

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](#)

Online content creators' and viewers' interdependent journeys

Hollebeek, Linda Desiree; Anselmsson, Johan; Adomaviciute-Sakalauske, Karina; Krumm, Kristo; Jansson, Johan; Wait, Marius; Ooi, Beewah; **Riivits-Arkonsuo, Iivi;** Lubbe, Isolde Services marketing quarterly 2024 / p. 296-318 <https://doi.org/10.1080/15332969.2024.2364128> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)