

Game on! How gamified loyalty programs boost customer engagement value

Hollebeek, Linda Desiree; Das, Kallol; Shukla, Yupal International journal of information management 2021 / art. 102308, 10 p. : ill

<https://doi.org/10.1016/j.ijinfomgt.2021.102308> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)