

Service innovativeness and tourism customer outcomes

Hollebeek, Linda Desiree; Rather, Raouf Ahmad International journal of contemporary hospitality management 2019 / p. 4227-4246
: ill <https://doi.org/10.1108/IJCHM-03-2018-0256> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Value co-creation: a metatheory unifying framework and fundamental propositions

Saha, Victor; **Hollebeek, Linda Desiree;** Venkatesh, Mani; Goyal, Praveen; Clark, Moira Marketing Intelligence & Planning 2025 / p. 574-603 <https://doi.org/10.1108/MIP-03-2024-0163> [Article at Scopus](#)