

### **Brand engagement and experience in online services**

Khan, Imran; **Hollebeek, Linda Desiree**; Fatma, Mobin; Islam, Jamid Ul; Rahman, Zillur Journal of services marketing 2020 / p. 163–175 <https://doi.org/10.1108/JSM-03-2019-0106> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **Brand love and customer brand engagement for masstige : a cross-cultural perspective**

Shahid, Shadma; Husain, Rehan; Islam, Jamid Ul; **Hollebeek, Linda Desiree** Journal of Product & Brand Management 2025 / 17 p <https://doi.org/10.1108/JPBM-07-2024-5370>

### **Customer engagement in the service context : An empirical investigation of the construct, its antecedents and consequences**

Islam, Jamid Ul; **Hollebeek, Linda Desiree**; Rahman, Zillur Journal of retailing and consumer services 2019 / p. 277-285 <https://doi.org/10.1016/j.jretconser.2019.05.018> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **Customer experience and commitment in retailing : does customer age matter?**

Khan, Imran; **Hollebeek, Linda Desiree**; Fatma, Mobin; Islam, Jamid Ul; **Riivits-Arkonsuo, Iivi** Journal of Retailing and Consumer Services 2020 / Art. nr. 102219 <https://doi.org/10.1016/j.jretconser.2020.102219> [Journal metrics at WOS](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **The effects of consumer esports videogame engagement on consumption behaviors**

Abbasi, Amir Zaib; Asif, Muhammad; **Hollebeek, Linda Desiree**; Islam, Jamid Ul; Ting, Ding Hooi; Rehman, Umair Journal of Product and Brand Management 2021 / p. 1194 - 1211 <https://doi.org/10.1108/JPBM-04-2020-2839> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **Mobile app vs. desktop browser platforms : the relationships among customer engagement, experience, relationship quality and loyalty intention**

Khan, Imran; **Hollebeek, Linda Desiree**; Fatma, Mobin; Islam, Jamid Ul; **Rather, Raouf Ahmad**; **Shahid, Shadma**; **Sigurdsson, Valdimar** Journal of Marketing Management 2023 / p. 275-297 <https://doi.org/10.1080/0267257X.2022.2106290> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article 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.estee.la/record=b5290824\\*est](https://www.estee.la/record=b5290824*est)

### **The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities**

Kaur, Harsandaldeep; Paruthi, Mandakini; Islam, Jamid Ul; **Hollebeek, Linda Desiree** Telematics and informatics 2020 / art. 101321, 11 p. . ill <https://doi.org/10.1016/j.tele.2019.101321> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **The role of consumer engagement in recovering online service failures : an application of service-dominant logic**

Islam, Jamid Ul; Rahman, Zillur; **Hollebeek, Linda Desiree** Handbook of research on customer engagement 2019 / p. 456-469 : ill <https://doi.org/10.4337/9781788114899.00030>

### **Tourism-based customer engagement : the construct, antecedents, and consequences**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Islam, Jamid Ul The service industries journal 2019 / p. 519-540 <https://doi.org/10.1080/02642069.2019.1570154> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)