

Anna Tširkova – elukutselt ehitusinsener, kutsumuselt moelooja

Kiviselg, Irina Põhjarannik 2022 / Lk. 5 <https://dea.digar.ee/article/pohjarannik/2022/12/17/8.2>

Antecedents of online word-of-mouth and memorable experience concept

Riivits-Arkonsuo, Iivi; Leppiman, Anu International journal of business and social research 2015 / p. 1-14 : ill

Beloved brands - insight into the formation of meaningful experience

Riivits-Arkonsuo, Iivi; Leppiman, Anu 14th EBES Conference - Barcelona : program and abstract book : October 23-25, 2014, Barcelona, Spain 2014 / p. 8, 64

The betrayal puzzle : unraveling the connection between inauthenticity, corporate wrongdoing and brand betrayal with avoidance and reparation

Ittefaq, Huma; Akhtar, Naeem; Siddiqi, Umar Iqbal; Islam, Tahir; Kuzior, Aleksandra Journal of retailing and consumer services 2024 / art. 103597 <https://doi.org/10.1016/j.jretconser.2023.103597> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Brand engagement and experience in online services

Khan, Imran; Hollebeek, Linda Desiree; Fatma, Mobin; Islam, Jamid Ul; Rahman, Zillur Journal of services marketing 2020 / p. 163-175 <https://doi.org/10.1108/JSM-03-2019-0106> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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>

Bränd on uus jumal. Kes on Kristus?

Kull, Katrin Eesti Päevaleht 2006 / 22. märts, lk. 4 <https://epl.delfi.ee/artikkel/51034647/katrin-kull-brand-on-uus-jumal-kes-on-kristus>

Co-creation of intangible brand assets : an integrative S-D logicorganic view of brand-based conceptual framework

Saha, Victor; Venkatesh, Mani; Goyal, Praveen; Hollebeek, Linda Desiree Research Handbook on Brand Co-creation : Theory, Practice, and Ethical Implications 2022 / p. 80-89 <https://doi.org/10.4337/9781839105425>

Consumer journey from first experience to brand evangelism

Riivits-Arkonsuo, Iivi; Kaljund, Kristel; Leppiman, Anu Research in economics and business : Central and Eastern Europe 2014 / p. 5-28 : ill

Consumer's journey as ambassador of brand experiences = Tarbija teekond brändielamuste saadikuna

Riivits-Arkonsuo, Iivi 2015 https://www.ester.ee/record=b4524165*est

Consumers' online brand-related misinformation engagement : a weapons of influence perspective

Hollebeek, Linda Desiree; Parts, Oliver; Urbonavicius, Sigita; 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](#)

Consumers' technology-facilitated brand engagement and wellbeing : positivist TAM/PERMA- vs. consumer culture theory perspectives

Hollebeek, Linda Desiree; Belk, Russell International Journal of Research in Marketing 2021 / p. 387-401 <https://doi.org/10.1016/j.ijresmar.2021.03.001> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Country branding and country image : insights, challenges and prospects. The case of Estonia

Same, Siiri; Solarte Vasquez, Maria Claudia Baltic journal of European studies 2014 / p. 137-165 : ill https://artiklid.elnet.ee/record=b2673737*est

Customer engagement in the service context : An empirical investigation of the construct, its antecedents and consequences

Islam, Jamid Ul; Hollebeek, Linda Desiree; Rahman, Zillur Journal of retailing and consumer services 2019 / p. 277-285 <https://doi.org/10.1016/j.jretconser.2019.05.018> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer experience and commitment in retailing : does customer age matter?

Khan, Imran; Hollebeek, Linda Desiree; Fatma, Mobin; Islam, Jamid Ul; Riivits-Arkonsuo, Iivi Journal of Retailing and Consumer Services 2020 / Art. nr. 102219 <https://doi.org/10.1016/j.jretconser.2020.102219> [Journal metrics at WOS](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications

Hollebeek, Linda Desiree; Macky, Keith Journal of interactive marketing 2019 / p. 27-41 <https://doi.org/10.1016/j.intmar.2018.07.003>

Engaging with (vs. avoiding) personalized advertising on social media

Loureiro, Sandra Maria Correia; **Hollebeek, Linda Desiree**; Rather, Raouf Ahmad; Ruivo, Luis; **Kaljund, Kristel**; Guerreiro, Joao
Journal of marketing communications 2023 <https://doi.org/10.1080/13527266.2023.2289044> [Journal metrics at Scopus](#) [Article at Scopus](#)

Enhancing brand equity through sublime experience: The mediating role of consumers' branded content engagement

Waqas, Muhammad; Wajid, Nauman; Khan, Muhammad Ali; **Hollebeek, Linda Desiree**; Urbonavicius, Sigita
Journal of Consumer Behaviour 2025 / 17 p <https://doi.org/10.1002/cb.70002>

Expatriate as a brand : intercultural success stories of Estonian musicians

Kaljund, Kristel; **Peterson, Anne-Liis** Music and Human Mobility Redefining Community in Intercultural Context 2016 2016 / p. 252-259 : ill http://www.afahc.ro/ro/rcic/2016/rcic'16/icmhm'16_III/III.%2013.%20Kaljund-Peterson%20pp%20%20%20252-259.pdf

Experience marketing in country branding : theoretical developments and an Estonian case study

Same, Siiri Research in economics and business : Central and Eastern Europe 2014 / p. 65-88 : ill

Experiential technology brands for generation Y

Rivits-Arkonsuo, Iivi; **Leppiman, Anu** Proceedings of the International Marketing Trends Conference 2015 : Paris, 22-24 January, 2015 2015 / p. 1-11 : ill

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

Hollebeek, Linda Desiree; Sarstedt, Marko; Menidjel, Choukri; Sprott, David E.; Urbonavicius, Sigita
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](#)

"Hea nimi on tugeva brändi üheks eelduseks" : [Printoni trükikoja brändist]

Raun, Anneli; **Arvola, Rene** Ärielu 2003 / 8, lk. 15-16

The invisible leash: when human brands hijack corporate brands' consumer relationships

Giertz, Johann N.; **Hollebeek, Linda Desiree**; Weiger, Welf Hermann; Hammerschmidt, Maik
Journal of Service Management 2022 / p. 485-495 <https://doi.org/10.1108/JOSM-06-2021-0211> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Issues of the legal protection of brand-name drugs in the European Union

Kukrus, Ants; Kartus, Raul
Baltic journal of European studies 2011 / p. 192-210 https://artiklid.elnet.ee/record=b2428993*est

Järjekestvuse ja ajakohasuse sümbioos : [TTÜ uuest tunnusgraafikast]

Keevallik, Andres Mente et Manu 2011 / lk. 1 : ill https://www.ester.ee/record=b1242496*est

Kauplused on täitunud eestikeelse turundusalase kirjandusega

Vihalem, Ann Äripäev 2003 / 4. märts, lk. 15 <https://www.aripaev.ee/uudised/2003/03/03/kauplused-taitunud-eestikeelse-turundusalase-kirjandusega>

Kuidas luua head lastebrändi?

Vihalem, Ann Äripäev 2004 / 7. detsember, lk. 17 <https://www.aripaev.ee/uudised/2004/12/06/kuidas-luua-head-lastebrandi>

Millennials' brand attachment and ecological systems theory [Online resource]

Riivits-Arkonsuo, Iivi; **Leppiman, Anu** Proceedings of 15th International Marketing Trends Conference : January 21st-23rd 2016, Venice 2016 / p. 1-12 : ill http://www.marketing-trends-congress.com/archives/2016/pages/PDF/RIIVITS-ARKONSUO_LEPPIMAN.pdf

MIT Tallinna Tehnikaülikool : kas on mõistlik arendada oma brändi või tippülikoolilt teenus sisse osta?

Liiv, Innar Sirp 2016 / lk. 32 : fot <http://www.sirp.ee/s1-artiklid/c21-teadus/mit-tallinna-tehnikauniversiteet/>

Nation branding : tourism brochures and the idea of an Estonian nation

Polese, Abel; Pawlusz, Emilia
Baltic worlds : a scholarly journal and news magazine 2017 / p. 28-31 : ill
http://www.ester.ee/record=b2520977*est

Player- and spectator-engagement and co-creation in e-sports gaming events during and post-COVID-19

Berndt, Adele; **Hollebeek, Linda Desiree**; **Kaljund, Kristel**; Rather, Raouf Ahmad
Brand co-creation tourism research : contemporary issues and challenges 2023 / p. 139-158 <https://www.appleacademicpress.com/brand-co-creation-tourism-research-contemporary-issues-and-challenges/9781774912515> https://www.ester.ee/record=b5602689*est <https://doi.org/10.1201/9781003336228-8>

Radical circles and visionary innovation : angry birds and the transformation of video games

Ainamo, Antti; Dell'Era, Claudio; Verganti, Roberto
Creativity and Innovation Management 2021 / p. 439-454
<https://doi.org/10.1111/caim.12458> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Reklaami turunduslike aspektide evolutsioon

Allikmaa, Jaanika; **Arvola, Rene** Äritegevuse innovaatika. 3 2002 / lk. 5-20

The role of consumer speech acts in brand activism: A transformative advertising perspective

Fletcher-Brown, Judith; Middleton, Karen; Thompson-Whiteside, Helen; Turnbull, Sarah; Tuan, Annamaria; **Hollebeek, Linda Desiree** Journal of Advertising 2024 / p. 491-510 <https://doi.org/10.1080/00913367.2023.2288828> [Journal metrics at Scopus](#) [Article at Scopus](#)
[Journal metrics at WOS](#) [Article at WOS](#)

Tallinn University of Technology

Leading brands of Estonia : an insight into some of Estonian strongest brands 2016 / p. 204-207 : ill

Tallinn University of Technology

Leading brands of Estonia : an insight into some of Estonian strongest brands 2016 / p. 204-207 : ill

http://www.ester.ee/record=b4618985*est

Tarbija teekond esmakogemusest brändisaadikuni [Elektrooniline teavik]

Riivits-Arkonsuo, Iivi "Elamus turunduses, turundus elamuses" : 5 aastat elamusturundust Tallinna Tehnikaülikoolis : konverentsi ettekannete laiendatud abstraktide kogumik : 6. mai 2014 2014 / lk. 10

Tarbijast brändisaadikuks ehk sõnumi liikumine läbi tarbija [Võrguväljaanne]

Riivits-Arkonsuo, Iivi Elamusdisain turunduses : turunduse õppetooli IV kevadkonverents : konverentsi ettekannete abstraktide kogumik : 10. mai 2016 2016 / lk. 8 <https://www.ttu.ee/public/m/majandusteaduskond/Sundmused/TurKonvAbstraktid.pdf>

Tarbijast brändisaadikuks ehk sõnumi liikumine tarbija kaudu

Riivits-Arkonsuo, Iivi Kaja : kommunikatsiooni ja suhtekorralduse ajakiri 2016 / lk. 19-20 https://artiklid.elnet.ee/record=b2800067*est

The effect of consumer values on engagement and behavioral intent : moderating role of age

Kautish, Pradeep; **Hollebeek, Linda Desiree**; Khare, Arpita; Rather, Raouf Ahmad Managing Disruptions in Business : Causes, Conflicts, and Control 2022 / p. 263-289 https://doi.org/10.1007/978-3-030-79709-6_14

The effects of consumer cosmopolitanism on purchase behavior of foreign vs. domestic products

Parts, Oliver; Vida, Irena Managing global transitions 2011 / p. 355-370 : ill

The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities

Kaur, Harsandaldeep; Paruthi, Mandakini; Islam, Jamid Ul; **Hollebeek, Linda Desiree** Telematics and informatics 2020 / art. 101321, 11 p. . ill <https://doi.org/10.1016/j.tele.2019.101321> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

The role of cosmopolitanism in consumer ethnocentrism, knowledge of brand origins and foreign purchase behaviour

Parts, Oliver; Vida, Irena; **Vihalem, Ann** University-business cooperation Tallinn 2011 2011 / p. 259-276 : ill

Turunduse alused

2003 https://www.ester.ee/record=b1820995*est

Using augmented reality to strengthen consumer/brand relationships: The case of luxury brands

Arya, Vikas; Sethi, Deepa; Hollebeek, Linda Desiree Journal of Consumer Behaviour 2024 / 17 p <https://doi.org/10.1002/cb.2419>

Which corporate social responsibility (CSR) approach optimizes customer engagement behavior? The role of customer-brand identification, brand love, and social communication

Dahrouj, Rasha; Itani, Omar S.; **Hollebeek, Linda Desiree**; Eslami, Hossein; Kassar, Abdul-Nasser Journal of retailing and consumer services 2025 / art. 104230 <https://doi.org/10.1016/j.jretconser.2025.104230>

Young consumers and their brand love

Riivits-Arkonsuo, Iivi; Leppiman, Anu International journal of business and social research 2015 / p. 33-44 : ill