

## List of publications: Prof. Dr. Francisco Tigre Moura

- Tigre Moura, F.; Hindley, C. (2021). *Artificial Co-Creation its Impact on Psychological Ownership: An Exploratory Analysis of Creative Products. (Working paper).*
- Tigre Moura, F.; Castrucci, C.; Hindley, C. (2021). *Are Artificially Created Good any Good? An Analysis of How Levels of Automation In The Production Process Affect Consumer's Value Perception. (Under review).*
- [Tigre Moura, F., & Maw, C. \(2021\). Artificial intelligence became Beethoven: how do listeners and music professionals perceive artificially composed music?. Journal of Consumer Marketing.](#)
- [Tigre Moura, F.; Maw, C; Castrucci, C. \(2020\). Artificial Creativity and Music: Exploring How Different Levels of Automation During Composition Process Impact Listeners' Value Perception. EMAC Conference, Budapest \(Hungary\).](#)
- [Tigre Moura \(2019\). Should Brands and Bands Use Artificially Composed Music? An Investigation of High and Low Involvement Contexts. EMAC Conference, Hamburg \(Germany\).](#)
- Tigre Moura, F.; Oral, C. (2018). *Automation is the New Mozart: But How Do Consumers Perceive Music Composed by Artificial Intelligence? EMAC Conference, Glasgow (Scotland).*
- [Hattula, C., Buchmann, M., & Moura, F. T. The Acceptance of Amazon Go: An Analysis based on the Technology Acceptance Model and Cultural Dimensions. Dimensions, 49, 62915.](#)
- Oral, C.; Tigre Moura, F. (2018). *Exploring Differences Between the Consumption of Vinyl records and Music Streaming Services. Regional EMAC Conference, Prague (Czech Republic).*
- [Singh, N., Park, J. E., Chun, W., Moura, F. T., & Kim, S. H. \(2017\). Strategic insights into localizing web communications: Evidence from South Korea. ACM SIGMIS Database: the DATABASE for Advances in Information Systems, 48\(3\), 69-82.](#)
- Tigre Moura, F.; Nobis, C.; Carnicelli Filho, S. (2017). *Virtual Reality and the Decision Making Process of German Senior Travelers: A Cross-Medium Comparison. CAUTHE Conference, Dunedin (New Zealand).*
- Tigre Moura, F.; Singh, N.; Chun, W. (2016). *The Influence of Culture on Website Design and Users' Perceptions: Three Systematic Reviews. Journal of Electronic Commerce Research (Vol 17, N.4)*
- [Benmamoun, M., Sobh, R., Singh, N., & Moura, F. T. \(2016\). Gulf Arab E-Business Environment: Localization Strategy Insights. Thunderbird International Business Review, 58\(5\), 439-452.](#)
- Johnston, T., Moura, F. T., & Mandelartz, P. (2016). *'Welcome to the Home of Auschwitz tours': The Online Marketing of Genocide Tourism. Scientific Committee, 266.*
- [Tigre Moura, F; Gnoth, J.; Deans, K.R. \(2015\). Localizing Cultural Values on Tourism Destination Websites: The Effects on Users' Willingness to Travel and Destination Image. Journal of Travel Research \(Vol. 54, Issue 4\).](#)
- Tigre Moura, F.; Menezes, V. (2014). *The Perception towards Mobile Application Features of the Hotel Industry: A Comparison between Hospitality Professionals and Guests. CHME Conference, Buxton (England).*

- Moura, F. T., Gnoth, J., & Deans, K. R. (2012). The Effects of Localising Cultural Values on Tourism Destination Websites on Tourist's Willingness to Travel. *E-review of Tourism Research*, 10(2), 43-46.