

Analytical CRM with conformity analysis

Liiv, Innar; Kuusik, Rein, inform.; Võhandu, Leo WSEAS transactions on systems and control 2007 / 2, p. 155-161

Customer engagement in evolving technological environments : synopsis and guiding propositions

Hollebeek, Linda Desiree; Sprott, David E.; Andreassen, Tor W. European Journal of Marketing 2019 / p. 2018-2023

<https://doi.org/10.1108/EJM-09-2019-970> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article metrics at WOS](#)

Personality-based consumer engagement styles : conceptualization, research propositions and implications

Hollebeek, Linda Desiree; Islam, Jamid Ul; Macky, Keith Handbook of research on customer engagement 2019 / p. 224-244

<https://doi.org/10.4337/9781788114899.00017> https://www.ester.ee/record=b5290824*est

Protsessid (võtme-, põhi- ja tugiprotsessid) [Võrguväljaanne]

Tammaru, Tiia Täiskasvanute täienduskoolituse kvaliteeditagamise juhendmaterjal täiskasvanute täienduskoolitusasutustele : kogumik 2014 / lk. 19-25 : ill

Temporality of customer engagement in service innovation : a theoretical model

Karahasanovic, Amela; Hollebeek, Linda Desiree; Chasanidou, Dimitra; Gurau, Calin Handbook of research on customer engagement 2019 / p. 376–390 : ill <https://doi.org/10.4337/9781788114899>

Why switch? The role of customer variety-seeking and engagement in driving service switching intention

Menidjel, Choukri; Hollebeek, Linda Desiree; Urbonavicius, Sigita; Sigurdsson, Valdimar Journal of services marketing 2023 / p. 592-605 <https://doi.org/10.1108/JSM-04-2022-0122> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)