

### **Customers' service-related engagement, experience, and behavioral intent: moderating role of age**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree** Journal of retailing and consumer services 2021 / art. 102453, 10 p

<https://doi.org/10.1016/j.jretconser.2021.102453> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **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](#)

### **Experiential marketing for tourism destinations**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree** The Routledge Handbook of Tourism Experience Management and Marketing

2020 / 12 p <https://doi.org/10.4324/9780429203916>

### **Exploring and validating social identification and social exchange-based drivers of hospitality customer loyalty**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree** International journal of contemporary hospitality management 2019 / p. 1432-1451

<https://doi.org/10.1108/IJCHM-10-2017-0627> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **First-time versus repeat tourism customer engagement, experience, and value co-creation: An empirical investigation**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Rasoolimanesh, S. Mostafa Journal of travel research 2021 / p. 549-564

<https://doi.org/10.1177/0047287521997572> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **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](#)

[Journal metrics at WOS](#)

### **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://www.ester.ee/record=b5602689*est)

### **Service innovativeness and tourism customer outcomes**

**Hollebeek, Linda Desiree**; Rather, Raouf Ahmad International journal of contemporary hospitality management 2019 / p. 4227-4246

: ill <https://doi.org/10.1108/IJCHM-03-2018-0256> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **Shaping customer brand loyalty during the pandemic : The role of brand credibility, value congruence, experience, identification, and engagement**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Vo-Thanh, Tan; Ramkissoon, Haywantee; **Leppiman, Anu**; Smith, Dale L.G.

Journal of Consumer Behaviour 2022 / p. 1175-1189 <https://doi.org/10.1002/cb.2070> [Journal metrics at Scopus](#) [Article at Scopus](#)

[Journal metrics at WOS](#) [Article at WOS](#)

### **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](https://doi.org/10.1007/978-3-030-79709-6_14)

### **Tourism-based customer engagement : the construct, antecedents, and consequences**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Islam, Jamid Ul The service industries journal 2019 / p. 519-540

<https://doi.org/10.1080/02642069.2019.1570154> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

### **Tourists' perceived travel risk, desire to travel, travel engagement, and subjective wellbeing: the moderating role of emotion regulation**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Wait, Marius; Khan, Imran Current Issues in Tourism 2025 / p. 1 - 21

<https://doi.org/10.1080/13683500.2024.2435420>

### **Visitors' destination brand engagement's effect on co-creation : an empirical study**

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Smith, Dale L.G.; **Kukk, Jana**; Ghasemi-Marzbali, Ali The Routledge Companion

to Corporate Branding 2022 / 17 p <https://doi.org/10.4324/9781003035749>