

Moving the stakeholder journey forward

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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> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)