Sample paragraph with corresponding Endnotes section:

The market strategy formulated for a product is a function of firm’s experience with previous strategic positions the product has held. It can be expected that decisions to modify a product’s characteristics are a function of experience associated with the performance of past product introductions and existing product portfolio characteristics. It has been shown that performance feedbacks regarding strategic alternatives generate lock-ins that lead to organizational inertia. The results of previous actions are accumulated in the organizational memory, establishing boundaries for subsequent firm actions and activities. This article discusses the practical relevance of these principles in light of new research findings from the North American automotive industry.

Endnotes:
6. The results are based on an empirical study of North American automotive industry between years 1980 and 2014.