

# Lucas Whittaker

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4543855/publications.pdf>

Version: 2024-02-01

6  
papers

159  
citations

1684188

5  
h-index

1872680

6  
g-index

6  
all docs

6  
docs citations

6  
times ranked

97  
citing authors

#	ARTICLE	IF	CITATIONS
1	“Go with the flow”™ for gamification and sustainability marketing. International Journal of Information Management, 2021, 61, 102305.	17.5	69
2	Black, white or grey magic? Our future with artificial intelligence. Journal of Marketing Management, 2020, 36, 216-232.	2.3	29
3	“All Around Me Are Synthetic Faces”: The Mad World of AI-Generated Media. IT Professional, 2020, 22, 90-99.	1.5	24
4	The Rise of Deepfakes: A Conceptual Framework and Research Agenda for Marketing. Australasian Marketing Journal, 2021, 29, 204-214.	5.4	21
5	Reward-based or meaningful gaming? A field study on game mechanics and serious games for sustainability. Psychology and Marketing, 2021, 38, 981-1000.	8.2	14
6	The Evolution Is Now: Service Robots, Behavioral Bias and Emotions. Research on Emotion in Organizations, 2020, , 27-48.	0.1	2