

---

# Contents

---

<i>List of contributors</i>	viii
Introduction to the <i>Handbook of Research on Customer Engagement</i> <i>Linda D. Hollebeek and David E. Sprott</i>	1
<b>PART I CUSTOMER ENGAGEMENT AND MARKETING PRACTICE</b>	
Introduction: customer engagement and marketing practice <i>V. Kumar</i>	4
1 Engagement-to-value (E2V): an empirical case study <i>Debbie Isobel Keeling, Ko de Ruyter and David Cox</i>	20
2 Boosting customer engagement through gamification: a customer engagement marketing approach <i>Sandra Streukens, Allard van Riel, Daria Novikova and Sara Leroi-Werelds</i>	35
3 Applying design thinking to innovate, validate, and implement new digital services <i>Njål Sivertstøl and Annita Fjuk</i>	55
4 Online reviews as customers' dialogues with and about brands <i>Ewa Masłowska, Su Jung Kim, Edward C. Malthouse and Vijay Viswanathan</i>	76
5 Engagement and technology as key enablers for a circular economy <i>Nicholas Vijverman, Bieke Henkens and Katrien Verleye</i>	97
<b>PART II CUSTOMER ENGAGEMENT CONCEPTUALIZATION AND CONCEPTUAL RELATIONSHIPS</b>	
Introduction: the evolution of conceptual work on customer engagement <i>Ruth N. Bolton</i>	114

6	How in-store retail and service atmosphere create customer engagement <i>Elisa B. Schweiger, Anne L. Roggeveen, Dhruv Grewal and Nancy M. Puccinelli</i>	126
7	Customer engagement: the role of gamification <i>Wafa Hammedi, Thomas Leclercq and Ingrid Poncin</i>	164
8	Giving or receiving in social media: can content marketing simultaneously drive productive and consumptive engagement? <i>Welf H. Weiger, Maik Hammerschmidt and Thomas P. Scholdra</i>	186
9	Story-based consumer engagement: a conceptual framework <i>Laurence Dessart and Valentina Pitardi</i>	204
10	Personality-based consumer engagement styles: conceptualization, research propositions and implications <i>Linda D. Hollebeek, Jamid Ul Islam, Keith Macky, Takashi Taguchi, Carolyn Costley and Dale Smith</i>	224
11	Practices, engagement, and service systems as a holistic perspective on technological actors <i>Jennifer Chandler</i>	245

### PART III CUSTOMER ENGAGEMENT AND ORGANIZATIONAL PERFORMANCE

	Introduction: customer engagement and organizational performance: a financial perspective <i>Bobby J. Calder</i>	259
12	Review of engagement drivers for an instrument to measure customer engagement marketing strategy <i>Shiri Vivek, Cynthia Kazanis and Ingita Jain</i>	271
13	Positively and negatively valenced customer engagement: the constructs and their organizational consequences <i>Julia Marbach, Niloofar Borghei Razavi, Cristiana R. Lages and Linda D. Hollebeek</i>	291
14	Customer engagement and organizational performance: a service-dominant logic perspective <i>Civilai Leckie, Munyaradzi W. Nyadzayo and Lester W. Johnson</i>	311

15	Leveraging user-generated content: a visual case analysis of Contiki's brand co-creation campaign <i>Robyn Ouschan, Jay Turkington and Julie Napoli</i>	329
16	A web site engagement measurement for digital marketers <i>Antonio Hyder and Otto Regalado-Pezúa</i>	358
17	Temporality of customer engagement in service innovation: a theoretical model <i>Amela Karahasanović, Linda D. Hollebeek, Dimitra Chasanidou and Calin Gurau</i>	376
PART IV CUSTOMER ENGAGEMENT AND NETWORKED ENVIRONMENTS		
	Introduction: value creation and co-creation within networks <i>Sharon E. Beatty</i>	391
18	The impact of customer engagement behaviors and majority/minority information on the use of online reviews <i>Thomas L. Baker, Paul Fombelle, Clay Voorhees, Kristina K. Lindsey Hall and Blake Runnalls</i>	402
19	Sharing uncertainty across organizations: service capital and customer engagement for realizing nonownership value <i>Michael Ehret and Jochen Wirtz</i>	423
20	Connections and interactions: an engagement perspective on customer networks <i>Kim A. Johnston and Anne B. Lane</i>	441
21	The role of consumer engagement in recovering online service failures: an application of service-dominant logic <i>Jamid Ul Islam, Zillur Rahman and Linda D. Hollebeek</i>	456
22	Conceptualizing health consumer engagement: an extended framework of resource integration, co-creation and engagement <i>Kara Burns and Sven Tuzovic</i>	470
	<i>Index</i>	493