

Avatars' phygital social presence in the metaverse: An engaged theory perspective

Sprott, David E.; **Hollebeek, Linda Desiree**; Sigurdsson, Valdimar; Clark, Moira K.; Urbonavicius, Sigitas Psychology and Marketing 2025 / p. 1528-1540 <https://doi.org/10.1002/mar.22191>

Beyond the Big Five : the effect of machiavellian, narcissistic, and psychopathic personality traits on stakeholder engagement

Hollebeek, Linda Desiree; Sprott, David E.; **Riisalu, Rein** Psychology & Marketing 2022 / p. 1230-1243
<https://doi.org/10.1002/mar.21647> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Blurred lines? Disentangling the roles of consumers' influencer- and brand engagement in shaping brand performance

Weiger, Welf H.; Giertz, Johann N.; Hammerschmidt, Maik; **Hollebeek, Linda Desiree** Journal of Business Research 2025 / art. 115280 <https://doi.org/10.1016/j.jbusres.2025.115280> [Article at Scopus](#)

Boosting app-based mobile financial services engagement in B2B subsistence marketplaces : The roles of marketing strategy and app design

Ferdous, Ahmed Shahriar; Akareem, Husain Salilul; Viswanathan, Madhu; **Hollebeek, Linda Desiree**; Ringer, Allison Industrial Marketing Management 2024 / p. 147-161 <https://doi.org/10.1016/j.indmarman.2024.04.014> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness

Luo, Xi; Cheah, Jun-Hwa; **Hollebeek, Linda Desiree**; Lim, Xin-Jean Journal of retailing and consumer services 2024 / art. 103644, 15 p. : ill <https://doi.org/10.1016/j.jretconser.2023.103644> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Brand engagement and experience in online services

Khan, Imran; **Hollebeek, Linda Desiree**; Fatma, Mobin; Islam, Jamid Ul; Rahman, Zillur Journal of services marketing 2020 / p. 163-175 <https://doi.org/10.1108/JSM-03-2019-0106> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Brand love and customer brand engagement for masstige : a cross-cultural perspective

Shahid, Shadma; Husain, Rehan; Islam, Jamid Ul; **Hollebeek, Linda Desiree** Journal of Product & Brand Management 2025 / 17 p <https://doi.org/10.1108/JPBM-07-2024-5370>

Breaking the ice : understanding and overcoming consumer resistance to frozen foods

Waseem, Muhammad Adnan; Waqas, Muhammad; Ekinci, Yuksel; Khan, Muhammad Fawad; **Hollebeek, Linda Desiree** British food journal 2025 / p. 1923-1941 <https://doi.org/10.1108/BFJ-11-2024-1123> [Article at Scopus](#)

Charting the intellectual structure of customer experience research

Kumar, Prashant; **Hollebeek, Linda Desiree**; Kar, Arpan Kumar; **Kukk, Jana** Marketing Intelligence & Planning 2023 / p. 31-47 <https://doi.org/10.1108/MIP-05-2022-0185> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Cocreated brand value : theoretical model and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Hammedi, Wafa; **Arvola, Rene** Journal of Brand Management 2021 / p. 413-428 <https://doi.org/10.1057/s41262-021-00235-9> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Co-creation of intangible brand assets : an integrative S-D logicorganic view of brand-based conceptual framework

Saha, Victor; Venkatesh, Mani; Goyal, Praveen; **Hollebeek, Linda Desiree** Research Handbook on Brand Co-creation : Theory, Practice, and Ethical Implications 2022 / p. 80-89 <https://doi.org/10.4337/9781839105425>

Consumer engagement with self-driving cars : a theory of planned behavior-informed perspective

Hollebeek, Linda Desiree; Menidjel, Choukri; Itani, Omar S.; Clark, Moira K.; Sigurdsson, Valdimar Asia Pacific Journal of Marketing and Logistics 2023 / p. 2029-2046 <https://doi.org/10.1108/APJML-08-2022-0654> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Consumer engagement, stress, and conservation of resources theory: a review, conceptual development, and future research agenda

Hollebeek, Linda Desiree; Hammedi, Wafa; Sürött, David E. Psychology and Marketing 2023 / p. 926-937 <https://doi.org/10.1002/mar.21807> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Consumers' health-locus-of-control and social distancing in pandemic-based e-tailing services

Itani, Omar S.; **Hollebeek, Linda Desiree** Journal of services marketing 2021 / p. 1073-1091 : ill <https://www.emerald.com/insight/content/doi/10.1108/JSM-10-2020-0410/full/html> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Consumers' online brand-related misinformation engagement : a weapons of influence perspective

Hollebeek, Linda Desiree; Parts, Oliver; Urbonavicius, Sigitas; **Riisalu, Rein**; Adomaviciute-Sakalauske, Karina; Jansson, Johan

Consumers' smartphone addiction : Impact of engagement and app type on wellbeing

Moriuchi, Emi; **Hollebeek, Linda Desiree**; Lim, Weng Marc Journal of Business Research 2025 / art. 115379 <https://doi.org/10.1016/j.jbusres.2025.115379>

Consumers' technology-facilitated brand engagement and wellbeing : positivist TAM/PERMA- vs. consumer culture theory perspectives

Hollebeek, Linda Desiree; Belk, Russell International Journal of Research in Marketing 2021 / p. 387-401

<https://doi.org/10.1016/j.ijresmar.2021.03.001> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Consumers' willingness to disclose their personal data in e-commerce: A reciprocity-based social exchange perspective

Degutis, Mindaugas; Urbonavičius, Sigitas; **Hollebeek, Linda Desiree**; Anselmsson, Johan Journal of retailing and consumer services 2023 / art. 103385 <https://doi.org/10.1016/j.jretconser.2023.103385> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Crafting conceptual proposition-based contributions: The 7C framework

Hollebeek, Linda Desiree; Srivastava, Rajendra K.; Clark, Moira K.; Urbonavičius, Sigitas; Lim, Weng Marc Psychology and Marketing 2024 / p. 2396-2411 <https://doi.org/10.1002/mar.22055> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#)

[Article at WOS](#)

Customer brand engagement during service lockdown

Hollebeek, Linda Desiree; Smith, Dale L.G.; **Kasabov, Edward**; Hammedi, Wafa; Warlow, Alexander; Clark, Moira K. Journal of services marketing 2021 / p. 201-209 <https://doi.org/10.1108/JSM-05-2020-0199> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer engagement design in industrial innovation

Hollebeek, Linda Desiree; Keeling, Debbie Isobel; de Ruyter, Ko Industrial Marketing Management 2022 / p. 83-89

<https://doi.org/10.1016/j.indmarman.2022.07.010> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer engagement in emerging markets : framework and propositions

Hollebeek, Linda Desiree; Muniz-Martinez, Norberto; Clark, Moira K.; Simanaviciute, Agne; Letukyte, Neda Organizations and Markets in Emerging Economies 2022 / p. 284-299 <https://doi.org/10.15388/omee.2022.13.80> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer engagement in evolving technological environments : synopsis and guiding propositions

Hollebeek, Linda Desiree; Sprott, David E.; Andreassen, Tor W. European Journal of Marketing 2019 / p. 2018-2023

<https://doi.org/10.1108/EJM-09-2019-970> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article metrics at WOS](#)

Customer engagement in the service context : An empirical investigation of the construct, its antecedents and consequences

Islam, Jamid Ul; **Hollebeek, Linda Desiree**; Rahman, Zillur Journal of retailing and consumer services 2019 / p. 277-285

<https://doi.org/10.1016/j.jretconser.2019.05.018> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer experience and commitment in retailing : does customer age matter?

Khan, Imran; **Hollebeek, Linda Desiree**; Fatma, Mobin; Islam, Jamid Ul; **Riivits-Arkonsuo, Iivi** Journal of Retailing and Consumer Services 2020 / Art. nr. 102219 <https://doi.org/10.1016/j.jretconser.2020.102219> [Journal metrics at WOS](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer journey value : a conceptual framework

Hollebeek, Linda Desiree; Urbonavičius, Sigitas; Sigurdsson, Valdimar; **Arvola, Rene**; Clark, Moira K. Journal of creating value 2023 / p. 8-26 <https://doi.org/10.1177/23949643231157155> [Journal metrics at Scopus](#) [Article at Scopus](#) [Article at WOS](#)

Customer value, customer engagement, and customer-based brand equity in the context of a digital payment app

Bapat, Dhananjay; **Hollebeek, Linda Desiree** Marketing Intelligence & Planning 2023 / p. 837 - 853 <https://doi.org/10.1108/MIP-09-2022-0417> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customers' service-related engagement, experience, and behavioral intent: moderating role of age

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree** Journal of retailing and consumer services 2021 / art. 102453, 10 p

<https://doi.org/10.1016/j.jretconser.2021.102453> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Cybernetic avatars in hospitality: advancing the social inclusion of individuals with a disability

Moriuchi, Emi; **Hollebeek, Linda Desiree** International journal of contemporary hospitality management 2025 / p. 3538-3558

<https://doi.org/10.1108/IJCHM-01-2025-0127> [Article at Scopus](#)

Demystifying consumer digital cocreated value : social presence theory-informed framework and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Macky, Keith Recherche et applications en marketing 2021 / p. 24-42

<https://doi.org/10.1177%2F2051570720961986> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications

Hollebeek, Linda Desiree; Macky, Keith Journal of interactive marketing 2019 / p. 27-41 <https://doi.org/10.1016/j.intmar.2018.07.003>

The effect of consumers' affective engagement on their personal data disclosure on social media

Urbanavicius, Sigita; **Hollebeek, Linda Desiree**; Simanavičiute, Agne Journal of Consumer Behaviour 2025 / 28 p

<https://doi.org/10.1002/cb.2481>

The effect of customers' brand experience on brand evangelism : The case of luxury hotels

Purohit, Sonal; **Hollebeek, Linda Desiree**; Das, Manish; Sigurdsson, Valdimar Tourism management perspectives 2023 / art.

101092 <https://doi.org/10.1016/j.tmp.2023.101092>

The Effect of Customers' Extrinsic and Intrinsic Motivation on Their e-Commerce Store Loyalty : A Four-Country Comparison

Dikcius, Vytautas; Vilkaite-Vaitone, Neringa; **Hollebeek, Linda Desiree**; Adomaviciute-Sakalauske, Karina; Zimaitis, Ignas; Kirse, Sigita; Jansson, Johan Journal of International Consumer Marketing 2025 / 17 p <https://doi.org/10.1080/08961530.2025.2549681>

The effects of consumer esports videogame engagement on consumption behaviors

Abbasi, Amir Zaib; Asif, Muhammad; **Hollebeek, Linda Desiree**; Islam, Jamid Ul; Ting, Ding Hooi; Rehman, Umair Journal of

Product and Brand Management 2021 / p. 1194 - 1211 <https://doi.org/10.1108/JPBM-04-2020-2839> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Engagement and value cocreation within a multi-stakeholder service ecosystem

Viglia, Giampaolo; Pera, Rebecca; Dyussebayeva, Shynar; Mifsud, Matthieu; **Hollebeek, Linda Desiree** Journal of Business

Research 2023 / art. 113584 <https://doi.org/10.1016/j.jbusres.2022.113584> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Engaging consumers through artificially intelligent technologies: Systematic review, conceptual model, and further research

Hollebeek, Linda Desiree; Menidjel, Choukri; Sarstedt, Marko; Jansson, Johan; Urbanavicius, Sigita Psychology and Marketing

2024 / art. 1326454, 18 p. : ill <https://doi.org/10.1002/mar.21957> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Engaging with (vs. avoiding) personalized advertising on social media

Loureiro, Sandra Maria Correia; **Hollebeek, Linda Desiree**; Rather, Raouf Ahmad; Ruivo, Luis; **Kaljung, Kristel**; Guerreiro, Joao

Journal of marketing communications 2023 <https://doi.org/10.1080/13527266.2023.2289044> [Journal metrics at Scopus](#) [Article at Scopus](#)

Enhancing brand equity through sublime experience: The mediating role of consumers' branded content engagement

Waqas, Muhammad; Wajid, Nauman; Khan, Muhammad Ali; **Hollebeek, Linda Desiree**; Urbanavicius, Sigita Journal of Consumer

Behaviour 2025 / 17 p <https://doi.org/10.1002/cb.70002>

Ethnicity's effect on social media-based comment intention : comparing minority and majority consumers

Bozkurt, Siddik; Gligor, David; **Hollebeek, Linda Desiree** Psychology and Marketing 2021 / p. 1895-1910

<https://doi.org/10.1002/mar.21549> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Experiential marketing for tourism destinations

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree** The Routledge Handbook of Tourism Experience Management and Marketing

2020 / 12 p <https://doi.org/10.4324/9780429203916>

Exploring a customer engagement spillover effect on social media: the moderating role of customer conscientiousness

Hollebeek, Linda Desiree; Kulikovskaja, Viktorija; Hubert, Marco; Grunert, Klaus G. Internet research 2023 / p. 1573-1596

<https://doi.org/10.1108/INTR-08-2021-0619> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Exploring and validating social identification and social exchange-based drivers of hospitality customer loyalty

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree** International journal of contemporary hospitality management 2019 / p. 1432-1451

<https://doi.org/10.1108/IJCHM-10-2017-0627> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Exploring customer engagement in the product vs. service context

Behnam, Mohsen; **Hollebeek, Linda Desiree**; Clark, Moira K.; Farabi, Reza Journal of retailing and consumer services 2021 / art.

102456, 9 p <https://doi.org/10.1016/j.jretconser.2021.102456> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Exploring purchase intention in metaverse retailing : insights from an automotive platform

Zhang, Haowei; Lv, Yang; Zhang, Justin Zuopeng; **Hollebeek, Linda Desiree**; Behl, Abhishek; Urbonavicius, Sigitas Journal of retailing and consumer services 2025 / art. 104144 <https://doi.org/10.1016/j.jretconser.2024.104144>

Family firms and bribe payments in developing countries : The moderating role of social capital

Gaganis, Chrysovalantis; Pasiouras, Fotios; Roubaud, David; **Hollebeek, Linda Desiree** Journal of business ethics 2025 / 22 p <https://doi.org/10.1007/s10551-025-05950-w>

Fifteen years of customer engagement research : a bibliometric and network analysis

Hollebeek, Linda Desiree; Sharma, Bhupesh; Pandey, Ritesh; Sanyal, Priyavrat; Clark, Moira K. Journal of Product & Brand Management 2022 / p. 293-309 <https://doi.org/10.1108/JPBm-01-2021-3301> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

First-time versus repeat tourism customer engagement, experience, and value co-creation: An empirical investigation

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Rasoolimanesh, S. Mostafa Journal of travel research 2021 / p. 549-564 <https://doi.org/10.1177/0047287521997572> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Friend or foe? Customer engagement's value-based effects on fellow customers and the firm

Clark, Moira K.; Lages, Cristiana R.; **Hollebeek, Linda Desiree** Journal of Business Research 2020 / p. 549-556 <https://doi.org/10.1016/j.jbusres.2020.03.011> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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](#)

Game on! How gamified loyalty programs boost customer engagement value

Hollebeek, Linda Desiree; Das, Kallol; Shukla, Yupal International journal of information management 2021 / art. 102308, 10 p. : ill <https://doi.org/10.1016/j.ijinfomgt.2021.102308> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Gamification's role in fostering user engagement with healthy food-based digital content

Charry, Karine; Poncin, Ingrid; Kullak, Avrelane; Hollebeek, Linda Desiree Psychology and Marketing 2024 / p. 69-85 : ill <https://doi.org/10.1002/mar.21892> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Generative artificial intelligence (GenAI) revolution: A deep dive into GenAI adoption

Kumar, Aman; Shankar, Amit; **Hollebeek, Linda Desiree**; Behl, Abhishek; Lim, Weng Marc Journal of Business Research 2025 / art. 115160 <https://doi.org/10.1016/j.jbusres.2024.115160>

Guest editorial

Hollebeek, Linda Desiree; Sprott, David E.; Andreassen, Tor W. European Journal of Marketing 2019 / p. 1665-1670 <https://doi.org/10.1108/EJM-09-2019-969> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Guidelines for theory selection : The IMPACT framework

Hollebeek, Linda Desiree; Kumar, V; Srivastava, Rajendra K.; Lim, Weng Marc; Urbonavicius, Sigitas Psychology and marketing 2025 / vol. 18 <https://doi.org/10.1002/mar.70009>

Hallmarks and potential pitfalls of customer- and consumer engagement scales: A systematic review

Hollebeek, Linda Desiree; Sarstedt, Marko; Menidjel, Choukri; Sprott, David E.; Urbonavicius, Sigitas Psychology & Marketing 2023 / p. 1074 - 1088 <https://doi.org/10.1002/mar.21797> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Handbook of research on customer engagement

2019 https://www.ester.ee/record=b5290824*est <https://doi.org/10.4337/9781788114899>

Hedonic consumption experience in videogaming : A multidimensional perspective

Hollebeek, Linda Desiree; Abbasi, Amir Zaib; Schultz, Carsten D.; Ting, Ding Hooi; Sigurdsson, Valdimar Journal of Retailing and Consumer Services 2022 / Art. 102892 <https://doi.org/10.1016/j.jretconser.2021.102892> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

The impact of consumer engagement with gamified branded apps on gameful experience in emerging markets: an empirical study

Abbasi, Amir; Hollebeek, Linda Desiree; Hassan, Maria; Ting, Ding; **Salm, Eliis**; Dikcius, Vytautas Organizations and Markets in Emerging Economies 2024 / p. 216 - 247 <https://doi.org/10.15388/omee.2024.15.11> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

In-game content purchase motivations (IGCPMs) : Conceptualization, scale development, and validation

Hussain, Ali; **Hollebeek, Linda Desiree**; Marder, Ben; Ting, Ding Hooi Information and management 2025 / art. 104207

Introduction to the handbook of research on customer engagement

Hollebeek, Linda Desiree; Sprott, David E. Handbook of research on customer engagement 2019 / p. 1-3

https://www.ester.ee/record=b5290824*est <https://doi.org/10.4337/9781788114899.00005>

The invisible leash: when human brands hijack corporate brands' consumer relationships

Giertz, Johann N.; **Hollebeek, Linda Desiree;** Weiger, Welf Hermann; Hammerschmidt, Maik Journal of Service Management 2022 / p. 485-495 <https://doi.org/10.1108/JOSM-06-2021-0211> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Leveraging social media advertising to foster female consumers' empowerment and engagement: The role of regulatory mode

Septianto, Felix; Mathmann, Frank; **Hollebeek, Linda Desiree;** Higgins, E. Tory Journal of Advertising 2023 / p. 688 - 705

<https://doi.org/10.1080/00913367.2023.2255251> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Light at the end of the tunnel : Visitors' virtual reality (versus in-person) attraction site tour-related behavioral intentions during and post-COVID-19

Itani, Omar S.; **Hollebeek, Linda Desiree** Tourism Management 2021 / art. 104290 <https://doi.org/10.1016/j.tourman.2021.104290>

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

Mobile app vs. desktop browser platforms : the relationships among customer engagement, experience, relationship quality and loyalty intention

Khan, Imran; **Hollebeek, Linda Desiree;** Fatma, Mobin; Islam, Jamid Ul; Rather, Raouf Ahmad; Shahid, Shadma; Sigurdsson, Valdimar Journal of Marketing Management 2023 / p. 275-297 <https://doi.org/10.1080/0267257X.2022.2106290>

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

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

Personality-based consumer engagement styles : conceptualization, research propositions and implications

Hollebeek, Linda Desiree; Islam, Jamid Ul; Macky, Keith Handbook of research on customer engagement 2019 / p. 224-244

<https://doi.org/10.4337/9781788114899.00017> https://www.ester.ee/record=b5290824*est

Player- and spectator-engagement and co-creation in e-sports gaming events during and post-COVID-19

Berndt, Adele; **Hollebeek, Linda Desiree;** Kaljund, Kristel; Rather, Raouf Ahmad Brand co-creation tourism research :

contemporary issues and challenges 2023 / p. 139-158 <https://www.appleacademicpress.com/brand-co-creation-tourism-research-contemporary-issues-and-challenges/9781774912515>

https://www.ester.ee/record=b5602689*est <https://doi.org/10.1201/9781003336228-8>

Positively and negatively valenced customer engagement : the constructs and their organizational consequences

Marbach, Julia; Borghei Razavi, Niloofar; Lages, Cristiana R.; **Hollebeek, Linda Desiree** Handbook of research on customer engagement 2019 / p. 291-310 :

ill <https://doi.org/10.4337/9781788114899.00021> https://www.ester.ee/record=b5290824*est

Proactive service recovery performance in emerging (vs. developed) market-based firms : the role of clients' cultural orientation

Nik Bakhsh, Naghmeh; **Hollebeek, Linda Desiree;** **Riivits-Arkonsuo, Iivi;** Clark, Moira K.; Casas, Ramunas Organizations and Markets in Emerging Economies 2023 / p. 260-285 <https://doi.org/10.15388/omee.2023.14.92>

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

Responsible stakeholder engagement marketing

Kumar, V.; **Hollebeek, Linda Desiree;** Sharma, Amalesh; Rajan, Bharath; Srivastava, Rajendra K. Journal of business research 2025 / art. 115143 <https://doi.org/10.1016/j.jbusres.2024.115143>

[Article at Scopus](#)

Rise of the machines? Customer engagement in automated service interactions

Hollebeek, Linda Desiree; Sprott, David E.; Brady, Michael K. Journal of Service Research 2021 / p. 3-8

<https://doi.org/10.1177/1094670520975110> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Role of AI in enhancing customer engagement, loyalty and loyalty programme performance

Menidjel, Choukri; **Hollebeek, Linda Desiree;** Leppiman, Anu; **Riivits-Arkonsuo, Iivi** Handbook of Research on Customer Loyalty

The role of consumer speech acts in brand activism: A transformative advertising perspective

Fletcher-Brown, Judith; Middleton, Karen; Thompson-Whiteside, Helen; Turnbull, Sarah; Tuan, Annamaria; **Hollebeek, Linda Desiree** Journal of Advertising 2024 / p. 491-510 <https://doi.org/10.1080/00913367.2023.2288828> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

The role of customer experience in the perceived value–word-of-mouth relationship

Kuppelwieser, Volker G.; Klaus, Philipp; Manthiou, Aikaterini; **Hollebeek, Linda Desiree** Journal of services marketing 2022 / p. 364-378 : ill <https://doi.org/10.1108/JSM-11-2020-0447> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

The role of recommender systems in fostering consumers' long-term platform engagement

Maslowska, Ewa; Malthouse, Edward C.; **Hollebeek, Linda Desiree** Journal of Service Management 2022 / p. 721-732 <https://doi.org/10.1108/JOSM-12-2021-0487> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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

Hollebeek, Linda Desiree; Srivastava, Rajendra K.; Chen, Tom Journal of the academy of marketing science 2019 / p. 161–185 <https://doi.org/10.1007/s11747-016-0494-5>

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](#)

Service recovery for deaf and hard of hearing customers : A transformative service research perspective

Moriuchi, Emi; **Hollebeek, Linda Desiree**; Sigurdsson, Valdimar Services marketing quarterly 2025 / 30 p. <https://doi.org/10.1080/15332969.2025.2537540>

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](#)

Smart service value: Conceptualization, scale development, and validation in the retailing context

Roy, Sanjit K.; Singh, Gaganpreet; **Hollebeek, Linda Desiree**; Shabnam, Saadia; Japutra, Arnold; van Doorn, Sebastian; Ray, Subhasis; Appio, Francesco Paolo Technovation 2024 / art. 103097 <https://doi.org/10.1016/j.technovation.2024.103097> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Social influence and stakeholder engagement behavior conformity, compliance, and reactance

Hollebeek, Linda Desiree; Sprott, David E.; Sigurdsson, Valdimar; Clark, Moira K. Psychology and Marketing 2022 / p. 90-100 <https://doi.org/10.1002/mar.21577> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Social media marketing activities, customer engagement, and customer stickiness : A longitudinal investigation

So, Kevin Kam Fung; Li, Jing; King, Ceridwyn; **Hollebeek, Linda Desiree** Psychology and Marketing 2024 / p. 1597-1613 : ill <https://doi.org/10.1002/mar.21999> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Special Issue : Engaging Customers in an Evolving Technological Environment

European Journal of Marketing

2019 <https://www.emerald.com/insight/publication/issn/0309-0566/vol/53/iss/9>

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](#)

Talking vs typing: how voice- vs text-based educational robots shape student engagement

Mele, Cristina; Russo-Spena, Tiziana; **Ranieri, Angelo**; Di Bernardo, Irene; **Hollebeek, Linda Desiree** Journal of Service Management 2025 / 24, p <https://doi.org/10.1108/JOSM-02-2024-0082>

Temporality of customer engagement in service innovation : a theoretical model

Karahasanovic, Amela; **Hollebeek, Linda Desiree**; Chasanidou, Dimitra; Gurau, Calin Handbook of research on customer engagement 2019 / p. 376–390 : ill <https://doi.org/10.4337/9781788114899>

The effect of consumer values on engagement and behavioral intent : moderating role of age

Kautish, Pradeep; **Hollebeek, Linda Desiree**; Khare, Arpita; Rather, Raouf Ahmad Managing Disruptions in Business : Causes, Conflicts, and Control 2022 / p. 263-289 https://doi.org/10.1007/978-3-030-79709-6_14

The effect of consumer-perceived COVID-19 ad value on health-protective behavior: Mediating role of engagement

Rafah, Mir Abdur; Abbasi, Amir Zaib; **Hollebeek, Linda Desiree**; Ali, Muhammad Asghar; Ting, Ding Hooi Health marketing quarterly 2024 / 32 p <https://doi.org/10.1080/07359683.2024.2355378> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

The effect of social commerce attributes on customer engagement: an empirical investigation

Busalim, Abdelsalam; **Hollebeek, Linda Desiree**; Lynn, Theo Internet research 2023 / p. 187-214 <https://doi.org/10.1108/INTR-03-2022-0165> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities

Kaur, Harsandaldeep; Paruthi, Mandakini; Islam, Jamid Ul; **Hollebeek, Linda Desiree** Telematics and informatics 2020 / art. 101321, 11 p. . ill <https://doi.org/10.1016/j.tele.2019.101321> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

The role of consumer engagement in recovering online service failures : an application of service-dominant logic

Islam, Jamid Ul; Rahman, Zillur; **Hollebeek, Linda Desiree** Handbook of research on customer engagement 2019 / p. 456-469 : ill <https://doi.org/10.4337/9781788114899.00030>

Theoretical rigor of customer experience scales: a systematic review and a roadmap for researchers

Hollebeek, Linda Desiree; Sarstedt, Marko; Menidjel, Choukri; Urbonavicius, Sigita; Dikcius, Vytautas Marketing intelligence and planning 2024 / p. 1464-1493 : ill <https://doi.org/10.1108/MIP-06-2024-0413> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Tourism-based customer engagement : the construct, antecedents, and consequences

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Islam, Jamid Ul The service industries journal 2019 / p. 519-540 <https://doi.org/10.1080/02642069.2019.1570154> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Tourists' perceived travel risk, desire to travel, travel engagement, and subjective wellbeing: the moderating role of emotion regulation

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Wait, Marius; Khan, Imran Current Issues in Tourism 2025 / p. 1 - 21 <https://doi.org/10.1080/13683500.2024.2435420>

Understanding the effects of firms' unresponsiveness on social media toward customer feedback on customers' engagement : the impact of ethnicity

Bozkurt, Siddik; Gligor, David; **Hollebeek, Linda Desiree**; Sumlin, Cameron Journal of research in interactive marketing 2025 / p. 59-75 <https://doi.org/10.1108/JRIM-09-2023-0317>

Unravelling the customer journey: A conceptual framework and research agenda

Mele, Cristina; **Hollebeek, Linda Desiree**; Di Bernardo, Irene; Russo Spena, Tiziana Technological forecasting and social change 2025 / art. 123916 <https://doi.org/10.1016/j.techfore.2024.123916>

Using augmented reality to strengthen consumer/brand relationships: The case of luxury brands

Arya, Vikas; Sethi, Deepa; Hollebeek, Linda Desiree Journal of Consumer Behaviour 2024 / 17 p <https://doi.org/10.1002/cb.2419>

Using machine learning to develop customer insights from user-generated content

Mustak, Mekhail; Hallikainen, Heli; Laukkanen, Tommi; Ple, Loïc; **Hollebeek, Linda Desiree**; Aleem, Majid Journal of retailing and consumer services 2024 / art. 104034, 14 p. : ill <https://doi.org/10.1016/j.jretconser.2024.104034> [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](#)

When gamification backfires : the impact of perceived justice on online community contributions

Leclercq, Thomas; Poncin, Ingrid; Hammedi, Wafa; Kullak, Aureliane; **Hollebeek, Linda Desiree** Journal of Marketing Management 2020 / p. 550-577 <https://doi.org/10.1080/0267257X.2020.1736604> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Which corporate social responsibility (CSR) approach optimizes customer engagement behavior? The role of customer-brand identification, brand love, and social communication

Dahrouj, Rasha; Itani, Omar S.; **Hollebeek, Linda Desiree**; Eslami, Hossein; Kassar, Abdul-Nasser Journal of retailing and consumer services 2025 / art. 104230 <https://doi.org/10.1016/j.jretconser.2025.104230>

Why switch? The role of customer variety-seeking and engagement in driving service switching intention

Menidjel, Choukri; **Hollebeek, Linda Desiree**; Urbonavicius, Sigitas; Sigurdsson, Valdimar Journal of services marketing 2023 / p. 592-605 <https://doi.org/10.1108/JSM-04-2022-0122> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Videogames-as-a-service : converting freemium- to paying-users through pop-up advertisement value

Hussain, Ali; Abbasi, Amir Zaib; **Hollebeek, Linda Desiree**; Schultz, Carsten D.; Ting, Ding Hooi; Wilson, Bradley Journal of services marketing 2022 / p. 398–415 : ill <https://doi.org/10.1108/JSM-05-2020-0164> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Virtual reality through the customer journey : framework and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Andreassen, Tor W.; Sigurdsson, Valdimar; Smith, Dale L.G. Journal of retailing and consumer services 2020 / art. 102056 <https://doi.org/10.1016/j.jretconser.2020.102056> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Smith, Dale L.G.; **Kukk, Jana**; Ghasemi-Marzbali, Ali The Routledge Companion to Corporate Branding 2022 / 17 p <https://doi.org/10.4324/9781003035749>