

Crafting conceptual proposition-based contributions: The 7C framework

Hollebeek, Linda Desiree; Srivastava, Rajendra K.; Clark, Moira K.; Urbonavicius, Sigita; Lim, Weng Marc Psychology and Marketing 2024 / 16 p <https://doi.org/10.1002/mar.22055>

From customer-, to actor-, to stakeholder engagement: taking stock, conceptualization, and future directions

Hollebeek, Linda Desiree; Kumar, Virender; Srivastava, Rajendra K. Journal of Service Research 2022 / p. 328-343

<https://doi.org/10.1177/1094670520977680> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Guidelines for theory selection : The IMPACT framework

Hollebeek, Linda Desiree; Kumar, V; Srivastava, Rajendra K.; Lim, Weng Marc; Urbonavicius, Sigita Psychology and marketing 2025 / vol. 18 <https://doi.org/10.1002/mar.70009>

Moving the stakeholder journey forward

Hollebeek, Linda Desiree; Kumar, Viswanathan; Srivastava, Rajendra K.; Clark, Moira K. Journal of the academy of marketing science 2023 / p. 23-49 <https://doi.org/10.1007/s11747-022-00878-3> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

S-D logic-informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM

Hollebeek, Linda Desiree; Srivastava, Rajendra K.; Chen, Tom Journal of the academy of marketing science 2019 / p. 161-185 <https://doi.org/10.1007/s11747-016-0494-5>