

**Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness**

Luo, Xi; Cheah, Jun-Hwa; **Hollebeek, Linda Desiree**; Lim, Xin-Jean *Journal of retailing and consumer services* 2024 / art. 103644 <https://doi.org/10.1016/j.jretconser.2023.103644>

**Rise of the machines? Customer engagement in automated service interactions**

**Hollebeek, Linda Desiree**; Sprott, David E.; Brady, Michael K. *Journal of Service Research* 2021 / p. 3–8 <https://doi.org/10.1177/1094670520975110> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

**Social media marketing activities, customer engagement, and customer stickiness : A longitudinal investigation**

So, Kevin Kam Fung; Li, Jing; King, Ceridwyn; **Hollebeek, Linda Desiree** *Psychology and Marketing* 2024 / 17 p <https://doi.org/10.1002/mar.21999>

**The effect of social commerce attributes on customer engagement: an empirical investigation**

Busalim, Abdelsalam; **Hollebeek, Linda Desiree**; Lynn, Theo *Internet research* 2023 / p. 187-214 <https://doi.org/10.1108/INTR-03-2022-0165> [Journal metrics at Scopus](#) [Article at scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

**Unravelling the customer journey: A conceptual framework and research agenda**

Mele, Cristina; **Hollebeek, Linda Desiree**; Di Bernardo, Irene; Russo Spena, Tiziana *Technological forecasting and social change* 2025 / art. 123916 <https://doi.org/10.1016/j.techfore.2024.123916>

**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>

**Why switch? The role of customer variety-seeking and engagement in driving service switching intention**

Menidjel, Choukri; **Hollebeek, Linda Desiree**; Urbonavicius, Sigitas; Sigurdsson, Valdimar *Journal of services marketing* 2023 / p. 592-605 <https://doi.org/10.1108/JSM-04-2022-0122> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)