

Brand love and customer brand engagement for masstige : a cross-cultural perspective

Shahid, Shadma; Husain, Rehan; Islam, Jamid Ul; **Hollebeek, Linda Desiree** Journal of Product & Brand Management 2025 / 17 p
<https://doi.org/10.1108/JPBM-07-2024-5370>

Mobile app vs. desktop browser platforms : the relationships among customer engagement, experience, relationship quality and loyalty intention

Khan, Imran; **Hollebeek, Linda Desiree; Fatma, Mobin; Islam, Jamid Ul; Rather, Raouf Ahmad; Shahid, Shadma; Sigurdsson, Valdimar** Journal of Marketing Management 2023 / p. 275-297 <https://doi.org/10.1080/0267257X.2022.2106290> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)