

A program packet for studying the behaviour of the clients of phone-networks

Jürimaa, Maria Software Technology : Feno-Ugric Symposium FUSST'99 : August 19-21, 1999, Sagadi, Estonia : proceedings 1999 / p. 1-6

A simple method of bank analysis

Aarma, August Development and Convergence of Financial Sector of New EU Members : 16-20 November 2005, Tallinn, Estonia 2005 / p. 7-14 : ill

Artur Toikka : platvormitöö nähtamatu ilu silmatorkava inetuse varjus

Toikka, Artur forte.delfi.ee 2025 <https://forte.delfi.ee/artikkel/120360344/arvamus-artur-toikka-platvormitoo-nahtamatu-ilu-silmatorkava-inetuse-varjus>

Associated factors of the satisfaction with a virtual assistant

Alles, Mait; **Karu, Reijo**; Maasik, Mikk AI IN BUSINESS : proceedings of the scientific workshop on business implications of artificial intelligence, June 7, 2022 2022 / p. 40-42 : ill https://www.ester.ee/record=b5506022*est <https://digikogu.taltech.ee/et/Item/2096bada-661d-4928-99a7-bfbce51825d8>

Attitudinal loyalty and trust in entrepreneurship : building new relationships

Prause, Gunnar Klaus; Mendez Mendez, Marcelo; Garcia-Agreda, Sergio International entrepreneurship and management journal 2012 / [10] p. : ill <https://link.springer.com/article/10.1007/s11365-011-0215-y>

Banks' retail customer satisfaction and development of bank-customer relationships

Aarma, August; Vensel, Vello Estonia on the threshold of the European Union : financial sector and enterprise restructuring in the changing economic environment : collection of papers 2001 / p. [85]-106 : ill

Communication business processes of industrial enterprises in the conditions of globalisation

Prokopenko, Olha; Kazanska, Olena; Deineha, Inna; Butenko, Nataliia; Omelyanenko, Vitaliy; Bovkun, Olha International journal of management 2020 / p. 884-895 <https://doi.org/10.34218/IJM.11.5.2020.081> http://www.iaeme.com/MasterAdmin/Journal_uploads/IJM/VOLUME_11_ISSUE_5/IJM_11_05_081.pdf

Comparative analysis of customer value dimensions

Maleki, Meysam; **Ševtšenko, Eduard**; Cruz-Machado, Virgilio Inzinerine ekonomika = Engineering economics 2013 / p. 488-495 <https://inzeko.ktu.lt/index.php/EE/article/view/3241> <https://doi.org/10.5755/j01.ee.24.5.3241> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

The construct of value in knowledge-intensive business service from customer's perspective : an example of a long-term training activity

Kukk, Jana; Leppiman, Anu Agronomy research 2016 / p. 91-108 : ill <http://agronomy.emu.ee/wp-content/uploads/2016/05/Vol14No1-1.pdf> [Journal metrics at Scopus](#) [Article at Scopus](#)

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>

Converting Tallinn's historic centre's (Old Town) heating system to a district heating system

Volkova, Anna; Krupenski, Igor; Kovtunova, Natalja; Hlebnikov, Aleksandr; Mašatin, Vladislav; Ledvanov, Aleksandr Energy 2023 / art. 127429 <https://doi.org/10.1016/j.energy.2023.127429> [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 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; Urbonavicius, Sigita; 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](#)

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](#)

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](#)

Development of financial contractual relationships in Estonian economy

Tearu, Asta; Vensel, Vello Estonia on the threshold of the European Union : financial sector and enterprise restructuring in the changing economic environment : collection of papers 2001 / p. [207]-222

Dimensionality of responses to customer satisfaction with low-involvement low-risk frequent purchases : the example of crocery retailing

Soone, Ivar Working papers in economics. Vol. 19 (TUTWPE No 141-144) 2006 / TUTWPE No. 141, p. 5-33

https://artiklid.elnet.ee/record=b1020689*est

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

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

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

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](#)

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 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](#)

[at WOS](#)

FinTech business models and their linkages with customers and founders = FinTech ettevõtete ärimudelid ja nende seosed klientide ja asutajatega

Koroleva, Ekaterina 2022 <https://doi.org/10.23658/taltech.57/2022> <https://digikogu.taltech.ee/et/Item/1bc3c0fe-ebe3-434e-a80b-a00d08a6f645> https://www.ester.ee/record=b5525136*est

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](#)

Joint B2B Recovery Management : the role of locus of failure

Nik Bakhsh, Naghmeh; Riivits-Arkonsuo, Iivi Eurasian journal of business and management 2021 / p. 245-257

<https://doi.org/10.15604/ejbm.2021.09.04.002>

Kas sul tehisaru jaoks kodulehekülg on?

Liiv, Innar postimees.ee 2025 <https://majandus.postimees.ee/8280427/andmeteadlane-kas-sul-tehisaru-jaoks-kodulehekulgn>

"Kliendi teenindamine" - mõtisklusi arvutikasutajate koostöö arengust

Lumberg, Tiiu; Raspel, Priit Arvutimaailm 1996 / 9, lk. 46-48

Kliendikeskne teenindamine [Elektrooniline teavik]

Teichmann, Mare 2001 https://www.ester.ee/record=b1516989*est

Kliendikeskne teenindus

Siirak, Virve Eesti Päevaleht 1999 / 20. mai, lk. 6

Kliendirentaabilus ja relevantssed kulud

Alver, Jaan Raamatupidamisudised 2008 / lk. 24-26 https://artiklid.elnet.ee/record=b2095996*est

Klientide kasumlikkuse mõõtmise

Mand, Urmas; **Siimann, Paavo** Accounting, Taxes and Audit : proceedings of the conference = Arvestus, maksud ja auditeerimine : konverentsikogumik : 26.-27.10.2006, Tallinn 2006 / lk. 287-292 : ill

Kool ei tohiks turutermineid karta

Perens, Algis Eesti Päevaleht 2004 / 1. nov., lk. 3 <https://epl.delfi.ee/artikkel/50996332/algis-perens-kool-ei-tohiks-turutermineid-karta>

Kuidas klient koos lihaga poest välja visata

Uudelepp, Agu Eesti Päevaleht 2010 / 15. apr., lk. 3

Kuidas tegutsevad hoiu-laenuühistud?

Feldschmidt, Uno Maaleht 2020 / Lk. 25 : fot <https://maaleht.delfi.ee/tasubteada/kuidas-tegutsevad-hoiu-laenuuhistud?id=90672145>

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](#)

Perceptions of software development practitioners on client learning

Ojastu, Deniss; Robal, Tarmo; Kalja, Ahto Databases and Information Systems : proceedings of the 11th International Baltic Conference, Baltic DB&IS 2014 : Tallinn, Estonia, 8-11 June, 2014 2014 / p. 397-406

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 2022 / p. 316-331 <https://doi.org/10.4337/9781800371637.00032>

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](#)

Satisfaction with bank services and development of bank-customer relationships - an Estonian case

Aarma, August; Vensel, Vello The Future of Retail Banking and Customer Relations : a report from the first workshop of The Göran Collert Research Foundation, September 13-14, 2001 2001 / p. 68-70 https://www.ester.ee/record=b4905982*est

Segmented analysis of bank customers and banking information : the Estonian case

Aarma, August 2001 http://www.ester.ee/record=b1569927*est

Segmented analysis of banking information

Aarma, August; Vainu, Jaan Economy & business : international scientific publications. 1 2007 / p. 577-583

Segmented analysis of banking information

Aarma, August Future of Banking After the Year 2000 in the World and in the Czech Republic : X, Finance and Banking : Karvina, Czech Republic : proceedings from the international conference 2005 / p. 110-120 : ill

Segmented analysis of banking information

Aarma, August Collection of Abstracts : 10th International Conference on Finance and Banking : October 19-20, 2005, Karvina, Czech Republic 2005 / p. 5

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](#)

Teeninduskäsiraamat

Aedma, Katrin; **Perens, Algis** 2005 https://www.ester.ee/record=b2095098*est

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 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>

Throughput estimation with regard to airtime consumption unfairness in mixed data rate Wi-Fi networks

Abdul-Hadi, Alaa Mohammed; Tarasyuk, Olga; Gorbenko, Anatoliy; Kharchenko, Vyacheslav; **Hollstein, Thomas** Communications - Scientific Letters of the University of Žilina 2014 / p. 84-89 : ill <https://komunikacie.uniza.sk/pdfs/csl/2014/01/15.pdf> [Journal metrics at Scopus](#) [Article at Scopus](#)

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>

Uno Mereste : Eesti Pank ei saa lubada olukorda, kus üks pank petab pikemat aega oma kliente

Mereste, Uno; Rumm, Hannes Postimees 1993 / 28. jaan

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](#)

The value co-creation through joint failure recovery : B2B settings

Nik Bakhsh, Naghmeh; Riivits-Arkonsuo, Iivi Journal of creating value 2022 / p. 45–57 <https://doi.org/10.1177/23949643221086463> [Journal metrics at Scopus](#) [Article at Scopus](#)

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>

Virtual product developing environment in customer-centered design approach

Randmaa, Merili; Sonk, Kaimo Proceedings of the 7th International Conference of DAAAM Baltic Industrial Engineering : 22-24th April 2010, Tallinn, Estonia. [I] 2010 / p. 72-77 : ill

Рентабельность клиента и релевантные расходы

Alver, Jaan Бухгалтерские новости 2008 / 6, с. 28-30