
Introduction to the *Handbook of Research on Customer Engagement*

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We are delighted to present the *Handbook of Research on Customer Engagement* to you, which offers a selection of contemporary readings in this rapidly developing research area. Since its initial inclusion on the Marketing Science Institute's 2010 *Research Priorities*, the topic area has grown intensely with important advances being made with respect to customer engagement (CE) conceptualization, measurement, as well as studies conducted in particular areas of CE application (see e.g. Kumar et al. 2019; Kumar and Pansari 2016; Hollebeek, Srivastava, and Chen 2019).

For the period 2018–2020, the MSI has maintained the CE on centrality by inviting future research on the question *What are the most effective strategies to drive deeper and lasting customer engagement with the firm?* (MSI 2018, p. 3). In parallel, researchers' growing interest in CE is evident in a significant number of journal Special Issues (e.g. 2017 *Journal of the Academy of Marketing Science*, 2010 *Journal of Service Research*, 2018 *Journal of Services Marketing*), conference Special Sessions, roundtables and other events being organized to foster enhanced understanding of the concept (Brodie et al. 2011).

Based on the rapidly advancing state of CE research, we proudly present you a set of collected readings on contemporary CE topics in this title, which – with authors from more than 12 countries – represents a truly international contribution. The title is divided into four main sections, including *CE and Marketing Practice*, *CE and Conceptual Relationships*, *CE and Organizational Performance*, and *CE in Networked Environments*. Each of these sections is headed up by an introduction and overview by a senior marketing scholar, as detailed below, and comprises a number of chapters within the respective broad topic.

First, our opening section *Customer Engagement and Marketing Practice* addresses CE's practitioner-based roots, thereby aiming to shed light on the concept's managerial applications. We are delighted to have renowned marketing scholar and world-leading CE expert, Professor V. Kumar introducing this section in an introductory chapter and laying out key CE observations to practising managers. The first of this section's five chapters is by Keeling et al., who explore the notion of engagement-to-value

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through an empirical case study approach, followed by Streukens et al., who investigate CE in the context of gamification. Next, we present a chapter by Sivertstøl and Fjuk that applies design thinking to service innovation. Maslowska et al. then address the importance of online reviews in stimulating CE, and the section concludes with a chapter by Vijverman et al. on CE's role in the circular economy.

For our second section, *Customer Engagement Conceptualization and Conceptual Relationships*, the introductory chapter is presented by eminent marketing scholar Professor Ruth N. Bolton, who has published extensively on CE and related topic areas. In her introduction, Professor Bolton reviews the recent evolution of CE research and introduces our six chapters comprising this section. First, Schweiger et al. examine how in-store retail atmospheric elements drive CE, followed by Hammedi et al. who offer a conceptual account of gamification's role in driving CE. Next, Weiger et al. address the role of social media content marketing in affecting customer engagement behaviors, and Dessart and Pitardi, who develop a model of story-based CE. We also present a chapter by Hollebeek et al., who develop the concept of personality-based CE styles and offer an associated set of research propositions, and the section concludes with a chapter by Chandler on practices, engagement and service systems from a holistic actor perspective.

Our third section, which centers on *Customer Engagement and Organizational Performance*, is introduced by distinguished Professor Bobby J. Calder, who has also published widely on CE in recent years. The section opens with Vivek et al., who review key engagement drivers to explore customer engagement marketing strategy. Marbach et al. then explore positively- versus negatively-valenced CE in the online context, followed by Leckie et al., who take a service-dominant logic perspective on CE to examine its effect on organizational performance. Ouschan et al. investigate CE in social media settings. Next, Hyder and Regalado-Pezúa offer a website engagement measurement for digital marketers. The section concludes with Karahasanovic et al.'s chapter on CE's temporal dimension and its relevance for service innovation.

Prominent CE author and Professor Sharon E. Beatty introduces our final section titled *Customer Engagement in Networked Environments*, which explores the growing need to extend beyond CE alone into the realm of other stakeholders' engagement (Hollebeek 2016). First, Baker et al. study the impact of customer engagement behaviors and majority/minority information on the use of online reviews. Then, Ehret and Wirtz address co-creative assets for CE, followed by Johnston and Lane, who analyse engagement in socially situated networks. Next, we present Ul Islam et al., who discuss CE's role in online service recovery. Our title

concludes with Burns and Tuzovic's exploration of engagement in the health context (i.e. patient engagement).

We are excited to share these advances with you and hope you will enjoy reading this book as much as we have enjoyed creating it. We also hope it will foster discussion and debate in your communities and inspire the development of further insight into CE, as well as the undertaking of further research in this growing area.

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Request PDF | On Jan 1, 2019, Linda Hollebeek and others published Handbook of Research on Customer Engagement | Find, read and cite all the research you need on ResearchGate. You can request the full-text of this book directly from the authors on ResearchGate. Request full-text. Already a member? Log in. ResearchGate iOS App. Get it from the App Store now. Install. Introduction to the Handbook of Research on Customer Engagement 1 Linda D. Hollebeek and David E. Sprott. PART I CUSTOMER ENGAGEMENT AND MARKETING PRACTICE Introduction: customer engagement and marketing practice 4 V. Kumar 1 Applying design thinking to innovate, validate, and implement new digital services 55 Nj.l Sivertst.l and Annita Fjuk 4 Online reviews as customers' dialogues with and about brands 76 Ewa Maslowska, Su Jung Kim, Edward C. Malthouse and Vijay Viswanathan 5 Engagement and technology as key enablers for a circular economy 97 Nicholas Vijverman, Bieke Henkens and Katrien Verleye. 1. Introduction. Customer loyalty plays a decisive role for the majority of online retailers. From the point of view of the customer the main factor determining its loyalty remains his personal experience with the company (Smith and Wheeler, 2002). Each database entry contains customer's identity and his belonging to the sector of the B2C or B2B, the date of registration of the order and its number, the full inventory of the order with an indication of their value and reference to the categories in a hierarchical classifier. Goods, which are not included in the final order or have not been paid, matches entries without the amount in the last column. Handbook of Service Marketing Research, 395. 5. Fader, P. S., Hardie, B. G., & Lee, K. L. (2005) RFM and CLV: Using iso-value curves for customer base analysis.