

Customer brand engagement during service lockdown

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Shaping customer brand loyalty during the pandemic : The role of brand credibility, value congruence, experience, identification, and engagement

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree;** Vo-Thanh, Tan; Ramkissoon, Haywantee; **Leppiman, Anu;** Smith, Dale L.G. Journal of Consumer Behaviour 2022 / p. 1175-1189 <https://doi.org/10.1002/cb.2070> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Virtual reality through the customer journey : framework and propositions

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Visitors' destination brand engagement's effect on co-creation : an empirical study

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