

**Consumer journey from first experience to brand evangelism**

**Riivits-Arkonsuo, Iivi; Kaljund, Kristel; Leppiman, Anu** Research in economics and business : Central and Eastern Europe 2014 / p. 5-28 : ill

**Enhancing brand equity through sublime experience: The mediating role of consumers' branded content engagement**

Waqas, Muhammad; Wajid, Nauman; Khan, Muhammad Ali; **Hollebeek, Linda Desiree**; Urbonavicius, Sigita Journal of Consumer Behaviour 2025 / 17 p <https://doi.org/10.1002/cb.70002>

**Online word-of-mouth on brands and experience marketing**

**Riivits-Arkonsuo, Iivi; Leppiman, Anu** Journal of management and change 2014 / p. 43-55 : ill