

Scopus 90 Records – Table Panel 1/8

No.	Authors	Author full names	Author(s) ID	Title	Year	Source title
1	Zhou C.; Jiang B.	Zhou, Cheng (57221165176); Jiang, Bing (57218141847)	57221165176; 57218141847	How do consumers react to AI-generated green marketing content? A hybrid analysis using PLS-SEM and text mining	2025	Journal of Retailing and Consumer Services
2	Seeger F.; Wessel M.; Lehrer C.	Seeger, Freya (60559619100); Wessel, Michael (57194100456); Lehrer, Christiane (36185893300)	60559619100; 57194100456; 36185893300	AI content labeling and user engagement on social media: The role of AI level, content type, and disclosure timing	2026	Electronic Markets
3	Zhang M.; Zhu H.	Zhang, Mingxin (59092133100); Zhu, Hou (56359276400)	59092133100; 56359276400	Actual Self-disclosure to Anthropomorphic AI Chatbots: A Contextual Privacy Calculus Approach	2026	AIS Transactions on Human-Computer Interaction
4	Kim S.; Cho E.	Kim, Songmee (57212448070); Cho, Erin (58616189700)	57212448070; 58616189700	How AI involvement affects curiosity and content engagement in AI-generated advertisements	2026	Journal of Retailing and Consumer Services
5	Bujdosó Z.; Vida N.; Máté B.; Nagy K.; Bringye B.	Bujdosó, Zoltán (6505497259); Vida, Noémi (59987266200); Máté, Balázs (59988612900); Nagy, Kornél (59987833900); Bringye, Bernadett (57226379833)	6505497259; 59987266200; 59988612900; 59987833300; 57226379833	THE ARTIFICIAL INTELLIGENCE USAGE AND BENEFITS IN TOURISM MARKETING	2025	Geojournal of Tourism and Geosites
6	Shahbazi Z.; Jalali R.; Shahbazi Z.	Shahbazi, Zeinab (57212241946); Jalali, Rezvan (59916205500); Shahbazi, Zahra (59480672700)	57212241946; 59916205500; 59480672700	Enhancing Recommendation Systems with Real-Time Adaptive Learning and Multi-Domain Knowledge Graphs	2025	Big Data and Cognitive Computing
7	Hamidi H.H.	Hamidi, Hodjat (Hojatollah) (55405371700)	55405371700	A model for generative artificial intelligence in customer decision-making process using social interaction	2025	Telematics and Informatics Reports
8	Chen Y.; Han D.; He L.; Liu Y.; Zhou X.	Chen, Yuan (57218845013); Han, Dongmei (9432381200); He, Lifeng (57200656951); Liu, Yu (60724690300); Zhou, Xiaohang (57216020152)	57218845013; 9432381200; 57200656951; 60724690300; 57216929152	Socializing online knowledge platforms: How social post features influence user knowledge contribution and mitigate the adverse impact of generative AI	2026	Decision Support Systems
9	Voronin A.N.; Rafikova A.S.	Voronin, Anatoly N. (7103245935); Rafikova, Antonina S. (57681153700)	7103245935; 57681153700	Measuring User Engagement in Interaction with a Chatbot: Adaptation of the UES Scale in a Russian-Speaking Sample: Измерение вовлеченности пользователя в взаимодействие с чат-ботом: Адаптация шкалы UES для русскоязычного образца	2025	Russian Psychological Journal
10	Wang J.; Yuan X.; Hu S.; Lu Z.	Wang, Jiajun (59342968500); Yuan, Xiangzhe (59355083200); Hu, Siying (58068959000); Lu, Zhicong (57194274057)	59342968500; 59355083200; 58068959000; 57194274057	AI vs. Human Paintings? Deciphering Public Interactions and Perceptions Towards AI-Generated Paintings on TikTok	2026	International Journal of Human-Computer Interaction
11	Deng W.H.; Claire W.; Han H.Z.; Hong J.I.; Holstein K.; Eslami M.	Deng, Wesley Hanwen (57219247431); Claire, Wang (59530884200); Han, Howard Ziyu (5872558600); Hong, Jason I. (7404117920); Holstein, Kenneth (57190763027); Eslami, Mostafareh (56159566300)	57219247431; 59530884200; 5872558600; 7404117920; 57190763027; 56159566300	WeAudit: Scaffolding User Auditors and AI Practitioners in Auditing Generative AI	2025	Proceedings of the ACM on Human-Computer Interaction
12	Liu Y.; Zhang K.; Zhang Y.; Pang H.; Liu B.	Liu, Yansiyue (56137647600); Zhang, Kaige (58833518000); Zhang, Yan (60537535400); Pang, Hua (57190877551); Liu, Bo (60537522300)	56137647600; 58833518000; 60537535400; 57190377551; 60537522300	How personal anticipations and perceived gratifications influence continuous use intention toward AI-driven chatbots? Moderating roles of perceived innovativeness and active involvement	2026	Acta Psychologica
13	Mogaji E.; Jain V.	Mogaji, Emmanuel (56823605700); Jain, Varsha (55848195500)	56823605700; 55848195500	How generative AI is (will) change consumer behaviour: Postulating the potential impact and implications for research, practice, and policy	2024	Journal of Consumer Behaviour
14	Hou J.; Lu H.; Wang B.	Hou, Jiajun (59162301200); Lu, Hongju (55851266300); Wang, Baojun (60006762500)	59162301200; 55851266300; 60006762500	Driving Mechanisms of User Engagement With AI-Generated Content on Social Media Platforms: A Multimethod Analysis Combining LDA and tOCCA	2025	IEEE Access
15	Jeon J.-E.	Jeon, Joo-Eon (57194004845)	57194004845	The Influence of Generative AI UX on User Engagement: Focusing on ChatGPT in Korea	2025	Global Business and Finance Review
16	Xie Z.	Xie, Zehang (58910279600)	58910279600	Assessing the impact of chatbots on health decision-making: A multifactorial experimental approach	2025	Technology and Health Care
17	Wei H.; Xiang B.; Zheng X.; Yang J.	Wei, Hongcheng (58771848200); Xiang, Bo (58183319400); Zheng, Xihui (60418215100); Yang, Jianlin (57666215500)	58771848200; 58183319400; 60418215100; 57666215500	Emotional Comfort or Technological Delusion? Unveiling Public Perceptions and Attitudes Toward AI Companions Based on Video Social Medias	2026	International Journal of Human-Computer Interaction
18	Sannas Salsabila R.; Legowo N.	Sannas Salsabila, R. (60106165700); Legowo, Nilo (57196419356)	60106165700; 57196419356	THE IMPACT OF AI GENERATED CONTENT TO INCRESE CUSTOMER ENGAGEMENT ON SOCIAL MEDIA	2025	Journal of Theoretical and Applied Information Technology
19	Guo Q.; Zhang Y.; Yuan K.; He C.; Peng Z.; Ma X.	Guo, Qingyu (57218453579); Zhang, Yuxi (58136312600); Yuan, Kangyu (58743716900); He, Changyang (57223244359); Peng, Zhenhui (57202799508); Ma, Xiaojuan (56242668800)	57218453579; 58136312600; 58743716900; 57223244359; 57202799508; 56242668800	Exploring the Evolvement of User Engagement in Online Creative Community under the Surge of Generative AI: A Case Study of DeviantArt	2025	Proceedings of the ACM on Human-Computer Interaction
20	Shankar V.	Shankar, Venkatesh (7102439832)	7102439832	Managing the Twin Faces of AI: A Commentary on "Is AI Changing the World for Better or Worse?"	2024	Journal of Macromarketing
21	Lu X.; Guo W.; Wang Y.; Zhang H.	Lu, Xinyuan (59971278800); Guo, Wan (59971278900); Wang, Yizhou (58958172500); Zhang, Heng (59636582500)	59971278800; 59971278900; 58958172500; 59636582500	Who Should Lead and What to Say? Exploring AI-Dominant vs. Human-Dominant Content Creation for Informational and Emotional Marketing	2026	International Journal of Human-Computer Interaction
22	Gonzales G.; Hallarte D.K.; Milano M.L.; Patsaje S.J.; Villalor M.G.; Gonzales R.	Gonzales, Gamaliel (57223388183); Hallarte, Danica Kaye (59325264800); Milano, Masza Lyn (59326145500); Patsaje, Sarah Jane (60217873400); Villalor, Mary Grace (60041034500); Gonzales, Roselyn (57223389558)	57223388183; 59325264800; 59326145500; 60217873400; 60041034500; 57223389558	Risk, value, and engagement in GenAI use for research: A PLS-SEM and IPMA perspective on technology acceptance	2026	Social Sciences and Humanities Open
23	Thongmak M.	Thongmak, Mathupayas (6507200731)	6507200731	E-Marketplace Strategies to Drive Popularity, Virality, and Engagement on Twitter	2025	International Journal of Electronic Commerce Studies
24	Wang R.; Jia B.; Yan P.	Wang, Rui (60149207900); Jia, Boyuan (60149356200); Yan, Pu (57208180357)	60149207900; 60149356200; 57208180357	"Saying is Believing": Exploring the Importance of AI-Generated Content Disclosure and User Trust	2025	Proceedings of the Association for Information Science and Technology
25	Anggraini L.; Demoulin N.T.M.; Kerviler G.D.	Anggraini, Lina (60580146500); Demoulin, Nathalie T.M. (21233524700); Kerviler, Gwiarann De (60579205300)	60580146500; 21233524700; 60579205300	Generative AI and customer engagement with the retailer: Does product type matter?	2026	Journal of Business Research
26	Cruz R.D.L.; Gil M.; Barreda A.; Guillen N.K.; Turpo H.	Cruz, Rubi de la (60567619800); Gil, Matias (60567393700); Barreda, Albert (55848595400); Guillen, Nancy Karen (60107922000); Turpo, Humberto (59385091500)	60567619800; 60567393700; 55848595400; 60107922000; 59385091500	Publication Exploring the Views of Hospitality Professionals on LinkedIn on the Impact of Generative AI: Focusing on Text Mining	2026	TEM Journal
27	Deng T.; Wang D.; Ma J.; Wang T.; Li B.; Hussain T.; Yue Y.; Wang P.	Deng, Tingjun (60121207300); Wang, Dake (57202747058); Ma, Jiaojiao (58104791900); Wang, Tian (58546640000); Li, Benqian (57193316932); Hussain, Talib (57208418185); Yue, Yongjie (58563052600); Wang, Pengcheng (57192928286)	60121207300; 57202747058; 58104791900; 58546640000; 57193316932; 57208418185; 58563052600; 57192928286	Associations Between Personality Traits and ChatGPT Usage: The Dual Mediating Roles of Social Image and Computer Self-Efficacy	2026	Journal of Psychology
28	De Cicco R.; Francioni B.; Curina I.; Cioppi M.	De Cicco, Roberta (57216182646); Francioni, Barbara (55524080900); Curina, Ilaria (57210822704); Cioppi, Marco (56841584000)	57216182646; 55524080900; 57210822704; 56841584000	AI, human or a blend? How the educational content creator influences consumer engagement and brand-related outcomes	2025	Journal of Services Marketing
29	Suresh T.	Suresh, Tejaswi (60111784600)	60111784600	Natural language processing for internal link optimisation: Automating content relationships for better search engine optimisation	2025	Journal of Digital and Social Media Marketing
30	Garlough-Shah G.; Park J.I.; Hayati S.A.; Kang D.; Huh J.	Garlough-Shah, Gabriel (60683872800); Park, Jong Inn (58662459200); Hayati, Shirley Anugrah (57215716697); Kang, Dongyeop (60122485100); Huh, Jisu (7102258549)	60683872800; 58662459200; 57215716697; 60122485100; 7102258549	Consumer Engagement With AI-Powered Search Engines: Implications for the Future of Search Advertising Research and Practice	2026	Journal of Advertising Research
31	Tao Y.; Wu H.; Li C.; Huang M.; Yuan C.; Valeeva D.	Tao, Yinying (58046451500); Wu, Haodong (58851482900); Li, Chenlu (60286002400); Huang, Manshu (58124827800); Yuan, Chunhong (59970389300); Valeeva, Dinara (58110005200)	58046451500; 58851482900; 60286002400; 58124827900; 59970389300; 58110005200	Dissemination Effects of AI-Generated Content for Design on Social Media Platforms: A Comparative Analysis of User Engagement and Emotional Responses	2025	International Journal of Human-Computer Interaction
32	Bai Y.; Xue Z.; Zhang M.; Tan Q.; Li Y.	Bai, Yin (55461057600); Xue, Zhengbang (60025157300); Zhang, Min (57223792866); Tan, Qingmei (12798765000); Li, Yiwei (57414715900)	55461057600; 60025157300; 57223792866; 12798760500; 57414715900	Voices that captivate: The impact of AI-generated voiceover on video Ad engagement	2025	International Journal of Information Management
33	Campbell C.; Sands S.; Mavrommatis A.	Campbell, Colln (26435082100); Sands, Sean (23028771700); Mavrommatis, Alexis (56563117200)	26435082100; 23028771700; 56563117200	The paradoxes of generative AI-mediated acculturation	2026	International Marketing Review
34	Ruiz-Pozo I.; Morales-García J.; Aguirre-Mejía C.X.; Serrano A.	Ruiz-Pozo, Irene (59369582800); Morales-García, Juan (57219799399); Aguirre-Mejía, Claudia Ximena (58092811500); Serrano, Antonio (57206527563)	59369582800; 57219799399; 58092811500; 57206527563	Using Generative Artificial Intelligence to Improve User Engagement in Content Marketing	2025	Journal of Universal Computer Science

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35	Park H.E.	Park, Ha Eun (58931989700)	58931989700	Fulfilled or Frustrated? The Paradox of Generative AI and Psychological Needs	2025	Asia Pacific Journal of Information Systems
36	Giri A.; Biswas W.	Giri, Arunangshu (59069103400); Biswas, Wendhla (57203622655)	59069103400; 57203622655	Prompt-to-Purchase: Leveraging Generative AI to Revolutionize E-Tail (Electronic – Retail) Customer Engagement	2025	Indian Journal of Marketing
37	Koçak B.B.	Koçak, Bahri Baran (57866378300)	57866378300	How AI-Generated Messages Impact Consumer Behavior in the Tourism Industry	2026	Journal of Theoretical and Applied Electronic Commerce Research
38	Mishra A.N.; Sengupta P.; Biswas B.; Kumar A.; Coussement K.	Mishra, Arindra Nath (57216297371); Sengupta, Pooja (56970664500); Biswas, Baidyanath (7103207977); Kumar, Ajay (58842772900); Coussement, Kristof (16308940700)	57216297371; 56970664500; 7103207977; 58842772900; 16308940700	Leveraging Machine learning and generative AI for content Engagement: An Exploration of drivers for the success of YouTube videos	2025	Journal of Business Research
39	Song R.; Wu D.; Guo H.; Huang L.	Song, Rongjia (57202079589); Wu, Dong (55649904700); Guo, Haoran (60734660500); Huang, Liqiang (57224701633)	57202079589; 55649904700; 60734660500; 57224701633	Recalibrating human knowledge contribution: How generative AI shifts engagement patterns of Q&A contributors	2026	Technological Forecasting and Social Change
40	Li X.; Xiao L.	Li, Xinlan (58155219300); Xiao, Li (57199923825)	58155219300; 57199923825	A Conceptual Framework for Exploring the Application of Generative AI in Content Marketing: Emphasizing Its Collaborative Role with Employees and Customers	2026	Australasian Marketing Journal
41	Wang S.; Zhang H.	Wang, Shaofeng (57237559800); Zhang, Hao (59204012700)	57237559800; 59204012700	Enhancing cross-border shopping through AI chatbots: an antecedents–engagement–consequences perspective of brand–consumer interactions	2025	Journal of Product and Brand Management
42	Aljarah A.; Ibrahim B.; López M.	Aljarah, Ahmad (57204725388); Ibrahim, Blend (57204718175); López, Manuela (36918678900)	57204725388; 57204718175; 36918678900	In AI, we do not trust! The nexus between awareness of falsity in AI-generated CSR ads and online brand engagement	2025	Internet Research
43	Hussain K.; Khan M.L.; Malik A.	Hussain, Khalid (57192205008); Khan, M. Laeeq (55597290100); Malik, Aqdas (56452232200)	57192205008; 55597290100; 56452232200	Exploring audience engagement with ChatGPT-related content on YouTube: Implications for content creators and AI tool developers	2024	Digital Business
44	Klaus P.P.	Klaus, Philipp Phil (60023945900)	60023945900	Exploring AI-driven phygital experiences: the case of ultra-high-net-worth individuals travel concierge services	2025	Journal of Strategic Marketing
45	Foroughi B.; Vu H.T.M.; Thaichon P.	Foroughi, Behzad (56266779100); Vu, Hanh Thi My (57210450531); Thaichon, Park (56270898900)	56266779100; 57210450531; 56270898900	Building trust for sustained generative AI travel adoption	2026	Tourism Review
46	Pokhrel S.; Somasiri N.	Pokhrel, Sangita (58363964900); Somasiri, Nalinda (58364625700)	58363964900; 58364625700	Generative AI and Customer Engagement in Digital Marketing: A Systematic Review and Evidence Map of Affective vs. Behavioral Outcomes, Disclosure Effects, and Human-in-the-Loop Moderation	2026	Emerging Media
47	Xie Y.; Desouza K.C.	Xie, Yancong (57193133642); Desouza, Kevin C. (6701517492)	57193133642; 6701517492	Feeling grounded when watching live streaming shows of highly anthropomorphic interactive virtual influencers: An exploratory study on customer opinions	2025	Journal of Business Research
48	Benvar M.; Pejman Bach M.; Bertoncel T.	Benvar, Milja (59959726900); Pejman Bach, Mirjana (60079432500); Bertoncel, Tine (55912218400)	59959726900; 60079432500; 55912218400	Public Perceptions of Generative AI in Creative Industries: A Reddit-Based Text Mining Study	2026	Systems
49	Yhee Y.; Koo C.	Yhee, Yerin (57214093129); Koo, Chulmo (16401903700)	57214093129; 16401903700	Seeing AI as human or machine? Effects of transparency, valence, and readability on review summary helpfulness	2026	Tourism Management
50	Lou X.; Copeland L.	Lou, Xingqiu (57901986900); Copeland, Lauren (57207832761)	57901986900; 57207832761	Gen Z and AI-Generated Fashion Ads: A Qualitative Study to Understanding Female Consumer Perceptions and Reactions	2025	Journal of Internet Commerce
51	Miura A.; Komori M.; Tanaka S.	Miura, Asako (12645856800); Komori, Masashi (9248539600); Tanaka, Sho (60052878500)	12645856800; 9248539600; 60052878500	Generative AI for Social Interaction Analysis: A Study of COVID-19 Video Comment Threads	2025	Japanese Psychological Research
52	Kim J.	Kim, Junic (57191852832)	57191852832	Academic Library with Generative AI: From Passive Information Providers to Proactive Knowledge Facilitators	2025	Publications
53	Gurung M.I.; Agarwal N.; Bhuiyan M.M.I.; Poudel D.	Gurung, Mayor Inna (59148310800); Agarwal, Nitin (55280060600); Bhuiyan, Md Monsozul Islam (59897926400); Poudel, Divash (59345897600)	59148310800; 55280060600; 59897926400; 59345897600	Symbolic signals on Instagram: how visual media shapes engagement, emotion, trust, and diffusion	2025	Social Network Analysis and Mining
54	Hagen L.; Hong L.; Fichman P.; Matsubayashi M.; Chong M.; Dowell M.L.	Hagen, Lori (55681353800); Hong, Lingzi (57022166900); Fichman, Prina (53363546900); Matsubayashi, Mamiko (16029220300); Chong, Myoung (57193627436); Dowell, Meghan L. (57205506996)	55681353800; 57022166900; 53363546900; 16029220300; 57193627436; 57205506996	Social Media and Politics Around the World: Navigating the Era of AI-Generated Content	2025	Proceedings of the Association for Information Science and Technology
55	Iavich M.; Ivanishvili T.	Iavich, Maksim (57194794201); Ivanishvili, Tsotne (60710449400)	57194794201; 60710449400	Trust Dynamics and Economic Implications of Generative AI Adoption in Digital Journalism	2026	Journalism and Media
56	Cheng C.Y.; Hsu C.H.	Cheng, Chiang Yu (57129391400); Hsu, Chin Hsiung (55476947500)	57129391400; 55476947500	Substitution or complementarity? Understanding the role of ChatGPT in transforming news media traffic in the United States and Taiwan	2025	Data Technologies and Applications
57	Lau G.R.; Sandeeshwara Kasturiratna K.T.A.; Goh A.Y.H.; Tong E.M.W.; Hantanto A.	Lau, Gabriel R. (60087440800); Sandeeshwara Kasturiratna, K.T.A. (60714454900); Goh, Adalia Y.H. (58126564800); Tong, Eddie M.W. (7008335230); Hantanto, Andree (56912243000)	60087440800; 60714454900; 58126564800; 7006335230; 56912243000	AI fatigue in human–AI interaction: Conceptual framework, scale development and validation, and associations with AI engagement	2026	Computers in Human Behavior Reports
58	Farah M.F.; Ramadan Z.; Nassereddine Y.	Farah, Maya F. (26633914300); Ramadan, Zahy (57191495384); Nassereddine, Yaman (59247586200)	26633914300; 57191495384; 59247586200	When digital spaces matter: The influence of uniqueness and place attachment on self-identity expression with brands using generative AI on the metaverse	2024	Psychology and Marketing
59	Sun L.; An Y.; Song X.; Liu J.	Sun, Linhui (35077253300); An, Yuhao (59900464500); Song, Xinyi (59900604100); Liu, Jiaqi (59900744900)	35077253300; 59900464500; 59900604100; 59900744900	Human vs. AI in creative contests: a study on the effectiveness of advertisement copy generated by Chinese large language models	2025	Electronic Commerce Research
60	Escolano V.J.C.; Yee Y.-M.; Shiang W.-J.; Hernandez A.A.; Nang D.V.	Escolano, Victor James C. (57771917000); Yee, Yann-Mey (58125588000); Shiang, Wei-Jung (8724186200); Hernandez, Alexander A. (35758895900); Nang, Do Van (59066503600)	57771917000; 58125588000; 8724186200; 35758895900; 59066503600	Generative AI Recommendations for Environmental Sustainability: A Hybrid SEM–ANN Analysis of Gen Z Users in the Philippines	2026	Information (Switzerland)
61	Stanikzai M.E.; Mittal E.	Stanikzai, M. Eshaq (59929780700); Mittal, Ella (57954733200)	59929780700; 57954733200	Leveraging AI-generated and human-generated content for maximized user engagement in contentpreneurs' innovation and creativity	2025	Journal of Innovation and Entrepreneurship
62	Ray A.; Tirrell J.; Sayers A.	Ray, Anirban (57061556700); Tirrell, Jeremy (56719591300); Sayers, Addie (57207955919)	57061556700; 56719591300; 57207955919	From Assimilation to Autonomy: Rethinking Data Sovereignty in the Age of Large Language Models	2025	Technical Communication Quarterly
63	Chong S.-E.; Looi K.H.; Shahudin F.	Chong, Sin-Er (59149352400); Looi, Kim Hoe (55874192600); Shahudin, Faizah (57221414268)	59149352400; 55874192600; 57221414268	Beyond the prompt: exploring technostress, flow and personality in generative AI behaviors	2025	Electronic Library
64	Soronsunguang T.; Ameen N.; Hackley C.	Soronsunguang, Tippayarnet (59296610300); Ameen, Nisreen (57192080707); Hackley, Chris (15829362600)	59296610300; 57192080707; 15829362600	How real is real enough? Unveiling the diverse power of generative AI-enabled virtual influencers and the dynamics of human responses	2024	Psychology and Marketing
65	Azer J.; Alexander M.	Azer, Jaylan (57201688585); Alexander, Matthew (16232385500)	57201688585; 16232385500	Human-Machine Engagement (HME): Conceptualization, Typology of Forms, Antecedents, and Consequences	2025	Journal of Service Research
66	Tran H.T.B.; Nguyen T.H.; Le X.C.	Tran, Hang Thi Bich (57924781500); Nguyen, Tran Hung (57214755092); Le, Xuan Cu (57222735939)	57924781500; 57214755092; 57222735939	What Boosts Users' Intention to Follow Generative Artificial Intelligence-Assisted Recommendations in Tourism	2026	Tourism and Hospitality
67	Schier A.; Schmitz L.; Klein R.	Schier, Alexander (57204568206); Schmitz, Lio (60432165600); Klein, Reinhard (55455883200)	57204568206; 60432165600; 55455883200	Improving digital communication with personalized characters in interactive comic scenes	2026	Multimedia Systems
68	Heilmann M.; Jansen T.P.J.; Reisenbichler M.; Schweidel D.A.	Heilmann, Mark (57204343264); Jansen, Tijmen P.J. (60310427100); Reisenbichler, Martin (57203930386); Schweidel, David A. (13805392100)	57204343264; 60310427100; 57203930386; 13805392100	Picture Perfect: Engaging Customers with Visual Generative AI	2026	Journal of Marketing
69	Luo J.; Zhang K.; Du J.	Luo, Jiacheng (59330311600); Zhang, Kewei (59529857600); Du, Jiang (57216186678)	59330311600; 59529857600; 57216186678	Exploring the Impact Mechanism of AIGC-Driven Social Media Marketing Content on Consumer Decision-Making Behavior: A Two-Stage Hybrid Approach	2025	IEEE Access

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4	92		104756			0
5	60			1147	1157	7
6	9	5	124			15
7	19		100237			4
8	209		114731			0
9	22	4		31	46	0
10	42	5		3307	3330	3
11	9	7	CSCW521			14
12	264		106526			2
13	23	5		2379	2389	88
14	13			123994	124009	2
15	30	8		164	174	1
16	33	5		2266	2278	0
17						1
18	103	17		6824	6842	0
19	9	7	CSCW293			1
20	44	4		892	899	28
21	42	3		1334	1350	5
22	13		102921			0
23	16	3		49	88	0
24	62	1		766	775	1
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27	160	3		312	331	0
28	39	10		52	70	11
29	13	2		117	144	0
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31						2
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33				1	20	0
34	31	12		1274	1296	0
35	35	3		540	568	0
36	55	12		59	70	1
37	21	2	67			2

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No.	Volume	Issue	Art. No.	Page start	Page end	Cited by
38	193		115330			7
39	232		124809			0
40	34	2		145	161	3
41	35	4		615	629	6
42	35	3		1406	1426	52
43	4	1	100071			54
44						6
45	61	2		718	754	9
46						0
47	199		115507			9
48	14	1	116			3
49	113		105305			16
50	24	3		131	152	8
51						0
52	13	3	37			17
53	15	1	57			4
54	62	1		1231	1234	0
55	7	2	102			0
56				1	29	0
57	23		101186			0
58	41	12		2965	2976	33
59						7
60	17	2	203			3
61	14	1	91			8
62	34	3		353	372	4
63						4
64	41	12		3124	3143	54
65	28	1		112	130	20
66	7	3	64			1
67	32	6	414			0
68	90	4		74	96	6
69	13			147615	147632	7
70			14614448251384258			4
71	7	4	107			1
72	16	1		199	209	16
73	34	1		27	33	1
74	41	21		13862	13874	27

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No.	Volume	Issue	Art. No.	Page start	Page end	Cited by
75	42	4		472	483	45
76	17		1751670			0
77	43	1		99	124	8
78	84		104234			74
79	87		103010			4
80	12			22394	22402	35
81	14	1	227			10
82	10	1		6	17	4
83	20	2	93			11
84	43	5		1145	1159	1
85	38	7		32	45	0
86	41	9-10		1030	1060	7
87	7			49	68	5
88	4	1	305			8
89						0
90	142		103189			23

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No.	DOI	Link	Affiliations	Authors with affiliations	Abstract	Author Keywords
1	10.1016/j.jretconser.2025.104431	https://www.scopus.com/pages/publications/105011831449?origin=resultlist	Business and Tourism School, Sichuan Agricultural University, 288, Jianshe Road, Chengdu, 611,830, China	Zhou C., Business and Tourism School, Sichuan Agricultural University, 288, Jianshe Road, Chengdu, 611,830, China; Jiang B., Business and Tourism School, Sichuan Agricultural University, 288, Jianshe Road, Chengdu, 611,830, China	In the field of marketing, generative artificial intelligence(AI) is gradually becoming an assistant to human creators, enabling them to efficiently create marketing content based on different marketing objectives. Recently, green marketing has become an important strategy implemented by retailers to enhance their corporate image and consumer engagement. This study imitates human creators' strategies for creating green marketing content and categorizes three strategies for using AI-generated green marketing content. The results of two studies reveal that moderate green in AI-generated content (compared to non-green content) awakens consumers' pro-environmental perceptions, consequently increasing their purchase intention. However, excessive green in AI-generated content (compared to moderate green content) evokes skepticism related to greenwashing, which, in turn, negatively	AI-generated green marketing content; Green marketing; Perceived experience and agency; Perceived pro-environmental; PLS-SEM and text mining; Skepticism to greenwashing
2	10.1007/s12525-026-00883-2	https://www.scopus.com/pages/publications/105034924516?origin=resultlist	Department of Digitalization, Copenhagen Business School, Howitzvej 60, Frederiksberg, 2000, Denmark; Business Information Systems, esp. E-Commerce and Digital Business, Friedrich Schiller University Jena, Carl-Zeiß-Str. 3, Jena, 07743, Germany	Seeger F., Department of Digitalization, Copenhagen Business School, Howitzvej 60, Frederiksberg, 2000, Denmark; Wessel M., Department of Digitalization, Copenhagen Business School, Howitzvej 60, Frederiksberg, 2000, Denmark; Business Information Systems, esp. E-Commerce and Digital Business, Friedrich Schiller University Jena, Carl-Zeiß-Str. 3, Jena, 07743, Germany; Lehrer C., Department of Digitalization, Copenhagen Business School, Howitzvej 60, Frederiksberg, 2000, Denmark	The rapid adoption of generative AI by content creators, coupled with the emergence of legal requirements for labeling AI-generated content, raises important questions about the implications of AI on user engagement on social media platforms. We examine how the level of AI involvement (human-created, AI-enhanced, or AI-generated), content type (emotional or rational), and disclosure timing (early or late) impact user engagement through two online experiments (study 1: n = 325; study 2: n = 371) conducted via the crowdsourcing platform Prolific. Participants (mean age = 35 years; 55% female) were asked to view Instagram profiles containing visual content labeled as human-created, AI-enhanced, or AI-generated. The results show that labeling content as AI-generated or AI-enhanced reduced both affective and behavioral engagement compared to human-created content, particularly	Algorithmic aversion; Content labeling; Generative AI; Social media; User engagement
3	10.17705/1thci.00237	https://www.scopus.com/pages/publications/105041443967?origin=resultlist	School of Computing and Information Systems, The University of Melbourne, Australia; School of Information Management, Sun Yat-sen University, China	Zhang M., School of Computing and Information Systems, The University of Melbourne, Australia; Zhu H., School of Information Management, Sun Yat-sen University, China	Designing AI chatbots with human-like features is a key way to promote user engagement, such as self-disclosure. Prior research has shown that anthropomorphism can foster self-disclosure intentions via systematically enhancing trust and reducing privacy concerns, a mental process captured in the privacy calculus lens. Building on this prior work, we put forth a contextual privacy calculus approach to actual disclosure behavior. We identify two salient context factors in human-chatbot interactions: psychological social distance and information sensitivity and theorize their distinct roles in shaping the privacy calculus. Through an online experiment with 222 participants, we manipulated the design to induce anthropomorphism and observed participants' actual disclosure behavior. An ANOVA test together with Hayes's PROCESS macro analysis showed that 1) anthropomorphism can reduce	Anthropomorphism; Chatbots; Contextual integrity Framework; Generative Artificial Intelligence; Information Sensitivity; Privacy Calculus; Psychological Social Distance; Self-disclosure; Uncanny Valley Effect
4	10.1016/j.jretconser.2026.104756	https://www.scopus.com/pages/publications/105031576977?origin=resultlist	School of Fashion and Textiles, The Hong Kong Polytechnic University, 11 Yuk Choi Rd, Hung Hom, Kowloon, Hong Kong	Kim S., School of Fashion and Textiles, The Hong Kong Polytechnic University, 11 Yuk Choi Rd, Hung Hom, Kowloon, Hong Kong; Cho E., School of Fashion and Textiles, The Hong Kong Polytechnic University, 11 Yuk Choi Rd, Hung Hom, Kowloon, Hong Kong	This study examines the impact of AI-generated advertisement in shaping consumer responses, focusing on how AI involvement, specifically AI and AI and human collaboration, affects consumers' curiosity and content engagement. Utilizing a framework based on information gap theory, we investigate how AI competency and media type (image vs. video) moderates the main mechanism. Two experiments were conducted using an online panel. Study 1 analyzed responses from 200 participants, while Study 2 examined 223 participants. The results reveal that AI involvement positively affects content engagement through the mediation of curiosity. In addition, this relationship was significantly stronger when consumers had low AI competency (Study 1), and when the media type was image-based (Study 2). Our findings provide valuable insights into the role of AI involvement in shaping consumer	AI competency; AI-Generated advertisements; Content engagement; Curiosity; Generative AI; Information gap theory
5	10.30892/jgig.602sp12-1488	https://www.scopus.com/pages/publications/105010480814?origin=resultlist	Hungarian University of Agriculture and Life Sciences Doctoral School, Gödöllő, Hungary; Hungarian University of Agriculture and Life Sciences, Institute for Rural Development and Sustainable Economy, Department of Investment, Finance and Accounting, Hungary	Bujdosó Z., Hungarian University of Agriculture and Life Sciences Doctoral School, Gödöllő, Hungary; Vida N., Hungarian University of Agriculture and Life Sciences Doctoral School, Gödöllő, Hungary; Máté B., Hungarian University of Agriculture and Life Sciences Doctoral School, Gödöllő, Hungary; Nagy K., Hungarian University of Agriculture and Life Sciences Doctoral School, Gödöllő, Hungary; Brinye B., Hungarian University of Agriculture and Life Sciences, Institute for Rural Development and Sustainable Economy, Department of Investment, Finance and Accounting, Hungary	This study explores the impact of artificial intelligence (AI) on tourism marketing through a comprehensive bibliometric analysis of research published up to 2025. It aims to identify trends, challenges, and opportunities in AI adoption within the tourism industry, focusing on its implications for marketing strategies and customer experiences. In the light of the rapid evolution of AI technologies, the analysis also points to the growing influence of generative AI models, such as ChatGPT, in content creation and customer interaction. A bibliometric analysis was conducted using Web of Science, which involved refining an initial pool of 528 results to 225 relevant articles. Advanced analytical tools, including R (bibliometrix) and VOSviewer, were utilized to scrutinize publication trends, identify key contributors, explore thematic areas, and map research networks. The study interprets a range of analytical	AI; ChatGPT; content production; data security; neutral network; research agenda; SEO
6	10.3390/hdccc9050124	https://www.scopus.com/pages/publications/105006642269?origin=resultlist	Research Environment of Computer Science (RECS), Kristianstad University, Kristianstad, 291 39, Sweden; Department of Computer and Systems Science, Stockholm University, Stockholm, 106 91, Sweden; Department of Environmental Engineering, University of Padova, Padova, 35122, Italy	Shahbazi Z., Research Environment of Computer Science (RECS), Kristianstad University, Kristianstad, 291 39, Sweden; Jalali R., Department of Computer and Systems Science, Stockholm University, Stockholm, 106 91, Sweden; Shahbazi Z., Department of Environmental Engineering, University of Padova, Padova, 35122, Italy	In the era of information explosion, recommendation systems play a crucial role in filtering vast amounts of content for users. Traditional recommendation models leverage knowledge graphs, sentiment analysis, social capital, and generative AI to enhance personalization. However, existing models still struggle to adapt dynamically to users' evolving interests across multiple content domains in real-time. To address this gap, the cross-domain adaptive recommendation system (CDARS) is proposed, which integrates real-time behavioral tracking with multi-domain knowledge graphs to refine user preference modeling continuously. Unlike conventional methods that rely on static or historical data, CDARS dynamically adjusts its recommendation strategies based on contextual factors such as real-time engagement, sentiment fluctuations, and implicit preference drifts. Furthermore, a novel explainable	adaptive recommendation systems; cross-domain personalization; knowledge graphs
7	10.1016/j.teler.2025.100237	https://www.scopus.com/pages/publications/105013787544?origin=resultlist	Information Technology Engineering Group, Department of Industrial Engineering, K.N. Toosi University of Technology, Iran	Hamidi H.H., Information Technology Engineering Group, Department of Industrial Engineering, K.N. Toosi University of Technology, Iran	In light of the rapid and unpredictable developments in artificial intelligence (AI), there is a growing need for innovative marketing strategies that can expand market reach and effectively promote services. AI and social interaction have emerged as powerful tools in modern marketing, particularly through the use of social media platforms to enhance product awareness and drive customer engagement. This study investigates the factors influencing customer decision-making in relation to participation in Generative Artificial Intelligence (GAI)-based marketing. Drawing on prior research in the field, the study introduces a conceptual model incorporating key variables such as age, Internet usage, information quality, and information credibility. To examine the proposed model, a questionnaire was administered to students from universities in Tehran. The collected data were analyzed	Artificial intelligence; Consumer decision making process; Customer satisfaction; Generative Artificial Intelligence (GAI); Social interaction
8	10.1016/j.dss.2026.114731	https://www.scopus.com/pages/publications/105043854150?origin=resultlist	School of Information Management & Engineering, Shanghai University of Finance and Economics, Shanghai, 200433, China; School of Business, Qingdao University, Qingdao, 266071, China	Chen Y., School of Information Management & Engineering, Shanghai University of Finance and Economics, Shanghai, 200433, China; Han D., School of Information Management & Engineering, Shanghai University of Finance and Economics, Shanghai, 200433, China; He L., School of Business, Qingdao University, Qingdao, 266071, China; Liu Y., School of Information Management & Engineering, Shanghai University of Finance and Economics, Shanghai, 200433, China; Zhou X., School of Information Management & Engineering, Shanghai University of Finance and Economics, Shanghai, 200433, China	Online knowledge platforms have become essential infrastructures for digital knowledge creation and exchange, yet sustaining user knowledge contributions remains a persistent challenge due to high cognitive demands and limited social incentives. This challenge has been further intensified by the widespread adoption of generative AI (GenAI). To address this issue, many platforms have introduced social post features that encourage informal, socially driven content sharing. This study investigates how social post features affect user knowledge contributions and whether they mitigate the adverse effects of GenAI. First, leveraging a large-scale panel dataset of over 10,000 user activity records, this study exploits the platform's rollout of the "idea" feature—a social post function—as an exogenous policy shock and employs a Difference-in-Differences (DID) approach within a quasi-experimental framework. The	Generative AI; Knowledge contribution; Natural experiment; Online knowledge platform; Social post feature

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No.	DOI	Link	Affiliations	Authors with affiliations	Abstract	Author Keywords
9	10.21702/rpj.2025.4.2	https://www.scopus.com/pages/publications/105034751685?origin=resultslist	Institute of Psychology of the Russian Academy of Sciences (FSBI IP RAS), Moscow, Russian Federation	Voronin A.N., Institute of Psychology of the Russian Academy of Sciences (FSBI IP RAS), Moscow, Russian Federation; Ratkova A.S., Institute of Psychology of the Russian Academy of Sciences (FSBI IP RAS), Moscow, Russian Federation	Introduction. Chatbots based on generative artificial intelligence (AI) have rapidly gained popularity and are increasingly influencing various aspects of daily life. An important component of the user experience is engagement, which reflects the depth and intensity of a person's interaction with AI systems. The aim of this study was to adapt the User Engagement Scale (UES) to assess engagement among Russian-speaking users interacting with generative AI-based chatbots. Methods. The study involved 210 respondents aged 18–60. The linguistic adaptation procedure included forward and backward translation, expert review, and a focus group. To evaluate the psychometric properties of the scale, exploratory and confirmatory factor analyses were conducted, along with assessments of test-retest reliability, convergent and divergent validity. Results. Exploratory factor analysis	chatbots; confirmatory factor analysis; exploratory factor analysis; generative artificial intelligence; linguistic adaptation; psychometric analysis; scale adaptation; user engagement
10	10.1080/10447318.2025.2531284	https://www.scopus.com/pages/publications/105012423847?origin=resultslist	Department of Computer Science, City University of Hong Kong, Hong Kong	Wang J., Department of Computer Science, City University of Hong Kong, Hong Kong; Yuan X., Department of Computer Science, City University of Hong Kong, Hong Kong; Hu S., Department of Computer Science, City University of Hong Kong, Hong Kong; Lu Z., Department of Computer Science, City University of Hong Kong, Hong Kong	With the rise of generative AI, AI-generated paintings (AIGP) have gone viral on platforms like TikTok, but also sparked controversy. In 2022, global artists protested against AI models for infringing on their works during training, highlighting overlooked public concerns. Therefore, to investigate public interactions and perceptions towards AIGP on social media, we analyzed user engagement level and comment sentiment scores of AIGP using human painting videos as a baseline. In analyzing user engagement, we also considered the possible moderating effect of the aesthetic quality of Paintings. Topic modeling revealed seven key reasons for negative perceptions, such as hyperrealistic effects, ambivalent reactions, and perceived art theft. Our work may provide instructive suggestions for future generative AI technology development and avoid potential crises in human-AI collaboration. © 2025	AI-generated images; comment sentiment; image aesthetic quality assessment; social media; user engagement
11	10.1145/3757702	https://www.scopus.com/pages/publications/105019370990?origin=resultslist	Carnegie Mellon University, United States; University of California, Berkeley, United States	Deng W.H., Carnegie Mellon University, United States; Claire W., University of California, Berkeley, United States; Han H.Z., Carnegie Mellon University, United States; Hong J.I., Carnegie Mellon University, United States; Holstein K., Carnegie Mellon University, United States; Eslami M., Carnegie Mellon University, United States	There has been growing interest from both practitioners and researchers in engaging end users in AI auditing, to draw upon users' unique knowledge and lived experiences. However, we know little about how to effectively scaffold end users in auditing in ways that can generate actionable insights for AI practitioners. Through formative studies with both users and AI practitioners, we first identified a set of design goals to support user-engaged AI auditing. We then developed WeAudit, a workflow and system that supports end users in auditing AI both individually and collectively. We evaluated WeAudit through a three-week user study with user auditors and interviews with industry Generative AI practitioners. Our findings offer insights into how WeAudit supports users in noticing and reflecting upon potential AI harms and in articulating their findings in ways that industry practitioners	AI Auditing; AI Red-teaming; Crowdsourcing; Responsible AI
12	10.1016/j.actpsy.2026.106526	https://www.scopus.com/pages/publications/105034016994?origin=resultslist	School of New Media and Communication, Tianjin University, Tianjin, 300072, China; College of Management and Economics, Tianjin University, Tianjin, 300072, China; Fakultät Elektrotechnik und Informationstechnik, Technische Universität Dresden, Dresden, 01069, Germany	Liu Y., School of New Media and Communication, Tianjin University, Tianjin, 300072, China, College of Management and Economics, Tianjin University, Tianjin, 300072, China; Zhang K., School of New Media and Communication, Tianjin University, Tianjin, 300072, China; Zhang Y., School of New Media and Communication, Tianjin University, Tianjin, 300072, China; Pang H., School of New Media and Communication, Tianjin University, Tianjin, 300072, China, College of Management and Economics, Tianjin University, Tianjin, 300072, China; Liu B., Fakultät Elektrotechnik und Informationstechnik, Technische Universität Dresden, Dresden, 01069, Germany	In recent years, AI-driven chatbots have evolved into a transformative technological paradigm, deeply embedded in domains including retail, customer service, healthcare, and education. This study endeavors to unveil the psychological and behavioral mechanisms by which AI-driven chatbots influence users' continuous use intention. Leveraging an integrated theoretical framework, the study employs a partial least squares-structural equation modeling (PLS-SEM) approach. A valid sample comprising 581 AI-driven chatbot users was amassed via an online research methodology, meticulously scrutinizing their continuous use intention. Obtained findings substantiate a positive association between personal anticipations and perceived innovativeness, alongside affirming the positive correlation between perceived gratifications and active involvement. Both perceived innovativeness and active	AI-driven chatbot; Continuous use intention; Perceived gratifications; Personal anticipations
13	10.1002/ctb.2345	https://www.scopus.com/pages/publications/05192157885?origin=resultslist	Keele Business School, Keele University, Staffordshire, Keele, United Kingdom; MICA, Ahmedabad, India	Mogaji E., Keele Business School, Keele University, Staffordshire, Keele, United Kingdom; Jain V., MICA, Ahmedabad, India	This article sheds light on the profound impact of technology on consumer behavior, specifically focusing on the rise of generative AI tools. It highlights how these advancements have revolutionized consumer engagement, purchase decision-making, and technology interaction. The article underscores the transformative potential of generative AI in shaping consumer behavior through personalized recommendations and interactive shopping experiences. It emphasizes the need for continued research and exploration to comprehend and effectively navigate the ever-evolving landscape of consumer behavior influenced by generative AI. Additionally, the article identifies implications for research and practice, offers valuable strategies for brands, and presents a comprehensive research agenda to delve deeper into this field. Ultimately, it provides valuable insights into the challenges and	
14	10.1109/ACCESS.2025.3589286	https://www.scopus.com/pages/publications/105011200584?origin=resultslist	Guangzhou City University of Technology, School of Management, Guangzhou, 510800, China	Hou J., Guangzhou City University of Technology, School of Management, Guangzhou, 510800, China; Lu H., Guangzhou City University of Technology, School of Management, Guangzhou, 510800, China; Wang B., Guangzhou City University of Technology, School of Management, Guangzhou, 510800, China	With the rapid development of artificial intelligence (AI) technologies, AI-generated content (AIGC) on social media platforms has significantly increased. This study collected text data related to AIGC from mainstream social media platforms and employed the Latent Dirichlet Allocation (LDA) topic model to uncover the thematic characteristics of AIGC. The analysis was further integrated with the Unified Theory of Acceptance and Use of Technology (UTAUT) and Social Cognitive Theory (SCT) to identify seven key conditional variables: the maturity of AIGC technology, users' perception of the authenticity of AIGC, users' perception of the usefulness of AIGC, users' perception of the entertainment value of AIGC, the commercialization level of AIGC, the personalization level of AIGC recommendations on the platform, and the ecosystem management and interaction atmosphere of AIGC on the	Artificial intelligence-generated content (AIGC); configurational analysis; LDA model; social media platforms; user engagement
15	10.17549/ghfr.2025.30.8.164	https://www.scopus.com/pages/publications/105015075333?origin=resultslist	Department of Global Business Administration, Anyang University, Anyang, South Korea	Jeon J.-E., Department of Global Business Administration, Anyang University, Anyang, South Korea	Purpose: This study highlights the need to evaluate user experience in line with technological advancements in generative artificial intelligence (AI), particularly in ChatGPT. Categorizing ChatGPT's user experience (UX) into usefulness, aesthetics, and interactivity. Design/methodology/approach: This study proposed and examined how ChatGPT's UX affects user engagement and used mediation analysis using PROCESS Macro Model 6 to test the impact of UX on web-based ChatGPT engagement. Data were collected by a marketing research company. Two hundred respondents were selected from a panel of individuals who used ChatGPT within the previous month. Findings: Usefulness, aesthetics, and interactivity, which are components of ChatGPT's UX, were found to significantly influence engagement. Second, aesthetics and interactivity mediate the effects of perceived usefulness	ChatGPT; Engagement; Generative AI; User Experience
16	10.1177/09287329251341071	https://www.scopus.com/pages/publications/105016024755?origin=resultslist	School of Media and Communication, Shanghai Jiao Tong University, Shanghai, China; Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore, Singapore	Xie Z., School of Media and Communication, Shanghai Jiao Tong University, Shanghai, China; Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore, Singapore	Background: Chatbots are increasingly integrated into healthcare, offering personalized and accessible health advice. However, the impact of factors such as chatbot authority, health information type, and interaction style on users' decision-making remains unclear. Objective: This study aims to investigate how these elements influence users' willingness to adopt health advice provided by chatbots. Methods: A 2 × 2 × 2 factorial experiment was conducted with 480 university students to examine the effects of chatbot authority (authoritative vs. non-authoritative), health information type (preventive vs. treatment-related), and interaction style (formal vs. informal). Participants' willingness to adopt the health advice was measured before and after interacting with the chatbot. Results: The study found that a authoritative chatbot delivering treatment-related advice in a formal style	AIGC; chatbot; health decision-making; media evocation paradigm; multifactorial experiment

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No.	DOI	Link	Affiliations	Authors with affiliations	Abstract	Author Keywords
17	10.1080/10447318.2026.2630076	https://www.scopus.com/pages/publications/105031222651?origin=resultslist	School of Information Management, Nanjing University, Jiangsu, Nanjing, China; Key Laboratory of Data Engineering and Knowledge Services in Provincial Universities (Nanjing University), Jiangsu, Nanjing, China	Wei H., School of Information Management, Nanjing University, Jiangsu, Nanjing, China, Key Laboratory of Data Engineering and Knowledge Services in Provincial Universities (Nanjing University), Jiangsu, Nanjing, China; Xiang B., School of Information Management, Nanjing University, Jiangsu, Nanjing, China; Zheng X., School of Information Management, Nanjing University, Jiangsu, Nanjing, China; Yang J., School of Information Management, Nanjing University, Jiangsu, Nanjing, China, Key Laboratory of Data Engineering and Knowledge Services in Provincial Universities (Nanjing University), Jiangsu, Nanjing, China	AI companions, driven by artificial intelligence, are increasingly embedded in users' daily lives via anthropomorphic and interactive conversational experiences. Although these systems can offer emotional support, they also raise concerns regarding algorithmic bias or data security. A comprehensive understanding of public perceptions is therefore essential for promoting healthy human-AI relationships. This paper investigates public perceptions of AI companions using 613 videos and 33,133 comments from two video platforms. Combining text mining and large language model-based sentiment analysis, it examines public topics and sentiment patterns regarding AI companions from multiple dimensions. Public attention surged after generative AI's rise in 2023, with a pronounced "East-West divide" in user engagement. Discussions cover society (role substitution, family) and technology	AI companions; GenAI; social media; text mining; uses and gratifications theory
18		https://www.scopus.com/pages/publications/105016519278?origin=resultslist	Information Systems Management Department, Binus Graduate Program, Master of Management Information Systems, Bina Nusantara University, Jakarta, 1148, Indonesia; Information Systems Management Department, Binus Graduate Program, Master of Management Information Systems, Bina Nusantara University, Jakarta, 11480, Indonesia	Sannas Salsabila R., Information Systems Management Department, Binus Graduate Program, Master of Management Information Systems, Bina Nusantara University, Jakarta, 1148, Indonesia; Legowo N., Information Systems Management Department, Binus Graduate Program, Master of Management Information Systems, Bina Nusantara University, Jakarta, 11480, Indonesia	The use of social media now plays a crucial role for companies in interacting with customers. However, less than 50% of businesses have successfully utilized it effectively. The main issue is that the content is uninteresting and irrelevant, leading to a decreased in customer engagement. Therefore, this research aims to determine whether AI-Generated Content can enhance customer engagement on social media. This research was conducted by distributing questionnaires to residents of DKI Jakarta, Indonesia, who have purchased products marketed through social media (TikTok and Instagram), where the content generated was AI Generated Content. In this study, a total of 494 respondents were collected. This research conduct using the customer engagement in social media framework (CESM) combined with several other variables that support studies on customer engagement. This study	AI Content; AI-Generated Content; Customer Engagement; Customer Interaction; Social Media
19	10.1145/3757474	https://www.scopus.com/pages/publications/105019205680?origin=resultslist	The Hong Kong University of Science and Technology, China; New York University, United States; Max Planck Institute for Security and Privacy, Germany; Sun Yat-sen University, China	Guo Q., The Hong Kong University of Science and Technology, China, Sun Yat-sen University, China; Zhang Y., New York University, United States; Yuan K., The Hong Kong University of Science and Technology, China; He C., Max Planck Institute for Security and Privacy, Germany; Peng Z., Sun Yat-sen University, China; Ma X., The Hong Kong University of Science and Technology, China	The rise of AI-generated content (AIGC) is transforming online creative communities (OCCs) and posing challenges to their regulation. The interacting behaviors, such as sharing artworks with descriptions, commenting on creations, and creators' subsequent replying are the essential components of user engagement in these communities. Understanding the influence of AIGC on the evolving user engagement could be helpful for community regulation. In this work, we collect 235K posts and their associated 255K comments from DeviantArt, a large creative community allowing uploading AIGC. Through open coding, we identify five categories of practices in describing and commenting on artworks, respectively. A set of deep learning models are applied to classify the posts and comments. We then combine time series regression analysis, causal inference analysis, and logistic regression	AI-generated content; generative AI; Online creative community
20	10.1177/02761467241286483	https://www.scopus.com/pages/publications/85206876264?origin=resultslist	Brierley Endowed Professor of Marketing & Academic Director-Brierley Institute of Customer Engagement (BICE), Cox School of Business, Southern Methodist University, United States	Shankar V., Brierley Endowed Professor of Marketing & Academic Director-Brierley Institute of Customer Engagement (BICE), Cox School of Business, Southern Methodist University, United States	This commentary explores the transformative potential and inherent risks associated with artificial intelligence (AI), particularly generative AI. It focuses on the dual nature of AI, where it offers substantial benefits in industries like retailing, and social media, while also presenting challenges related to ethics, privacy, and job displacement. The article introduces a framework to analyze AI's organizational impact, categorizing outcomes based on how AI supports or disrupts the status quo. It discusses AI's contribution to operational efficiency, demand expansion, and business transformation, acknowledging both the promise of enhanced customer experiences and the peril of ethical dilemmas such as algorithmic bias and data privacy concerns. It explores real-world applications of AI, such as personalized customer engagement and healthcare diagnostics. At the same time, the article critically examines	artificial intelligence (AI); ethics; ethics; innovation; large language models (LLM); machine learning (ML); natural language processing (NLP); regulation; safety
21	10.1080/10447318.2025.2520997	https://www.scopus.com/pages/publications/105009534917?origin=resultslist	School of Information Management, Central China Normal University, Wuhan, China; Hubei Electronic Commerce Research Center, Wuhan, China; School of Economics and Management, Hubei University of Technology, Wuhan, China; Hubei Digital Industrial Economy Development Research Center, Wuhan, China; Hubei Industrial Research Institute, Wuhan, China	Lu X., School of Information Management, Central China Normal University, Wuhan, China, Hubei Electronic Commerce Research Center, Wuhan, China; Guo W., School of Information Management, Central China Normal University, Wuhan, China; Wang Y., School of Information Management, Central China Normal University, Wuhan, China; Zhang H., School of Economics and Management, Hubei University of Technology, Wuhan, China, Hubei Digital Industrial Economy Development Research Center, Wuhan, China, Hubei Industrial Research Institute, Wuhan, China	As generative AI becomes increasingly integrated into marketing, brands face both opportunities and challenges in using AI to co-create content that drives consumer engagement. However, empirical research on the impact of human-AI collaborative content remains limited. This study addresses this gap by combining the Cognitive-Affective Personality System (CAPS) and resonance theory to propose a model that examines how collaboration modes (AI-dominant vs. human-dominant) and content types (informational vs. emotional) influence online brand engagement through cognitive and emotional resonance. Two online experiments investigate their interaction and the mediating role of resonance. The results reveal a key matching effect: AI-dominant collaborations enhance engagements with informational content through cognitive resonance, while human-dominant collaborations	content type; generative AI; Human-AI collaboration; online brand engagement; resonance theory
22	10.1016/j.ssaho.2026.102921	https://www.scopus.com/pages/publications/105039006642?origin=resultslist	College of Education at Danao Campus, Cebu Technological University, Cebu, Danao City, 6004, Philippines; Educational Research and Resource Center (ERRC), Cebu Technological University, Cebu, Danao City, 6004, Philippines; Department of Mathematics Education, Graduate Studies, Cebu Normal University, Cebu City, 6000, Philippines; College of Advanced Studies at Danao Campus, Cebu Technological University, Cebu, Danao City, 6004, Philippines; College of Computing, Artificial Intelligence and Sciences, Cebu Normal University, Cebu City, 6000, Philippines	Gonzales G., College of Education at Danao Campus, Cebu Technological University, Cebu, Danao City, 6004, Philippines, Educational Research and Resource Center (ERRC), Cebu Technological University, Cebu, Danao City, 6004, Philippines; Hallarte D.K., Educational Research and Resource Center (ERRC), Cebu Technological University, Cebu, Danao City, 6004, Philippines, Department of Mathematics Education, Graduate Studies, Cebu Normal University, Cebu City, 6000, Philippines; Milano M.L., Educational Research and Resource Center (ERRC), Cebu Technological University, Cebu, Danao City, 6004, Philippines, Department of Mathematics Education, Graduate Studies, Cebu Normal University, Cebu City, 6000, Philippines; Pasaje S.J., Educational Research and Resource Center (ERRC), Cebu Technological University, Cebu, Danao City, 6004, Philippines, College of	Generative Artificial Intelligence (GenAI) is changing how knowledge is shared and used across many fields. Its use in research offers benefits but also raises perceptions of risk, value, and engagement that influence adoption. This study examines the factors influencing the adoption of GenAI among higher education research students by applying Partial Least Squares Structural Equation Modeling (PLS-SEM) and Importance-Performance Map Analysis (IPMA) to the identified latent factors, addressing gaps in the literature through a proposed model. Grounded in the Technology Acceptance Model (TAM), the study tests eleven hypothesized paths to examine how perceived risk, perceived value, perceived usefulness, and perceived ease of use influence user engagement and behavioral intention, with use behavior as the most endogenous variable. A total of 959 valid responses were	Artificial intelligence; Generative AI; IPMA; PLS-SEM; TAM
23	10.7903/jecs.2509	https://www.scopus.com/pages/publications/105023319467?origin=resultslist	Thammasat University, Thailand	Thongmak M., Thammasat University, Thailand	The purpose of this study is to investigate e-marketplace strategies for increasing popularity, virality, and engagement on Twitter, as well as the moderating impact of e-marketplaces. This study collected Twitter data from two e-marketplaces posted within the past six months. I used Twitter data mining tools, an intent mining tool, Generative AI, and a spreadsheet to extract content strategies (including length, interactivity, novelty, consistency, and content features), media strategies (based on vividness features), and scheduling strategies (focused on timing features). Hierarchical regressions were applied to investigate relationships between these strategies and customer engagement. Length, interactivity (having URLs), novelty (price, place, promoton, physical evidence information), content (message intent, sentiment), vividness (media type: texts and photos) decrease popularity/ virality/	e-marketplace; engagement; popularity; service marketing-mix; social media strategy; Twitter; virality
24	10.1002/prx2.1295	https://www.scopus.com/pages/publications/105019348107?origin=resultslist	Peking University, China	Wang R., Peking University, China; Jia B., Peking University, China; Yan P., Peking University, China	As AI-generated content (AIGC) becomes increasingly prevalent across digital platforms, understanding its impact on users' trust and attitudes toward this new technology is crucial. Using an experimental design, we examined how the presence or absence of disclosing the use of AI in content generation influences user engagement with AI-generated images and videos on social media platforms. Our experiment recruited 64 individuals (N control group =31, N experiment group =33) from various social groups, with experiment group being explicitly informed of the usage of AI in content generation and control group not informed. User's behavioral variances are captured and measured using eye-tracking devices during the experiment session. We also conducted interviews with participants to further explore their experiences and attitudes. The findings highlight the nuanced role of disclosure	AI-generated content; ethical AI; experimental design; eye-tracking; user trust

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No.	DOI	Link	Affiliations	Authors with affiliations	Abstract	Author Keywords
25	10.1016/j.jbusres.2026.116182	https://www.scopus.com/pages/publications/105035703701?origin=resultslist	IESEG School of Management, Univ. Lille, CNRS, UMR 9221, LEM- Lille Economie Management, 3 Rue de La Digue, Lille, 59000, France; IESEG School of Management, Univ. Lille, CNRS, UMR 9221, LEM- Lille Economie Management, 1 Parvis de La Défense, Paris, 92044, France	Anggraini L., IESEG School of Management, Univ. Lille, CNRS, UMR 9221, LEM- Lille Economie Management, 3 Rue de La Digue, Lille, 59000, France; Demoulin N.T.M., IESEG School of Management, Univ. Lille, CNRS, UMR 9221, LEM- Lille Economie Management, 3 Rue de La Digue, Lille, 59000, France; Kerviler G.D., IESEG School of Management, Univ. Lille, CNRS, UMR 9221, LEM- Lille Economie Management, 1 Parvis de La Défense, Paris, 92044, France	Generative artificial intelligence (AI) is reshaping the retail sector, ushering in an era in which personalization and automation redefine the customer experience. This study contributes to knowledge by exploring the emerging role of generative AI chatbots, their impact on customer engagement and purchase intention, and the psychological mechanism of perceived control, demonstrating how generative AI chatbots can alleviate decision-making challenges. Using four scenario-based experiments, our research shows that generative AI chatbots boost purchase intention and customer engagement by increasing cognitive and behavioral control. Notably, this mediated effect is moderated by product type, with a stronger impact on experience goods due to their evaluation complexity. By contrast, clear product descriptions are often more effective in search goods with small assortments.	Customer engagement; Experience goods; Generative AI chatbot (ChatGPT); Online retailer; Perceived control; Search goods
26	10.18421/TEM151-47	https://www.scopus.com/pages/publications/105035199242?origin=resultslist	Universidad San Ignacio de Loyola, School of Hospitality, Tourism and Gastronomy Management, Av. La Fontana 550, Lima, Peru; Missouri State University, Hospitality Leadership Department, Springfield, United States	Cruz R.D.L., Universidad San Ignacio de Loyola, School of Hospitality, Tourism and Gastronomy Management, Av. La Fontana 550, Lima, Peru; Gil M., Universidad San Ignacio de Loyola, School of Hospitality, Tourism and Gastronomy Management, Av. La Fontana 550, Lima, Peru; Barreda A., Missouri State University, Hospitality Leadership Department, Springfield, United States; Guillen N.K., Universidad San Ignacio de Loyola, School of Hospitality, Tourism and Gastronomy Management, Av. La Fontana 550, Lima, Peru; Turpo H., Universidad San Ignacio de Loyola, School of Hospitality, Tourism and Gastronomy Management, Av. La Fontana 550, Lima, Peru	– Emerging technologies, particularly Generative Artificial Intelligence (GenAI), are reshaping the hospitality industry, offering new opportunities for personalization, customer engagement, and operational efficiency. This study focuses on understanding how hospitality professionals perceive the potential benefits and challenges of GenAI, specifically by analyzing LinkedIn discussions using Text Mining techniques. Through sentiment analysis, topic modeling, and TF-IDF analysis, the research explores the prevailing attitudes, key themes, and significant terms related to GenAI in the hospitality sector. Results reveal that while there is excitement about GenAI's revolutionary potential for enhancing customer service, marketing campaigns, and overall operational productivity, concerns regarding data privacy, ethical implications, and the protection of consumer trust remain significant.	Generative AI; hospitality; LinkedIn; text mining
27	10.1080/00223980.2025.2568758	https://www.scopus.com/pages/publications/105018635706?origin=resultslist	Shanghai Jiao Tong University, China; University of Religions and Denominations, Iran; Tsinghua University, China	Deng T., Shanghai Jiao Tong University, China; Wang D., Shanghai Jiao Tong University, China; Ma J., Shanghai Jiao Tong University, China; Wang T., Shanghai Jiao Tong University, China; Li B., Shanghai Jiao Tong University, China; Hussain T., Shanghai Jiao Tong University, China; University of Religions and Denominations, Iran; Yue Y., Tsinghua University, China; Wang P., Shanghai Jiao Tong University, China	ChatGPT has emerged as a focal point of interest among researchers and practitioners. However, little empirical research has examined its usage. Based on the Five Factor Model and the Technology Acceptance Model, this research examines the relationships between personality traits, specifically extraversion, openness, and conscientiousness, and ChatGPT usage, with social image and computer self-efficacy serving as mediators. In March 2023, this study surveyed 784 users in China, consisting of 462 males and 322 females, with an average age of 23.7. Our analysis reveals that extraversion, openness, and conscientiousness are positively associated with ChatGPT usage through sequential mediating involving social image and computer self-efficacy. While these traits demonstrate indirect associations with usage, openness and conscientiousness lack direct relationships with	conscientiousness; extraversion; Five factor model; openness; technology acceptance model (TAM)
28	10.1108/JSM-10-2024-0539	https://www.scopus.com/pages/publications/105002232950?origin=resultslist	Department of Communication Sciences, Humanities and International Studies (DISCUI), University of Urbino, Urbino, Italy	De Cicco R., Department of Communication Sciences, Humanities and International Studies (DISCUI), University of Urbino, Urbino, Italy; Francioni B., Department of Communication Sciences, Humanities and International Studies (DISCUI), University of Urbino, Urbino, Italy; Curina I., Department of Communication Sciences, Humanities and International Studies (DISCUI), University of Urbino, Urbino, Italy; Cioppi M., Department of Communication Sciences, Humanities and International Studies (DISCUI), University of Urbino, Urbino, Italy	Purpose: This study aims to investigate the impact of educational digital content (EDC) creators on perceived content quality, consumer engagement, brand attitude and advocacy intention. Design/methodology/approach: The research consists of two experimental studies. In Study 1 (N = 172), participants were exposed to either AI-generated or human-generated educational content, with measured perceived content quality and consumer engagement. In Study 2 (N = 158), the authors extended the investigation and compared the effects of AI-generated, human-generated and hybrid-generated EDC on consumer engagement, brand attitude and advocacy intention. Findings: Study 1 demonstrates that while the type of content creator does not significantly affect perceived content quality, it significantly influences consumer engagement, with the AI-generated EDC	Advocacy; Artificial Intelligence; Brand attitude; Consumer engagement; Content creator; Content marketing; Educational digital content
29	10.69554/ZCRZ7621	https://www.scopus.com/pages/publications/105016883677?origin=resultslist	Mayflower, Arch. Makarios III Avenue 113, Limassol, 3021, Cyprus	Suresh T., Mayflower, Arch. Makarios III Avenue 113, Limassol, 3021, Cyprus	The optimisation of internal links plays a critical role in improving website navigation, user engagement and search engine optimisation (SEO) performance. With the rapid evolution of natural language processing (NLP), the automation of internal linking promises better scalability, accuracy and personalisation. This paper explores the incorporation of NLP techniques such as semantic analysis, entity recognition and dynamic link generation into the framework of internal linking. It reviews technical methodologies, identifies problems and investigates actual applications of practical implementation, while also drawing insight from the literature. It highlights NLP-driven frameworks as critical to enhancing content relationships by applying more sophisticated models such as BERT (Bidirectional Encoder Representations from Transformers) and GPT-4 (Generative Pre-trained Transformer 4) to	internal link optimisation; natural language processing; search engine optimisation
30	10.1080/00218499.2025.2589501	https://www.scopus.com/pages/publications/105041333745?origin=resultslist	Northwestern University, United States; University of Minnesota-Twin Cities, United States; University of Minnesota-Twin Cities, United States; University of Minnesota-Twin Cities, United States; University of Minnesota-Twin Cities , United States	Garfough-Shah G., Northwestern University, United States; Park J.I., University of Minnesota-Twin Cities, United States; Hayati S.A., University of Minnesota-Twin Cities, United States; Kang D., University of Minnesota-Twin Cities, United States; Huh J., University of Minnesota-Twin Cities , United States	The rapid emergence and adoption of AI-powered search engines (AIPSEs; i.e., Google Gemini) present enormous opportunities and challenges for search advertising research and practice. Addressing these opportunities and challenges, this study employs an online observation method, examining consumers' choice between AIPSEs and traditional search engines (TSEs; i.e., Google), motivations for using each search engine type, and use of these platforms. Results show heavier reliance on TSEs than AIPSEs, more elaborative keyword use on AIPSEs, and heightened use of AIPSEs in advice-seeking circumstances, among other notable findings. These results offer both theoretical and practical implications for the future of search advertising. © 2025 The Advertising Research Foundation, Inc.	AI-powered search; consumer behavior; Generative-AI; search engine advertising; search engine optimization
31	10.1080/10447318.2025.2595920	https://www.scopus.com/pages/publications/105026823311?origin=resultslist	School of Design and Fashion, Zhejiang University of Science and Technology, Zhejiang, Hangzhou, China; College of Architecture and Urban Planning, Tongji University, Shanghai, China; School of Design, Jiangnan University, Jiangsu Province, Wuxi City, China; School of Art, Zhejiang Shuren University, Zhejiang, Hangzhou, China; Kazan (Volga Region) Federal University, Republic of Tatarstan, Kazan City, Russian Federation	Tao Y., School of Design and Fashion, Zhejiang University of Science and Technology, Zhejiang, Hangzhou, China; College of Architecture and Urban Planning, Tongji University, Shanghai, China; Wu H., School of Design, Jiangnan University, Jiangsu Province, Wuxi City, China; Li C., School of Design and Fashion, Zhejiang University of Science and Technology, Zhejiang, Hangzhou, China; Huang M., School of Art, Zhejiang Shuren University, Zhejiang, Hangzhou, China; Yuan C., Kazan (Volga Region) Federal University, Republic of Tatarstan, Kazan City, Russian Federation; Valeeva D., Kazan (Volga Region) Federal University, Republic of Tatarstan, Kazan City, Russian Federation	With the rapid advancement of artificial intelligence, AI-generated content (AIGC) is increasingly used in creative design and is reshaping social media communication. However, the participation and emotional response of social media users to AIGC remain to be explored. This study systematically examines the dissemination effect of AIGC on social media platforms, employing a combination of quantitative and qualitative methods. Through data analysis and questionnaire surveys on multiple social media platforms, the dissemination characteristics, user interaction behaviors, and user attitudes of AIGC are deeply explored. The study employs multiple analytical methods, and finds that AIGC is significantly different from non-AIGC in terms of views, likes, comments, and shares, achieving a higher dissemination effect under specific conditions, and users exhibit a positive attitude toward it. This study not	Artificial intelligence generated content (AIGC); dissemination effect; social media platform; user emotions; user engagement
32	10.1016/j.jinfomgt.2025.102962	https://www.scopus.com/pages/publications/105012286183?origin=resultslist	College of Management and Economics, Tianjin University, Tianjin, China	Bai Y., College of Management and Economics, Tianjin University, Tianjin, China; Xue Z., College of Management and Economics, Tianjin University, Tianjin, China; Zhang M., College of Management and Economics, Tianjin University, Tianjin, China; Tan Q., College of Management and Economics, Tianjin University, Tianjin, China; Li Y., College of Management and Economics, Tianjin University, Tianjin, China	With the rise of short video platforms, marketers are increasingly leveraging these channels for product promotion. Generative AI technology has accelerated ad production, particularly through the use of AI-generated voices. However, the comparative effectiveness of AI versus human voiceover in influencing marketing outcomes remains underexplored, with extant research offering limited guidance for practical advertising production and insufficiently addressing the infringement issues arising from the use of AI-generated celebrity voices. This research addresses this gap through three empirical studies. An analysis of real-world TikTok data reveals that ads featuring AI-generated voice elicit lower levels of consumer engagement compared to those utilizing human voices. Notably, the negative impact of AI-generated voice is mitigated when a lower pitch is employed. In an experimental setting,	AI-generated voice; Consumer engagement; Generative AI; Video ad

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33	10.1108/IMR-10-2025-0569	https://www.scopus.com/pages/publications/105040071525?origin=resultlist	University of San Diego, San Diego, California, United States; Swinburne University of Technology, Hawthorn, Australia; Esade Business School, Universitat Ramon Llull, Barcelona, Spain	Campbell C., University of San Diego, San Diego, California, United States; Sands S., Swinburne University of Technology, Hawthorn, Australia; Mavrommatis A., Esade Business School, Universitat Ramon Llull, Barcelona, Spain	Purpose – This paper examines how generative artificial intelligence (GenAI) is transforming cross-cultural consumer engagement by reshaping how people encounter, learn and perform culture. We conceptualize GenAI as a cultural intermediary that enables “model-mediated contact,” extending acculturation theory beyond both direct and media-mediated forms of cultural learning to explain how algorithmic systems reshape cultural exposure, identity formation and adaptation in international marketing contexts. Design/methodology/approach – We integrate acculturation theory, affordance theory and research on global consumer culture to build a conceptual framework linking four GenAI affordances – translation and localization, synthesis, role-play and simulation and conversational memory – to four mechanisms that shape AI-mediated cultural learning: secondhand acculturation, algorithmic	Acculturation; Cultural-intermediary; Generative AI; Paradoxes
34	10.3897/jucs.151691	https://www.scopus.com/pages/publications/105021952884?origin=resultlist	Universidad Católica de Murcia, Murcia, Spain; Universidad de Alicante, Alicante, Spain	Ruiz-Pozo I., Universidad Católica de Murcia, Murcia, Spain; Morales-García J., Universidad de Alicante, Alicante, Spain; Aguirre-Mejía C.X., Universidad Católica de Murcia, Murcia, Spain; Serrano A., Universidad Católica de Murcia, Murcia, Spain	The use of Generative Artificial Intelligence (GenAI) is revolutionising how companies create digital content on social networks. However, how users respond to this content remains less explored. The aim of this article is to compare GenAI-generated content with human-generated content on Instagram. First, through a survey of 273 students, we explored user engagement with the eSports team's content on Instagram. Second, we measured followers' engagement behaviors (i.e., “likes”, comments, shares and reach) with GenAI-generated content versus human-created content. Results indicate that both GenAI tools (ChatGPT and Gemini) achieved similar levels of engagement in terms of “likes”. ChatGPT stood out for its use of interactive features like opinion polls, particularly in “stories”, while Gemini excelled in total reach and visibility. In contrast, human-generated content attracted a higher	Content Marketing; eSports; Generative Artificial Intelligence; Instagram Analytics; Social Media Engagement
35	10.14329/apjis.2025.35.3.540	https://www.scopus.com/pages/publications/105020073664?origin=resultlist	Department of Big Data Analytics, School of Management, Kyung Hee University, South Korea	Park H.E., Department of Big Data Analytics, School of Management, Kyung Hee University, South Korea	Generative AI is increasingly shaping human experiences across creative, social, and professional domains. While its digital capabilities offer new opportunities for enhancing user engagement, personalization, and productivity, its dual impact on users' psychological needs remains underexplored. Grounded in self-determination theory, this study investigates how generative AI both satisfies and frustrates users' psychological needs and examines the broader implications of this dynamic. Employing a netnographic methodology, the research draws on over 1.5-year of naturalistic online AI Community observation, resulting in a rich dataset comprising 2,062 pages of data. This research uncovers paradoxical relationships between generative AI features and users' needs - autonomy, competence, and relatedness - highlighting the simultaneous fulfillment and frustration they can provoke. These	Artificial Intelligence; Generative AI; Need Frustration; Need Satisfaction; Netnography; Psychological Needs; Psychological Wellbeing; Self-Determination Theory
36	10.17010/ijom/2025/v55/i12/175246	https://www.scopus.com/pages/publications/105027196650?origin=resultlist	School of Management & Social Science, Haldia Institute of Technology, ICARE Complex, HIT Campus (Main Building), West Bengal, Haldia, 721 657, India	Giri A., School of Management & Social Science, Haldia Institute of Technology, ICARE Complex, HIT Campus (Main Building), West Bengal, Haldia, 721 657, India; Biswas W., School of Management & Social Science, Haldia Institute of Technology, ICARE Complex, HIT Campus (Main Building), West Bengal, Haldia, 721 657, India	Purpose: The study depicted the revolutionary approach of generative artificial intelligence (GAI) in e-tail that has boost customer engagement with tailored support, co-creation outcomes, predictive insights, and dynamic mapping of their shopping journey. The research identified crucial touch-points of the technology that resulted in intensified customer engagement and prompt-to-purchase action. Design/Methodology/Approach: An interview-based qualitative investigation was carried out utilizing NVIVO-15 software to develop a conceptual model using the extended technology acceptance model (TAM) model, customer engagement model, and stimulus-organism-response (S-O-R) theory. Thirty-seven semi-structured in-depth interviews with online customers were conducted using the convenience sampling technique. Findings: A conceptual model was developed to	customer engagement; e-tail (electronic – retail); generative AI (GAI); prompt-to-purchase
37	10.3390/jaer21020067	https://www.scopus.com/pages/publications/105031283973?origin=resultlist	Department of Aviation Management, Dicle University, Diyarbakir, 21280, Turkey	Koçak B.B., Department of Aviation Management, Dicle University, Diyarbakir, 21280, Turkey	Despite the significant potential of AI applications in tourism marketing communication, consumers' attitudes and behaviors towards the outputs of these applications are still a mystery. To fill this research gap, the current study examines and compares consumer engagement (CE), novelty and attitude perceptions towards tourism destinations and hotel promotional content created by ChatGPT-4o (vs. human) for social media and web pages. According to the results, ChatGPT-generated messages (GPTGMs) play a crucial role on social media compared to human-generated messages (HGMs). Moreover, based on the theory of uses and gratifications (UGT), tourists' perception significantly varies between platforms (social media vs. web pages). This research provides insights for marketers on optimizing message design and selecting effective platforms based on consumer reactions to	consumer behavior; content creation; generative artificial intelligence; source disclosure; tourism
38	10.1016/j.busrres.2025.115330	https://www.scopus.com/pages/publications/105001489155?origin=resultlist	Information Management Area, Management Development Institute, Gurgaon, India; Information Systems and Operations Management, University of Auckland, New Zealand; Trinity Business School, Trinity College Dublin, Ireland; EMLYON Business School, Lyon, France; IESEG School of Management, Univ. Lille, CNRS, UMR 9221 - LEM - Lille Economie Management, Lille, F-59000, France	Mishra A.N., Information Management Area, Management Development Institute, Gurgaon, India; Sengupta P., Information Systems and Operations Management, University of Auckland, New Zealand; Biswas B., Trinity Business School, Trinity College Dublin, Ireland; Kumar A., EMLYON Business School, Lyon, France; Coussement K., IESEG School of Management, Univ. Lille, CNRS, UMR 9221 - LEM - Lille Economie Management, Lille, F-59000, France	Digital content creation has exploded in the last decade offering immense opportunities for brands and content creators. However, more research is needed on textual and aural content for determining video success using video analytics. Yet, data collection and analysis in this research context are labor-intensive. This study leveraged Generative AI (GenAI) models to automatically extract video transcripts and extract relevant metrics. We examined over 1055 YouTube videos released between 2021 and 2023 across three popular smartphones. We extracted semantic metrics from the transcript and comments to build models to explore the drivers of video success. We compared various GenAI-based measures and compared them to traditional methods. The results from this study confirm the superior performance of GPT4 over the benchmarks. The study's theoretical contributions to the field of	ChatGPT; Constinal level theory; Customer engagement theory; Large language models; Natural language processing; Video analytics
39	10.1016/j.techfore.2026.124809	https://www.scopus.com/pages/publications/105044405233?origin=resultlist	School of Management, Hangzhou Dianzi University, Hangzhou, 310018, China; School of Management, Zhejiang University, Hangzhou, 310058, China	Song R., School of Management, Hangzhou Dianzi University, Hangzhou, 310018, China; Wu D., School of Management, Zhejiang University, Hangzhou, 310058, China; Guo H., School of Management, Zhejiang University, Hangzhou, 310058, China; Huang L., School of Management, Zhejiang University, Hangzhou, 310058, China	The introduction of generative AI (GenAI) into online Question-and-Answer (Q&A) platforms is reshaping the role of human contributors, raising questions about how users adapt their knowledge-sharing behaviors. This study examines how GenAI influences user engagement in knowledge contribution along two key dimensions: cognitive effort (measured in terms of answer quantity and length) and affective effort. Using a natural experiment from Zhihu's platform-wide launch of zhida.ai (i.e., a self-developed GenAI-built feature), widely regarded as China's largest online Q&A platform, we analyze 32 weeks of behavioral data from 1114 active contributors. Grounded in identity threat theory, our findings reveal a strategic recalibration: users significantly reduce their answer quantity while substantially increasing both answer length and affective expression. These adjustments are most	Generative AI (GenAI); Identity threat theory; Knowledge contribution; Online question-and-answer (Q&A) platform; User engagement
40	10.1177/14413582251390582	https://www.scopus.com/pages/publications/105024441269?origin=resultlist	Fudan University, Shanghai, China	Li X., Fudan University, Shanghai, China; Xiao L., Fudan University, Shanghai, China	As generative artificial intelligence (GenAI) continues to integrate into content marketing, it has significantly transformed the way firms create and distribute marketing content to customers. In this research, we first identify GenAI's unique characteristics, including usability, flexibility, and productivity. Building on a review of GenAI's technical basis and its application in content marketing practice, we propose a conceptual framework to explore the applications of GenAI in content marketing. The conceptual framework elaborates the antecedents and consequences of applying GenAI in content creation and distribution processes emphasizing the collaborative dynamics of between GenAI tools and the users, namely employee and customers. Specifically, characteristics of firm, employee, GenAI, task and customer, serve as antecedents of employee-Gen AI collaborated content creation	content marketing; Generative AI; human-AI collaboration

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No.	DOI	Link	Affiliations	Authors with affiliations	Abstract	Author Keywords
41	10.1108/JPBM-12-2024-5643	https://www.scopus.com/pages/publications/105024686599?origin=resultlist	International Business School, Fuzhou University of International Studies and Trade, Fuzhou, China; School of Economics and Management, Zhejiang Shuren University, Hangzhou, China	Wang S., International Business School, Fuzhou University of International Studies and Trade, Fuzhou, China; Zhang H., School of Economics and Management, Zhejiang Shuren University, Hangzhou, China	Purpose – This study aims to develop and test an Antecedents–Engagement–Consequences model investigating how generative artificial intelligence (AI) chatbots influence cross-border shopping. This study examines how perceived usefulness, ease of use, competence, quality and threat affect consumer engagement and subsequent shopping outcomes by using perceived warmth as a moderator. Design/methodology/approach – The study uses a two-wave time-lagged survey design with 276 consumers using the AI Jingdong Jingyan chatbot on Jingdong Worldwide. Data analysis combines partial least squares structural equation modeling and fuzzy-set qualitative comparative analysis (fsQCA) approaches, supplemented with semi-structured interviews for deeper insights into consumer–AI brand interactions. Findings – Perceived usefulness, ease of use, competence and quality	Brand–consumer interactions; Consumer engagement; Customer engagement; E-commerce; Generative AI Chatbots; International marketing; Perceived warmth
42	10.1108/INTR-12-2023-1156	https://www.scopus.com/pages/publications/85205721271?origin=resultlist	Department of Business Administration, Faculty of Economics, Administrative and Social Sciences, Bahçeşehir Cyprus University, Nicosia, Cyprus; Department of Business Administration, Faculty of Business and Economics, University of Salamanca, Salamanca, Spain; Department of Tourism Management, Faculty of Tourism, Balkesir University, Balkesir, Turkey; Department of Business, Faculty of Business, Istanbul Commerce University, Istanbul, Turkey; Marketing Department, University of Murcia, Murcia, Spain	Aljarah A., Department of Business Administration, Faculty of Economics, Administrative and Social Sciences, Bahçeşehir Cyprus University, Nicosia, Cyprus; Department of Business Administration, Faculty of Business and Economics, University of Salamanca, Salamanca, Spain; Ibrahim B., Department of Tourism Management, Faculty of Tourism, Balkesir University, Balkesir, Turkey; Department of Business, Faculty of Business, Istanbul Commerce University, Istanbul, Turkey; López M., Marketing Department, University of Murcia, Murcia, Spain	Purpose: Synthetic advertising, which involves creating or modifying ads through artificial intelligence (AI) technology, has recently transformed the field of media and advertising. Despite its emerging importance, our understanding of consumer perceptions in this context is limited. This study is one of the first to explore the impact of synthetic advertising on consumer behavior. Design/methodology/approach: Across two between-subject experimental studies, using coffee shop customers in the USA, we tested how, why and when awareness of falsity in AI-generated corporate social responsibility (CSR) ads affects online brand engagement. Findings: In Study 1, awareness of falsity in AI-generated CSR ads negatively impacts online brand engagement, with perceived sincerity mediating this relationship. Additionally, a higher level of CSR authenticity mitigates the negative effect of	AI-Generated CSR ads; Brand familiarity; CSR authenticity; Online brand engagement; Perceived sincerity
43	10.1016/j.digbus.2023.100071	https://www.scopus.com/pages/publications/85179106315?origin=resultlist	Department of Marketing, College of Economics and Political Science, Sultan Qaboos University, Muscat, Oman; Scripps College of Communication, Ohio University, OH, United States; Department of Information Systems, College of Economics and Political Science, Sultan Qaboos University, Muscat, Oman	Hussain K., Department of Marketing, College of Economics and Political Science, Sultan Qaboos University, Muscat, Oman; Khan M.L., Scripps College of Communication, Ohio University, OH, United States; Malik A., Department of Information Systems, College of Economics and Political Science, Sultan Qaboos University, Muscat, Oman	The emergence of ChatGPT in the broader field of generative artificial intelligence (AI) has sparked scholarly discourse on its utilization in various disciplines. Yet, a significant void exists in our understanding of the dynamics of consumer engagement with content creators producing ChatGPT-related content. Therefore, the present study aims to delineate how ChatGPT-related content garners consumer engagement on YouTube. Data from 100 YouTube videos amassing an aggregate of 65 million views on ChatGPT were extracted using three application programming interfaces (APIs), namely, VidiQ, Tubebuddy, and SocialBlade. We subsequently contrasted this dataset with data from 200 other videos produced by the same creators. The data were analyzed using one-way ANOVA, multigroup SEM, and comparative line graphs. Employing the Uses and Gratifications (U&G) theoretical	AI; Artificial intelligence; ChatGPT; Content consumption; Content creation; Engagement; Social media; YouTube
44	10.1080/0965254X.2025.2540270	https://www.scopus.com/pages/publications/105012209495?origin=resultlist	Customer Experience Strategy and Management, International University of Monaco Omnes Education Research Center, Monte Carlo, Monaco	Klaus P.P., Customer Experience Strategy and Management, International University of Monaco Omnes Education Research Center, Monte Carlo, Monaco	This study investigates how Ultra-High-Net-Worth Individuals (UHNWIs) engage with AI-powered travel concierge services, focusing on their influence on phygital (physical + digital) customer experiences. Anchored in Self-Determination Theory, we conducted in-depth interviews with UHNWI users to uncover the psychological mechanisms driving satisfaction, engagement, and loyalty. Findings reveal that while AI services significantly enhance cognitive immersion and convenience—fulfilling needs for autonomy and competence—they often fall short in addressing relatedness, particularly in the transition from digital planning to physical execution. This gap undermines the holistic luxury experience expected by UHNWIs. The study contributes to the literature by extending theoretical insights into AI, phygital integration, and luxury customer behavior. It introduces a validated framework	cognitive immersion; Generative AI; phygital experience; self-determination theory; tourism; user engagement
45	10.1108/TR-05-2025-0554	https://www.scopus.com/pages/publications/105026605329?origin=resultlist	Program in International Business Administration, I-Shou University, Kaohsiung, Taiwan; College of Management, I-Shou University, Kaohsiung, Taiwan; Department of Marketing, University of Southern Queensland, Toowoomba, Australia	Foroughi B., Program in International Business Administration, I-Shou University, Kaohsiung, Taiwan; Yu H.T.M., College of Management, I-Shou University, Kaohsiung, Taiwan; Thachoun P., Department of Marketing, University of Southern Queensland, Toowoomba, Australia	Purpose – Despite the growing integration of generative AI (GenAI) in travel planning, research on sustained user engagement remains limited. This study, grounded in the "Stimulus-Organism-Response" (SOR) framework, aims to investigate how content- and technology-related factors influence cognitive and affective trust, which affects the sustained use of GenAI in travel decision-making. Design/methodology/approach – Data from 408 users were analyzed using a hybrid "Partial Least Squares Structural Equation Modeling" (PLS-SEM) and "Artificial Neural Network" (ANN) approach to examine the relationships among key determinants and identify the relative importance of predictors. Findings – Findings reveal that perceived intelligence, information accuracy, personalization, ease of use, interactivity and anthropomorphism significantly shape trust. Both cognitive and affective trust positively	Ansiedad tecnológica; Búsqueda de novedades; Confianza; Generative AI; IA generativa; Novelty seeking; Planificación de viajes; Sustained use; Technology anxiety; Travel planning; Trust; Uso sostenido: ■■■■■■, ■■■■■■, ■■■■■■, ■■■■■■
46	10.1177/27523543261461786	https://www.scopus.com/pages/publications/105043039147?origin=resultlist	Department of Computer Science and Data Science, York St John University, London, United Kingdom	Pokhrel S., Department of Computer Science and Data Science, York St John University, London, United Kingdom; Somasiri N., Department of Computer Science and Data Science, York St John University, London, United Kingdom	The rapid advancement of generative artificial intelligence (AI) has transformed digital marketing, redefining how brands create, personalize, and deliver content to engage consumers. As organizations increasingly rely on AI-driven systems for customer interaction, understanding how these technologies influence customer engagement has become a critical area of inquiry. This study systematically reviews research published between 2022 and 2025 to evaluate the impact of generative AI on customer engagement, distinguishing between affective outcomes (e.g., satisfaction, trust, and commitment) and behavioral outcomes (e.g., click-throughs, shares, purchases, and retention). Following PRISMA guidelines, a comprehensive search across major databases (Scopus, Web of Science, and Google Scholar) identified 628 records, of which 64 articles were assessed for eligibility, and 33	affective outcomes; AI disclosure; behavioral outcomes; customer engagement; digital marketing; generative AI; human-in-the-loop; PRISMA; systematic review
47	10.1016/j.jbusres.2025.115507	https://www.scopus.com/pages/publications/105007139622?origin=resultlist	School of AISSC, College of Business & Law, RMIT University Australia, Melbourne, VIC, Australia; School of Management, QUT Business School, Faculty of Business & Law, Queensland, University of Technology, Brisbane, QLD, Australia	Xie Y., School of AISSC, College of Business & Law, RMIT University Australia, Melbourne, VIC, Australia; Desouza K.C., School of Management, QUT Business School, Faculty of Business & Law, Queensland, University of Technology, Brisbane, QLD, Australia	Powered by generative artificial intelligence, AI live streaming commerce (ALSC) employs virtual influencers (VI) to promote products. Despite its novelty and hype, research on VIs remains limited. We adopt a novel groundedness theory to study customer engagement in ALSC. Through exploratory interviews, we find that customers can feel grounded in ALSC. Such feelings can be primarily affected by VI characteristics and customer characteristics, which can also affect customers' purchase motivations. The findings contribute to the ALSC literature by examining the emotional motivations of groundedness in customers' purchase decisions, in contrast to the existing cognitive focus. The findings also extend the groundedness theory by identifying new sources, contextualized antecedents, and dark sides of groundedness. Additionally, the findings contribute to the VI literature by demonstrating that VIs in	AI live streaming commerce; Customer engagement; Generative artificial intelligence; Groundedness; Virtual influencer; Virtual selling
48	10.3390/systems14010116	https://www.scopus.com/pages/publications/10502871083?origin=resultlist	Faculty of Management, University of Primorska, Koper, 6000, Slovenia; Faculty of Economics and Business, University of Zagreb, Zagreb, 10000, Croatia; Faculty of Commercial and Business Sciences, Lava 7, Celje, 3000, Slovenia; IEDC Bled School of Management, Prešernova Street 33, Bled, 4260, Slovenia	Bervar M., Faculty of Management, University of Primorska, Koper, 6000, Slovenia; Pejč Bach M., Faculty of Economics and Business, University of Zagreb, Zagreb, 10000, Croatia, Faculty of Commercial and Business Sciences, Lava 7, Celje, 3000, Slovenia, IEDC Bled School of Management, Prešernova Street 33, Bled, 4260, Slovenia; Bertoncel T., Faculty of Management, University of Primorska, Koper, 6000, Slovenia	The integration of generative AI into creative industries is reshaping how content is produced, evaluated, and distributed. While recent advancements offer new opportunities for automation and innovation, they also raise questions about authorship, authenticity, and professional identity. This study examines public discourse on generative AI in creative domains through a text-mining analysis of nearly 4000 Reddit posts and comments. Drawing on six relevant subreddits from 2022 to 2025, the research investigates the structure of user engagement, interaction dynamics, and language patterns. It identifies dominant terms and phrases related to AI creativity, explores thematic clusters, and compares discussion styles across key tools such as Midjourney, ChatGPT, Stable Diffusion, and DALL·E. Additionally, it provides a sentiment overview based on automated classification and	creative industries; digital transformation; ethical concerns; generative AI; human–AI interaction; Midjourney; public perception; Reddit; social media analysis; text mining

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49	10.1016/j.tourman.2025.105305	https://www.scopus.com/pages/publications/105015448416?origin=resultslist	Smart Tourism Education Platform (STEP), Kyung Hee University, 26, Kyungheedae-ro, Dongdaemun-gu, Seoul, South Korea	Yhee Y., Smart Tourism Education Platform (STEP), Kyung Hee University, 26, Kyungheedae-ro, Dongdaemun-gu, Seoul, South Korea; Koo C., Smart Tourism Education Platform (STEP), Kyung Hee University, 26, Kyungheedae-ro, Dongdaemun-gu, Seoul, South Korea	The rise of generative AI has transformed online information processing, particularly in consumer decision-making. This study examines how AI-powered review summaries, such as those on TripAdvisor, influence user perceptions and decision-making. Grounded in the Computers Are Social Actors (CASA) theory, we explore how AI perception (human-like vs. machine-like) affects the helpfulness of AI-generated summaries. Additionally, we investigate the roles of information transparency as AI characteristics and review summary valence and readability as contextual moderators. Using an experimental design across five studies, we analyze the serial mediation effect of AI perception on behavioral intentions via perceived helpfulness. Findings contribute to the understanding of <i>generative AI's role in digital consumer interactions, offering theoretical and practical insights into AI-generated</i>	AI perception; AI-powered information; Computers are social actors (CASA) theory; Information transparency; Review summary
50	10.1080/15332861.2025.2520194	https://www.scopus.com/pages/publications/105008968786?origin=resultslist	School of Fashion Design and Merchandising, College of the Arts, Kent State University, Kent, OH, United States	Lou X., School of Fashion Design and Merchandising, College of the Arts, Kent State University, Kent, OH, United States; Copeland L., School of Fashion Design and Merchandising, College of the Arts, Kent State University, Kent, OH, United States	AI is transforming the field of content generation, with tools like ChatGPT increasingly used by businesses to generate new product ideas, advertising campaigns, social media ads, and marketing communications. Fashion brands are also beginning to adopt this technology. However, despite this rapid adoption, empirical research on consumer responses to AI-generated marketing remains limited. This study addresses the gap by exploring female consumers' perceptions of AI-generated fashion ads. It examines how AI influences consumers' trust and engagement with marketing content, the advertised product, and overall brand perception. Additionally, this research investigates the impact of AI-driven personalization in fashion marketing. Guided by the <i>Stimulus-Organism-Response (S-O-R) framework, a qualitative approach is adopted to gain in-depth insights into</i>	Content generation; generative AI; S-O-R framework
51	10.1111/jpi.12602	https://www.scopus.com/pages/publications/105013552235?origin=resultslist	University of Osaka, Japan; Osaka Electro-Communication University, Japan	Miura A., University of Osaka, Japan; Komori M., Osaka Electro-Communication University, Japan; Tanaka S., Osaka Electro-Communication University, Japan	This study examined the use of generative artificial intelligence, specifically large language models, to analyze social interactions on video-sharing platforms during the COVID-19 pandemic. Group dynamics, sentiment, and communication patterns were investigated using interaction process analyses in four studies: Study 1 clustered videos based on shared user engagement; Study 2 classified comments using interaction process analysis with open-source large language models; Study 3 analyzed reply threads to capture interaction dynamics; and Study 4 compared classification consistency across large language models and against human annotation. The findings underscore the scalability and efficiency of generative artificial intelligence in processing large datasets, revealing <i>its ability to uncover complex interaction patterns. Simultaneously, the study highlights key challenges, including</i>	COVID-19; generative artificial intelligence (AI); interaction process analysis; large language model; video content analysis
52	10.3390/publications13030037	https://www.scopus.com/pages/publications/105017400495?origin=resultslist	School of Business, Konkuk University, 120 Neungdong-ro, Gwangjin-gu, Seoul, 05029, South Korea	Kim J., School of Business, Konkuk University, 120 Neungdong-ro, Gwangjin-gu, Seoul, 05029, South Korea	This study investigates how generative artificial intelligence (AI) is reshaping academic libraries from passive information providers into proactive knowledge facilitators. Drawing on the qualitative case study of a South Korean university library that implemented an AI-powered chatbot, the study examines its impact on service personalization, user engagement, and research efficiency. The thematic analysis of interviews with users and staff reveals how AI integration transforms the user experience and redefines professional roles. Findings contribute to scholarly discussions on library innovation, demonstrating how generative AI enables adaptive, anticipatory <i>knowledge services in academic environments shaped by digital transformation. © 2025 by the author.</i>	artificial intelligence; digital transformation; generative artificial intelligence; passive information; proactive knowledge
53	10.1007/s13278-025-01469-0	https://www.scopus.com/pages/publications/105008223895?origin=resultslist	COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States; International Computer Science Institute, University of California, Berkeley, Berkeley, 94720, CA, United States	Gurung M.I., COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States; Aganwal N., COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States; International Computer Science Institute, University of California, Berkeley, Berkeley, 94720, CA, United States; Bhuyan M.M.I., COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States; Poudel D., COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States	Throughout history, visual symbols have served as powerful tools for communication, uniting communities, shaping narratives, and driving social movements. From traditional media such as pamphlets and murals to contemporary public art, these symbols carry profound social, cultural, and political (SCP) significance, fostering identity, unity, and shared values through the framework of symbolic interaction theory. In the digital era, platforms like Instagram have revolutionized the creation, dissemination, and interpretation of visual symbols, enabling rapid sharing and offering early indicators of campaign effectiveness. This study examines the role of symbolic imagery in shaping user engagement, creating emotional responses, establishing trust, and affecting diffusion dynamics, focusing on <i>Taiwan's recent election-related disinformation debunking campaign. Analyzing 3,697 Instagram posts collected</i>	Epidemiological modeling; Generative AI; Large language models (LLMs); Misinformation; Mitigation
54	10.1002/pra2.1372	https://www.scopus.com/pages/publications/105019404948?origin=resultslist	University of South Florida, United States; University of North Texas, United States; Indiana University Bloomington, United States; University of Tsukuba, Japan; University of Kentucky, United States	Hagen L., University of South Florida, United States; Hong L., University of North Texas, United States; Fichman P., Indiana University Bloomington, United States; Matsubayashi M., University of Tsukuba, Japan; Chong M., University of South Florida, United States; Dowell M.L., University of Kentucky, United States	Social media has become a pivotal component of politics and elections across worldwide. Understanding social media and politics requires a comprehensive grasp of the underlying social and technical layers, including language, culture, and the country's information policies. More recently, AI-generated content is changing the social media ecosystem by inundating the platform with potentially persuasive content with higher user engagement that is tailored to personal interests. As an ongoing effort of the SIG social media panel series, this panel invites social media researchers to present diverse perspectives of social media and politics by introducing multiple case studies around the world. The discussion aims to inform information practitioners and researchers about promoting healthy <i>social media ecosystem, shaping future agendas in digital literacy, and regulating AI and social media. By</i>	artificial intelligence; information policy; politics; social informatics; Social media
55	10.3390/journalmedia7020102	https://www.scopus.com/pages/publications/10504322425?origin=resultslist	Department of Computer Science, Caucasus University, Tbilisi, 0102, Georgia; Faculty of Arts, The University of Hong Kong, Hong Kong	Javich M., Department of Computer Science, Caucasus University, Tbilisi, 0102, Georgia; Ivanishvili T., Faculty of Arts, The University of Hong Kong, Hong Kong	Digital news organizations increasingly adopt generative artificial intelligence (GenAI) under conditions of economic strain and platform dependency. While AI integration is often framed as a strategy for operational efficiency, its institutional implications extend beyond productivity gains. This study examines how different governance approaches to GenAI adoption—specifically variations in transparency, disclosure, and oversight practices—correspond to shifts in audience engagement and financial performance. Using a comparative mixed-methods design, we analyze three prominent cases between 2022 and 2025—CNET, Gizmodo, and The New York Times—representing, respectively, covert AI use with limited disclosure, transparent but poorly managed deployment, and proactive ethical and legally grounded positioning. To operationalize audience stability, we	credibility; digital journalism; generative artificial intelligence; media trust
56	10.1108/DTA-02-2025-0151	https://www.scopus.com/pages/publications/105017182153?origin=resultslist	Department of Data Science, School of Big Data Management, Soochow University, Taipei City, Taiwan	Cheng C.Y., Department of Data Science, School of Big Data Management, Soochow University, Taipei City, Taiwan; Hsu C.H., Department of Data Science, School of Big Data Management, Soochow University, Taipei City, Taiwan	Purpose – This study investigates whether ChatGPT-driven traffic (CGT) acts as a substitute or complement to traditional news media platforms in the United States and Taiwan. By analyzing website traffic patterns and incorporating cross-cultural and platform-specific factors, the research aims to determine how generative AI tools influence news consumption dynamics. The study also examines the moderating effects of website scale and specialization (generalist vs. niche) to provide a nuanced understanding of AI's role in reshaping digital media ecosystems. Findings offer insights for media organizations, policymakers, and AI developers on adapting to evolving content distribution and engagement trends. Design/methodology/approach – This study employs a <i>quantitative research approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine</i>	AI-driven content distribution; Cross-cultural analysis; Digital platforms; Generative AI; News media traffic; Substitution-complementarity framework

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57	10.1016/j.chbr.2026.101186	https://www.scopus.com/pages/publications/105043220764?origin=resultslist	School of Social Sciences, Nanyang Technological University, Singapore; School of Social Sciences, Singapore Management University, Singapore; Faculty of Arts and Social Sciences, National University of Singapore, Singapore	Lau G.R., School of Social Sciences, Nanyang Technological University, Singapore; Sandeeshwara Kasturiratna K.T.A., School of Social Sciences, Singapore Management University, Singapore; Goh A.Y.H., School of Social Sciences, Singapore Management University, Singapore; Tong E.M.W., Faculty of Arts and Social Sciences, National University of Singapore, Singapore; Hartanto A., School of Social Sciences, Singapore Management University, Singapore	Emerging from the accelerating pace of AI development, user fatigue arising from prolonged human–AI interaction has become an increasing concern in public discourse. This growing attention underscores the need to clarify why sustained engagement with AI systems can generate psychophysiological strain and how such exhaustion manifests in users. The present research develops a conceptual framework for AI fatigue and introduces the 15-item AI Fatigue Scale as a validated tool for examining its correlates. Across four studies with 7117 participants, we generated and content-validated an item pool, identified and confirmed a four-factor (cognitive, emotional, physical, behavioural) higher-order model. The scale demonstrated strong internal consistency ($\alpha = .92$), robust factor loadings, two-week test-retest reliability ($ICC(2,1) = .65$), and measurement invariance across sex.	AI fatigue; digital fatigue; generative AI; human-AI interaction; psychometric validation; scale; technostress
58	10.1002/mar.22097	https://www.scopus.com/pages/publications/85200501959?origin=resultslist	Lebanese American University, Beirut, Lebanon	Farah M.F., Lebanese American University, Beirut, Lebanon; Ramadan Z., Lebanese American University, Beirut, Lebanon; Nassereddine Y., Lebanese American University, Beirut, Lebanon	Generative artificial intelligence technologies are transforming brand-customer interactions by offering highly personalized and dynamic virtual experiences. This underscores the importance of studying their significant impact on customer experiences in the Metaverse. Accordingly, the study aims to explore how users' attachment to the Metaverse relates to the underlying psychological drivers of customer engagement with brands using generative AI in the digital realm. A mixed-method approach was adopted, beginning with an exploratory study that involved in-depth interviews with 24 participants to gain an initial understanding of consumers' psychological and behavioral reactions to brands in the Metaverse. An empirical study was then conducted, surveying 407 UK-based users of virtual worlds who interacted with brands using generative AI on these platforms. The goal was to understand how	brands; generative AI; metaverse; need for uniqueness; place attachment; self-identity expression; virtual worlds
59	10.1007/s10660-025-09990-2	https://www.scopus.com/pages/publications/105005289377?origin=resultslist	School of Management, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China; Research Center for Human Factors and Management Ergonomics, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China	Sun L., School of Management, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China, Research Center for Human Factors and Management Ergonomics, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China; An Y., School of Management, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China, Research Center for Human Factors and Management Ergonomics, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China; Song X., School of Management, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China; Liu J., School of Management, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China, Research Center for Human Factors and Management Ergonomics, Xi'an University of Science and Technology, Shaanxi, Xi'an, 710054, China	The research investigates whether Chinese large language models (CLLMs) can generate advertising slogans that rival or surpass human quality and examines consumers' ability to recognize AI-generated content. The study develops and validates a structured evaluation scale for tea product advertisements by refining existing consumer perception scales, integrating multiple theoretical frameworks, and expanding dimensions to capture product-specific characteristics. By applying this scale to assess the generated advertisements, the study reveals that while AI and human-generated slogans differ in conciseness, cultural expression, and emotional appeal, their overall consumer engagement effectiveness remains comparable. Moreover, the study compares different CLLMs in advertising creation and finds notable differences in their generated content, particularly conciseness, cultural	Advertisement creation; Advertisement effectiveness evaluation; Chinese large language models; Consumer perception
60	10.3390/info17020203	https://www.scopus.com/pages/publications/105031448513?origin=resultslist	Department of Industrial and Systems Engineering, Chung Yuan Christian University, Taoyuan City, 320314, Taiwan; College of Computer Studies and Multimedia Arts, FEU Institute of Technology, Manila City, 1015, Philippines; Faculty of Electronics Technology, Industrial University of Ho Chi Minh City, Ho Chi Minh City, 700000, Viet Nam	Escolano V.J.C., Department of Industrial and Systems Engineering, Chung Yuan Christian University, Taoyuan City, 320314, Taiwan; Yee Y.-M., Department of Industrial and Systems Engineering, Chung Yuan Christian University, Taoyuan City, 320314, Taiwan; Shiang W.-J., Department of Industrial and Systems Engineering, Chung Yuan Christian University, Taoyuan City, 320314, Taiwan; Hernandez A.A., College of Computer Studies and Multimedia Arts, FEU Institute of Technology, Manila City, 1015, Philippines; Nang D.V., Faculty of Electronics Technology, Industrial University of Ho Chi Minh City, Ho Chi Minh City, 700000, Viet Nam	Generative AI offers promising potential to promote environmental sustainability through personalized recommendations that influence individual behavior. This study examines the factors influencing the adoption and actual use of generative AI recommendations for environmental sustainability among Gen Z users in the Philippines by integrating the Theory of Planned Behavior (TPB) and the Technology–Environmental, Economic, and Social Sustainability Theory (T-EESST) with key generative AI attributes, together with trust and perceived risk. Survey data were collected from 531 Gen Z users in higher education institutions in the National Capital Region (NCR), Philippines, and analyzed using a hybrid SEM and ANN approach. Results from SEM indicate that key AI attributes, namely perceived anthropomorphism, perceived intelligence, and perceived animacy, significantly influenced users'	artificial intelligence; deep learning; environmental sustainability; Gen Z; generative AI; information systems; Philippines
61	10.1186/s13731-025-00529-1	https://www.scopus.com/pages/publications/105012840311?origin=resultslist	School of Management Studies, Punjabi University, Punjab, Patiala, 147002, India	Stanikzai M.E., School of Management Studies, Punjabi University, Punjab, Patiala, 147002, India; Mittal E., School of Management Studies, Punjabi University, Punjab, Patiala, 147002, India	The rapid expansion of digital content has transformed engagement dynamics. Despite their growing influence, the impacts of AI-generated content (AIGC) and human-generated content (HGC) on user engagement (UE) via contentpreneurs' innovation and creativity remain insufficiently explored. Addressing this research gap, this study examines how AIGC and HGC, via contentpreneurs' innovation and creativity, influence UE. Using web-based and telephone survey data from 324 contentpreneurs across YouTube, Instagram, X, and Facebook, the study employs a CB-SEM approach to investigate the association between the construct variables. The findings disclose that AIGC and HGC significantly impact UE. The HGC effect is more convincing than AIGC due to its ability to foster authenticity, emotional connection, and personalized user experiences. Innovation and creativity are partial	Audience interaction; Digital transformation; Human–AI collaboration; Monetization; Sustainable content strategies
62	10.1080/10572252.2025.2490503	https://www.scopus.com/pages/publications/105002708098?origin=resultslist	Department of English, University of North Carolina Wilmington, Wilmington, United States	Ray A., Department of English, University of North Carolina Wilmington, Wilmington, United States; Tinelli J., Department of English, University of North Carolina Wilmington, Wilmington, United States; Sayers A., Department of English, University of North Carolina Wilmington, Wilmington, United States	In this project, we examine the concept of archival data sovereignty with respect to generative AI. More specifically, we use qualitative content analysis to analyze the discourses of data sovereignty within three archives representing cultural, commercial, and community archival contexts: the Digital Archive of Indigenous Language Persistence, LexisNexis, and Reddit. We demonstrate how content management, user engagement, and data control vary across these archives. Ultimately, we argue that the archives' data sovereignty with regard to AI integration varies and reveals differences of ethics and usage encoded not only in the language of policies but also in how the corresponding concepts are defined through practice. We conclude that archival data sovereignty is a rich construct that emerges from context with implications for technical communication practice. © 2025 Association of Teachers	Archive; data sovereignty; Generative AI; large language models (LLMs)
63	10.1108/EL-05-2025-0171	https://www.scopus.com/pages/publications/105024448237?origin=resultslist	School of Economics and Management, Xiamen University – Malaysia, Sepang, Malaysia	Chong S.-E., School of Economics and Management, Xiamen University – Malaysia, Sepang, Malaysia; Looi K.H., School of Economics and Management, Xiamen University – Malaysia, Sepang, Malaysia; Shahudin F., School of Economics and Management, Xiamen University – Malaysia, Sepang, Malaysia	Purpose – This study aims to investigate the dual psychological responses of users toward generative AI tools, focusing on technostress as a critical stimulus and examining its impact on user flow, continuance intention (CI) and switching intention (SI). It also explores the moderating role of autotelic personality (AP) to understand individual differences in coping with generative AI-induced demands. Design/methodology/approach – Integrating the stimulus-organism-response (SOR) model and flow theory, a three-wave time-lagged survey design was used to mitigate common method bias and capture temporal dynamics in user behavior. Data were collected from 333 valid respondents across three time points. Findings – The results reveal that technostress reduces flow experience and CI while increasing SI. AP significantly moderates these relationships, such that individuals with high autotelic traits	AI; Artificial intelligence; Autotelic personalities; Continuance intentions; Flow theory; GenAI; Generative AI; SOR model; Switching intentions; Technostress
64	10.1002/mar.22105	https://www.scopus.com/pages/publications/85201936542?origin=resultslist	School of Business and Management, Royal Holloway, University of London, London, United Kingdom	Sorosrungruang T., School of Business and Management, Royal Holloway, University of London, London, United Kingdom; Ameen N., School of Business and Management, Royal Holloway, University of London, London, United Kingdom; Hackley C., School of Business and Management, Royal Holloway, University of London, London, United Kingdom	Virtual influencers in various forms are capturing a growing share of ad spend from human influencers. Followers respond to virtual influencers much as if they were human, with engagement rates and measures of trust and source credibility that rival their human counterparts. However, there is an acute need for more nuanced understanding of the differential characteristics of user engagement with human influencers and the many emerging forms, types and interactional characteristics of virtual influencers. We conduct an exploratory study of three parts. First, through an indepth review of the existing literature, we delineate the implications of unsettled taxonomies of virtual influencers by function and form, and we outline a revised typology. Second, our secondary review of virtual influencer literature, trade, and industry sources conceptualizes divergent factors influencing the persuasive	artificial intelligence; generative AI; influencer marketing; metaverse; social media; virtual influencer

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No.	DOI	Link	Affiliations	Authors with affiliations	Abstract	Author Keywords
65	10.1177/10946705241296782	https://www.scopus.com/pages/publications/05208629197?origin=resultlist	Senior Lecturer in Marketing, Adam Smith Business School, University of Glasgow, Glasgow, United Kingdom; Reader in Marketing, University of Strathclyde, Glasgow, United Kingdom	Azer J., Senior Lecturer in Marketing, Adam Smith Business School, University of Glasgow, Glasgow, United Kingdom; Alexander M., Reader in Marketing, University of Strathclyde, Glasgow, United Kingdom	Artificial intelligence (AI) applications in customer-facing settings are growing rapidly. The general shift toward robot- and AI-powered services prompts a reshaping of customer engagement, bringing machines into engagement conceptualizations. In this paper, we build on service research around engagement and AI, incorporating computer science, and socio-technical systems perspective to conceptualize human-machine engagement (HME), offering a typology and nomological network of antecedents and consequences. Through three empirical studies, we develop a typology of four distinct forms of HME (informative, experimenting, praising, apprehensive), which differ in valence and intensity, underpinned by both emotional (excitement) and cognitive (concern, advocacy) drivers. We offer empirical evidence which reveals how these HME forms lead to different cognitive and personality-related outcomes	actor engagement; AI in services; artificial intelligence; computer science; GenAI; GPT; Human-Machine engagement; socio-technical systems
66	10.3390/tourhosp7030064	https://www.scopus.com/pages/publications/105033938249?origin=resultlist	Faculty of Hospitality and Tourism, Training Administration Department, Thuongnai University, Hanoi, 100000, Viet Nam; Faculty of Economic Information System and E-Commerce, Thuongnai University, Hanoi, 100000, Viet Nam	Tran H.T.B., Faculty of Hospitality and Tourism, Training Administration Department, Thuongnai University, Hanoi, 100000, Viet Nam; Nguyen T.H., Faculty of Economic Information System and E-Commerce, Thuongnai University, Hanoi, 100000, Viet Nam; Le X.C., Faculty of Economic Information System and E-Commerce, Thuongnai University, Hanoi, 100000, Viet Nam	This study aims to examine the mechanisms fostering users' intention to follow generative artificial intelligence (GenAI)-assisted travel destination recommendations (ATDRs) in the context of digital transformation. A research framework was developed by integrating perceived value, trust, and perceived intrusiveness with the Self-Determination Theory (SDT). Data were collected from 469 respondents who expressed an intention to visit GenAI-ATDRs. This study utilizes structural equation modeling (SEM) to examine the research model. The findings indicate that perceived value and trust are affected by SDT-related dimensions, namely perceived competence, perceived relatedness, perceived autonomy, and perceived intrusiveness. However, trust does not influence perceived value. Furthermore, all three GenAI-related constructs, including perceived value, trust, and perceived	generative artificial intelligence; perceived intrusiveness; self-determination theory; tourism; travel destination recommendations; trust
67	10.1007/s00530-026-02492-7	https://www.scopus.com/pages/publications/105044414890?origin=resultlist	Visual Computing Group, University of Bonn, Friedrich-Hirzebruch-Allee 8, North Rhine-Westphalia, Bonn, 53115, Germany	Schier A., Visual Computing Group, University of Bonn, Friedrich-Hirzebruch-Allee 8, North Rhine-Westphalia, Bonn, 53115, Germany; Schmitz L., Visual Computing Group, University of Bonn, Friedrich-Hirzebruch-Allee 8, North Rhine-Westphalia, Bonn, 53115, Germany; Klein R., Visual Computing Group, University of Bonn, Friedrich-Hirzebruch-Allee 8, North Rhine-Westphalia, Bonn, 53115, Germany	We introduce an interactive comic chat system that seamlessly integrates visual storytelling with text-based real-time interaction to enhance digital communication. Our approach employs generative AI to create interactive comics, supporting the easy creation of personalized characters and scenes, dynamically adapting these personalized characters and environments to chat content and additional user input, automating the generation of visually coherent comic panels, and overcoming the limitations of previous comic chat systems that are limited to pre-defined graphical elements. In addition, the chat system incorporates interactive elements such as chat bots and themed rooms to increase user engagement. In a user study, we show that our novel system can enhance users' ability to convey emotions and engage in meaningful interactions online, and that users appreciate the wide	Chat; Comic generation; Communication; Gen-AI; Stable diffusion; Visual storytelling
68	10.1177/00222429251356993	https://www.scopus.com/pages/publications/105027195949?origin=resultlist	University of Hamburg, Germany; Nova School of Business and Economics, Universidade NOVA de Lisboa, Campus de Carcavelos, Portugal; University of Hamburg, Germany; Vienna University of Economics and Business, Austria; Goizueta Business School, Emory University, United States	Heitmann M., University of Hamburg, Germany; Nova School of Business and Economics, Universidade NOVA de Lisboa, Campus de Carcavelos, Portugal; Jansen T.P.J., University of Hamburg, Germany; Reisenbichler M., Vienna University of Economics and Business, Austria; Schweidel D.A., Goizueta Business School, Emory University, United States	Generative artificial intelligence (AI) is poised to transform how brands communicate with consumers. Recent research demonstrates AI's benefits in producing text, but marketing research has not yet explored how marketers can leverage AI to create visual advertising. Despite their impressive capabilities, "off-the-shelf" generative AI models are not aligned with marketing objectives, raising the question of whether it is possible to fine-tune generative AI directly on conventional advertising objectives (e.g., evoking attention, driving interest). In this research, the authors train an open-source generative AI model on marketing mindset metrics and show that the resulting visual content can match and even exceed conventionally produced advertising content in associated performance metrics. The results demonstrate that generative AI can be fine-tuned on multiple communication	advertising; computer vision; consumer engagement; deep learning; digital marketing; generative AI
69	10.1109/ACCESS.2025.3600564	https://www.scopus.com/pages/publications/105013784936?origin=resultlist	Kunming University of Science and Technology, Faculty of Art and Communication, Yunnan, Kunming, 650500, China; Kookmin University, Graduate School of Techno Design, Department of Smart Experience Design, Seoul, 02707, South Korea	Luo J., Kunming University of Science and Technology, Faculty of Art and Communication, Yunnan, Kunming, 650500, China; Kookmin University, Graduate School of Techno Design, Department of Smart Experience Design, Seoul, 02707, South Korea; Zhang K., Kookmin University, Graduate School of Techno Design, Department of Smart Experience Design, Seoul, 02707, South Korea; Du J., Kunming University of Science and Technology, Faculty of Art and Communication, Yunnan, Kunming, 650500, China	The swift rise of ChatGPT and the growing integration of AI-generated content (AIGC) technologies are reshaping the digital marketing landscape in profound ways. These advancements are not only changing how social media marketing content is produced, but also altering its underlying characteristics. Despite this shift, there remains a noticeable gap in empirical research on how businesses and brands can effectively harness AIGC to drive consumer engagement. This study draws on the Stimulus-Organism-Response (SOR) theoretical framework to examine how AI-generated content influences consumer cognition, builds trust, and ultimately shapes decision-making behavior. Based on 348 valid survey responses, we employed a mixed-methods approach that integrates Partial Least Squares Structural Equation Modeling (PLS-SEM) with Artificial Neural Network (ANN)	AI-generated content (AIGC); artificial neural network (ANN); purchase intention; social media marketing content (SMMC); SOR theory
70	10.1177/14614448251384258	https://www.scopus.com/pages/publications/105020398151?origin=resultlist	University of Turin, Italy	Natale S., University of Turin, Italy; Surace B., University of Turin, Italy; Mensa E., University of Turin, Italy; Belfera L., University of Turin, Italy	Cultural heritage institutions have recently experimented with the customization of generative AI and specifically large language models (LLMs) to create chatbots that impersonate historical characters. While this application has the potential to enhance user engagement, challenges remain, especially considering the need to ensure authenticity and historical accuracy and LLMs' tendency to hallucinate. Through the analysis of the case study of a chatbot developed to impersonate the historical figure of Luigi Einaudi, the first elected president of the Italian Republic, the article interrogates opportunities, problems and risks raised by the customization of generative AI, in a moment when decisions about applying or not applying LLMs are being considered by many cultural heritage institutions around the world. The article, moreover, introduces a variant of the walkthrough method aimed to study	Artificial Intelligence; chatbots; cultural heritage; customization; digital methods; generative AI; large language models; talkthrough; walkthrough method
71	10.3390/tourhosp7040107	https://www.scopus.com/pages/publications/105036812446?origin=resultlist	Department of Applied Informatics, University of Macedonia, Thessaloniki, 546 36, Greece	Ziakis C., Department of Applied Informatics, University of Macedonia, Thessaloniki, 546 36, Greece; Vlachopoulou M., Department of Applied Informatics, University of Macedonia, Thessaloniki, 546 36, Greece	Tourism's digital transformation has reshaped how travelers search for and evaluate destinations. However, relatively little empirical work has examined how user engagement translates into booking intent, especially under the emergent discovery channels mediated by artificial intelligence (AI). This study tests an engagement-driven referral framework using longitudinal behavioral data from a Mediterranean destination portal (April 2022–January 2026; 1.6 million sessions). Engagement depth, measured as average session time, significantly predicts booking intent click rate. Mobile drives 83% of sessions, but desktop users convert at nearly twice the rate (5.69% vs. 3.37%). High traffic, as it turns out, does not equal high commercial intent. Lower-volume international markets routinely outperform the dominant domestic market. The most striking result concerns AI referrals. Traffic arriving	behavioral data; destination marketing; digital marketing; e-tourism conversion; generative AI; longitudinal analysis; referral ecosystems; smart tourism; tourism analytics
72	10.32479/imm.21427	https://www.scopus.com/pages/publications/105021258517?origin=resultlist	Digital Marketing Department, Faculty of Administrative and Financial Sciences, University of Petra, Jordan; Electronic Marketing and Social Media, Economic and Administrative Sciences Zarqa University, Jordan; INTI International University, Negeri Sembilan, 71800, Malaysia; Faculty of Business and Communications, INTI International University, Negeri Sembilan, 71800, Malaysia; Shinawatra University, 99 Moo 10, Bangtoey, Samkhok, Pathum Thani, 12160, Thailand; Department of Business Administration, KASBIT, Karachi, Pakistan	Mohammad A.A.S., Digital Marketing Department, Faculty of Administrative and Financial Sciences, University of Petra, Jordan; Mohammad S.I., Electronic Marketing and Social Media, Economic and Administrative Sciences Zarqa University, Jordan, INTI International University, Negeri Sembilan, 71800, Malaysia; Jadallah H., Electronic Marketing and Social Media, Economic and Administrative Sciences Zarqa University, Jordan; Vasudevan A., Faculty of Business and Communications, INTI International University, Negeri Sembilan, 71800, Malaysia, Shinawatra University, 99 Moo 10, Bangtoey, Samkhok, Pathum Thani, 12160, Thailand; Hussain Z., Department of Business Administration, KASBIT, Karachi, Pakistan	The fast development of artificial intelligence (AI) has led to the transformation of marketing approaches, especially with the help of generative AI- driven storytelling (GAS) allowing clients to offer compelling personalized narratives to their customers. The study explores the closeness between generative AI-assisted storytelling (GAS) and customer engagement (CE) with possible mediating position of personalization within e-commerce industry in Jordan. The sample of respondents was composed of 312 participants, and the collection of data happened through structured survey with structural equation modeling (SEM) being used to test the proposed hypotheses. The results show that GAS can substantially increase customer engagement and that personalization partially mediates this association. This highlights that narratives generated by AI on their own are powerful, but they can be significantly	Customer Engagement; E-Commerce; Generative AI; Personalization; Storytelling

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73	10.1177/1069031X251404843	https://www.scopus.com/pages/publications/10502510257?origin=resultslist	Doctoral Researcher, School of Business and Economics, University of Jyväskylä, Finland, and Assistant Professor, Faculty of Economics, Universitas Indo Global Mandiri, Indonesia; Norwich Business School, University of East Anglia, United Kingdom; Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand; Lecturer, Faculty of Economics and Business, Universitas Islam Bandung, Indonesia; Faculty of Information Technology, University of Jyväskylä, Finland	Wahid R., Doctoral Researcher, School of Business and Economics, University of Jyväskylä, Finland, and Assistant Professor, Faculty of Economics, Universitas Indo Global Mandiri, Indonesia; Han J., Norwich Business School, University of East Anglia, United Kingdom; Fauzan N., Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand, Lecturer, Faculty of Economics and Business, Universitas Islam Bandung, Indonesia; Karjalauto H., Faculty of Information Technology, University of Jyväskylä, Finland	Generative AI tools (e.g., HeyGen, Adobe Firefly, Invideo AI) now enable marketers to translate videos not only by converting language but also by adjusting speech style, voice, and lip movements. Following this advancement, this exploratory study examined differences in perceived translation quality between AI-translated and human-translated marketing videos in international contexts. Two between-subjects experiments were conducted, involving English-to-Indonesian translation (Study 1) and Indonesian-to-English translation (Study 2). AI translation consistently yielded lower perceived naturality and accent neutrality than human translation. For language comprehension, AI performed worse in Study 1 but better in Study 2, indicating that translation direction matters. <i>However, despite the perceptual differences, the two translation methods did not affect customer engagement.</i>	AI video translation; artificial intelligence; digital marketing; generative AI; HeyGen; human video translation; international marketing; machine translation
74	10.1080/10447318.2025.2477739	https://www.scopus.com/pages/publications/10500974617?origin=resultslist	School of Business and Management, Queen Mary University of London, London, United Kingdom; Department of Marketing and Management, University of Central Arkansas, Conway, AR, United States; Department of Media and Communication, Sungkyunkwan University, Seoul, South Korea	Lee D.C., School of Business and Management, Queen Mary University of London, London, United Kingdom; Jhang J., Department of Marketing and Management, University of Central Arkansas, Conway, AR, United States; Baek T.H., Department of Media and Communication, Sungkyunkwan University, Seoul, South Korea	As AI-generated news expands with advancing media technology, understanding its impact on consumer engagement becomes increasingly important. This study investigates how readers' awareness of an article's AI or human authorship affects their engagement with news content. The findings indicate that AI-generated news content results in lower liking behaviors compared to human-written content, with this effect mediated by the article's perceived credibility rather than its perceived authenticity. Additionally, the mediating effect of news credibility is moderated by the perceived human-likeness of AI, with the negative impact being weaker when AI is perceived as more human-like. These findings extend the literature on human-computer interaction in journalism by <i>highlighting the negative impact of AI use on consumer engagement, identifying perceived credibility as its</i>	algorithm aversion; Generative AI; liking behaviors; news authenticity; news credibility; perceived AI human-likeness
75	10.1108/JCM-06-2024-6922	https://www.scopus.com/pages/publications/05216778652?origin=resultslist	Department of Marketing, Indian Institute of Management Ranchi, Ranchi, India; Department of Marketing, Indian Institute of Management, Visakhapatnam, India; Keele Business School, Keele University, Keele, United Kingdom; Department of Marketing, Indian Institute of Management Nagpur, Nagpur, India; Department of Marketing, University of Wisconsin-Parkside, Kenosha, WI, United States	Kumar A., Department of Marketing, Indian Institute of Management Ranchi, Ranchi, India; Shankar A., Department of Marketing, Indian Institute of Management, Visakhapatnam, India; Behl A., Keele Business School, Keele University, Keele, United Kingdom; Chakraborty D., Department of Marketing, Indian Institute of Management Nagpur, Nagpur, India; Gundala R.R., Department of Marketing, University of Wisconsin-Parkside, Kenosha, WI, United States	Purpose: This research focuses on developing and testing a conceptual model that explores customer behavioural responses (engagement, experience and recommendation) towards generative artificial intelligence (AI)-enabled chatbots. It highlights the significant influence of anthropomorphic characteristics in enhancing perceptions of competence and warmth, further enhancing perceived authenticity. In addition, this study aims to investigate how the need for social interactions moderates these relationships. Design/methodology/approach: This study used a self-administered questionnaire distributed on Prolific Academic to gather data from 282 eligible participants worldwide. This study uses a structural equation modelling approach to answer the research questions. Findings: <i>The findings reveal that anthropomorphic characteristics of generative AI-enabled chatbots are positively associated</i>	Anthropomorphism; Artificial intelligence; Chatbots; Consumers; Generative AI; Social response theory
76	10.3389/fpsyg.2026.1751670	https://www.scopus.com/pages/publications/105033602086?origin=resultslist	School of Design, Hunan University, Hunan, Changsha, China; School of Architecture and Art, Central South University, Hunan, Changsha, China; College of Literature, Hunan Normal University, Hunan, Changsha, China; Media and Arts Laboratory, School of Journalism and Cultural Communication, Zhongnan University of Economics and Law, Hubei, Wuhan, China	Gong Z., School of Design, Hunan University, Hunan, Changsha, China; College of Literature, Hunan Normal University, Hunan, Changsha, China; Peng D., School of Architecture and Art, Central South University, Hunan, Changsha, China; Cui J., College of Literature, Hunan Normal University, Hunan, Changsha, China; Lv Z., Media and Arts Laboratory, School of Journalism and Cultural Communication, Zhongnan University of Economics and Law, Hubei, Wuhan, China	Introduction: The rapid growth of AI-generated content (AIGC) on social media has led to the introduction of AI disclosure labels to enhance transparency; however, emerging technologies such as Sora2 make it difficult for users to discern synthetic from human-created content, presenting challenges for both users and platform designers. Methods: This study investigates how different AI labels (clear, ambiguous, and no label) affect user behavior, focusing on information avoidance. We performed two online experiments (N = 760) to examine these effects in simulated social media scenarios (Bilibili and TikTok). Results: We found that ambiguous AI labels functioned as heuristic barriers that significantly increased information avoidance compared to clear or no labels. <i>Cognitive dissonance was identified as a key mediator, where conflicting information led to discomfort and</i>	AI labels; AI-generated content; AI-mediated communication; cognitive dissonance; information avoidance; social media transparency
77	10.1111/jpm.70009	https://www.scopus.com/pages/publications/105017843451?origin=resultslist	Indian Institute of Management, Kozhikode, India; Judge Business School, University of Cambridge, Cambridge, United Kingdom; Chrome Data Analytics and Media Pvt Ltd, Noida, India	Gupta S., Indian Institute of Management, Kozhikode, India; Gupta-Rawal S., Judge Business School, University of Cambridge, Cambridge, United Kingdom; Shrivastava P., Chrome Data Analytics and Media Pvt Ltd, Noida, India	Academic: In an era where mobile applications (apps) struggle for longevity amidst fluctuating download and deletion rates, the emergence of super apps marks a pivotal transformation. A super app is a mobile app-based service aggregator platform that promises extensive value for customers and businesses. While early efforts like Apple's MobileMe and Google Buzz yielded mixed results, generative AI technology now positions super apps as a viable, all-encompassing solution. This study explores the rise of the super app phenomenon and its potential to revolutionize mobile engagement and usage. Underpinned by the human-centered design-thinking approach, comprising desirability, feasibility, and viability elements, this study defines the super app as a multi-dimensional phenomenon and further identifies the key elements needed to develop a successful super app. <i>The study</i>	AI technology; customer engagement; design thinking; digital innovation; mobile app; super app; value creation
78	10.1016/j.jretconser.2025.104234	https://www.scopus.com/pages/publications/05215119105?origin=resultslist	Public University of Navarre, Institute for Advanced Research in Business and Economics, Campus Arrosadia, Pamplona, 31006, Spain; Public University of Navarre, Campus Arrosadia, Pamplona, 31006, Spain	Arce-Uriza M., Public University of Navarre, Institute for Advanced Research in Business and Economics, Campus Arrosadia, Pamplona, 31006, Spain; Chocarro R., Public University of Navarre, Institute for Advanced Research in Business and Economics, Campus Arrosadia, Pamplona, 31006, Spain; Cortiñas M., Public University of Navarre, Institute for Advanced Research in Business and Economics, Campus Arrosadia, Pamplona, 31006, Spain; Marcos-Matás G., Public University of Navarre, Campus Arrosadia, Pamplona, 31006, Spain	This study investigates the influence of Generative Artificial Intelligence (GenAI) on consumer adoption of retail chatbots, focusing on how GenAI impacts key adoption determinants, the role of familiarity and assessing its effects across different stages of the customer journey. We conducted two waves of surveys, one pre- and one post-GenAI integration, to compare consumer perceptions across three customer service tasks. Using the Service Robot Acceptance Model (SRAM) as a framework, we found that GenAI enhances consumer perceptions of chatbot usefulness, human-likeness, and familiarity, thereby increasing adoption intentions. However, trust remains largely unchanged, and privacy concerns have risen post-GenAI. Additionally, the relationships remain stable across customer journey stages, with familiarity playing a key role. <i>Our findings extend SRAM to the retail context with</i>	Chatbot adoption; Consumer familiarity; Generative artificial intelligence; Privacy risk; Retail technology; Service robot acceptance model (SRAM)
79	10.1016/j.jnforngt.2025.103010	https://www.scopus.com/pages/publications/105022730338?origin=resultslist	School of Humanities and Social Science, Anhui Agricultural University, No. 130, Changjiang West Road, Hefei, China; School of Education and Psychology, Minnan Normal University, No. 36, Qianzhi Street, Zhangzhou, China; School of Language and Communication, Xinyang Vocational and Technical College, No. 48, Twenty-fourth Street, Xinyang, China	Yang H., School of Humanities and Social Science, Anhui Agricultural University, No. 130, Changjiang West Road, Hefei, China; Zeng Y., School of Education and Psychology, Minnan Normal University, No. 36, Qianzhi Street, Zhangzhou, China; Xing H., School of Language and Communication, Xinyang Vocational and Technical College, No. 48, Twenty-fourth Street, Xinyang, China; Hu P., School of Humanities and Social Science, Anhui Agricultural University, No. 130, Changjiang West Road, Hefei, China	Generative AI (GenAI) systems like ChatGPT offer immense potential but also introduce unique challenges, particularly for users navigating uncertainty in GenAI interactions. This study focuses on two distinct uncertainties: prompt uncertainty (uncertainty about how to phrase effective prompts) and response uncertainty (uncertainty about how GenAI will respond even for the same prompt). We examine how these uncertainties contribute to user fatigue and influence feedback behavior. Using data collected from 832 GenAI users, we find that prompt uncertainty induces emotional fatigue, whereas response uncertainty triggers cognitive fatigue. Furthermore, both types of fatigue can reduce users' willingness to provide feedback to GenAI (e.g., rating GenAI outputs or reporting GenAI errors), which can hinder the iterative refinement of GenAI performance. <i>By disentangling the distinct impacts of</i>	Cognitive fatigue; Emotional fatigue; Generative AI; Prompt uncertainty; Provide feedback to GenAI; Response uncertainty
80	10.1109/ACCESS.2025.3361946	https://www.scopus.com/pages/publications/05184797980?origin=resultslist	Kyung Hee University, Department of Big Data Analytics, Seoul, 02447, South Korea	Lee G.H., Kyung Hee University, Department of Big Data Analytics, Seoul, 02447, South Korea; Lee K.J., Kyung Hee University, Department of Big Data Analytics, Seoul, 02447, South Korea; Jeong B., Kyung Hee University, Department of Big Data Analytics, Seoul, 02447, South Korea; Kim T., Kyung Hee University, Department of Big Data Analytics, Seoul, 02447, South Korea	In today's world, the development of social network services (SNS) like Facebook and Instagram has enabled consumers to acquire information about products through various channels. The acquisition of diverse information has led to a diversification in consumer preferences and requirements. As consumer preferences diversify and online channels expand, there is an increasing need for companies to provide personalized marketing. Among the means of personalized marketing, personalized marketing messages are a key tool that can enhance customer engagement. However, a limitation of personalized marketing message services is the cost issue associated with manually writing individual marketing messages for personalization. To solve this problem, when developing automated technology for personalized marketing messages, there were concerns about the complexity of model	Generative AI; personalized marketing message; persuasion theory; prompt engineering

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81	10.1007/s13278-024-01385-9	https://www.scopus.com/pages/publications/85211162260?origin=resultlist	COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States; International Computer Science Institute, University of California, Berkeley, 94720, CA, United States	Bhattacharya S., COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States; Aganwal N., COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States, International Computer Science Institute, University of California, Berkeley, 94720, CA, United States; Poudel D., COSMOS Research Center, University of Arkansas at Little Rock, Little Rock, 72204, AR, United States	Social, cultural, and political (SCP) symbols in campaigns play vital roles in connecting emotionally with people, representing identity, simplifying complex issues, and reinforcing political ideologies. This study investigates the impact of SCP symbol content on engagement, emotional responses, and trust in electoral process in TikTok-based anti-disinformation campaigns during Taiwanese 2024 general elections. Utilizing advanced natural language processing and machine learning, we analyzed posts and comments, categorizing them for presence and type of SCP symbols. We employed a multi-faceted approach, examining engagement metrics, emotional responses, and trust evaluations across different symbol categories. Our novel categorization ranged from content without symbols to those incorporating multiple symbol types, providing nuanced understanding of symbolic influence. Findings	Emotional analysis; Generative AI; LLM; Semiotics; TikTok
82	10.69554/undg1907	https://www.scopus.com/pages/publications/85197461723?origin=resultlist	Northwestern University, Medill, 1845 Sheridan Road, Fisk Hall, Suite 211, Evanston, 60208-2101, IL, United States	Cutler K., Northwestern University, Medill, 1845 Sheridan Road, Fisk Hall, Suite 211, Evanston, 60208-2101, IL, United States	This paper explores the far-reaching impact of artificial intelligence (AI) on the evolving digital marketing landscape. In the digital age, marketing is undergoing a profound transformation led by data privacy and changing technology, with a focus on the benefits and the risks of adopting AI. Increased productivity and the value of AI must be balanced with careful ethical, legal and privacy considerations. Technologies like third party cookies, once the cornerstone of digital advertising, are being retired and replaced. Simultaneously, ad blockers, wielded by users seeking respite from intrusive advertisements, are reshaping the marketing paradigm. Marketers are at a crossroads. Insights and ideas will be explored pertaining to how AI is poised to reshape the way that marketers do business. While emphasising the role of AI in aspects of marketing such as customer engagement, personalisation,	AI and digital marketing; artificial intelligence and marketing; data privacy; digital marketing; generative AI; transparency
83	10.3390/jaer20020093	https://www.scopus.com/pages/publications/105009134816?origin=resultlist	Lubin School of Business, Pace University, New York, 10038, NY, United States	Kim S., Lubin School of Business, Pace University, New York, 10038, NY, United States; Priluck R., Lubin School of Business, Pace University, New York, 10038, NY, United States	This research examines differences in consumer responses to large language model AI chatbots versus search engines when reviewing and evaluating product information in the information search stage of the purchase decision process. Building on the mere exposure effect, the consumer–brand relationships literature, and consumer decision-making research, this research investigates consumer search preferences and self-disclosure willingness along with a psychological mechanism. We conducted an experiment comparing two types of product search tools and tested a moderated mediation using Process Model 15. The findings suggest that consumers prefer search engines over AI chatbots and are more willing to self-disclose their personal information to search engines (vs. AI chatbots) due to perceived familiarity. However, we find that the quality of consumers' relationship with the source	AI chatbot; consumer product search preference; familiarity; large language model; self-disclosure; traditional search engine
84	10.1002/mar.70105	https://www.scopus.com/pages/publications/105028991513?origin=resultlist	Universidad Pontificia Comillas, ICADE, Madrid, Spain; Southampton Business School, University of Southampton, Southampton, United Kingdom	Rosendo-Rios V., Universidad Pontificia Comillas, ICADE, Madrid, Spain; Shukla P., Southampton Business School, University of Southampton, Southampton, United Kingdom	As Generative Artificial Intelligence (GenAI) platforms, such as ChatGPT, have transformed digital search querying behavior, mounting operational costs challenge firms to explore alternative monetization strategies beyond traditional subscription models. However, little is known about how alternative advertising-supported monetization models can help GenAI firms recover costs while maintaining search query engagement. Drawing on the compromise effect and affective primacy theories, we develop a framework wherein the introduction of advertising-supported monetization models influences user upgrading and downgrading decisions, contingent on the number of available monetization options. Across four experiments (N = 1063), findings reveal that introducing a single advertising-supported option enhances the compromise effect, encouraging free users to upgrade, but	affective privacy theory; compromise effect; GenAI; monetization; intrusiveness
85	10.13998/j.cnki.issn1002-1248.26-0174	https://www.scopus.com/pages/publications/105044554718?origin=resultlist	School of Information Management, Wuhan University, Wuhan, 430072, China	Li J., School of Information Management, Wuhan University, Wuhan, 430072, China; Sun Z., School of Information Management, Wuhan University, Wuhan, 430072, China; Jiang T., School of Information Management, Wuhan University, Wuhan, 430072, China	[Purpose/Significance] Generative AI has revitalized short video creation but blurred the line between authentic and false information. AI disclosure - informing the public of AI involvement via labels - has become a normative tool to mitigate ethical risks. However, current disclosure practices remain overly simplistic and fail to meet users' needs for transparency. How detailed disclosure labels should be designed and how they affect user cognition and behavior is still unclear. Previous studies have largely focused on the impact of whether AI is disclosed or not. Drawing on transparency design, this study further investigates the level of detail in AI disclosure. Theoretically, it confirms the importance of detailed disclosure, reveals the underlying mechanism via the heuristic-systematic model (HSM), and identifies the boundary condition of video type. Practically, it provides guidance for creators in	AI-generated short videos; engagement intention; level of AI disclosure detail; perceived content quality; perceived source credibility
86	10.1080/0267257X.2025.2544808	https://www.scopus.com/pages/publications/105012964096?origin=resultlist	The Business School, Edinburgh Napier University, Edinburgh, United Kingdom; Cardiff Business School, Cardiff University, Cardiff, United Kingdom	Krowinska A., The Business School, Edinburgh Napier University, Edinburgh, United Kingdom; Dineva D., Cardiff Business School, Cardiff University, Cardiff, United Kingdom	In today's saturated digital ecosystem, content is crucial for brand differentiation and audience engagement. This study adopts a consumer-centric approach, using event-based diaries and semi-structured interviews to explore how different types of branded content on social media—informational, entertaining, remunerative, and contextual—drive active customer engagement (i.e. deliberate interaction). It also examines the motivations behind these behaviours, identifying three core drivers: functional, hedonic, and symbolic, along with varying levels of engagement, from low to high involvement. In an era defined by the attention economy and generative AI—where content is abundant but meaningful engagement is scarce—our approach advances the understanding of branded content's strategic role in digital marketing and offers actionable insights for content marketers aiming to optimise	brand communications; content marketing; customer-brand interaction; digital marketing strategy; Organic content; social media
87	10.1109/OJCS.2025.3616501	https://www.scopus.com/pages/publications/105018067689?origin=resultlist	Qatar University, College of Computer Science and Engineering, Doha, Qatar; Hamad Bin Khalifa University, Division of Information and Computing Technology, College of Science and Engineering, Doha, Qatar; College of Law, Qatar University, Doha, Qatar	Basnyoni L., Qatar University, College of Computer Science and Engineering, Doha, Qatar; Qayyum A., Hamad Bin Khalifa University, Division of Information and Computing Technology, College of Science and Engineering, Doha, Qatar; Shaban K., Qatar University, College of Computer Science and Engineering, Doha, Qatar; Elmahjub E., College of Law, Qatar University, Doha, Qatar; Al-Ali A., Qatar University, College of Computer Science and Engineering, Doha, Qatar; Halabi O., Qatar University, College of Computer Science and Engineering, Doha, Qatar; Qadir J., Qatar University, College of Computer Science and Engineering, Doha, Qatar	Recent advancements in Artificial Intelligence (AI) and immersive technologies, such as Extended Reality (XR), coupled with complementary innovations like 5G/6G wireless communications, are paving the way for fully realized AI-XR metaverses. AI will play a pivotal role in this transformation, enabling the seamless convergence of virtual and physical worlds. Among the various AI applications, Generative AI (GenAI) stands out for creating rich, dynamic, and interactive virtual environments—essential elements for sustained metaverse growth and user engagement. To facilitate a deeper understanding of how GenAI will be integrated and utilized within the metaverse, we provide a comprehensive overview of GenAI and Artificial Intelligence-Generated Content (AIGC). Specifically, we examine the potential influence of GenAI's on future metaverses, exploring both the opportunities it offers and	Artificial intelligence; extended reality; foundation models; generative AI; generative pre-trainer transformer; immersive experience; machine learning; virtual reality
88	10.1007/s44217-025-00603-6	https://www.scopus.com/pages/publications/105013897760?origin=resultlist	Centre for Coastal Management- Africa Centre of Excellence in Coastal Resilience, Department of Fisheries and Aquatic Sciences, University of Cape Coast, Cape Coast, Ghana; Department of Business and Social Sciences Education, Faculty of Humanities and Social Sciences Education, University of Cape Coast, Cape Coast, Ghana; Department of Business and Social Sciences Education, University of Cape Coast, Cape Coast, Ghana; Institute of Education School of Educational Development and Outreach, College of Education Studies, University of Cape Coast, Cape Coast, Ghana; School of Economics, University of Cape Coast, Cape Coast, Ghana	Salifu I., Centre for Coastal Management- Africa Centre of Excellence in Coastal Resilience, Department of Fisheries and Aquatic Sciences, University of Cape Coast, Cape Coast, Ghana, School of Economics, University of Cape Coast, Cape Coast, Ghana; Arthur F., Department of Business and Social Sciences Education, Faculty of Humanities and Social Sciences Education, University of Cape Coast, Cape Coast, Ghana; Acquah B.Y.S., Department of Business and Social Sciences Education, University of Cape Coast, Cape Coast, Ghana; Opoku E., Institute of Education School of Educational Development and Outreach, College of Education Studies, University of Cape Coast, Cape Coast, Ghana; Nortey S.A., Department of Business and Social Sciences Education, Faculty of Humanities and Social Sciences Education, University of Cape Coast, Cape Coast, Ghana; Boateng E.,	This study based on an extended Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model, examines factors influencing graduate students' behavioural intention towards adoption and actual use of generative artificial intelligence (GenAI). I. Using a cross-sectional data from 415 graduate students in Ghana, this study employed the partial least squares structural equation modeling (PLS-SEM), importance-performance map analysis (IPMA), and fuzzy-set qualitative comparative analysis (fsQCA) for the analytical approach. The results from the PLS-SEM indicate that performance expectancy, hedonic motivation, facilitating conditions, personal innovativeness, perceived learning opportunities and satisfaction significantly drive graduate students' behavioural intention towards the adoption of GenAI, whereas effort expectancy, social influence, habit, perceived enjoyment,	fsQCA; Generative artificial intelligence; Graduate students; Perceived learning opportunities; Personal innovativeness; PLS-SEM; UTAUT2

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No.	DOI	Link	Affiliations	Authors with affiliations	Abstract	Author Keywords
89	10.1080/13527266.2025.2606891	https://www.scopus.com/pages/publications/105026811689?origin=resultslist	School of Business and Management, Emmanuel College, Boston, MA, United States	Yang J., School of Business and Management, Emmanuel College, Boston, MA, United States	As Gen-AI tools become more accessible, not only marketers but also consumers are beginning to leverage AI to create brand content. This shift has given rise to a new type of advertising, user-generated (UGC) AI ads. Most existing studies on AI advertising focus on marketer-generated content (MGC), the UGC AI ads remain underexplored. This study provides an early examination of the effectiveness of UGC AI ads by comparing consumer responses with those for MGC AI ads. Using topic modeling and sentiment analysis, it analyzes consumer comments on a sample of high-visibility AI-generated ads across both groups. The results show that in general user-generated AI ads are more effective at driving consumer engagement, while marketer-generated AI ads are more successful in fostering positive consumer sentiment. User-generated AI ads are seen as more original.	AI advertising; BERTopic; Generative AI; sentiment analysis; topic modeling; user-generated content (UGC)
90	10.1016/j.technovation.2025.103189	https://www.scopus.com/pages/publications/85217436808?origin=resultslist	Indian Institute of Management Nagpur, MIHAN, Nagpur, 441108, India; Department of Management, University of Turin, Corso Unione Sovietica 218 Bis, Turin, 10134, Italy; Gnosis - Mediterranean Institute for Management Science, School of Business, University of Nicosia, 46 Makedonitissas Avenue, Nicosia, CY-24177, Cyprus	Chakraborty D., Indian Institute of Management Nagpur, MIHAN, Nagpur, 441108, India; Troise C., Department of Management, University of Turin, Corso Unione Sovietica 218 Bis, Turin, 10134, Italy; Bresciani S., Department of Management, University of Turin, Corso Unione Sovietica 218 Bis, Turin, 10134, Italy; Gnosis - Mediterranean Institute for Management Science, School of Business, University of Nicosia, 46 Makedonitissas Avenue, Nicosia, CY-24177, Cyprus	This study explores the significance of task-technology fit (TTF) and social-technology fit (STF) in generative AI-based shopping platforms. Examination of this integration can assume importance for generative AI-based shopping platforms that can drive consumer intentions to continue using, ensuring long-term engagement and platform success. The study evaluates how these alignments influence users' satisfaction, perceived usefulness, and intention to continue using the platform. A mixed methodology approach was used in the study, and exploratory and confirmatory analyses were conducted. In the exploratory study, 27 respondents provided their responses; in study 2, which is confirmatory, 472 participants answered the questions. Generative AI can handle complex tasks and accommodate various user needs to enhance the platform's efficiency and overall user experience. In addition,	Artificial intelligence; Consumer behavior; Gender; Generative AI-based shopping platforms; Mixed methodology; Social-technology fit; Task-technology fit

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No.	Index Keywords	Molecular Sequence Numbers	Chemicals/CAS	Tradenames	Manufacturers	Funding Details
1	artificial intelligence; consumption behavior; data mining; environmental values; marketing; retailing					National Natural Science Foundation of China, NNSF, (32400939); National Natural Science Foundation of China, NNSF; China Postdoctoral Science Foundation, (2024M752289); China Postdoctoral Science Foundation
2						
3						Ministry of Education in China Project of Humanities and Social Sciences, (23YJC630270); China Association of Higher Education, CAHE, (24XC0408)
4	advertising; artificial intelligence; consumption behavior; retailing					
5	artificial intelligence; artificial neural network; business; ecotourism; innovation; marketing; sustainability					
6	Domain Knowledge; Emotion Recognition; Knowledge graph; Adaptive learning; Adaptive recommendation system; Cross-domain; Cross-domain personalization; Domain knowledge; Knowledge graphs; Multi-domains; Personalizations; Real-time; Sentiment analysis; Recommender systems					
7						
8	Data mining; Economic and social effects; Electronic document exchange; Knowledge acquisition; Knowledge management; Knowledge transfer; Large datasets; Difference-in-differences; Differences-in-differences; Generative AI; Knowledge contributions; Knowledge creations; Natural experiment; Online knowledge platform; Post features; Social post feature; User knowledge; Time series analysis					National Natural Science Foundation of China, NNSF, (72432008); Ministry of Education of the People's Republic of China, MOE, (24YJC790248); Natural Science Foundation of Shandong Province, (ZR2025QC718)
9						Russian Science Foundation, RSF, (24-28 00364); Russian Science Foundation, RSF
10	Human computer interaction; Painting; Aesthetic qualities; AI-generated image; Comment sentiment; Image Aesthetics; Image esthetic quality assessment; Public interactions; Public perception; Quality assessment; Social media; User engagement; Social networking (online)					Colitis-Crohn Foreningen, CCF, (9229099); Colitis-Crohn Foreningen, CCF; Chow Sang Sang, (9229164)
11	Artificial intelligence; Human computer interaction; Human engineering; User experience; AI auditing; AI red-teaming; Auditing process; Design goal; End-users; Red teaming; Responsible AI; User engagement; User study; Work-flows; Scaffolds					
12	Adult; Artificial Intelligence; Female; Generative Artificial Intelligence; Humans; Intention; Male; Middle Aged; Young Adult; adult; anticipation; Article; artificial intelligence chatbot; community; conceptual framework; controlled study; data analysis; demographics; education; emotion; female; health care; human; information processing; Likert scale; major clinical study; male; middle aged; principal component analysis; social media; structural equation modeling; young adult; artificial intelligence; behavior; generative artificial intelligence			SPSS 22, SPSS	SPSS	Tianjin Municipal Education Commission, (2025JWZD-GJ26)
13						
14	Artificial intelligence; Ecosystems; Human computer interaction; Social sciences computing; Allocation model; Artificial intelligence-generated content; Configurational analyze; Driving mechanism; Fuzzy Set Qualitative Comparative Analysis; Latent Dirichlet allocation; Latent dirichlet allocation model; Social media platforms; User engagement; User perceptions; Social networking (online)					Key Research Base of Humanities and Social Sciences in Universities of Guangdong Province; Research Base for Digital Transformation of Manufacturing Enterprises, (2023WZJD012)
15						
16	Adolescent; Adult; Communication; Decision Making; Female; Generative Artificial Intelligence; Humans; Male; Social Media; Trust; Young Adult; adult; Article; artificial intelligence; controlled study; customer experience; decision making; female; health decision making; human; human computer interaction; human experiment; male; medical information; normal human; patient engagement; trust; university student; adolescent; generative artificial intelligence; interpersonal communication; social media; young adult					
17	Artificial intelligence; Human computer interaction; Sentiment analysis; Text mining; AI companion; Daily lives; Emotional supports; GenAI; Public attitudes; Public perception; Social media; Text-mining; Uses and gratifications theories; Video-platforms; Social networking (online)					
18						
19	Behavioral research; Computer programming; Deep learning; Human computer interaction; Human engineering; Interactive computer graphics; Logistic regression; Online systems; Social networking (online); AI-generated content; Case-studies; Causal inferences; Community Regulation; Creatives; Generative AI; Learning models; Online creative community; Time-series regression; User engagement; Time series analysis					Research Grants Council, University Grants Committee; General Research Fund of Shanghai Normal University, (16203421); General Research Fund of Shanghai Normal University
20						
21	Cognitive systems; Marketing; Cognitive-affective personality systems theories; Collaboration modes; Content creation; Content type; Empirical research; Generative AI; Human-AI collaboration; On-line experiments; Online brand engagement; Resonance theory; Commerce					National Social Science Fund of China, NSSF, (23AGL040); National Social Science Fund of China, NSSF
22						
23	data mining; hierarchical system; market system; mining; social media; spreadsheet					
24	Artificial intelligence; Behavioral research; Ethical technology; Human computer interaction; Human engineering; Statistics; AI-generated content; Control groups; Digital platforms; Ethical AI; Eye tracking devices; Eye-tracking; Social groups; Social media platforms; User engagement; User trust; Design of experiments					
25						
26						

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No.	Index Keywords	Molecular Sequence Numbers	Chemicals/CAS	Tradenames	Manufacturers	Funding Details
27	Adolescent; Adult; Artificial Intelligence; China; Female; Generative Artificial Intelligence; Humans; Internet Use; Male; Personality; Self Efficacy; Social Perception; Young Adult; adolescent; adult; artificial intelligence; China; female; generative artificial intelligence; human; internet use; male; perception; personality; physiology; self concept; young adult					National Social Science Fund of China, NSSF, (21&ZD325); National Social Science Fund of China, NSSF
28						
29						
30						
31	Artificial intelligence; Human computer interaction; Information dissemination; Social behavior; Artificial intelligence generated content; Comparative analyzers; Creative design; Dissemination effect; Emotional response; Media communications; Social media; Social media platforms; User emotions; User engagement; Social networking (online)					
32	Marketing; Advertizing; AI Technologies; AI-generated voice; Comparative effectiveness; Consumer engagement; Empirical studies; Generative AI; Human voice; Video ad; Video-platforms; Commerce					National Social Science Fund of China, NSSF, (22BGL119); National Social Science Fund of China, NSSF
33						
34						
35						
36						
37						Dicle Üniversitesi, (SÖĞÜL-YO.26.001); Dicle Üniversitesi
38						
39	Human computer interaction; Knowledge acquisition; Knowledge management; Knowledge transfer; Cognitive efforts; Generative AI; Human knowledge; Identity threat theory; Key dimensions; Knowledge contributions; Knowledge-sharing; Natural experiment; Online question-and-answer platform; User engagement; Behavioral research					Zhejiang University, ZJU; Fundamental Research Funds for the Central Universities; Natural Science Foundation of Zhejiang Province, ZJNSF, (LR22G010002, LQN26F020044); Natural Science Foundation of Zhejiang Province, ZJNSF; National Social Science Fund of China, NSSF, (24&ZD072, 25CGJ058); National Social Science Fund of China, NSSF; Hong Kong Polytechnic University, HKPU, (ZUPUC-2023-03INN); Hong Kong Polytechnic University, HKPU; Major Humanities and Social Sciences Research Projects in Zhejiang Higher Education Institutions, (2024QN001); National Natural Science Foundation of China, NSFC, (72192823, 72271217); National Natural Science Foundation of China, NSFC
40						National Natural Science Foundation of China, NSFC, (72072037, 72432002)
41						
42						
43						
44						
45						
46						
47						
48	Artificial intelligence; Ethical aspects; Human computer interaction; Social networking (online); Creative industries; Digital transformation; Ethical concerns; Generative AI; Human-AI interaction; Midjourney; Public perception; Reddit; Social media analysis; Text-mining; Text mining					
49	artificial intelligence; decision making; information processing					Kyung Hee University, (KHU-20233670); Kyung Hee University
50						
51						Nippon Foundation; Osaka University, OU
52						Ministry of Science and ICT, South Korea, MSIT; Institute for Information and Communications Technology Promotion, IITP, (IITP-2024-RS-2023-00256615); Institute for Information and Communications Technology Promotion, IITP
53	Behavioral research; Diffusion; Visual communication; Visual languages; Epidemiological modeling; Fast diffusion; Generative AI; Language model; Large language model; Misinformation; Mitigation; Signal-on; Social movements; Visual media; Computation theory					Air Force Research Laboratory, AFRL; Defense Advanced Research Projects Agency, DARPA; Department of Defense, Australian Government; Arkansas Research Alliance, ARA; Army Research Office, ARO, (W911 NF-23-1-0011, W911 NF-24-1-0078); Army Research Office, ARO; Office of Naval Research, ONRST, (N00014-21-1-2765, N00014-22-1-2318, N00014-21-1-2121); Office of Naval Research, ONRST; National Science Foundation, NSF, (OIA-1946391, OIA-1920920); National Science Foundation, NSF; Office of the Under Secretary of Defense for Research and Engineering, (FA9550-22-1-0332); Office of the Under Secretary of Defense for Research and Engineering

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No.	Index Keywords	Molecular Sequence Numbers	Chemicals/CAS	Tradenames	Manufacturers	Funding Details
54	Ecosystems; Informatics; Social networking (online); Digital literacies; Information policy; Media and politics; Multiple-case study; Politic; Science community; Social Informatics; Social media; Social politics; User engagement; Artificial intelligence					Institute of Museum and Library Services, IMLS, (LC256661OL524); Gauging Library Needs for Advanced AI-Assisted Cataloging, (LC256661OL524)
55						
56	Behavioral research; Ecosystems; Sustainable development; Websites; AI-driven content distribution; Content distribution; Cross-cultural analyze; Cultural analysis; Digital platforms; Generative AI; Media traffic; News media; News medium traffic; Substitution-complementarity framework; Least squares approximations					
57						Singapore Management University, SMU; Ministry of Education - Singapore, MOE, (25-SOSS-SMU-006); Ministry of Education - Singapore, MOE
58						PIRF, (00019)
59	Advertisement creation; Advertisement effectiveness evaluation; Advertizing; Chinese large language model; Consumer perception; Creatives; Effectiveness evaluation; Language model; Product advertisements; Structured evaluation; Market Research					
60	Behavioral research; Engineering education; Environmental technology; Information systems; Information use; Sustainable development; Actual use; Behavioral intention; Deep learning; Environmental sustainability; Gen Z; Generative AI; Perceived behavioral control; Perceived risk; Philippines; Sustainability theories; Artificial intelligence					
61						
62	Archival data; Archive; Content analysis; Content management; Data sovereignty; Digital archives; Generative AI; Language model; Large language model; Levisnexis; Generative adversarial networks					
63						
64						
65						University of Glasgow, (201762-01); University of Glasgow
66						
67	Artificial intelligence; Chatbots; Human computer interaction; Interactive computer graphics; Visual communication; Chat; Chat system; Comic generation; Comic panels; Digital communications; Gen-AI; Real time interactions; Stable diffusion; User input; Visual storytellings; Digital communication systems					Rheinische Friedrich-Wilhelms-Universität Bonn
68						Deutsche Forschungsgemeinschaft, DFG, (460037581)
69	Decision making; Decision theory; Electronic commerce; Neural networks; Purchasing; Sales; Social networking (online); Sustainable development; AI-generated content; Artificial neural network; Decision-making behaviors; Neural-networks; Perceived value; Purchase intention; Response theory; Social media marketings; Social medium marketing content; Stimulus-organism-response theory; Consumer behavior					Kunming University of Science and Technology, KUST, (332014119303); Kunming University of Science and Technology, KUST
70						European Commission, EU; Università degli Studi di Torino, UNITO, (D53C22002S30006); Università degli Studi di Torino, UNITO
71						
72						Zarga University, ZU
73						Marcus och Amalia Wallenbergs minnesfond, MMW
74	Algorithm aversion; Generative AI; Human likeness; Liking behavior; Media technology; Mediating effect; News authenticity; News content; News credibility; Perceived AI human-likeness					College of Science, Sungkyunkwan University, SKKU; Sungkyunkwan University, SKKU
75						
76						
77	Electronic commerce; Human computer interaction; Matrix algebra; Mobile applications; Mobile computing; Software design; User centered design; AI Technologies; Customer engagement; Design thinking; Digital innovations; Human-centred designs; Mobile ap; Mobile applications; Multi dimensional; Super application; Value creation; Sales					American Marketing Association, AMA; Ronald O. Perelman and Claudia Cohen Center for Reproductive Medicine, Weill Cornell Medicine, CRM
78	artificial intelligence; comparative study; consumption behavior; numerical model; perception; retailing; survey; technology adoption					European Commission, EC; Agencia Estatal de Investigación, AEI, (TED2021-129513B-C21, MCN/AEI/I0-13039/501100011033); Agencia Estatal de Investigación, AEI; UTAUT, (PID2019-108554RB-I00)
79	Feedback; AI systems; Cognitive fatigue; Emotional fatigue; Generative AI; Prompt uncertainty; Provide feedback to generative AI; Response uncertainty; Uncertainty; User fatigues; Behavioral research					Anhui Provincial Department of Education, (2023AH4050965)
80	Commerce; Generative adversarial networks; Social networking (online); Technology transfer; Advertizing; Generative AI; Marketing message; Personalized marketing message; Personalized marketings; Persuasion theory; Prompt engineering; Psychology; Public healthcare; Social networking (online); Marketing					
81	Economic and social effects; Latent semantic analysis; Learning systems; Natural language processing systems; Emotional analysis; Emotional response; Emotional trusts; General Elections; Generative AI; LLM; Natural languages; Political ideologies; TikTok; Trust evaluation; Public policy					Air Force Research Laboratory, AFRL; Defense Advanced Research Projects Agency, DARPA; Department of Defence, Australian Government; Arkansas Research Alliance, ARA; Army Research Office, ARO, (W911NF-23-1-0011, W911NF-24-1-0078); Army Research Office, ARO; Office of Naval Research, ONR, (N00014-21-1-2765, N00014-22-1-2318, N00014-21-1-2121); Office of Naval Research, ONR; National Science Foundation, NSF, (OIA-1946391, OIA-1920920); National Science Foundation, NSF; Office of the Under Secretary of Defense for Research and Engineering, USD(R&E), (FA9550-22-1-0332); Office of the Under Secretary of Defense for Research and Engineering, USD(R&E)

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No.	Index Keywords	Molecular Sequence Numbers	Chemicals/CAS	Tradenames	Manufacturers	Funding Details
82						
83						
84						
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86						
87	Virtual environments; Artificial intelligence technologies; Dynamic virtual environment; Essential elements; Immersive technologies; Interactive virtual environments; Metaverses; Physical world; Rich dynamics; Virtual worlds; Wireless communications; Virtual reality					Qatar National Library, QNL; Qatar University, QU, (QUH-CENG-23/24-127); Qatar University, QU
88						
89						
90	Gender; Gender-differences; Generative AI-based shopping platform; Methodology approaches; Mixed methodology; Perceived usefulness; Social technologies; Social-technology fit; Task technology fit; Users' satisfactions; Generative adversarial networks					

Scopus 90 Records – Table Panel 5/8

No.	Funding Texts	References	Correspondence Address	Editors	Publisher	Sponsors
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10					10447318	
11					25730142	
12					16918	
13					14720817	
14					21693536	
15					10886931	
16					9287329	
17					10447318	
18					19928645	
19					25730142	
20					2761467	
21					10447318	
22					25902911	
23					20739729	
24					23739231	
25					1482963	
26					22178309	
27					223980	
28					8876045	
29					20500076	
30					218499	
31					10447318	
32					2684012	
33					2651335	
34					0948695X	
35					22885404	
36					9738703	
37					7181876	

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No.	Conference name	Conference date	Conference location	Conference code	ISSN	ISBN
38					1482963	
39					401625	
40					14413582	
41					10610421	
42					10662243	
43					26669544	
44					0965254X	
45					16605373	
46					27523543	
47					1482963	
48					20798954	
49					2615177	
50					15332861	
51					215368	
52					23046775	
53					18695450	
54					23739231	
55					26735172	
56					25149288	
57					24519588	
58					7426046	
59					13895753	
60					20782489	
61					21925372	
62					10572252	
63					2640473	
64					7426046	
65					10946705	
66					26735768	
67					9424962	
68					222429	
69					21693536	
70					14614448	
71					26735768	
72					21464405	
73					1069031X	
74					10447318	

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No.	Conference name	Conference date	Conference location	Conference code	ISSN	ISBN
75					7363761	
76					16641078	
77					7376782	
78					9696989	
79					2684012	
80					21693536	
81					18695450	
82					20547544	
83					7181876	
84					7426046	
85					10021248	
86					0267257X	
87					26441268	
88					27315525	
89					13527266	
90					1664972	

Scopus 90 Records – Table Panel 7/8

No.	CODEN	PubMed ID	Language of Original Document	Abbreviated Source Title	Document Type	Publication Stage
1			English	J.Retail. Consum. Serv.	Article	Final
2			English	Electron. Mark.	Article	Final
3			English	AIS. Trans. Hum. Comp. Interact.	Article	Final
4			English	J. Retail. Consum. Serv.	Article	Final
5			English	Geojournal Tour. Geosties	Article	Final
6			English	Big Data Cogn. Computing	Article	Final
7			English	Telemat. Inform. Rep.	Article	Final
8	DSSVD		English	Decis Support Syst	Article	Final
9			English	Russian Psychol. J.	Article	Final
10			English	Int. J. Hum.-Comput. Interact.	Article	Final
11			English	Proc. ACM Hum. Comput. Interact.	Article	Final
12	APSOA	41722216	English	Acta Psychol.	Article	Final
13			English	J. Consum. Behav.	Article	Final
14			English	IEEE Access	Article	Final
15			English	Glob. Bus. Finance Rev.	Article	Final
16	THCAE	40371446	English	Technol. Health Care	Article	Final
17			English	Int. J. Hum.-Comput. Interact.	Article	Article in press
18			English	J. Theor. Appl. Inf. Technol.	Article	Final
19			English	Proc. ACM Hum. Comput. Interact.	Article	Final
20			English	J. Macromark.	Article	Final
21			English	Int. J. Hum.-Comput. Interact.	Article	Final
22			English	Soc. Sci. Humanit. Open	Article	Final
23			English	Int. J. Electron. Commer. Stud.	Article	Final
24			English	Proceedings of the Association for Information Science and Technology	Article	Final
25	JBRED		English	J. Bus. Res.	Article	Final
26			English	TEM J.	Article	Final
27		41046459	English	J. Psychol.	Article	Final
28			English	J. Serv. Res.	Article	Final
29			English	J. Digit. Soc. Media Mark.	Article	Final
30			English	J. Advert. Res.	Article	Article in press
31			English	Int. J. Hum.-Comput. Interact.	Article	Article in press
32	UMAE		English	Int J Inf Manage	Article	Final
33			English	Int. Mark. Rev.	Article	Article in press
34			English	J. Univers. Comput. Sci.	Article	Final
35			English	Asia Pac. J. Inf. Syst.	Article	Final
36			English	Ind. J. Mark.	Article	Final
37			English	J. Theor. Appl. Electron. Commer. Res.	Article	Final

Scopus 90 Records – Table Panel 7/8

No.	CODEN	PubMed ID	Language of Original Document	Abbreviated Source Title	Document Type	Publication Stage
38	JBRED		English	J. Bus. Res.	Article	Final
39			English	Technol. Forecast. Soc. Change	Article	Final
40			English	Australas. Mark. J.	Article	Final
41			English	J. Prod. Brand Manage.	Article	Final
42			English	Internet Res.	Article	Final
43			English	Digit. Bus.	Article	Final
44			English	J. Strateg. Mark.	Article	Article in press
45			English	Tour. Rev.	Article	Final
46			English	Emerg. Media	Article	Article in press
47	JBRED		English	J. Bus. Res.	Article	Final
48			English	Systems	Article	Final
49			English	Tour. Manage.	Article	Final
50			English	J. Internet Commer.	Article	Final
51			English	Jpn. Psychol. Res.	Article	Article in press
52			English	Publ.	Article	Final
53			English	Soc. Netw. Analysis Min.	Article	Final
54			English	Proceedings of the Association for Information Science and Technology	Article	Final
55			English	Journal. Media.	Article	Final
56			English	Data Technol. Appl.	Article	Article in press
57			English	Comput. Hum. Behav. Rep.	Article	Final
58			English	Psychot. Mark.	Article	Final
59			English	Electron. Commer. Res.	Article	Article in press
60			English	Information	Article	Final
61			English	J. Innov. Entrepreneurship	Article	Final
62			English	Tech. Commun. Q.	Article	Final
63	ELLID		English	Electron. Libr.	Article	Article in press
64			English	Psychol. Mark.	Article	Final
65			English	J. Serv. Res.	Article	Final
66			English	https://www.mdpi.com/journal/tourismhosp	Article	Final
67	MUSYE		English	Multimedia Syst	Article	Final
68			English	J. Mark.	Article	Final
69			English	IEEE Access	Article	Final
70			English	New Media and Society	Article	Article in press
71			English	https://www.mdpi.com/journal/tourismhosp	Article	Final
72			English	Int. Rev. Manag. Mark.	Article	Final
73			English	J. Int. Mark.	Article	Final
74			English	Int. J. Hum.-Comput. Interact.	Article	Final

Scopus 90 Records – Table Panel 7/8

No.	CODEN	PubMed ID	Language of Original Document	Abbreviated Source Title	Document Type	Publication Stage
75			English	J.Consum. Mark.	Article	Final
76			English	Front. Psychol.	Article	Final
77	JPMID		English	J.Prod. Innovation Manage.	Article	Final
78			English	J.Retail. Consum. Serv.	Article	Final
79	IJMAE		English	Int J Inf Manage	Article	Final
80			English	IEEE Access	Article	Final
81			English	Soc. Netw. Analysis Min.	Article	Final
82			English	Appl. Mark. Anal.	Article	Final
83			English	J.Theor. Appl. Electron. Commer. Res.	Article	Final
84			English	Psychol. Mark.	Article	Final
85			English	J.Libr. Inf. Sci. Agric.	Article	Final
86			English	J.Mark. Manage.	Article	Final
87			English	IEEE Open J. Comput. Soc.	Article	Final
88			English	Discov. Educ.	Article	Final
89			English	J.Mark. Commun.	Article	Article in press
90	TNVTD		English	Technovation	Article	Final

Scopus 90 Records – Table Panel 8/8

No.	Open Access	Source	EID
1		Scopus	2-s2.0-105011831449
2	All Open Access; Green Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105034924516
3	All Open Access; Gold Open Access	Scopus	2-s2.0-105041443967
4		Scopus	2-s2.0-105031576977
5	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105010480814
6	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-10500642269
7	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105013787544
8		Scopus	2-s2.0-105043854150
9		Scopus	2-s2.0-105034751685
10	All Open Access; Green Open Access	Scopus	2-s2.0-105012423847
11	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105019370990
12	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105034016994
13	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-85192157885
14	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105011200584
15	All Open Access; Gold Open Access	Scopus	2-s2.0-105015075333
16		Scopus	2-s2.0-105016024795
17		Scopus	2-s2.0-105031222651
18		Scopus	2-s2.0-105016519278
19		Scopus	2-s2.0-105019205680
20		Scopus	2-s2.0-85206876264
21		Scopus	2-s2.0-105009534917
22	All Open Access; Gold Open Access	Scopus	2-s2.0-105039006642
23	All Open Access; Gold Open Access	Scopus	2-s2.0-105023319467
24		Scopus	2-s2.0-105019348107
25		Scopus	2-s2.0-105035703701
26	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105035199242
27		Scopus	2-s2.0-105018635706
28	All Open Access; Green Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105002232950
29		Scopus	2-s2.0-105016883677
30		Scopus	2-s2.0-105041333745
31		Scopus	2-s2.0-105026823311
32		Scopus	2-s2.0-105012286183
33	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105040071525
34	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105021952884
35		Scopus	2-s2.0-105020073664
36		Scopus	2-s2.0-105027196650
37	All Open Access; Gold Open Access	Scopus	2-s2.0-105031283973

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No.	Open Access	Source	EID
38		Scopus	2-s2.0-105001489155
39		Scopus	2-s2.0-105044405233
40		Scopus	2-s2.0-105024441269
41		Scopus	2-s2.0-105024686599
42		Scopus	2-s2.0-85205721271
43	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-85179106315
44		Scopus	2-s2.0-105012209495
45		Scopus	2-s2.0-105026605329
46	All Open Access; Gold Open Access	Scopus	2-s2.0-105043039147
47	All Open Access; Green Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105007139622
48	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105028771083
49		Scopus	2-s2.0-105015448416
50		Scopus	2-s2.0-105008968786
51	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105013552235
52	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105017400495
53	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105008223895
54		Scopus	2-s2.0-105019404948
55	All Open Access; Gold Open Access	Scopus	2-s2.0-105043222425
56		Scopus	2-s2.0-105017182153
57	All Open Access; Gold Open Access	Scopus	2-s2.0-105043220764
58		Scopus	2-s2.0-85200501959
59		Scopus	2-s2.0-105005289377
60	All Open Access; Gold Open Access	Scopus	2-s2.0-105031448513
61	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105012840311
62		Scopus	2-s2.0-105002708098
63		Scopus	2-s2.0-105024448237
64	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-85201938542
65	All Open Access; Green Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-85208629197
66	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105033938249
67		Scopus	2-s2.0-105044414890
68		Scopus	2-s2.0-105027195949
69	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105013784936
70	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105020398151
71	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105036812446
72	All Open Access; Gold Open Access	Scopus	2-s2.0-105021258517
73	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105025102575
74		Scopus	2-s2.0-105000974617

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No.	Open Access	Source	EID
75		Scopus	2-s2.0-85216778652
76	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105033602086
77		Scopus	2-s2.0-105017843451
78	All Open Access; Green Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-85215119105
79		Scopus	2-s2.0-105022730338
80	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-85184797988
81	All Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-85211162260
82		Scopus	2-s2.0-85197461723
83	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105009134816
84	All Open Access; Green Open Access; Hybrid Gold Open Access	Scopus	2-s2.0-105028991513
85		Scopus	2-s2.0-105044554718
86		Scopus	2-s2.0-105012964096
87	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105018067689
88	All Open Access; Gold Open Access; Green Open Access	Scopus	2-s2.0-105013897760
89		Scopus	2-s2.0-105026811689
90		Scopus	2-s2.0-85217436808