



Customer Engagement and Organizational Performance for Sustainability

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Deadline for manuscript submissions:

closed (30 June 2021)

Message from the Guest Editors

Dear Colleagues,

Customer engagement (CE) has received substantive research attention from both academics and practitioners due to its potential to drive higher organizational performance. CE refers to “a customer’s motivationally-driven, volitional investment of focal operant resources (including cognitive, emotional, behavioral and social knowledge and skills), and operant resources (e.g., equipment) into brand interactions”. Customers with heightened engagement with brands are motivated to invest more resources into interactions and co-create value with the brands. Customer psychological engagement (vigor, dedication and absorption) can manifest, beyond economic transactions, into engagement behaviors with a brand or organization focus.

Despite the growth in CE research, studies which extend the CE concept and its impact on organizational performance in the sustainability context remain sparse...

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