Handbook of Research on Customer Engagement

Research Handbooks in Business and Management series

Edited by Linda D. Hollebeek, Senior Associate Professor, Montpellier Business School (Montpellier Research in Management), France and Full Professor, Tallinn University of Technology, Estonia and David E. Sprott, Professor of Marketing and Dean, College of Business, University of Wyoming, US

Customer engagement is now a critical research priority in contemporary marketing. In this Handbook, a cadre of international scholars offer an overview of current research on this rapidly growing field of study.

‘This is an excellent compilation of perspectives and empirical insight on customer engagement from a global list of scholars. The chapters provide insight into the psychological and sociological theories underlying consumer engagement. They are relevant to both practicing managers as they design effective customer engagement marketing initiatives and academic researchers as they work to understand this new and emerging phenomenon. It is an interesting read on a topic that continues to gain importance in marketing strategy.’
– Colleen M. Harmeling, Florida State University, US

‘In the Handbook of Research on Customer Engagement, researchers from around the globe come together to examine a variety of emerging and innovative topics on customer engagement. Cutting across issues related to marketing practice, theory development, firm performance, and networked environments, the set of collated papers will be useful not only to academics who study engagement, but also to business practitioners who aim to better engage their customers.’
– Robert W. Palmatier, University of Washington, US

‘The Handbook of Research on Customer Engagement addresses cutting-edge customer engagement (CE) issues and offers insight into its applications across different contexts. It includes contributions from globally renowned academics in the field and as such, should not be missed by any scholar or manager wishing to better understand or leverage CE. This title comes highly recommended.’
– Moira K. Clark, Henley Business School, University of Reading, UK

‘With contributions from leading marketing scholars, this title offers an insightful resource for researchers in the area of customer engagement (CE) and practitioners seeking to effectively apply customer engagement metrics in their organization. The title addresses key engagement issues structured along the four main sections of marketing practice, CE conceptualization and frameworks, CE and marketing performance, and CE in networked environments. A must-have for scholars in this area.’
– Rajendra K. Srivastava, Indian School of Business, India

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