What is reference management software?
http://www.lib.ku.edu/technology/citing/#whatis

Reference management software helps researchers at all levels store, track, and cite reference information about their research materials, including books, journal articles, archives, interviews, maps, works of art, and many other types of materials.

Research Stage	How Reference Management Software Helps
Gathering information	Researchers **import references** to materials they have found from bibliographic databases (such as ArticleFirst or Expanded Academic ASAP) or other research tools **into their own personal collection of references**. As they review and study those materials, they can **add research notes** to the references stored in their collection. Information in those references is **fully searchable**, helping researchers find needed references later.
Writing	As researchers write the results of their research (in papers, journal articles, grant proposals, reports, dissertations, and so on), they use reference management software to insert properly formatted in-text citations and build the list of works cited at the end of their document.
Submitting for Publication or Academic Credit	When submitting the results of their research, researchers can use reference management software to reformat papers, if necessary (to change from the bibliographic style required for *Nature*, for instance, to that required by *Science*, or to change from MLA to APA style).
Sharing Information	References can be exported in formatted bibliographies, or the collections of references themselves can be shared electronically with fellow researchers, students, and colleagues.