



## Master thesis topic

### AI & Creativity

Artificial intelligence (AI) can perform an increasing number of tasks, also in the creativity domain. How do consumers perceive the use of AI in this context? Can only humans be creative? This is an exploratory topic. You will need to conduct an experiment.

Please send your application to Armin Granulo ([armin.granulo@tum.de](mailto:armin.granulo@tum.de)). The deadline for your application is **May 10**. If you are assigned to this topic, you will be notified until May 17. This means you will **only** hear back from me if you are assigned to the topic (I am very sorry for that).

#### Literature

Castelo, N., Bos, M. W., & Lehmann, D. R. (2019). Task-dependent algorithm aversion. *Journal of Marketing Research*, 56(5), 809-825.

Caprioli, S., Fuchs, C., & Van den Bergh, B. (2023). On breaking functional fixedness: How the aha! Moment enhances perceived product creativity and product appeal. *Journal of Consumer Research*, 50(1), 48-69.

Granulo, A., Fuchs, C., & Puntoni, S. (2021). Preference for human (vs. robotic) labor is stronger in symbolic consumption contexts. *Journal of Consumer Psychology*, 31(1), 72-80.