtleties of spoken language, but the unique skill of reading the nuances embedded in cultural language. Likewise, one major mistake in body language could result in the immediate loss of a million dollar business transaction. ("Communication," para. 4)
Close to 90% of graduate international business majors become employed in their area of specialty before they even graduate ("International Business Majors,” 2010).
According to a study conducted by Ferrentino (as cited in Lorenzo, 2012), international business graduates who have gained professional experience in communication are the best candidates for professional overseas marketing positions.

*NOTE: Refer to the study you wish to discuss (Ferrentino), but cite the study you have actually read. In your references section, list Lorenzo (2012), NOT Ferrentino.
EXPERIENTIAL EXERCISE—
WRITING A SECONDARY CITATION

Read the highlighted sentence under “Introduction” (on the third page of the handout on bullying) and write a secondary citation for that highlighted sentence.

Sample secondary citation:

According to Nielsen and Einersen (as cited in Giorgi, Leon-Perez, & Arenas, 2015), workers who have been “exposed to bullying behaviors often suffer health-related problems such as anxiety, depression, or post-traumatic stress symptoms” (p. 229).
WHAT DO I INCLUDE IN REFERENCES?

Only the works cited in the paper are included in the references section. However, EACH of those must be included.
References


NOTE: This page should have a header with a page number.
SAMPLE REFERENCE FOR AN ONLINE DOCUMENT WITH A CORPORATE AUTHOR

EXPERIENTIAL EXERCISE—WRITING A REFERENCE ENTRY

Write a reference entry for the sample article.

Sample reference entry:

FREQUENTLY RESEARCHED TOPICS WITH PAGE NUMBERS

- Initial and subsequent sample citations  p. 177
- Rules regarding citations  pp. 169-192
- Rules for references page  pp. 193-224
- Levels of headings  pp. 62-63
- Rules about numbers + exceptions  pp. 111-114
- Sample APA paper  pp. 41-49