

Crafting conceptual proposition-based contributions: The 7C framework

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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

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Moving the stakeholder journey forward

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

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