

# Erik Hermann

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9634143/publications.pdf>

Version: 2024-02-01

9  
papers

154  
citations

1683934  
5  
h-index

1474057  
9  
g-index

9  
all docs

9  
docs citations

9  
times ranked

41  
citing authors

#	ARTICLE	IF	CITATIONS
1	Leveraging Artificial Intelligence in Marketing for Social Good – An Ethical Perspective. <i>Journal of Business Ethics</i> , 2022, 179, 43-61.	3.7	53
2	Artificial intelligence and mass personalization of communication content – An ethical and literacy perspective. <i>New Media and Society</i> , 2022, 24, 1258-1277.	3.1	39
3	Anthropomorphized artificial intelligence, attachment, and consumer behavior. <i>Marketing Letters</i> , 2022, 33, 157-162.	1.9	30
4	Television, Continuity, and Change: A Meta-Analysis of Five Decades of Cultivation Research. <i>Journal of Communication</i> , 2021, 71, 515-544.	2.1	14
5	Artificial intelligence in research and development for sustainability: the centrality of explicability and research data management. <i>AI and Ethics</i> , 2022, 2, 29-33.	4.6	7
6	Artificial intelligence in marketing: friend or foe of sustainable consumption?. <i>AI and Society</i> , 2023, 38, 1975-1976.	3.1	4
7	Ethical Artificial Intelligence in Chemical Research and Development: A Dual Advantage for Sustainability. <i>Science and Engineering Ethics</i> , 2021, 27, 45.	1.7	3
8	Social change, cultural resistance: a meta-analysis of the influence of television viewing on gender role attitudes. <i>Communication Monographs</i> , 2022, 89, 396-418.	1.9	3
9	Psychological targeting: nudge or boost to foster mindful and sustainable consumption?. <i>AI and Society</i> , 2023, 38, 961-962.	3.1	1