

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 / p. 1415-1434 <https://doi.org/10.1080/0965254X.2024.2380657> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Marketing and branding strategy for the South Baltic Sea Region : reinforcing regional innovation in SMEs through cross-border collaboration models in the age of transformation

Gerlitz, Laima; **Meyer, Christopher; Prause, Gunnar Klaus** Entrepreneurship and sustainability issues 2021 / p. 467-487
[https://doi.org/10.9770/jesi.2021.8.4\(28\)](https://doi.org/10.9770/jesi.2021.8.4(28))

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](#)