

Blurred lines? Disentangling the roles of consumers' influencer- and brand engagement in shaping brand performance

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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](#)

Fifteen years of customer engagement research : a bibliometric and network analysis

Hollebeek, Linda Desiree; Sharma, Bhupesh; Pandey, Ritesh; Sanyal, Priyavrat; Clark, Moira K. Journal of Product & Brand Management 2022 / p. 293-309 <https://doi.org/10.1108/JPBM-01-2021-3301> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)