

Avatars' phygital social presence in the metaverse: An engaged theory perspective

Sprott, David E.; **Hollebeek, Linda Desiree**; Sigurdsson, Valdimar; Clark, Moira K.; Urbonavicius, Sigitas Psychology and Marketing 2025 / p. 1528-1540 <https://doi.org/10.1002/mar.22191>

Consumer engagement with self-driving cars : a theory of planned behavior-informed perspective

Hollebeek, Linda Desiree; Menidjel, Choukri; Itani, Omar S.; Clark, Moira K.; Sigurdsson, Valdimar Asia Pacific Journal of Marketing and Logistics 2023 / p. 2029-2046 <https://doi.org/10.1108/APJML-08-2022-0654> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer journey value : a conceptual framework

Hollebeek, Linda Desiree; Urbonavicius, Sigitas; Sigurdsson, Valdimar; **Arvola, Rene**; Clark, Moira K. Journal of creating value 2023 / p. 8-26 <https://doi.org/10.1177/23949643231157155> [Journal metrics at Scopus](#) [Article at Scopus](#) [Article at WOS](#)

The effect of customers' brand experience on brand evangelism : The case of luxury hotels

Purohit, Sonal; **Hollebeek, Linda Desiree**; Das, Manish; Sigurdsson, Valdimar Tourism management perspectives 2023 / art. 101092 <https://doi.org/10.1016/j.tmp.2023.101092>

Hedonic consumption experience in videogaming : A multidimensional perspective

Hollebeek, Linda Desiree; Abbasi, Amir Zaib; Schultz, Carsten D.; Ting, Ding Hooi; Sigurdsson, Valdimar Journal of Retailing and Consumer Services 2022 / Art. 102892 <https://doi.org/10.1016/j.jretconser.2021.102892> [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](#)

Service recovery for deaf and hard of hearing customers : A transformative service research perspective

Moriuchi, Emi; **Hollebeek, Linda Desiree**; Sigurdsson, Valdimar Services marketing quarterly 2025 / 30 p. <https://doi.org/10.1080/15332969.2025.2537540>

Social influence and stakeholder engagement behavior conformity, compliance, and reactance

Hollebeek, Linda Desiree; Sprott, David E.; Sigurdsson, Valdimar; Clark, Moira K. Psychology and Marketing 2022 / p. 90-100 <https://doi.org/10.1002/mar.21577> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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

Menidjel, Choukri; **Hollebeek, Linda Desiree**; Urbonavicius, Sigitas; 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](#)

Virtual reality through the customer journey : framework and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Andreassen, Tor W.; Sigurdsson, Valdimar; Smith, Dale L.G. Journal of retailing and consumer services 2020 / art. 102056 <https://doi.org/10.1016/j.jretconser.2020.102056> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)