

Gamification's role in fostering user engagement with healthy food-based digital content

Charry, Karine; Poncin, Ingrid; Kullak, Avreliane; Hollebeek, Linda D. Psychology and Marketing 2024 / p. 69-85 : ill
<https://doi.org/10.1002/mar.21892> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

When gamification backfires : the impact of perceived justice on online community contributions

Leclercq, Thomas; Poncin, Ingrid; Hammadi, Wafa; Kullak, Aureliane; **Hollebeek, Linda Desiree** Journal of Marketing Management 2020 / p. 550-577 <https://doi.org/10.1080/0267257X.2020.1736604> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)