

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

Hollebeek, Linda Desiree; Menidjel, Choukri; Sarstedt, Marko; Jansson, Johan; Urbonavicius, Sigitas *Psychology and Marketing* 2024 / art. 1326454, 19 p <https://doi.org/10.1002/mar.21957>

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](#)