

Hallmarks and potential pitfalls of customer- and consumer engagement scales: A systematic review

Hollebeek, Linda Desiree; Sarstedt, Marko; Menidjel, Choukri; Sprott, David E.; Urbonavicius, Sigitas Psychology & Marketing 2023 / p. 1074 - 1088 <https://doi.org/10.1002/mar.21797> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Theoretical rigor of customer experience scales: a systematic review and a roadmap for researchers

Hollebeek, Linda Desiree; Sarstedt, Marko; Menidjel, Choukri; Urbonavicius, Sigitas; Dikcius, Vytautas Marketing intelligence and planning 2024 / p. 1464-1493 : ill <https://doi.org/10.1108/MIP-06-2024-0413> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)