

Consumer engagement with self-driving cars : a theory of planned behavior-informed perspective

Hollebeek, Linda Desiree; Menidjel, Choukri; Itani, Omar S.; Clark, Moira K.; Sigurdsson, Valdimar Asia Pacific Journal of Marketing and Logistics 2023 / p. 2029-2046 <https://doi.org/10.1108/APJML-08-2022-0654> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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' smartphone addiction : Impact of engagement and app type on wellbeing

Moriuchi, Emi; **Hollebeek, Linda Desiree;** Lim, Weng Marc Journal of Business Research 2025 / art. 115379 <https://doi.org/10.1016/j.jbusres.2025.115379>

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](#)

The effects of consumer esports videogame engagement on consumption behaviors

Abbasi, Amir Zaib; Asif, Muhammad; **Hollebeek, Linda Desiree;** Islam, Jamid Ul; Ting, Ding Hooi; Rehman, Umair Journal of Product and Brand Management 2021 / p. 1194 - 1211 <https://doi.org/10.1108/JPBM-04-2020-2839> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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>

The impact of consumer engagement with gamified branded apps on gameful experience in emerging markets: an empirical study

Abbasi, Amir; Hollebeek, Linda Desiree; Hassan, Maria; Ting, Ding; **Salm, Eliis;** Dikcius, Vytautas Organizations and Markets in Emerging Economies 2024 / p. 216 - 247 <https://doi.org/10.15388/omee.2024.15.11> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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](#)

The role of recommender systems in fostering consumers' long-term platform engagement

Maslowska, Ewa; Malthouse, Edward C.; **Hollebeek, Linda Desiree** Journal of Service Management 2022 / p. 721-732 <https://doi.org/10.1108/JOSM-12-2021-0487> [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

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](#)