

**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](#)

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

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

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