

List of publications: Prof. Dr. Francisco Tigre Moura

- [Moura, F. T., & Huber, B. \(2025\). Musicians as Sustainability Communication Agents: Insights from a Structured Survey and Content Analysis. In *Strategic Sustainability Communication: Principles, Perspectives, and Potential* \(pp. 353-364\). Cham: Springer Nature Switzerland.](#)
- [Moura, F. T., & Lac, V. Deepfake Music and Listener Sentiments: A Large-Scale Analysis of YouTube Comments.](#)
- [Dzhimova, M., & Tigre Moura, F. \(2024, October\). Calculated Randomness, Control and Creation: Artistic Agency in the Age of Artificial Intelligence. In *Arts* \(Vol. 13, No. 5, p. 152\). MDPI.](#)
- [Lac, V., & Moura, F. T. \(2024\). Sentiment Analysis of AI Generated Music Using Latent Dirichlet Allocation \(LDA\). *AIMC 2024* \(09/09-11/09\).](#)
- [Moura, F. T. \(2024\). Introducing Artificial Intelligence, Co-Creation and Creativity: The New Frontier for Innovation. In *Artificial Intelligence, Co-Creation and Creativity* \(pp. 1-4\). Routledge.](#)
- [Moura, F. T. \(2024\). Embracing Human–AI Co-Creation: Navigating Through Opportunities and Challenges. *Artificial Intelligence, Co-Creation and Creativity: The New Frontier for Innovation*, 229.](#)
- [Abkenar, P., Moura, F. T., & Hindley, C. \(2024\). AI and Creativity in Marketing: Contrasting the Experience and Perspectives of Practitioners and Academics. In *Artificial Intelligence, Co-Creation and Creativity* \(pp. 100-115\). Routledge.](#)
- [Moura, F. T. \(2024\). Rethinking creativity frameworks for artificial intelligence. *Artificial Intelligence, Co-Creation and Creativity*, 32-44.](#)
- [Jansen, T., & Moura, F. T. \(2024\). WOM, eWOM and WOMachine: The evolution of consumer recommendations through a systematic review of 194 studies.](#)
- [Moura, F. T., & Hattula, C. \(2024\). *Sustainable consumption and hedonic event experiences: A conceptual framework and future research agenda* \(No. 2 \(Juni 2024\)\). IU Discussion Papers-Marketing & Kommunikation.](#)
- [Moura, F. T. \(Ed.\). \(2024\). *Artificial Intelligence, Co-Creation and Creativity: The New Frontier for Innovation*. Taylor & Francis.](#)
- [Tigre Moura, F., Castrucci, C., & Hindley, C. \(2023\). Artificial intelligence creates art? An experimental investigation of value and creativity perceptions. *The Journal of Creative Behavior*, 57\(4\), 534-549](#)
- [Tigre Moura, F. \(2023\). Artificial intelligence, creativity, and intentionality: The need for a paradigm shift. *The Journal of Creative Behavior*, 57\(3\), 336-338.](#)
- [Tigre Moura, F. \(2023\). Extending the 8P Creativity Framework to Artificial Intelligence. In *ANZMAC 2023 Conference Proceedings. Thyne M. & Biggemann S.\(eds.\). Dunedin: Australian and New Zealand Marketing Academy Conference* \(pp. 164-166\).](#)

- [Tigre Moura, F., & Huber, B. \(2023\). Sounds of Change: Musicians as Sustainability Communication Agents. In *ANZMAC 2023 Conference Proceedings*. Thyne M. & Biggemann S.\(eds.\). Dunedin: Australian and New Zealand Marketing Academy Conference \(pp. 184-186\).](#)
- [Tigre Moura, F. \(2021\). Verbindung von Praxis und Lehre: Ein angewandtes Projekt in einem Marktforschungskurs. In *Praxisorientierte Hochschullehre: Insights in innovative sowie digitale Lehrkonzepte und Kooperationen mit der Wirtschaft* \(pp. 35-45\). Wiesbaden: Springer Fachmedien Wiesbaden.](#)
- [Tigre Moura, F., & Maw, C. \(2021\). Artificial intelligence became Beethoven: how do listeners and music professionals perceive artificially composed music?. *Journal of Consumer Marketing*, 38\(2\), 137-146](#)
- [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. \(2012\). Extending the Understanding of the Effects of Cultural Localisation of Websites: The Case of Tourism Destination Sites \(Doctoral dissertation, University of Otago\).](#)

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.

[Kovacs, M., Farias, S., Moura, F., & Souza, A. \(2011\). Relations between consumer effort, risk reduction strategies, and satisfaction with the e-commerce buying process: the development of a conceptual framework. International journal of management, 28\(1\), 316.](#)

MOURA, F. T. (2008). A formação da imagem de destinações turísticas na Web: o estudo do portal visiteportodegalinhas.com.

Moura, F. T., & Lucian, R. (2008). A experiência extraordinária de um jogo de futebol: a influência do ambiente de serviços e da qualidade percebida na satisfação dos consumidores. *ENCONTRO NACIONAL DA ASSOCIAÇÃO NACIONAL DOS PROGRAMAS DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO*, 32.

Lucian, R., Durão, A. F., & Moura, F. T. (2007). Sobrecarga de Informações no E-commerce: o uso da modelagem de equações estruturais na compreensão do comportamento de compra na internet. *ENCONTRO DA ANPAD*, 31.

[Lucian, R., Moura, F. T., Durão, A. F., & de Farias, S. A. \(2007\). Information Overload on E-commerce. In Integration and Innovation Orient to E-Society Volume 1: Seventh IFIP International Conference on e-Business, e-Services, and e-Society \(I3E2007\), October 10–12, Wuhan, China \(pp. 423-430\). Boston, MA: Springer US.](#)