

Charting the intellectual structure of customer experience research

Kumar, Prashant; **Hollebeek, Linda Desiree**; Kar, Arpan Kumar; **Kukk, Jana** Marketing Intelligence & Planning 2023 / p. 31-47
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Customer value, customer engagement, and customer-based brand equity in the context of a digital payment app

Bapat, Dhananjay; **Hollebeek, Linda Desiree** Marketing Intelligence & Planning 2023 / p. 837 - 853 <https://doi.org/10.1108/MIP-09-2022-0417> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)