

### **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](#)

### **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](#)