

### **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  
Journal of strategic marketing 2024 <https://doi.org/10.1080/0965254X.2024.2380657>

### **Crafting conceptual proposition-based contributions: The 7C framework**

**Hollebeek, Linda Desiree;** Srivastava, Rajendra K.; Clark, Moira K.; Urbonavicius, Sigitas; Lim, Weng Marc Psychology and Marketing 2024 / 16 p <https://doi.org/10.1002/mar.22055>

### **Customer journey value : a conceptual framework**

**Hollebeek, Linda Desiree;** Urbonavicius, 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](#)

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

**Hollebeek, Linda Desiree;** Menidjel, Choukri; Sarstedt, Marko; Jansson, Johan; Urbonavicius, Sigitas Psychology and Marketing 2024 / art. 1326454, 19 p <https://doi.org/10.1002/mar.21957>

### **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>

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

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

**Hollebeek, Linda Desiree;** Urbonavicius, Sigitas; **Parts, Oliver** The service industries journal 2022 / p. 42-58  
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### **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](#)