

### **Challenges of active learning in a view of integrated engineering education**

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### **Cocreated brand value : theoretical model and propositions**

**Hollebeek, Linda Desiree; Clark, Moira K.; Hammedi, Wafa; Arvola, Rene** Journal of Brand Management 2021 / p. 413-428  
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### **Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications**

**Hollebeek, Linda Desiree; Macky, Keith** Journal of interactive marketing 2019 / p. 27-41 <https://doi.org/10.1016/j.intmar.2018.07.003>

### **Engagement and value cocreation within a multi-stakeholder service ecosystem**

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### **Factors influencing university students' and lecturers' coping in forced remote learning conditions**

**Poom-Valickis, Katrin; Rumma, Kirsti; Aus, Kati; Väljataga, Terje** INTED2021 : 15th International Technology, Education and Development Conference : Online Conference, 8-9 March, 2021 : proceedings 2021 / p. 7341-7348  
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### **Gamification's role in fostering user engagement with healthy food-based digital content**

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### **Online content creators' and viewers' interdependent journeys**

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### **Preference-based patient participation for most, if not all : a cross-sectional study of patient participation amongst persons with end-stage kidney disease**

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### **Virtual reality through the customer journey : framework and propositions**

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