

Avatars' phygital social presence in the metaverse: An engaged theory perspective

Sprott, David E.; **Hollebeek, Linda Desiree**; Sigurdsson, Valdimar; Clark, Moira K.; Urbonavicius, Sigitas Psychology and Marketing 2025 / p. 1528-1540 <https://doi.org/10.1002/mar.22191>

Beyond the Big Five : the effect of machiavellian, narcissistic, and psychopathic personality traits on stakeholder engagement

Hollebeek, Linda Desiree; Sprott, David E.; **Riisalu, Rein** Psychology & Marketing 2022 / p. 1230-1243
<https://doi.org/10.1002/mar.21647> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Blurred lines? Disentangling the roles of consumers' influencer- and brand engagement in shaping brand performance

Weiger, Welf H.; Giertz, Johann N.; Hammerschmidt, Maik; **Hollebeek, Linda Desiree** Journal of Business Research 2025 / art. 115280 <https://doi.org/10.1016/j.jbusres.2025.115280> [Article at Scopus](#)

Boosting app-based mobile financial services engagement in B2B subsistence marketplaces : The roles of marketing strategy and app design

Ferdous, Ahmed Shahriar; Akareem, Husain Salilul; Viswanathan, Madhu; **Hollebeek, Linda Desiree**; Ringer, Allison Industrial Marketing Management 2024 / p. 147-161 <https://doi.org/10.1016/j.indmarman.2024.04.014> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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, 15 p. : ill <https://doi.org/10.1016/j.jretconser.2023.103644> [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>

Breaking the ice : understanding and overcoming consumer resistance to frozen foods

Waseem, Muhammad Adnan; Waqas, Muhammad; Ekinci, Yuksel; Khan, Muhammad Fawad; **Hollebeek, Linda Desiree** British food journal 2025 / p. 1923-1941 <https://doi.org/10.1108/BFJ-11-2024-1123> [Article at Scopus](#)

Charting the intellectual structure of customer experience research

Kumar, Prashant; **Hollebeek, Linda Desiree**; Kar, Arpan Kumar; **Kukk, Jana** Marketing Intelligence & Planning 2023 / p. 31-47 <https://doi.org/10.1108/MIP-05-2022-0185> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Cocreated brand value : theoretical model and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Hammedi, Wafa; **Arvola, Rene** Journal of Brand Management 2021 / p. 413-428 <https://doi.org/10.1057/s41262-021-00235-9> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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 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](#)

Consumer engagement, stress, and conservation of resources theory: a review, conceptual development, and future research agenda

Hollebeek, Linda Desiree; Hammedi, Wafa; Sürött, David E. Psychology and Marketing 2023 / p. 926-937 <https://doi.org/10.1002/mar.21807> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Consumers' health-locus-of-control and social distancing in pandemic-based e-tailing services

Itani, Omar S.; **Hollebeek, Linda Desiree** Journal of services marketing 2021 / p. 1073-1091 : ill <https://www.emerald.com/insight/content/doi/10.1108/JSM-10-2020-0410/full/html> [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, Sigitas; **Riisalu, Rein**; Adomaviciute-Sakalauske, Karina; Jansson, Johan

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](#)

Consumers' willingness to disclose their personal data in e-commerce: A reciprocity-based social exchange perspective

Degutis, Mindaugas; Urbonavičius, Sigitas; **Hollebeek, Linda Desiree**; Anselmsson, Johan Journal of retailing and consumer services 2023 / art. 103385 <https://doi.org/10.1016/j.jretconser.2023.103385> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Crafting conceptual proposition-based contributions: The 7C framework

Hollebeek, Linda Desiree; Srivastava, Rajendra K.; Clark, Moira K.; Urbonavičius, Sigitas; Lim, Weng Marc Psychology and Marketing 2024 / p. 2396-2411 <https://doi.org/10.1002/mar.22055> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#)

[Article at WOS](#)

Customer brand engagement during service lockdown

Hollebeek, Linda Desiree; Smith, Dale L.G.; **Kasabov, Edward**; Hammedi, Wafa; Warlow, Alexander; Clark, Moira K. Journal of services marketing 2021 / p. 201-209 <https://doi.org/10.1108/JSM-05-2020-0199> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer engagement design in industrial innovation

Hollebeek, Linda Desiree; Keeling, Debbie Isobel; de Ruyter, Ko Industrial Marketing Management 2022 / p. 83-89

<https://doi.org/10.1016/j.indmarman.2022.07.010> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer engagement in emerging markets : framework and propositions

Hollebeek, Linda Desiree; Muniz-Martinez, Norberto; Clark, Moira K.; Simanaviciute, Agne; Letukyte, Neda Organizations and Markets in Emerging Economies 2022 / p. 284-299 <https://doi.org/10.15388/omee.2022.13.80> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Customer engagement in evolving technological environments : synopsis and guiding propositions

Hollebeek, Linda Desiree; Sprott, David E.; Andreassen, Tor W. European Journal of Marketing 2019 / p. 2018-2023

<https://doi.org/10.1108/EJM-09-2019-970> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article metrics at WOS](#)

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](#)

Customer journey value : a conceptual framework

Hollebeek, Linda Desiree; Urbonavičius, Sigitas; Sigurdsson, Valdimar; **Arvola, Rene**; Clark, Moira K. Journal of creating value 2023 / p. 8-26 <https://doi.org/10.1177/23949643231157155> [Journal metrics at Scopus](#) [Article at Scopus](#) [Article at WOS](#)

Customer value, customer engagement, and customer-based brand equity in the context of a digital payment app

Bapat, Dhananjay; **Hollebeek, Linda Desiree** Marketing Intelligence & Planning 2023 / p. 837 - 853 <https://doi.org/10.1108/MIP-09-2022-0417> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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](#)

Cybernetic avatars in hospitality: advancing the social inclusion of individuals with a disability

Moriuchi, Emi; **Hollebeek, Linda Desiree** International journal of contemporary hospitality management 2025 / p. 3538-3558

<https://doi.org/10.1108/IJCHM-01-2025-0127> [Article at Scopus](#)

Demystifying consumer digital cocreated value : social presence theory-informed framework and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Macky, Keith Recherche et applications en marketing 2021 / p. 24-42

<https://doi.org/10.1177%2F2051570720961986> [Journal metrics at Scopus](#) [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>

The effect of consumers' affective engagement on their personal data disclosure on social media

Urbanavicius, Sigita; **Hollebeek, Linda Desiree**; Simanavičiute, Agne Journal of Consumer Behaviour 2025 / 28 p

<https://doi.org/10.1002/cb.2481>

The effect of customers' brand experience on brand evangelism : The case of luxury hotels

Purohit, Sonal; **Hollebeek, Linda Desiree**; Das, Manish; Sigurdsson, Valdimar Tourism management perspectives 2023 / art.

101092 <https://doi.org/10.1016/j.tmp.2023.101092>

The Effect of Customers' Extrinsic and Intrinsic Motivation on Their e-Commerce Store Loyalty : A Four-Country Comparison

Dikcius, Vytautas; Vilkaite-Vaitone, Neringa; **Hollebeek, Linda Desiree**; Adomaviciute-Sakalauske, Karina; Zimaitis, Ignas; Kirse, Sigita; Jansson, Johan Journal of International Consumer Marketing 2025 / 17 p <https://doi.org/10.1080/08961530.2025.2549681>

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/JBPM-04-2020-2839> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Engagement and value cocreation within a multi-stakeholder service ecosystem

Viglia, Giampaolo; Pera, Rebecca; Dyussebayeva, Shynar; Mifsud, Matthieu; **Hollebeek, Linda Desiree** Journal of Business

Research 2023 / art. 113584 <https://doi.org/10.1016/j.jbusres.2022.113584> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Engaging consumers through artificially intelligent technologies: Systematic review, conceptual model, and further research

Hollebeek, Linda Desiree; Menidjel, Choukri; Sarstedt, Marko; Jansson, Johan; Urbanavicius, Sigita Psychology and Marketing

2024 / art. 1326454, 18 p. : ill <https://doi.org/10.1002/mar.21957> [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; **Kaljung, 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**; Urbanavicius, Sigita Journal of Consumer

Behaviour 2025 / 17 p <https://doi.org/10.1002/cb.70002>

Ethnicity's effect on social media-based comment intention : comparing minority and majority consumers

Bozkurt, Siddik; Gligor, David; **Hollebeek, Linda Desiree** Psychology and Marketing 2021 / p. 1895-1910

<https://doi.org/10.1002/mar.21549> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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 a customer engagement spillover effect on social media: the moderating role of customer conscientiousness

Hollebeek, Linda Desiree; Kulikovskaja, Viktorija; Hubert, Marco; Grunert, Klaus G. Internet research 2023 / p. 1573-1596

<https://doi.org/10.1108/INTR-08-2021-0619> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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](#)

Exploring customer engagement in the product vs. service context

Behnam, Mohsen; **Hollebeek, Linda Desiree**; Clark, Moira K.; Farabi, Reza Journal of retailing and consumer services 2021 / art.

102456, 9 p <https://doi.org/10.1016/j.jretconser.2021.102456> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Exploring purchase intention in metaverse retailing : insights from an automotive platform

Zhang, Haowei; Lv, Yang; Zhang, Justin Zuopeng; **Hollebeek, Linda Desiree**; Behl, Abhishek; Urbonavicius, Sigitas Journal of retailing and consumer services 2025 / art. 104144 <https://doi.org/10.1016/j.jretconser.2024.104144>

Family firms and bribe payments in developing countries : The moderating role of social capital

Gaganis, Chrysovalantis; Pasiouras, Fotios; Roubaud, David; **Hollebeek, Linda Desiree** Journal of business ethics 2025 / 22 p <https://doi.org/10.1007/s10551-025-05950-w>

Fifteen years of customer engagement research : a bibliometric and network analysis

Hollebeek, Linda Desiree; Sharma, Bhupesh; Pandey, Ritesh; Sanyal, Priyavrat; Clark, Moira K. Journal of Product & Brand Management 2022 / p. 293-309 <https://doi.org/10.1108/JPBm-01-2021-3301> [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](#)

Friend or foe? Customer engagement's value-based effects on fellow customers and the firm

Clark, Moira K.; Lages, Cristiana R.; **Hollebeek, Linda Desiree** Journal of Business Research 2020 / p. 549-556 <https://doi.org/10.1016/j.jbusres.2020.03.011> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

From customer-, to actor-, to stakeholder engagement: taking stock, conceptualization, and future directions

Hollebeek, Linda Desiree; Kumar, Virender; Srivastava, Rajendra K. Journal of Service Research 2022 / p. 328-343 <https://doi.org/10.1177/1094670520977680> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Game on! How gamified loyalty programs boost customer engagement value

Hollebeek, Linda Desiree; Das, Kallol; Shukla, Yupal International journal of information management 2021 / art. 102308, 10 p. : ill <https://doi.org/10.1016/j.ijinfomgt.2021.102308> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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

Charry, Karine; Poncin, Ingrid; Kullak, Avreliane; Hollebeek, Linda Desiree 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](#)

Generative artificial intelligence (GenAI) revolution: A deep dive into GenAI adoption

Kumar, Aman; Shankar, Amit; **Hollebeek, Linda Desiree**; Behl, Abhishek; Lim, Weng Marc Journal of Business Research 2025 / art. 115160 <https://doi.org/10.1016/j.jbusres.2024.115160>

Guest editorial

Hollebeek, Linda Desiree; Sprott, David E.; Andreassen, Tor W. European Journal of Marketing 2019 / p. 1665-1670 <https://doi.org/10.1108/EJM-09-2019-969> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Guidelines for theory selection : The IMPACT framework

Hollebeek, Linda Desiree; Kumar, V; Srivastava, Rajendra K.; Lim, Weng Marc; Urbonavicius, Sigitas Psychology and marketing 2025 / vol. 18 <https://doi.org/10.1002/mar.70009>

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

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

Handbook of research on customer engagement

2019 https://www.ester.ee/record=b5290824*est <https://doi.org/10.4337/9781788114899>

Hedonic consumption experience in videogaming : A multidimensional perspective

Hollebeek, Linda Desiree; Abbasi, Amir Zaib; Schultz, Carsten D.; Ting, Ding Hooi; Sigurdsson, Valdimar Journal of Retailing and Consumer Services 2022 / Art. 102892 <https://doi.org/10.1016/j.jretconser.2021.102892> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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](#)

In-game content purchase motivations (IGCPMs) : Conceptualization, scale development, and validation

Hussain, Ali; **Hollebeek, Linda Desiree**; Marder, Ben; Ting, Ding Hooi Information and management 2025 / art. 104207

<https://doi.org/10.1016/j.im.2025.104207>

Innovations leveraging artificial intelligence, stakeholder engagement, and innovation value : An investment model perspective

Hollebeek, Linda Desiree; Katsikeas, Constantine S.; Kopalle, Praveen K.; Viglia, Giampaolo Journal of product innovation management 2025 / 11 p <https://doi.org/10.1111/jpim.70016>

Introduction to the handbook of research on customer engagement

Hollebeek, Linda Desiree; Sprott, David E. Handbook of research on customer engagement 2019 / p. 1-3
https://www.ester.ee/record=b5290824*est <https://doi.org/10.4337/9781788114899.00005>

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](#)

Leveraging social media advertising to foster female consumers' empowerment and engagement: The role of regulatory mode

Septianto, Felix; Mathmann, Frank; **Hollebeek, Linda Desiree;** Higgins, E. Tory Journal of Advertising 2023 / p. 688 - 705
<https://doi.org/10.1080/00913367.2023.2255251> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Light at the end of the tunnel : Visitors' virtual reality (versus in-person) attraction site tour-related behavioral intentions during and post-COVID-19

Itani, Omar S.; **Hollebeek, Linda Desiree** Tourism Management 2021 / art. 104290 <https://doi.org/10.1016/j.tourman.2021.104290>
[Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Mitigating distraction : interactivity and atmospherics in social commerce

Suraj, J.; **Hollebeek, Linda Desiree;** Joseph, Ajay; Akhil, M. A.; George, Ajimon; Letukyte, Neda International journal of retail and distribution management 2025 / p. 990-1008 <https://doi.org/10.1108/IJRD-02-2025-0145>

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](#)

Moving the stakeholder journey forward

Hollebeek, Linda Desiree; Kumar, Viswanathan; Srivastava, Rajendra K.; Clark, Moira K. Journal of the academy of marketing science 2023 / p. 23-49 <https://doi.org/10.1007/s11747-022-00878-3> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Online content creators' and viewers' interdependent journeys

Hollebeek, Linda Desiree; Anselmsson, Johan; Adomaviciute-Sakalauske, Karina; Krumm, Kristo; Jansson, Johan; Wait, Marius; Ooi, Beewah; **Riivits-Arkonsuo, Iivi;** Lubbe, Isolde Services marketing quarterly 2024 / p. 296-318
<https://doi.org/10.1080/15332969.2024.2364128> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Personality-based consumer engagement styles : conceptualization, research propositions and implications

Hollebeek, Linda Desiree; Islam, Jamid Ul; Macky, Keith Handbook of research on customer engagement 2019 / p. 224-244
<https://doi.org/10.4337/9781788114899.00017> https://www.ester.ee/record=b5290824*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>

Positively and negatively valenced customer engagement : the constructs and their organizational consequences

Marbach, Julia; Borghei Razavi, Niloofar; Lages, Cristiana R.; **Hollebeek, Linda Desiree** Handbook of research on customer engagement 2019 / p. 291-310 : ill <https://doi.org/10.4337/9781788114899.00021> https://www.ester.ee/record=b5290824*est

Proactive service recovery performance in emerging (vs. developed) market-based firms : the role of clients' cultural orientation

Nik Bakhsh, Naghmeh; **Hollebeek, Linda Desiree;** **Riivits-Arkonsuo, Iivi;** Clark, Moira K.; Casas, Ramunas Organizations and Markets in Emerging Economies 2023 / p. 260-285 <https://doi.org/10.15388/omee.2023.14.92> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Responsible stakeholder engagement marketing

Kumar, V.; **Hollebeek, Linda Desiree**; Sharma, Amalesh; Rajan, Bharath; Srivastava, Rajendra K. Journal of business research 2025 / art. 115143 <https://doi.org/10.1016/j.jbusres.2024.115143> [Article at Scopus](#)

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](#)

Role of AI in enhancing customer engagement, loyalty and loyalty programme performance

Menidjel, Choukri; **Hollebeek, Linda Desiree**; Leppiman, Anu; Riivits-Arkonsuo, Iivi Handbook of Research on Customer Loyalty 2022 / p. 316-331 <https://doi.org/10.4337/9781800371637.00032>

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](#)

The role of customer experience in the perceived value–word-of-mouth relationship

Kuppelwieser, Volker G.; Klaus, Philipp; Manthiou, Aikaterini; **Hollebeek, Linda Desiree** Journal of services marketing 2022 / p. 364-378 : ill <https://doi.org/10.1108/JSM-11-2020-0447> [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](#)

S-D logic-informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM

Hollebeek, Linda Desiree; Srivastava, Rajendra K.; Chen, Tom Journal of the academy of marketing science 2019 / p. 161–185
<https://doi.org/10.1007/s11747-016-0494-5>

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](#)

Service recovery for deaf and hard of hearing customers : A transformative service research perspective

Moriuchi, Emi; **Hollebeek, Linda Desiree**; Sigurdsson, Valdimar Services marketing quarterly 2025 / 30 p.
<https://doi.org/10.1080/15332969.2025.2537540>

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](#)

Smart service value: Conceptualization, scale development, and validation in the retailing context

Roy, Sanjit K.; Singh, Gaganpreet; **Hollebeek, Linda Desiree**; Shabnam, Saadia; Japutra, Arnold; van Doorn, Sebastian; Ray, Subhasis; Appio, Francesco Paolo Technovation 2024 / art. 103097 <https://doi.org/10.1016/j.technovation.2024.103097> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Social influence and stakeholder engagement behavior conformity, compliance, and reactance

Hollebeek, Linda Desiree; Sprott, David E.; Sigurdsson, Valdimar; Clark, Moira K. Psychology and Marketing 2022 / p. 90-100
<https://doi.org/10.1002/mar.21577> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Social isolation and risk-taking behavior: The case of COVID-19 and cryptocurrency

Lavan, Thusyanthy; Martin, Brett A.S.; Lim, Weng Marc; **Hollebeek, Linda Desiree** Journal of retailing and consumer services 2024 / art. 103951, 13 p. : ill <https://doi.org/10.1016/j.jretconser.2024.103951> [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 / p. 1597-1613 : ill <https://doi.org/10.1002/mar.21999> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Special Issue : Engaging Customers in an Evolving Technological Environment

European Journal of Marketing

2019 <https://www.emerald.com/insight/publication/issn/0309-0566/vol/53/iss/9>

Stakeholder engagement and business model innovation value

Hollebeek, Linda Desiree; Urbonavicius, Sigita; Parts, Oliver The service industries journal 2022 / p. 42-58

<https://doi.org/10.1080/02642069.2022.2026334> Journal metrics at Scopus Article at Scopus Journal metrics at WOS Article at WOS

Talking vs typing: how voice- vs text-based educational robots shape student engagement

Mele, Cristina; Russo-Spena, Tiziana; Ranieri, Angelo; Di Bernardo, Irene; Hollebeek, Linda Desiree Journal of Service Management 2025 / 24, p <https://doi.org/10.1108/JOSM-02-2024-0082>

Temporality of customer engagement in service innovation : a theoretical model

Karahasanovic, Amela; Hollebeek, Linda Desiree; Chasanidou, Dimitra; Gurau, Calin Handbook of research on customer engagement 2019 / p. 376–390 : ill <https://doi.org/10.4337/9781788114899>

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 effect of consumer-perceived COVID-19 ad value on health-protective behavior: Mediating role of engagement

Rafah, Mir Abdur; Abbasi, Amir Zaib; Hollebeek, Linda Desiree; Ali, Muhammad Asghar; Ting, Ding Hooi Health marketing quarterly 2024 / 32 p <https://doi.org/10.1080/07359683.2024.2355378> Journal metrics at Scopus Article at Scopus Journal metrics at WOS Article at WOS

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

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 consumer engagement in recovering online service failures : an application of service-dominant logic

Islam, Jamid Ul; Rahman, Zillur; Hollebeek, Linda Desiree Handbook of research on customer engagement 2019 / p. 456-469 : ill <https://doi.org/10.4337/9781788114899.00030>

Theoretical rigor of customer experience scales: a systematic review and a roadmap for researchers

Hollebeek, Linda Desiree; Sarstedt, Marko; Menidjel, Choukri; Urbonavicius, Sigita; Dikcius, Vytautas Marketing intelligence and planning 2024 / p. 1464-1493 : ill <https://doi.org/10.1108/MIP-06-2024-0413> Journal metrics at Scopus Article at Scopus Journal metrics at WOS Article at WOS

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>

Understanding the effects of firms' unresponsiveness on social media toward customer feedback on customers' engagement : the impact of ethnicity

Bozkurt, Siddik; Gligor, David; Hollebeek, Linda Desiree; Sumlin, Cameron Journal of research in interactive marketing 2025 / p. 59-75 <https://doi.org/10.1108/JRIM-09-2023-0317>

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>

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>

Using machine learning to develop customer insights from user-generated content

Mustak, Mekhail; Hallikainen, Heli; Laukkanen, Tommi; Ple, Loïc; Hollebeek, Linda Desiree; Aleem, Majid Journal of retailing and consumer services 2024 / art. 104034, 14 p. : ill <https://doi.org/10.1016/j.jretconser.2024.104034> Journal metrics at Scopus Article at Scopus Journal metrics at WOS Article at WOS

Value co-creation: a metatheory unifying framework and fundamental propositions

Saha, Victor; **Hollebeek, Linda Desiree**; Venkatesh, Mani; Goyal, Praveen; Clark, Moira Marketing Intelligence & Planning 2025 / p. 574-603 <https://doi.org/10.1108/MIP-03-2024-0163> [Article at Scopus](#)

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

Leclercq, Thomas; Poncin, Ingrid; Hammedi, 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](#)

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, Sigita; 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](#)

Videogames-as-a-service : converting freemium- to paying-users through pop-up advertisement value

Hussain, Ali; Abbasi, Amir Zaib; **Hollebeek, Linda Desiree**; Schultz, Carsten D.; Ting, Ding Hooi; Wilson, Bradley Journal of services marketing 2022 / p. 398–415 : ill <https://doi.org/10.1108/JSM-05-2020-0164> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Virtual reality through the customer journey : framework and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Andreassen, Tor W.; Sigurdsson, Valdimar; Smith, Dale L.G. Journal of retailing and consumer services 2020 / art. 102056 <https://doi.org/10.1016/j.jretconser.2020.102056> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

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>