

### **Moving the stakeholder journey forward**

**Hollebeek, Linda Desiree;** Kumar, Viswanathan; Srivastava, Rajendra K.; Clark, Moira K. Journal of the academy of marketing science 2023 / p. 23-49 <https://doi.org/10.1007/s11747-022-00878-3> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **Online content creators' and viewers' interdependent journeys**

**Hollebeek, Linda Desiree;** Anselmsson, Johan; Adomaviciute-Sakalauske, Karina; Krumm, Kristo; Jansson, Johan; Wait, Marius; Ooi, Beewah; **Riivits-Arkonsuo, Iivi;** Lubbe, Isolde Services marketing quarterly 2024 / p. 296-318 <https://doi.org/10.1080/15332969.2024.2364128>

### **Stakeholder engagement and business model innovation value**

**Hollebeek, Linda Desiree;** Urbonavicius, Sigitas; **Parts, Oliver** The service industries journal 2022 / p. 42-58 <https://doi.org/10.1080/02642069.2022.2026334> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)