

# Linda D Hollebeek

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

72  
papers

9,359  
citations

37  
h-index

81  
g-index

81  
ext. papers

11,567  
ext. citations

5.4  
avg, IF

7.35  
L-index

| #  | Paper   | IF   | Citations |
|----|---|------|-----------|
| 72 | Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. <i>Journal of Service Research</i> , <b>2011</b> , 14, 252-271   | 6    | 1670      |
| 71 | Consumer engagement in a virtual brand community: An exploratory analysis. <i>Journal of Business Research</i> , <b>2013</b> , 66, 105-114  | 8.7  | 1537      |
| 70 | Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. <i>Journal of Interactive Marketing</i> , <b>2014</b> , 28, 149-165   | 9.8  | 1232      |
| 69 | Demystifying customer brand engagement: Exploring the loyalty nexus. <i>Journal of Marketing Management</i> , <b>2011</b> , 27, 785-807   | 3.2  | 666       |
| 68 | Exploring customer brand engagement: definition and themes. <i>Journal of Strategic Marketing</i> , <b>2011</b> , 19, 555-573   | 2.7  | 603       |
| 67 | S-D logic informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. <i>Journal of the Academy of Marketing Science</i> , <b>2019</b> , 47, 161-185       | 12.4 | 306       |
| 66 | Exploring positively- versus negatively-valenced brand engagement: a conceptual model. <i>Journal of Product and Brand Management</i> , <b>2014</b> , 23, 62-74   | 4.3  | 252       |
| 65 | Beyond virtuality: from engagement platforms to engagement ecosystems. <i>Managing Service Quality</i> , <b>2014</b> , 24, 592-611  |      | 172       |
| 64 | Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. <i>Journal of Interactive Marketing</i> , <b>2019</b> , 45, 27-41 | 9.8  | 171       |
| 63 | The influence of involvement on purchase intention for new world wine. <i>Food Quality and Preference</i> , <b>2007</b> , 18, 1033-1049   | 5.8  | 157       |
| 62 | The Customer Engagement/Value Interface: An Exploratory Investigation. <i>Australasian Marketing Journal</i> , <b>2013</b> , 21, 17-24  | 5    | 152       |
| 61 | Consumer engagement in online brand communities: a solicitation of congruity theory. <i>Internet Research</i> , <b>2018</b> , 28, 23-45   | 4.8  | 149       |
| 60 | Virtual brand community engagement practices: a refined typology and model. <i>Journal of Services Marketing</i> , <b>2017</b> , 31, 204-217  | 4    | 119       |
| 59 | Zooming out: actor engagement beyond the dyadic. <i>Journal of Service Management</i> , <b>2018</b> , 29, 333-351   | 7.4  | 116       |
| 58 | Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences. <i>Journal of Retailing and Consumer Services</i> , <b>2019</b> , 50, 277-285      | 8.5  | 115       |
| 57 | Tourism-based customer engagement: the construct, antecedents, and consequences. <i>Service Industries Journal</i> , <b>2019</b> , 39, 519-540  | 5.7  | 109       |
| 56 | Engagement valence duality and spillover effects in online brand communities. <i>Journal of Service Theory and Practice</i> , <b>2017</b> , 27, 877-897   | 3.1  | 104       |

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|----|---|------|----|
| 55 | Personality factors as predictors of online consumer engagement: an empirical investigation. <i>Marketing Intelligence and Planning</i> , <b>2017</b> , 35, 510-528   | 3.2  | 85 |
| 54 | Exploring and validating social identification and social exchange-based drivers of hospitality customer loyalty. <i>International Journal of Contemporary Hospitality Management</i> , <b>2019</b> , 31, 1432-1451 | 7.5  | 83 |
| 53 | Theorizing about resource integration through service-dominant logic. <i>Marketing Theory</i> , <b>2014</b> , 14, 249-268   | 2.6  | 82 |
| 52 | The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. <i>Telematics and Informatics</i> , <b>2020</b> , 46, 101321                     | 8.1  | 80 |
| 51 | Capturing value from non-paying consumers: Engagement behaviours: field evidence and development of a theoretical model. <i>Journal of Strategic Marketing</i> , <b>2016</b> , 24, 190-209                          | 2.7  | 77 |
| 50 | Response: Advancing and Consolidating Knowledge About Customer Engagement. <i>Journal of Service Research</i> , <b>2011</b> , 14, 283-284   | 6    | 68 |
| 49 | The Dynamics of Consumer Engagement with Mobile Technologies. <i>Service Science</i> , <b>2017</b> , 9, 36-49   | 2.2  | 63 |
| 48 | Service innovativeness and tourism customer outcomes. <i>International Journal of Contemporary Hospitality Management</i> , <b>2019</b> , 31, 4227-4246   | 7.5  | 61 |
| 47 | User experience sharing. <i>European Journal of Marketing</i> , <b>2018</b> , 52, 1154-1184   | 4.4  | 60 |
| 46 | Developing business customer engagement through social media engagement-platforms: An integrative S-D logic/RBV-informed model. <i>Industrial Marketing Management</i> , <b>2019</b> , 81, 89-98                    | 6.9  | 60 |
| 45 | Light at the end of the tunnel: Visitors' virtual reality (versus in-person) attraction site tour-related behavioral intentions during and post-COVID-19. <i>Tourism Management</i> , <b>2021</b> , 84, 104290      | 10.8 | 56 |
| 44 | Individual-level cultural consumer engagement styles. <i>International Marketing Review</i> , <b>2018</b> , 35, 42-71   | 4.4  | 53 |
| 43 | Customer engagement in evolving technological environments: synopsis and guiding propositions. <i>European Journal of Marketing</i> , <b>2019</b> , 53, 2018-2023   | 4.4  | 52 |
| 42 | The S-D logic-informed Hamburger model of service innovation and its implications for engagement and value. <i>Journal of Services Marketing</i> , <b>2018</b> , 32, 1-7  | 4    | 51 |
| 41 | Customers' service-related engagement, experience, and behavioral intent: Moderating role of age. <i>Journal of Retailing and Consumer Services</i> , <b>2021</b> , 60, 102453                                      | 8.5  | 51 |
| 40 | Dynamics of customer interaction on social media platforms. <i>Electronic Markets</i> , <b>2016</b> , 26, 199-202   | 4.8  | 43 |
| 39 | Epilogue to the Special Issue and reflections on the future of engagement research. <i>Journal of Marketing Management</i> , <b>2016</b> , 32, 586-594  | 3.2  | 41 |
| 38 | Higher education brand alliances: Investigating consumers' dual-degree purchase intentions. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3113-3121   | 8.7  | 40 |

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| 37 | Wine service marketing, value co-creation and involvement: research issues. <i>International Journal of Wine Business Research</i> , <b>2009</b> , 21, 339-353          | 1.6  | 39 |
| 36 | First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. <i>Journal of Travel Research</i> , 004728752199757 | 6.3  | 37 |
| 35 | Brand engagement and experience in online services. <i>Journal of Services Marketing</i> , <b>2019</b> , 34, 163-175  | 4    | 37 |
| 34 | Epilogue Service innovation actor engagement: an integrative model. <i>Journal of Services Marketing</i> , <b>2018</b> , 32, 95-100                                     | 4    | 35 |
| 33 | Virtual reality through the customer journey: Framework and propositions. <i>Journal of Retailing and Consumer Services</i> , <b>2020</b> , 55, 102056                  | 8.5  | 34 |
| 32 | Customer experience and commitment in retailing: Does customer age matter?. <i>Journal of Retailing and Consumer Services</i> , <b>2020</b> , 57, 102219                | 8.5  | 34 |
| 31 | Sounds of music: exploring consumers' musical engagement. <i>Journal of Consumer Marketing</i> , <b>2016</b> , 33, 417-427  | 2    | 31 |
| 30 | When gamification backfires: the impact of perceived justice on online community contributions. <i>Journal of Marketing Management</i> , <b>2020</b> , 36, 550-577      | 3.2  | 24 |
| 29 | Friend or foe? Customer engagement's value-based effects on fellow customers and the firm. <i>Journal of Business Research</i> , <b>2020</b> , 121, 549-556             | 8.7  | 23 |
| 28 | Customer brand engagement during service lockdown. <i>Journal of Services Marketing</i> , <b>2021</b> , 35, 201-209   | 4    | 20 |
| 27 | From Customer-, to Actor-, to Stakeholder Engagement: Taking Stock, Conceptualization, and Future Directions. <i>Journal of Service Research</i> , 109467052097768      | 6    | 19 |
| 26 | Exploring customer engagement in the product vs. service context. <i>Journal of Retailing and Consumer Services</i> , <b>2021</b> , 60, 102456                          | 8.5  | 19 |
| 25 | Creating Stronger Brands Through Consumer Experience and Engagement <b>2018</b> , 221-242   |      | 15 |
| 24 | The effects of consumer esports videogame engagement on consumption behaviors. <i>Journal of Product and Brand Management</i> , <b>2020</b> , ahead-of-print,           | 4.3  | 13 |
| 23 | Fifteen years of customer engagement research: a bibliometric and network analysis. <i>Journal of Product and Brand Management</i> , <b>2021</b> , ahead-of-print,      | 4.3  | 13 |
| 22 | Beyond the dyadic: customer engagement in increasingly networked environments. <i>Journal of Service Management</i> , <b>2018</b> , 29, 330-332                         | 7.4  | 11 |
| 21 | Game on! How gamified loyalty programs boost customer engagement value. <i>International Journal of Information Management</i> , <b>2021</b> , 61, 102308               | 16.4 | 11 |
| 20 | The Role of Social Capital in Shaping Consumer Engagement within Online Brand Communities <b>2018</b> , 491-504   |      | 9  |

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| 19 | Stakeholder engagement and business model innovation value. <i>Service Industries Journal</i> , <b>2022</b> , 42, 42-58  | 7   | 7 |
| 18 | Marketing in an Interactive World. <i>Advances in Social Networking and Online Communities Book Series</i> , 29-52   | 0.3 | 7 |
| 17 | Personality-based consumer engagement styles: conceptualization, research propositions and implications <b>2019</b> , 224-244  |     | 7 |
| 16 | Cocreated brand value: theoretical model and propositions. <i>Journal of Brand Management</i> , <b>2021</b> , 28, 413  | 3.3 | 5 |
| 15 | Demystifying consumer digital cocreated value: Social presence theory-informed framework and propositions. <i>Recherche Et Applications En Marketing</i> , <b>2020</b> , 205157072096198             | 0.9 | 4 |
| 14 | Hedonic consumption experience in videogaming: A multidimensional perspective. <i>Journal of Retailing and Consumer Services</i> , <b>2022</b> , 65, 102892  | 8.5 | 3 |
| 13 | Handbook of Research on Customer Engagement <b>2019</b> ,  |     | 3 |
| 12 | Videogames-as-a-service: converting freemium- to paying-users through pop-up advertisement value. <i>Journal of Services Marketing</i> , <b>2021</b> , ahead-of-print,                               | 4   | 3 |
| 11 | The Effect of Consumer Values on Engagement and Behavioral Intent: Moderating Role of Age. <i>Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth</i> , <b>2022</b> , 263-289 |     | 2 |
| 10 | Sustainable Crowdfunding for Subsistence Entrepreneurship. <i>Contributions To Management Science</i> , <b>2020</b> , 49-62  | 0.4 | 2 |
| 9  | The role of customer experience in the perceived value-word-of-mouth relationship. <i>Journal of Services Marketing</i> , <b>2021</b> , ahead-of-print,  | 4   | 2 |
| 8  | Démystifier la valeur créée digitale du consommateur : cadre et propositions fondées sur la théorie de la présence sociale. <i>Recherche Et Applications En Marketing</i> , <b>2021</b> , 36, 27-47  | 0.4 | 1 |
| 7  | Ethnicity's effect on social media-based comment intention: Comparing minority and majority consumers. <i>Psychology and Marketing</i> , <b>2021</b> , 38, 1895                                      | 3.9 | 1 |
| 6  | Social influence and stakeholder engagement behavior conformity, compliance, and reactance. <i>Psychology and Marketing</i> ,  | 3.9 | 1 |
| 5  | Beyond the Big Five: The effect of machiavellian, narcissistic, and psychopathic personality traits on stakeholder engagement. <i>Psychology and Marketing</i> ,                                     | 3.9 | 0 |
| 4  | Marketing in an Interactive World 1523-1545  |     |   |
| 3  | Marketing in an Interactive World 2027-2050  |     |   |
| 2  | Introduction to the Handbook of Research on Customer Engagement <b>2019</b> , 1-3  |     |   |

- 1 Positively and negatively valenced customer engagement: the constructs and their organizational consequences **2019**, 291-310