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Augmented Creativity – AI at the Crossroads of Brands, Research and Arts

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Augmented Creativity:

**AI at the Crossroads of Brands,
Research and Arts**



Warm-up

Your task:

Please write down **ten** words that are as different from each other as possible, in all meanings and uses of the words!

Rules:

- Only **single words** in English*.
- Only **nouns** (e.g., things, objects, concepts).
- **No proper nouns** (e.g., no specific people or places).
- **No specialized vocabulary** (e.g., no technical terms).
- Think of the words **on your own** (e.g., do not just look at objects in your surroundings)

**: You can use your first language and translate after the two-minute task by AI tools like DeepL (www.deepl.com)*

Warm-up

Your task:

Please write down **ten** words that are as different from each other as possible, in all meanings and uses of the words!

Time: **2** minutes

Warm-up

Your task:

Copy your word list to the DAT test:

<https://www.datcreativity.com/>

Warm-up

AI	Score	higher than ...
GPT 3*	56.55	0.07 %
ChatGPT 3*	83.60	79.90 %
ChatGPT 5	82.65	75.17 %
ChatGPT 4o	85.88	88.86 %
ChatGPT 3o	87.46	93.06 %
ChatGPT o4 mini	84.19	82.33 %
Gemini 2.5 Flash	84.55	83.32 %
Claude Sonet 4	86.58	90.96 %

Human	Score	higher than ...
Baumgarth	85.41	87.37 %

*Source: Marrone et al. (2024).

Agenda

- Augmented Creativity: Human + AI
- Creativity in Brand Management
- Creativity in Research
- Creativity in the Arts
- Reflections

What is Creativity?

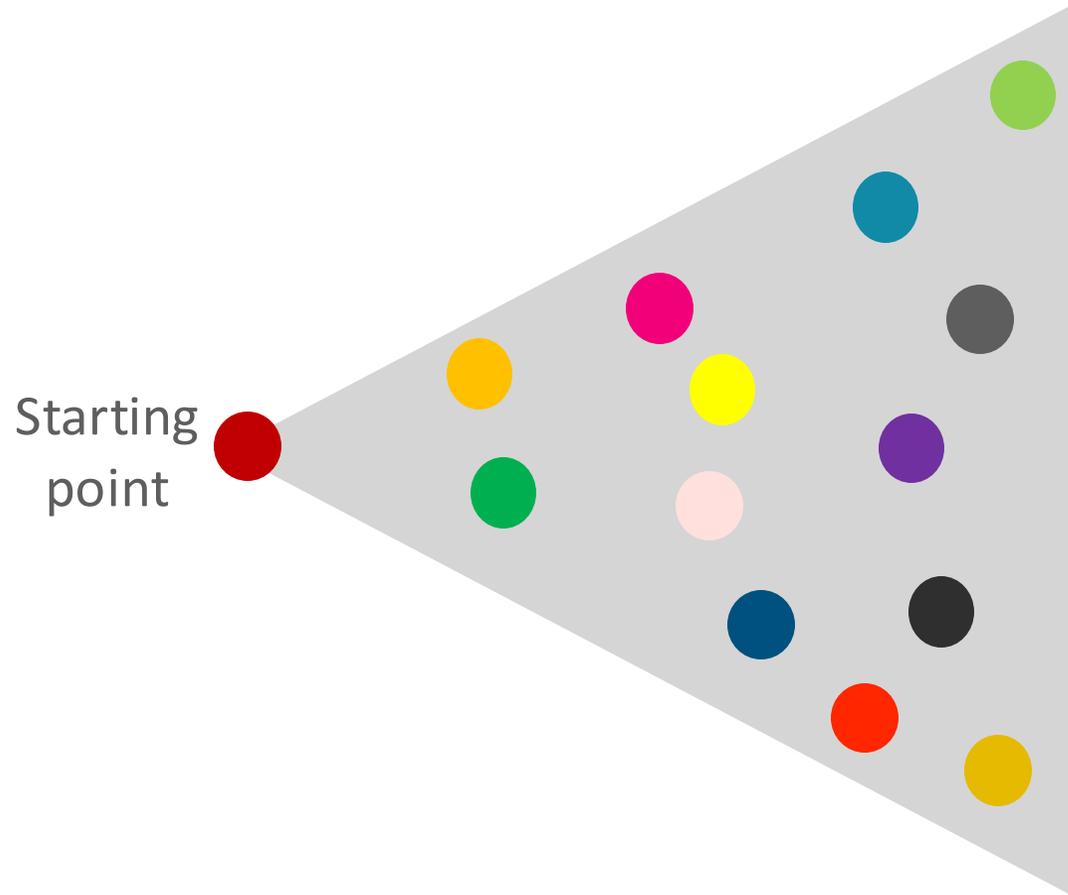
Human creativity

“...the interaction among **aptitude**, **process** and **environment** by which an individual or group produces a perceptible **product** that is both **novel** and **useful** as defined within a social context.”¹

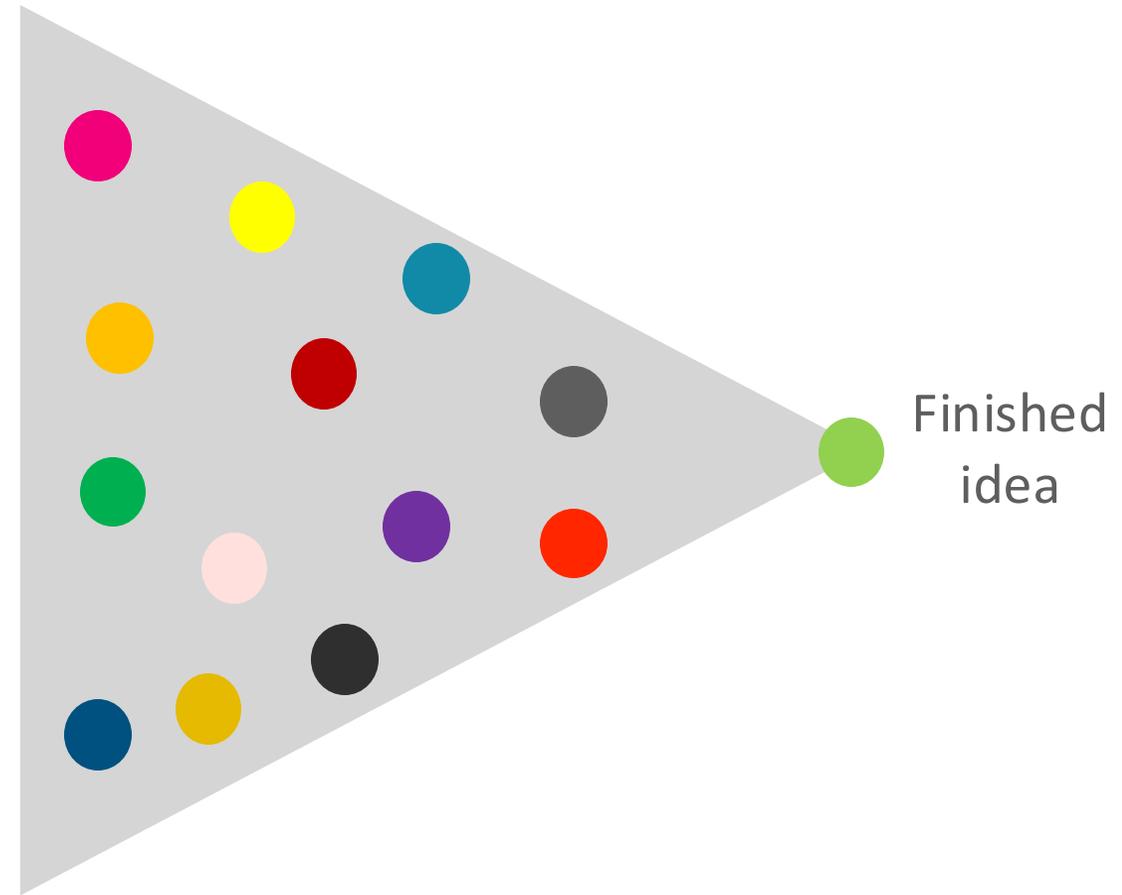
Standard definition of Creativity

“Creativity requires both **originality** and **effectiveness**.”²

What is Creativity? – Divergent and Convergent Thinking

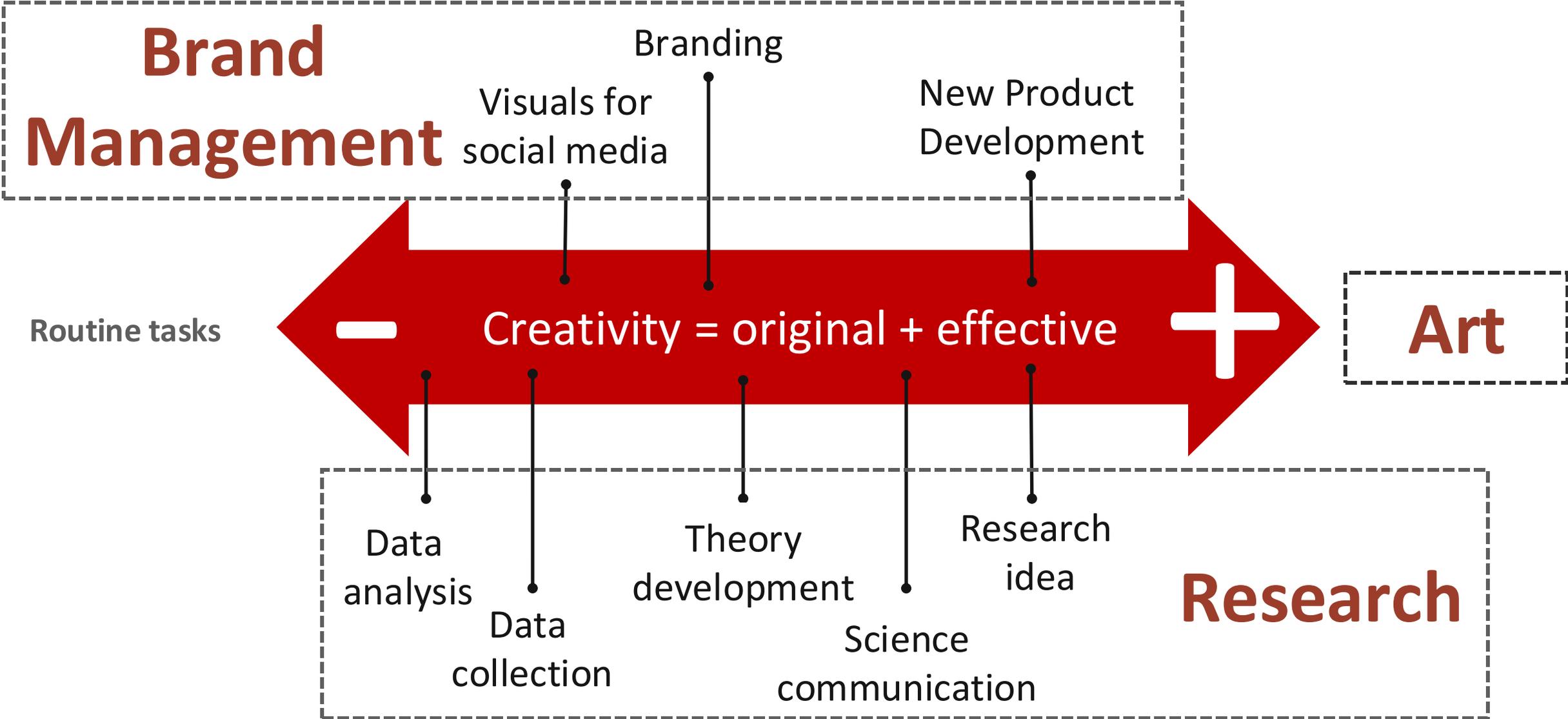


Divergent Thinking

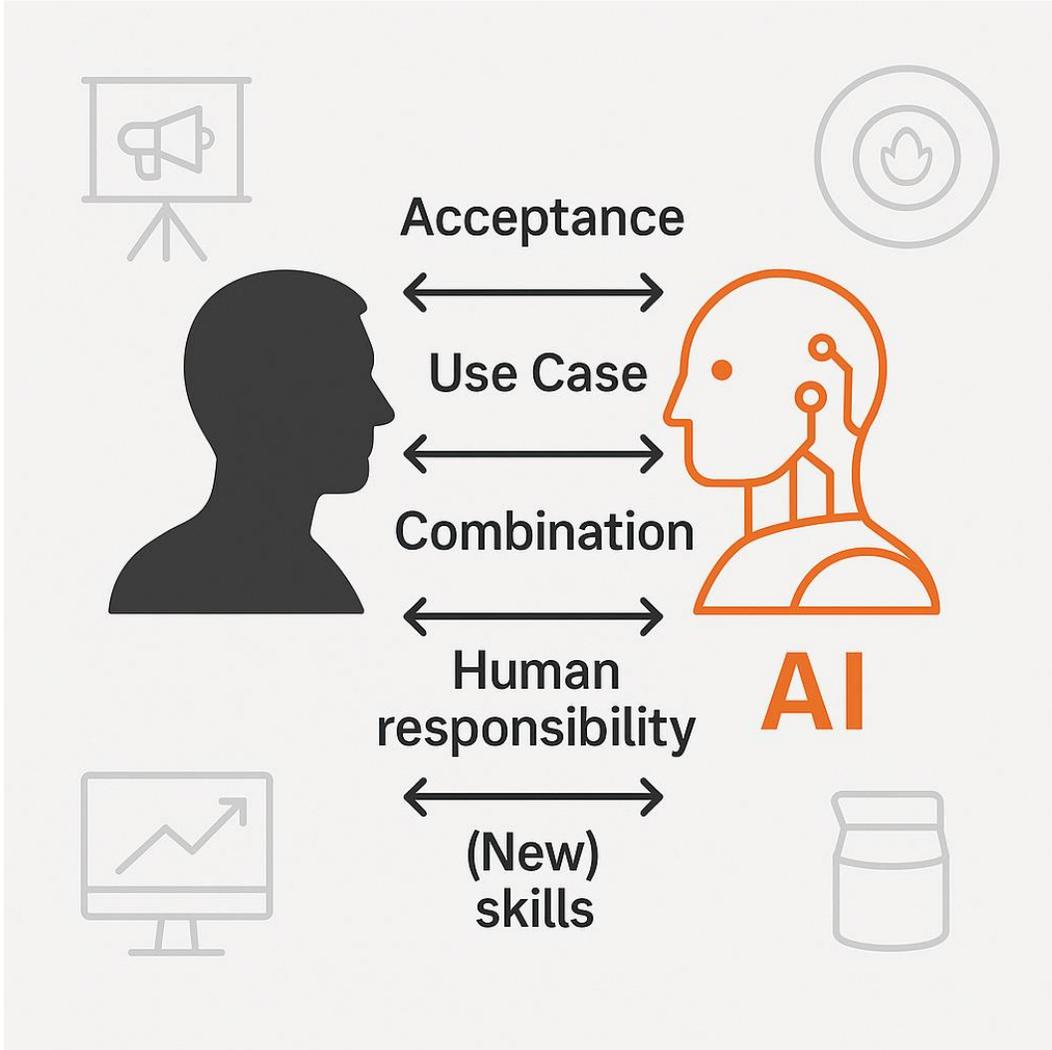
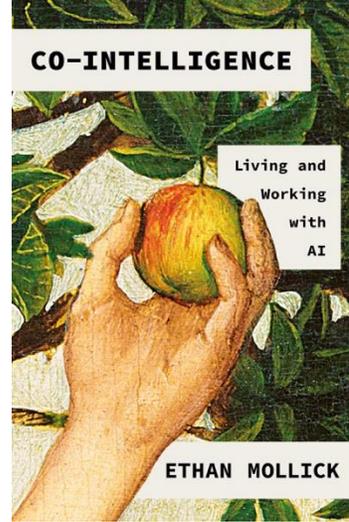


Convergent Thinking

Level of (necessary) Creativity



Augmented Creativity by AI



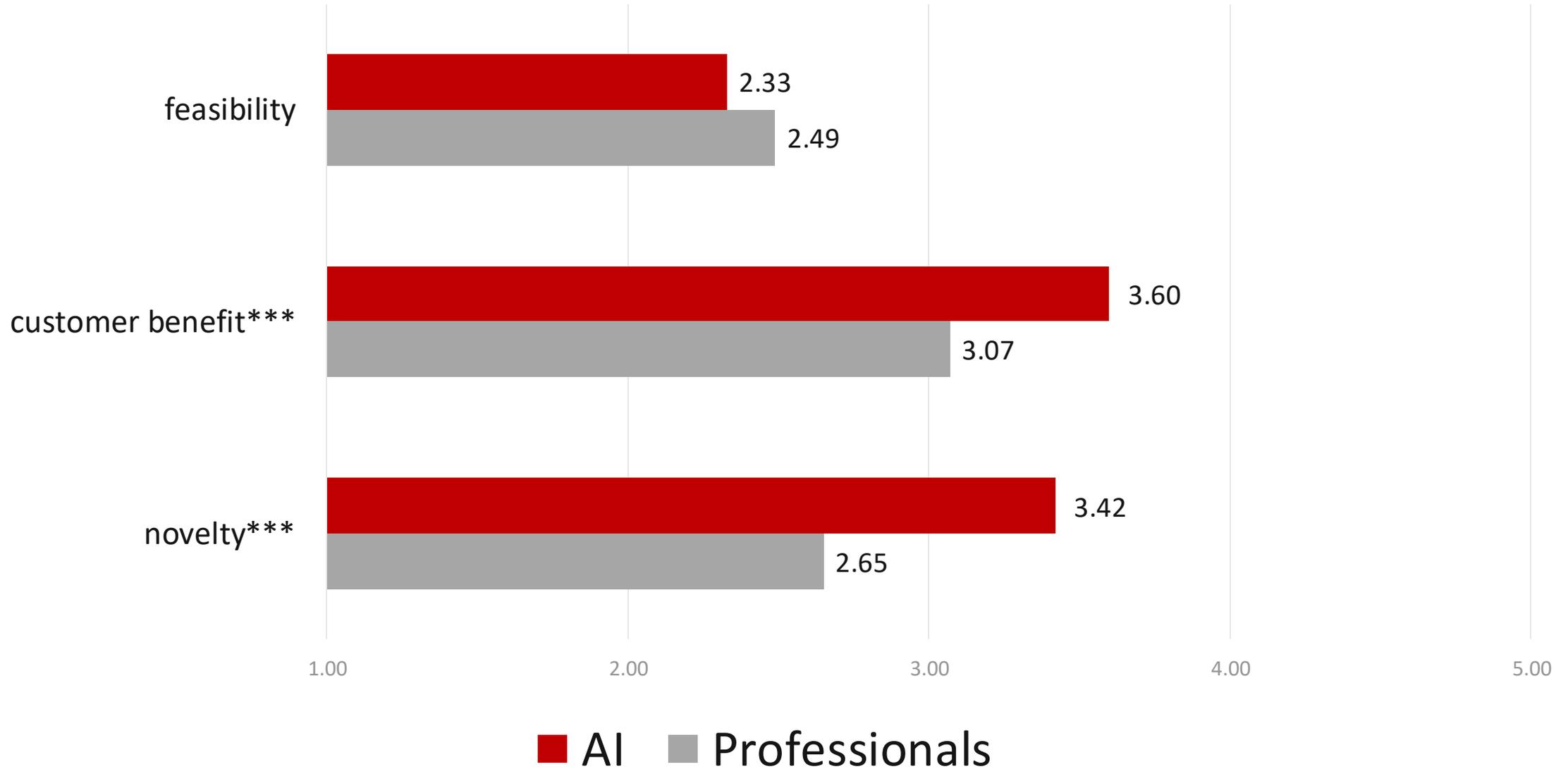
- (1) AI is accepted and integrated into work as a fully-fledged **team member**.
- (2) The specific **use case** and not the properties of tools form the starting point for augmented creativity.
- (3) Creative tasks, systems, and use cases require a meaningful combination of **tools from different AI classes** (causal, generative, and predictive AI) combined with human intelligence and expertise.
- (4) The **humans are responsible** for the precise description of the respective task, the selection of the most suitable tools, the input request, and the administration of the required data, and the interpretation and critical reflection of the AI results.
- (5) Humans can only use augmented creativity if they have **extensive skills and expertise** (e.g., mental models, data, creativity, critical thinking, and domain).

Scientific evidence: (1) Idea generation

1. Creative and specific ideas for a new packaging solution
2. Sustainable packaging solutions or business model

- Humans: professionals of a packaging company: 43 ideas
- AI: ChatGPT: 52 ideas
- Evaluation by the managing director (R &D)
- Evaluation criteria: novelty, customer benefit, feasibility (and quality = index of the three criteria)

Scientific evidence: (1) Idea generation

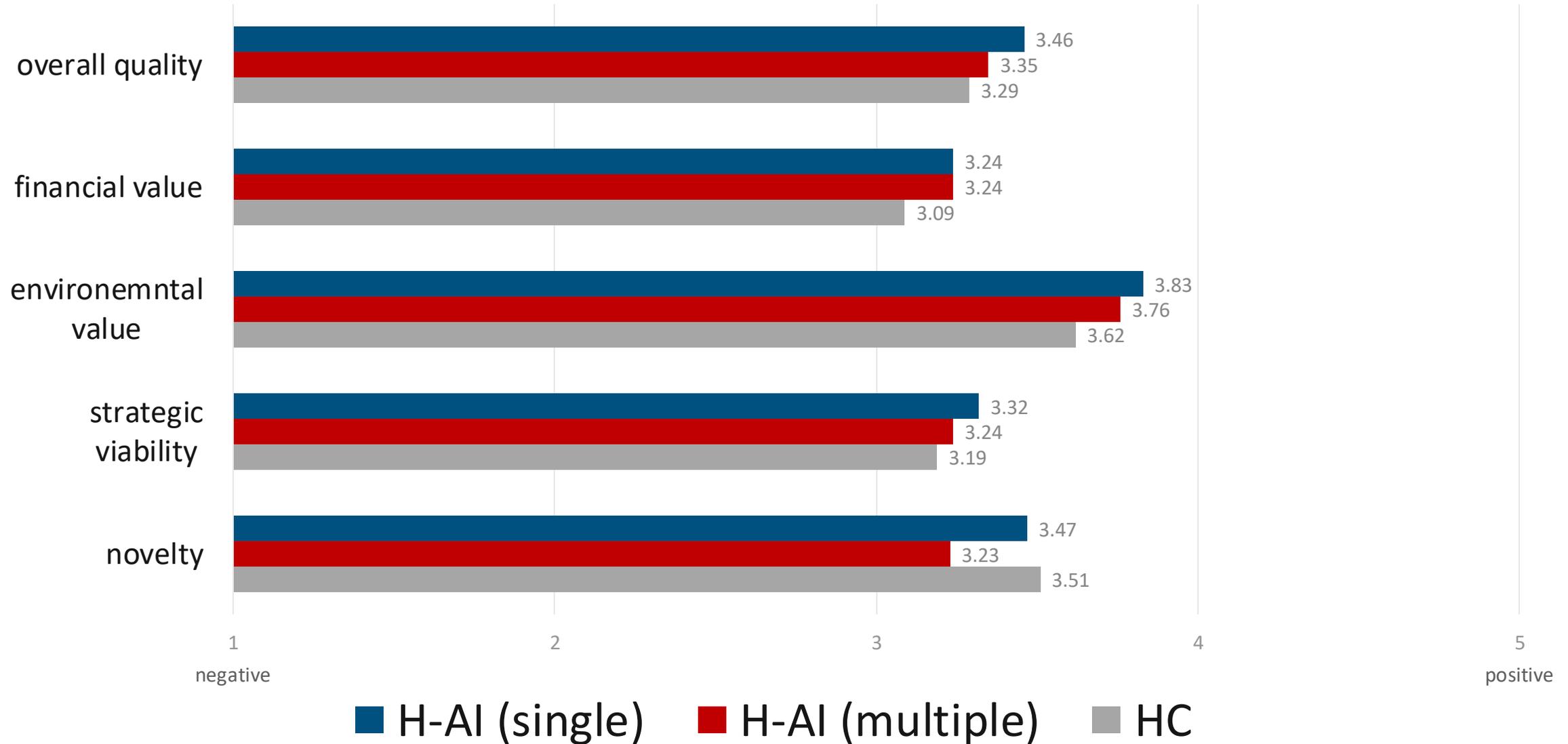


Scientific evidences: (2) Crowd Intelligence vs AI

New business ideas focused on sustainable, circular solutions for urban transportation.

- Human crowd by the platform *freelancer.com*: 148 ideas
- H-AI: *Chat GPT4*; different prompting approaches: single and multiple instances: 730 solutions
- Random selection of 234 ideas (180 H-AI; 54 HC)
- 300 human evaluators (*Prolific*, 3.900 evaluations)
- Five evaluation criteria: novelty, strategic viability, environmental value, financial value, and overall quality

Scientific evidences: (2) Crowd Intelligence vs AI



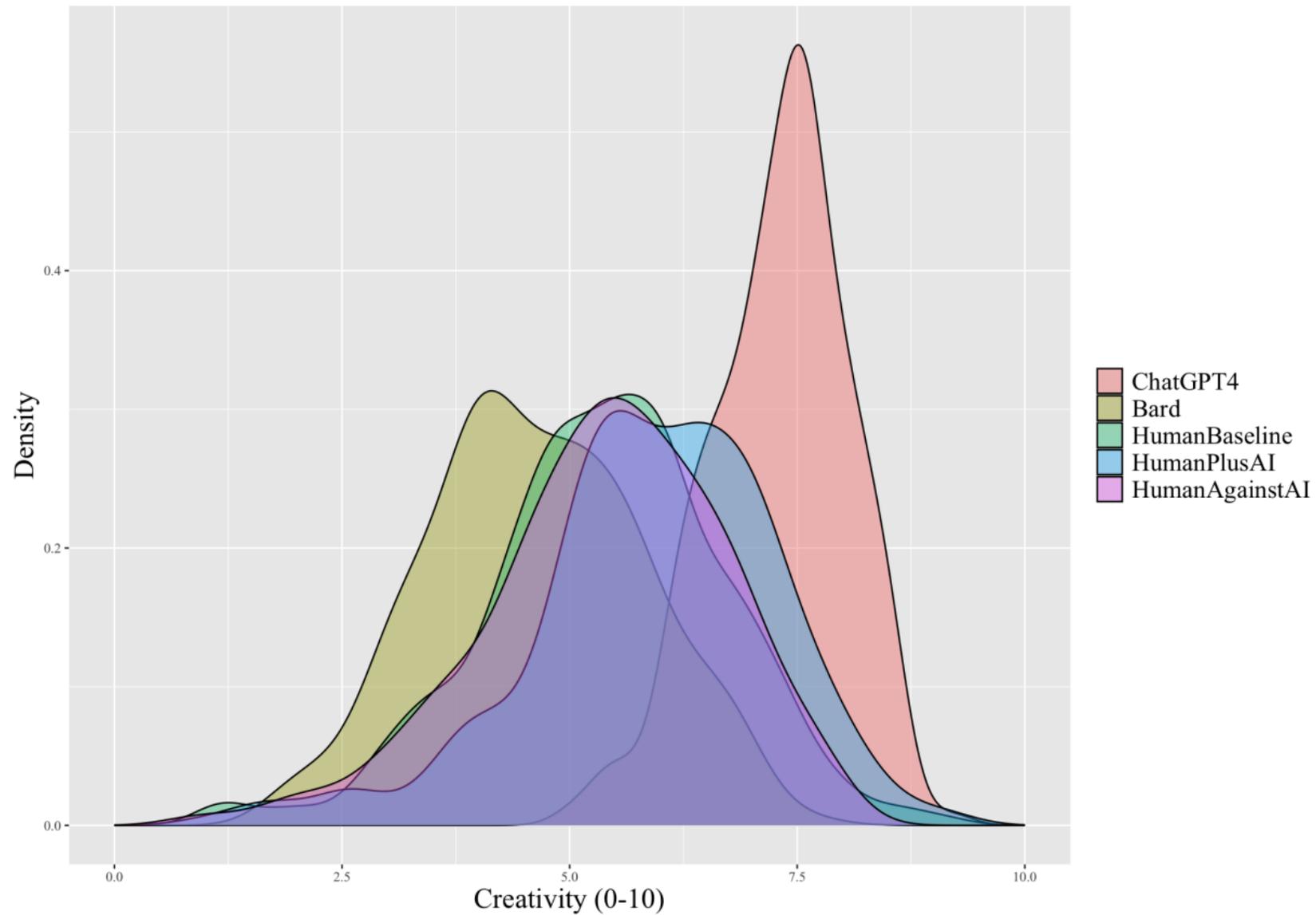
Source : Boussioux et al. (2024).

Scientific evidences: (3) Open task

"If you had the talent to invent things just by thinking of them, what would you create?"

- Ten minutes
- Max. 1000 characters
- 1250 Clickworker (*Prolific*)
- 3336 rater
- Incentives for the most creative solutions

Scientific evidence: (3) Open task



Scientific evidence: (4) Best Humans outperform AI



„For the next task, you’ll be asked to come up with original and creative uses for an object. The goal is to come up with creative ideas, which are ideas that strike people as clever, unusual, interesting, uncommon, humorous, innovative, or different.”

- Human group: n = 256 Clickworker (Prolific): 1024 “ideas”
- AI groups: n = 132 ideas (*ChatGPT3, ChatGPT4, copy.ai*)
- Measurements: semantic distance and expert ratings

Scientific evidence: (4) Best Humans outperform AI



Creativity Metrics >

Study Builder >

Task Playground >

Learn More >



CREATIVITY ASSESSMENT PLATFORM

CAP is a platform for researchers, educators, and anyone interested in creativity. To get started, you can automatically score data using the [Creativity Metrics](#), try out different tasks in the [Task Playground](#), and explore a detailed overview of CAP's features with the [tutorial](#). Next, [request a free CAP account](#) to gain access to CAP's experiment building tools. Try using the [Study Builder](#) to customize and launch your own experiments, then manage your studies and view results in the [User Dashboard](#).

News & Announcements

Check back here for updates on new features, bug fixes, and other important information about CAP.

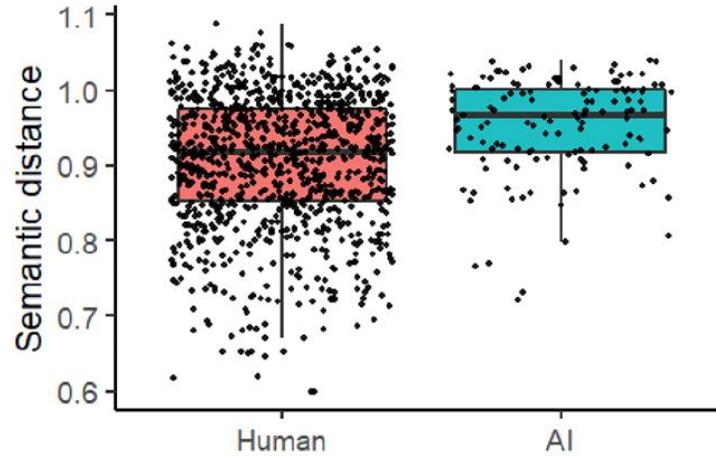
Aug. 21, 2025

CAP Published in Behavior Research Methods

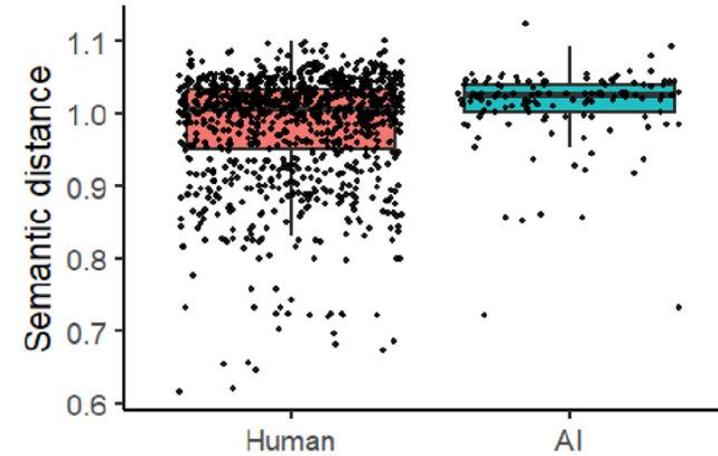
We are thrilled to share that the CAP paper was recently published in Behavior Research Methods. Check out the paper [here](#) to find comprehensive information on CAP's models, tasks, and more.

Scientific evidence: (4) Best Humans outperform AI

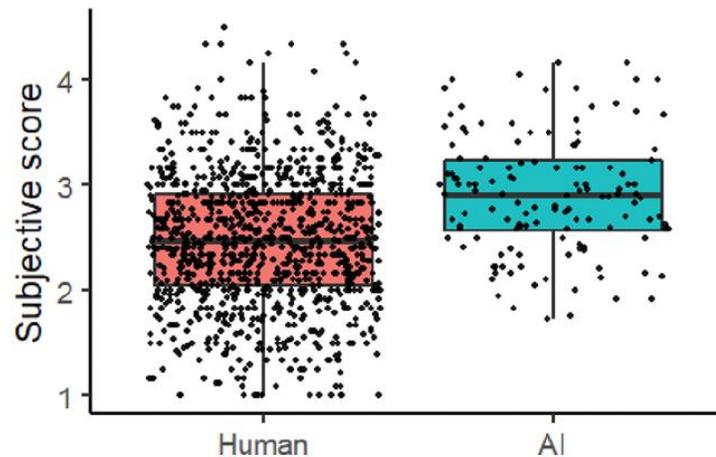
A Mean scores



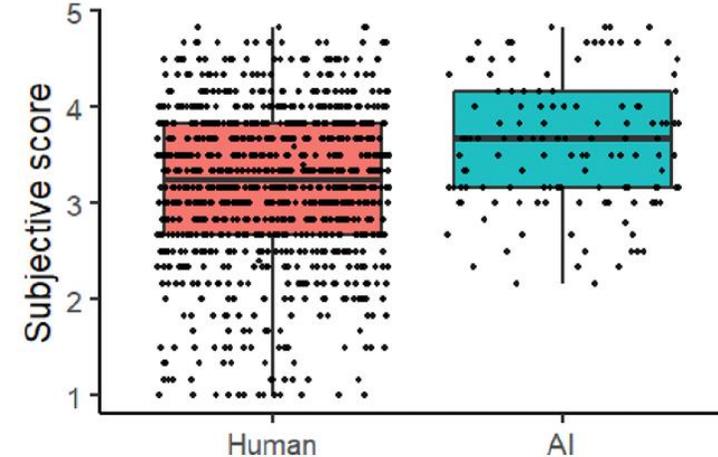
B Max scores



C Mean scores



D Max scores



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- Augmented Creativity: Human + AI
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Brand Management: Overview



Brand: _____ Creators: _____ Date: _____

BRAND FOUNDATION		BRAND TOUCHPOINTS		BRAND PERFORMANCE		
Corporate Culture & Heritage	Positioning	Branding	Core- and Supplementary Products/ Services	Touchpoint Performance	Brand Equity (General Public)	Final Performance
	Brand Strategy		Communication → Push ← Pull			
	Brand Organization		Brand Leveraging	Interactive		
	Internal Branding	Distribution	Brand Equity (Customer)			
	Brand Tools	Pricing				

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Science (I): Performance of AI-created visuals



Stock Photo



DALL-E 3



Midjourney v6



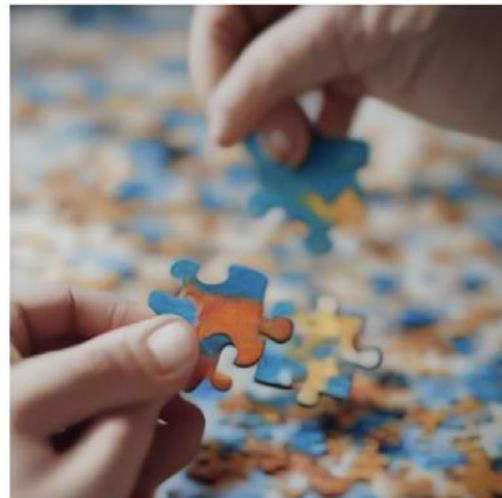
Firefly 2



Imagen 2



Imagine



SDXL Turbo



Realistic Vision



Science (I): Performance of AI-created visuals

Rang	Modell	CTR	Impressionen	Clicks	CPC
1	DALLE-E 3	0,80 %	16.579	133	0,38 \$
2	Midjourney v6	0,54 %	19.310	105	0,48 \$
3	Imagine	0,54 %	19.851	107	0,47 \$
4	Stock-Foto (human benchmark)	0,53 %	18.531	98	0,51 \$
5	Stock-Foto (human benchmark)	0,52 %	19.606	101	0,49 \$
6	Imagen 2	0,51 %	19.170	97	0,52 \$
7	Firefly 2	0,49 %	19.612	97	0,52 \$
8	Realistic Vision	0,43 %	20.348	88	0,57 \$
9	SDXL Turbo	0,40 %	20.015	81	0,62 \$



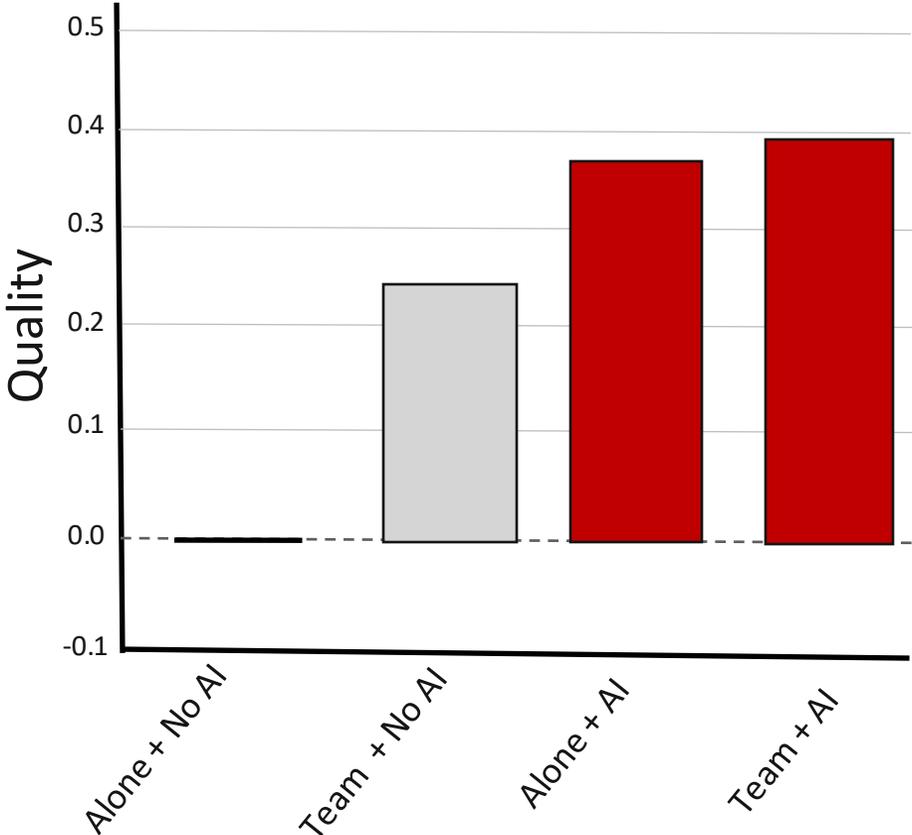
Science (II): New Product Development

- 776 *P&G* employees (with experience)
- Implementation period: May to July 2024
- 1-day workshop
- 2 x 2 design: with/without AI and individual vs. team-work (2 people: R&D and marketing/sales)
- Task: New product development (early phase, 4 product categories, 2 continents)
- AI tool: GPT 4 and GPT 4.o
- Dependent variables: Performance (quality, novelty, feasibility), expertise, social-emotional effect

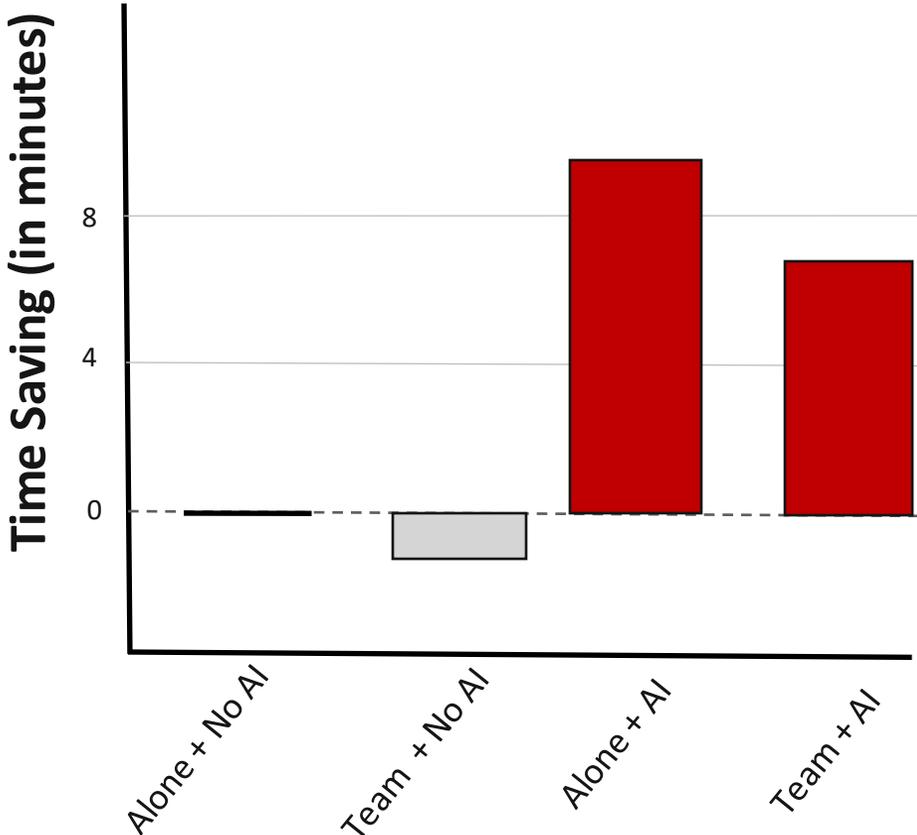
Science (II): New Product Development

Performance

Solution quality (effectiveness)



Time saved (efficiency)

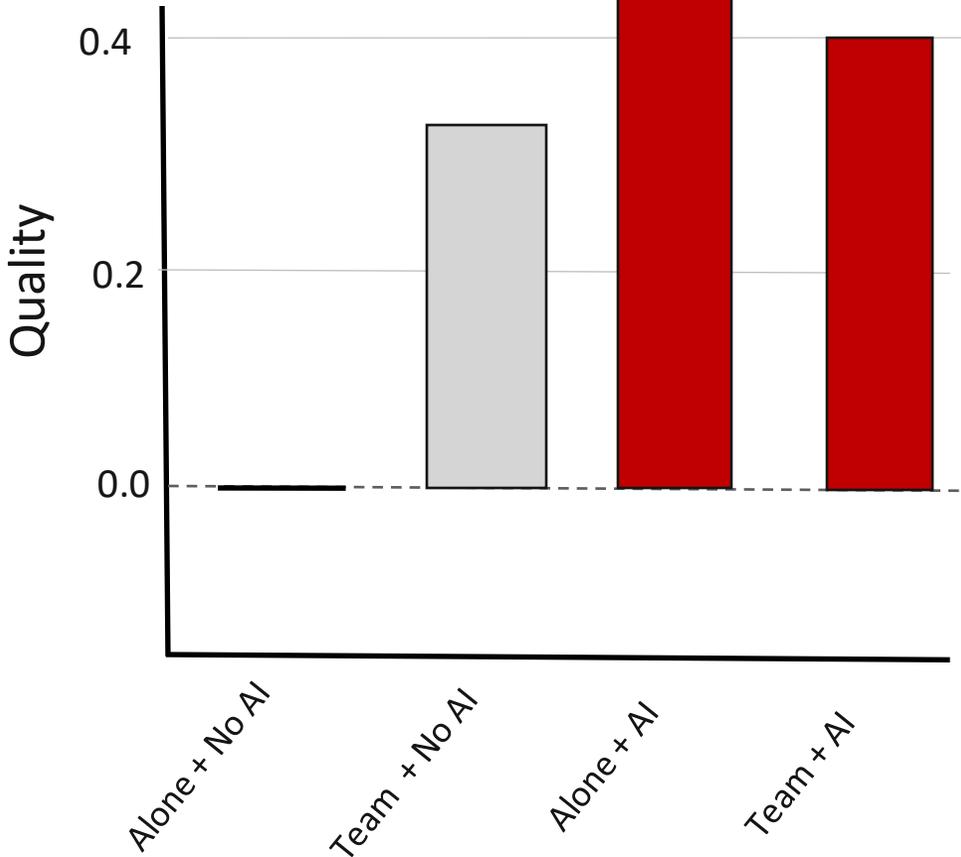


Source: Dell'Aqua et al. (2025).

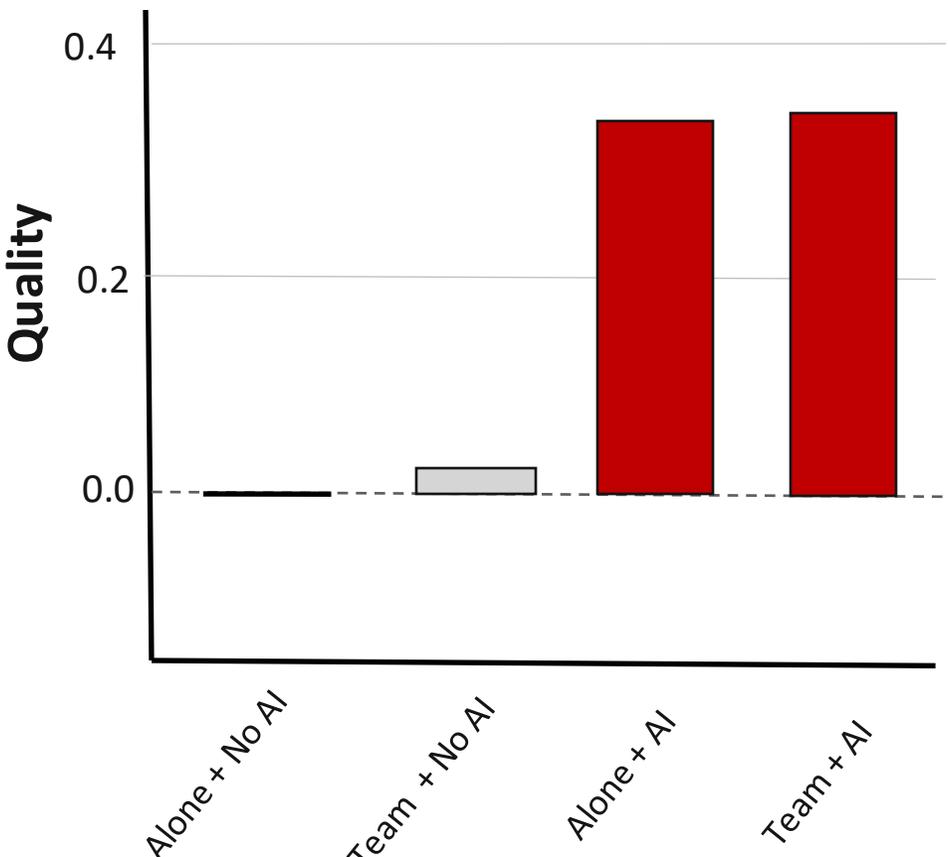
Science (II): New Product Development

Expertise

Core job (high expertise)



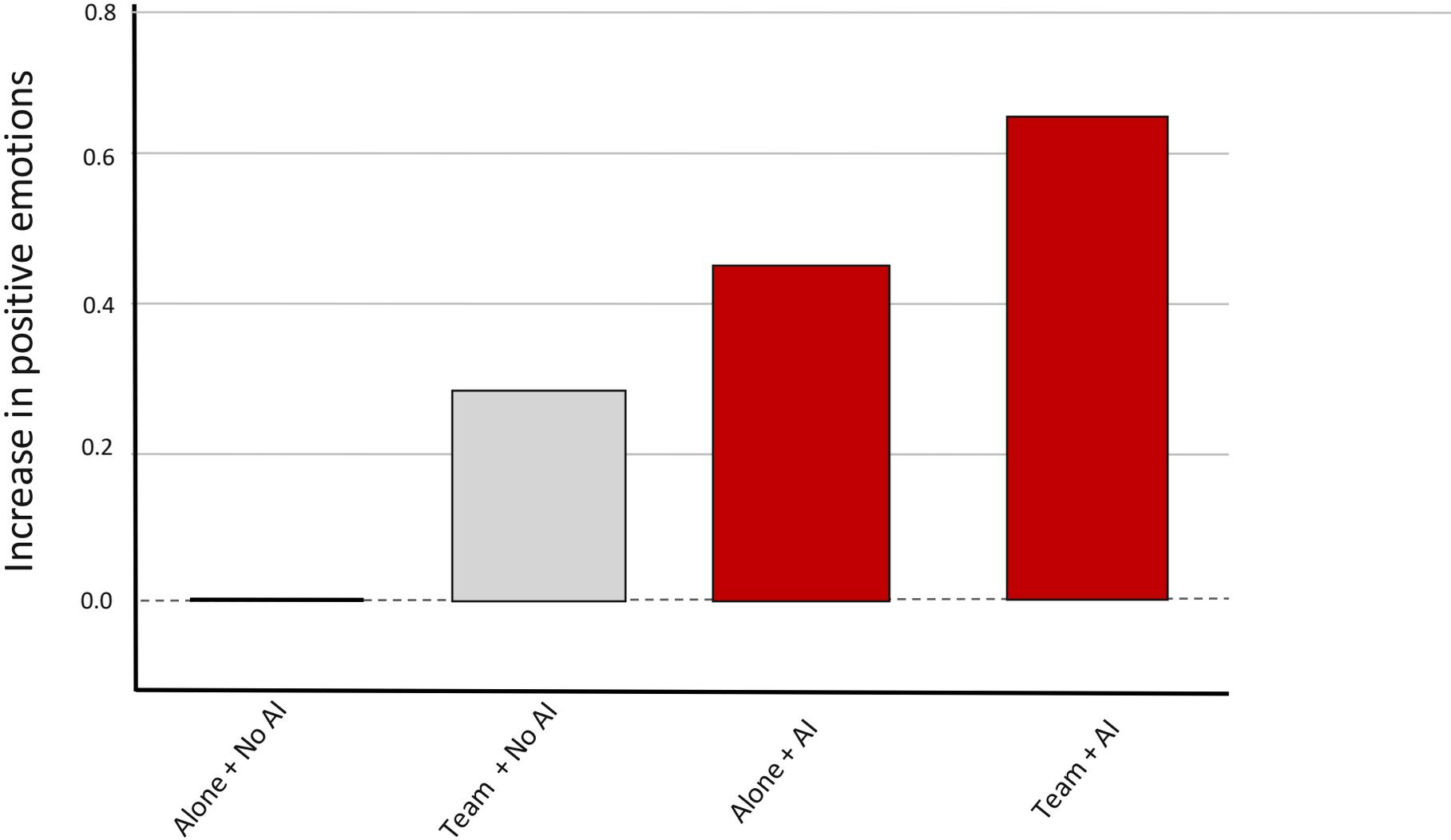
Not core job (low expertise)



Source: Dell'Aqua et al. (2025).

Science (II): New Product Development

Emotions (socio-emotional effect)



Source: Dell'Aqua et al. (2025).

Science (III): Design for luxury brands

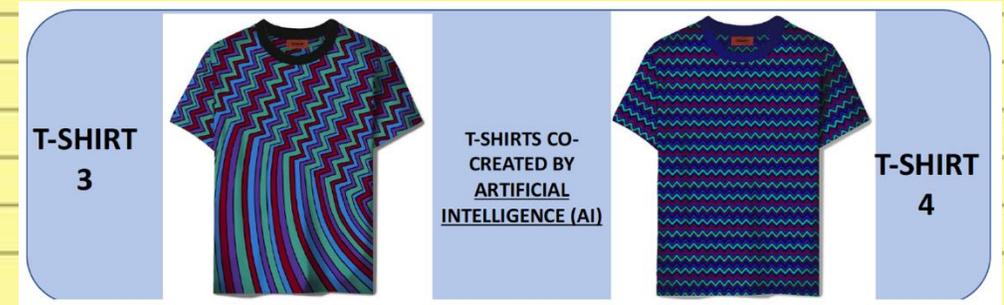


Design (human)

- Theme: “Remix, Reuse, Respect”
- 269 submissions
- selection of 15 by design professionals from *AWTM* and Missoni
- further revision of the 15 proposals
- selection of 2 T-shirts

AI-Design

- *IBM Watson* was trained with 1,500 fashion images
- “rejected” *AWTM* designs were used as a second training dataset
- *IBM Watson* provides designers with text-based recommendations
- six designs are tested by the AI, and two of them are selected



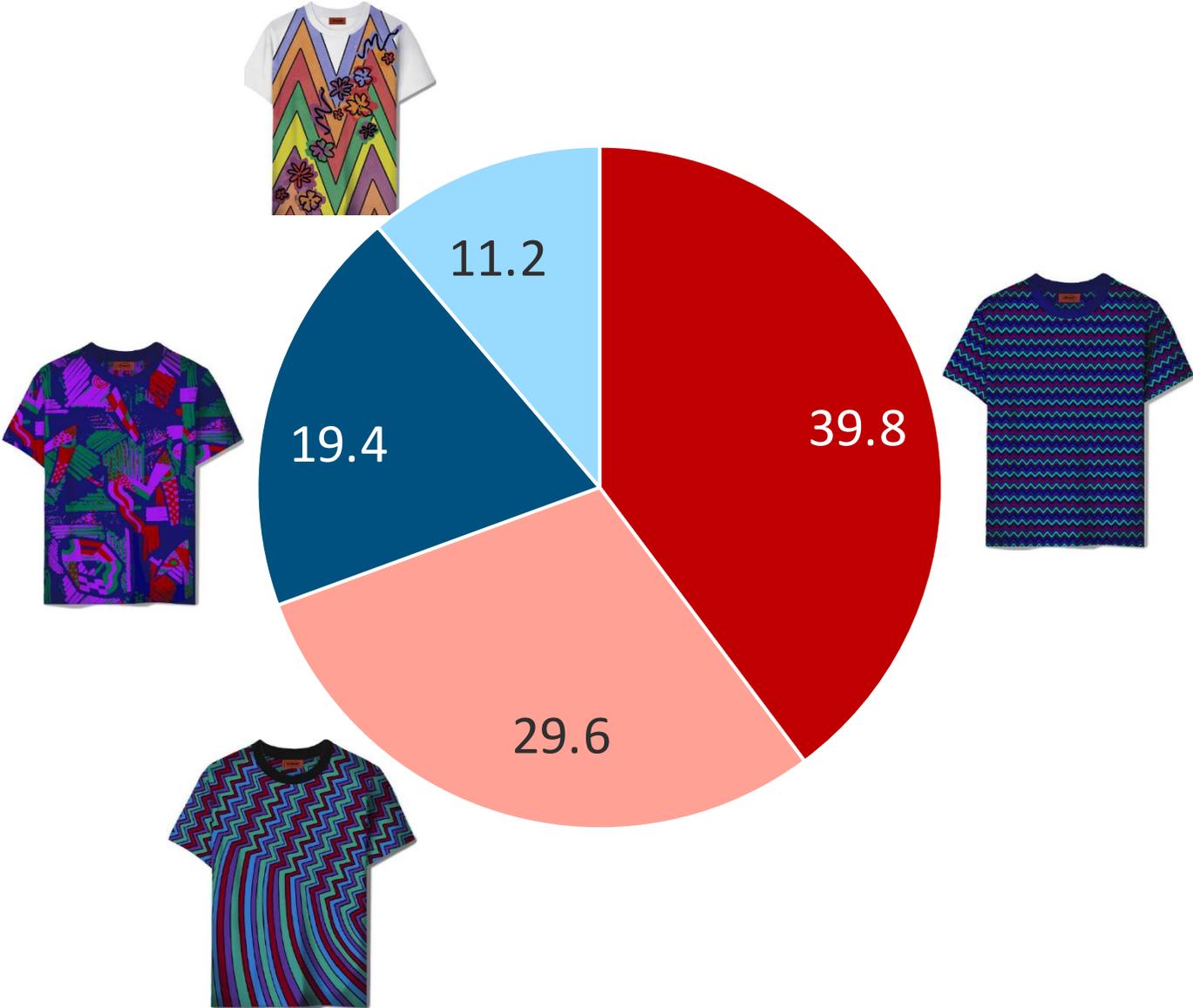
Science (III): Design for luxury brands

	Blind		Disclosure of the designer	
	Human	AI	Human	AI
Price intention	61.56 €	64.97 €	63.60 €	63.77 €
Choice	46 %	54 %	56 %	44 %

Post-Test: Brand fit

	Human design		AI	
				
Brand fit*	2.88	4.06	4.97	5.74
*: two items: 2 questions: resembles the classic Missoni design; reflects the brand identity; 7-points scale				

Science (III): Design for luxury brands



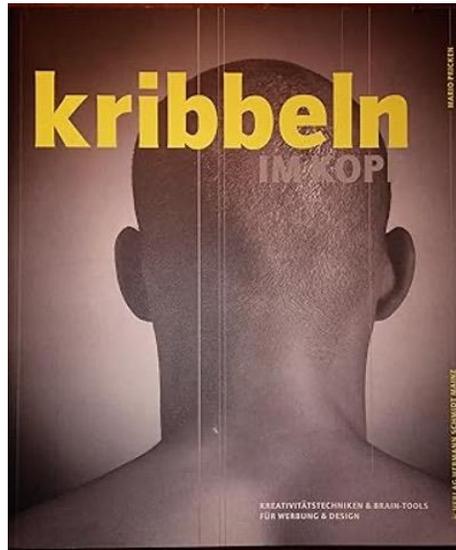
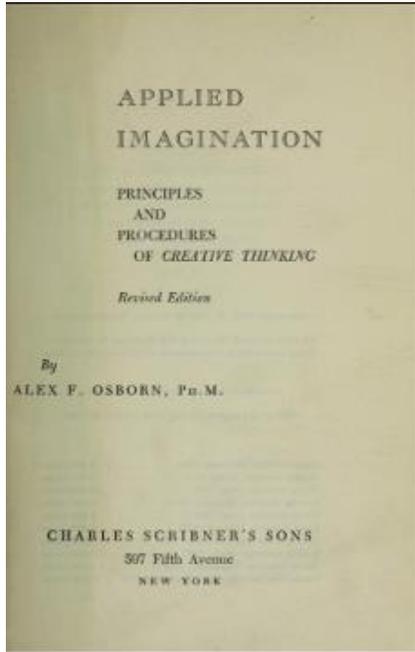
Share of human designs: 30.6 %



Share of AI designs: 69.4 %

Source: : Moreau et al. (2023).

Use Case I: "Visualization"



Use Case I: "Visualization"

<  Creativity principle "Combination"
• Live •  Anyone with a link

Create **Configure**



Name
Creativity principle "Combination"

Description
New campaign motifs through combination of key features

Instructions
Imagine that you are a creative professional in the field of marketing and advertising. The task is to generate ideas that clearly and surprisingly present and visualize the advantages of your own product. To do this, you should use the principle of combination. The fundamental question is: "What could the product be combined with to make its advantage clearly visible?" The task for the creative professional is: "Come up with as many ideas as possible for what the product could be combined with to clearly demonstrate its benefits. Take the specified key feature of the product and look for objects or living beings from other areas that also have or embody this feature." 

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Tell me the product and the key feature. 



Knowledge
Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model 
Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer 

Capabilities

- Web Search
- Canvas
- Image Generation
- Code Interpreter & Data Analysis 

Updates pending **Update**

Preview Model 5 



Creativity principle "Combination"
New campaign motifs through combination of key features

Tell me the product and the key feature.

Tool: Custom GPT +
Prompt chains

Use Case I: "Visualization"

Here are five creative "combination" ideas to visualize that advantage:

1. AI Toolbox + Hands

- Visual: A glowing futuristic toolbox filled with AI tools (chatbots, image generators, code assistants), and participants' hands are actively pulling tools out.
- Message: *"Not just theory. You get to use the tools."*

2. VR Arcade + AI Workshop

- Visual: Like an arcade hall, but instead of video games, people are at stations testing AI tools—typing, drawing, generating music—smiling like gamers.
- Message: *"Step in and play with AI."*

3. Cooking Class + AI

- Visual: Chef hats on participants, but instead of pans, they're stirring laptops and screens that cook up images, texts, and ideas.
- Message: *"Learn AI by doing—taste the results immediately."*

4. Gym Workout + AI

- Visual: A "fitness studio" where participants are lifting AI icons like dumbbells (chat bubbles, gears, robot heads), showing practice and strength-building.
- Message: *"Build your AI skills with hands-on training."*

5. Science Lab + AI Workshop

- Visual: People in lab coats experimenting, but instead of test tubes, they're pouring "data" into AI tools and seeing colorful creative results spill out.
- Message: *"Experiment with AI—discover by trying."*

Would you like me to **sketch out visuals (mock campaign posters)** for one or two of these concepts so you can see how they'd look?

🔥 Expanded Ideas for Cooking Class + AI

1. AI Recipe Book

- Visual: Participants holding recipe books, but instead of food recipes, they contain "recipes" for prompts, workflows, and AI experiments.
- Twist: Every participant is their own chef, adapting the recipe to taste.
- Message: *"We give you the recipe, you cook with AI."*

2. AI Kitchen Utensils

- Visual: Traditional kitchen tools swapped with AI icons—whisk = chatbot, blender = image generator, oven = code compiler.
- Twist: Participants are shown mixing and matching the "utensils" to create unique outcomes.
- Message: *"The right tools are in your hands."*

3. Tasting the Results

- Visual: Participants at a long table sampling dishes, but each plate is a creative AI output (image, poem, code, melody).
- Twist: Everyone gets to "taste" and compare what their AI produced.
- Message: *"Cook it, taste it, share it."*

4. Masterchef AI Edition

- Visual: A fun, competitive format where participants have to "cook" something (generate text, visuals, or ideas) within time limits.
- Twist: A friendly contest sparks creativity—everyone walks away with their own AI-made "dish."
- Message: *"Hands-on, playful, unforgettable."*

5. AI Spice Rack

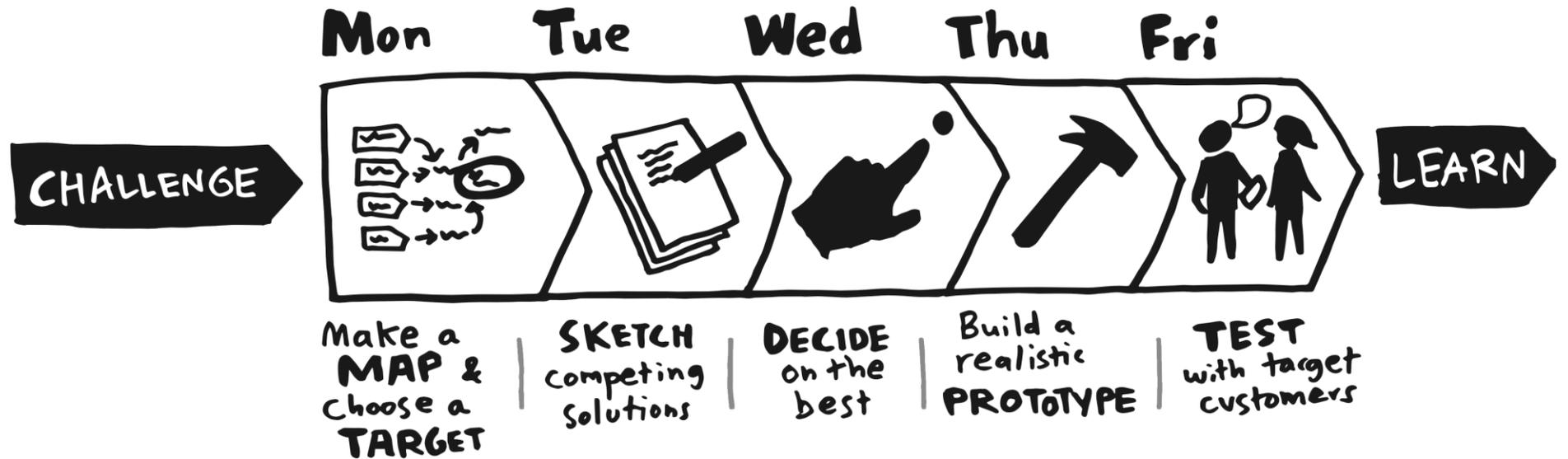
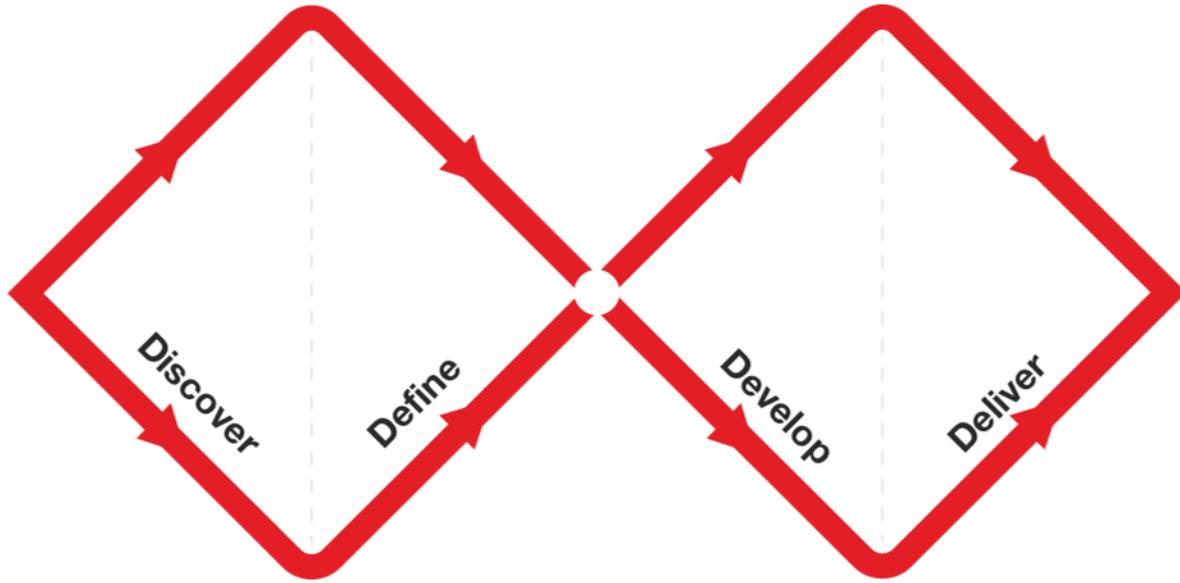
- Visual: A rack of glowing spice jars labeled "Creativity," "Automation," "Productivity," "Inspiration," and participants sprinkle them into their laptops.
- Twist: Each "spice" is an AI function they can experiment with.
- Message: *"Season your work with AI."*

The right tools are in your hands

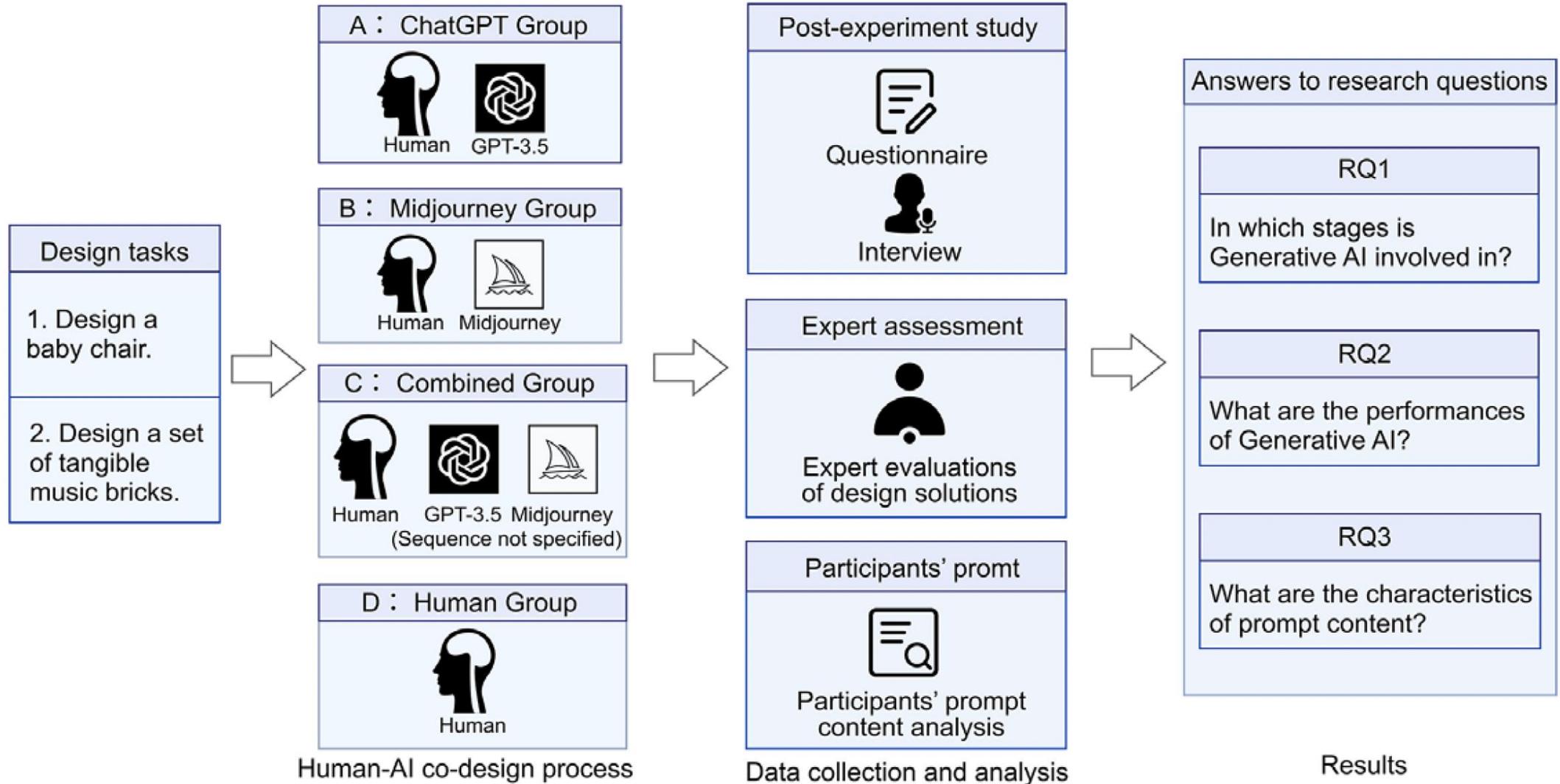
AI WORKSHOP



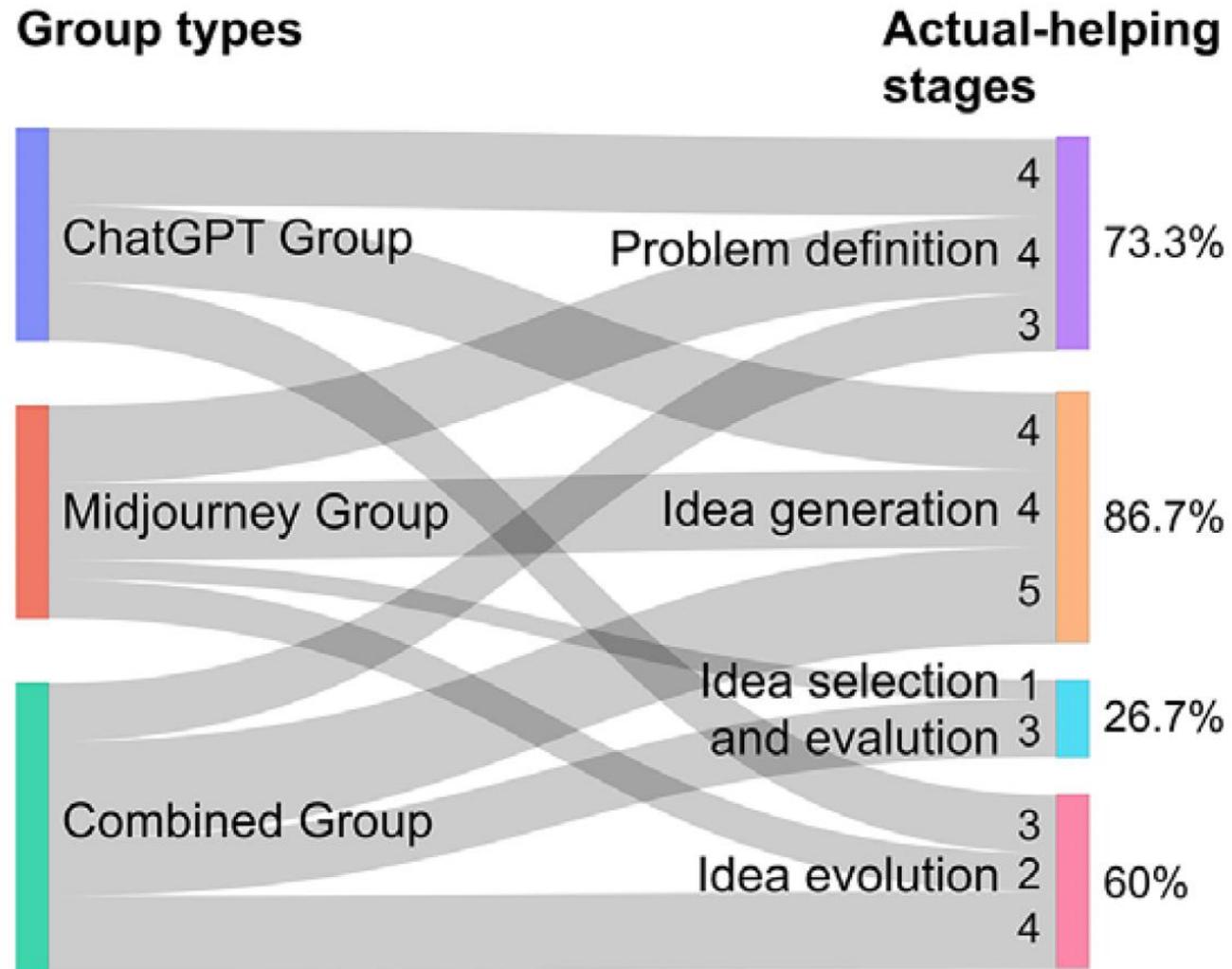
Use Case II: "Design Sprint"



Use Case II: "Design Sprint"



Use Case II: “Design Sprint”



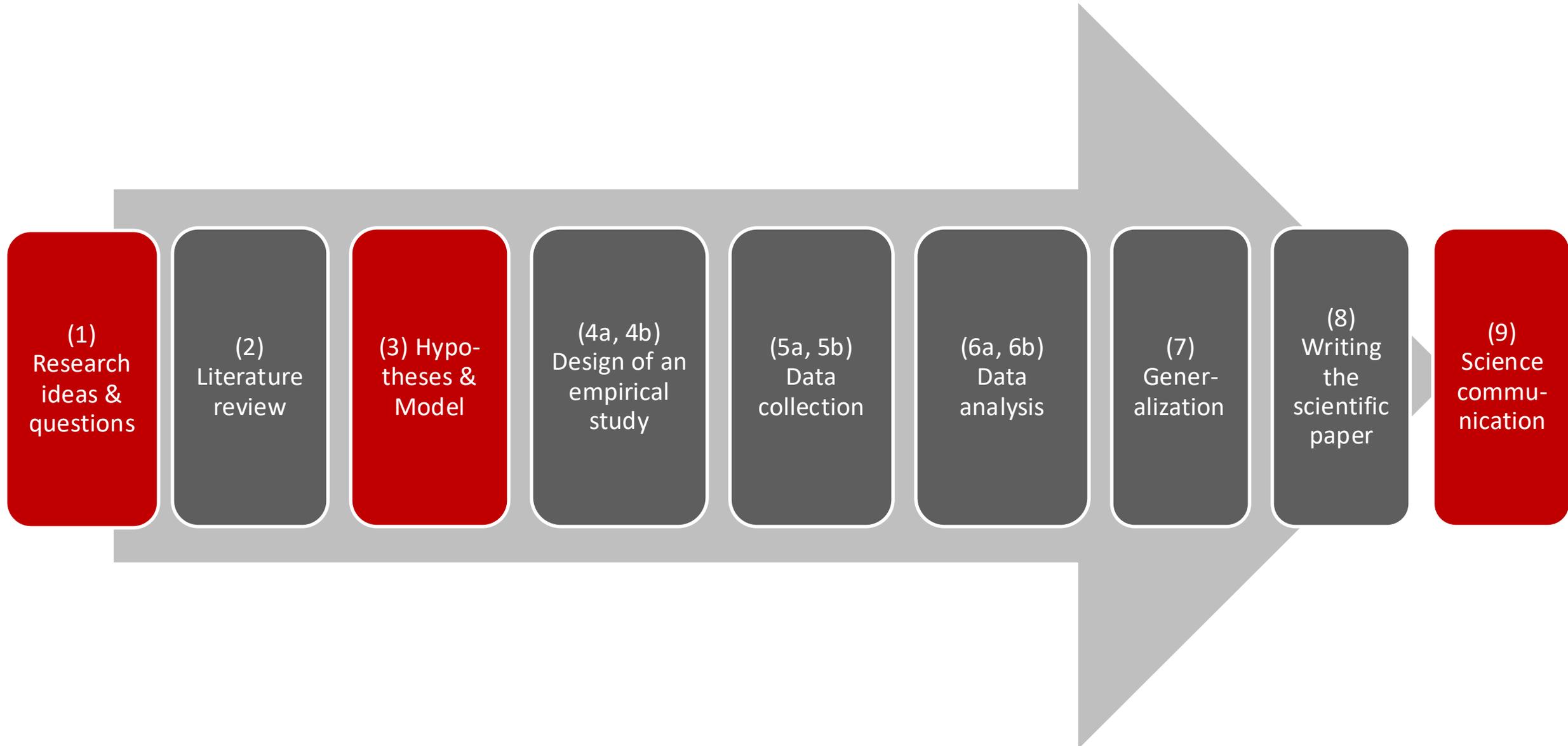
Use Case II: “Design Sprint”

Group		Novelty	Feasibility	Usability	Functional diversity	Cost	Overall
AI	ChatGPT group	3.98	4.56	4.24	3.88	4.52	4.24
	Midjourney group	4.60	4.62	4.10	3.60	4.76	4.34
	Combined group (ChatGPT & Midjourney)	4.90	4.24	3.80	3.38	4.18	4.10
Human group		3.20	4.08	3.70	3.44	3.52	3.59
p-value		0.000***	0.084*	0.228	0.422	0.001***	0.005***
***: $p < 0.01$; **: $p < 0.05$; *: $p < 0.1$ Bolded red score indicate the best performance among the four groups							

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Research: Overview



Use case III: Research ideas

LLM property	Productivity	Semantic breadth
Psychological analogue	Persistence	Flexibility
Explanation	Thanks to their computing power, LLMs can generate a large volume of ideas in a short amount of time	Thanks to their vast and heterogeneous training data, LLMs can generate ideas spanning diverse semantic categories.
Phenomena	Originality increases as more ideas are generated	Originality increases as ideas connect more distant knowledge domains.
Limitations	Original ideas eventually plateau after a certain number of ideas are generated.	Hallucinations arise, especially when dialing up stochasticity (aka temperature); negative spillover effects on collective diversity.
Practical interventions	Fine-tuning, few-shot prompting, and retrieval-augmented generation.	Prompt variation, hybrid prompting, chain of thought prompting, and temperature parameter.

Source : de Freitas et al. (2025).

Use case III: Research ideas

The Art infusion effect describes the positive impact of the integration of arts into packaging, advertisement etc., on the evaluation of the product and brand. This effect is empirically validated by several studies and is valid for "positive" as well as for "negative" art. The main explanation for this effect is that art generates positive associations like uniqueness, luxury, creativity, and originality.

Today, more and more art pieces are generated by AI. Hence, develop ten research ideas for the AI art infusion effect. The research should be good enough for publications in a top journal like the Journal of Marketing or the Journal of Consumer Research.

Use case III: Research ideas

4. Novelty–Typicality Frontier: When AI Art Is “Too Creative”

Core: Calibrate AI/human art along novelty and typicality using computational measures (e.g., CLIP-space distance) to test non-linear effects on liking and brand fit.

H1: In moderate novelty zones, AI = human on infusion benefits; at extreme novelty, AI > human on perceived originality but < human on authenticity → inverted-U for overall brand attitude.

Design: 5 experiments + behavioral choice; manipulate (novel vs. typical) × (AI vs. human label). Contribution: Unifies aesthetic preference theory with algorithm aversion/appreciation.

5. Moral Provenance & Data Ethics as Boundary Conditions

Core: Ethicality of the training/data provenance (consented artists vs. scraped/controversial datasets) moderates AI art infusion.

H1: Ethical provenance disclosure rescues AI art’s authenticity deficit; contested provenance triggers moral contagion → trust and brand warmth losses.

H2: Values-based brands (purpose/luxury) are more sensitive than functional brands.

Design: 4 experiments + incentive-compatible donation/WTP; manipulate provenance disclosures and brand values; measure moral outrage, trust, warmth. Contribution: Brings moral psychology into art infusion.

6. Negative Art, Safe Dissonance, and Psychological Distance

Core: Classic work showed art can be negative yet help brands. Does AI “de-humanize” negativity (making it less morally tainted) or amplify eeriness?

H1: For transgressive/negative art, AI labels increase psychological distance → reduce discomfort → maintain attention benefits without moral taint (vs. human).

Moderator: Construal level (abstract vs. concrete), brand risk posture.

Design: 4–5 experiments; outcomes: ad engagement, sharing, brand attitude, incidental avoidance. Contribution:

Please develop for idea number 5 a study-roadmap.

Study Package Overview (JM/JCR-ready)

Constructs: AI-art provenance ethics (consented/licensed vs. scraped/contested) → authenticity, trust, moral outrage, moral contamination → brand attitude, WTP, choice.

Key moderators: Brand value profile (purpose/luxury vs. functional), remedy type (artist compensation/program vs. legalese), consumer values (fairness concern, AI/art capital), culture (US vs. DE).

Core prediction: Ethical provenance rescues or amplifies AI art infusion via authenticity/trust; contested provenance triggers moral contagion & outrage that overwhelm classic art-infusion benefits—especially for value-driven brands.

H1–H4 (to preregister)

- **H1 (Main effect):** AI art with **ethical/consented provenance** increases brand authenticity, trust, and purchase outcomes vs. AI art with **contested/scraped provenance**; both outperform **no-art** baseline on attention/uniqueness, but only ethical AI sustains overall evaluations.
- **H2 (Moderator—brand values):** The negative effect of contested provenance is **stronger** for **purpose/luxury** brands than for **functional/value** brands.
- **H3 (Process):** Effects are mediated by **moral outrage** (↑ for contested), **perceived fairness to artists**, and **brand authenticity/trust** (↓ for contested). (Parallel/serial mediation.)
- **H4 (Remedies):** **Substantive remedies** (creator compensation + opt-in provenance + future commitments) attenuate backlash more than **formal/legalistic** disclaimers; remedy effectiveness is moderated by perceived sincerity (credibility).

Study 1 — Proof-of-Concept (2×2 lab experiment)

Design: 2 (Provenance: Ethical vs. Contested) × 2 (Brand profile: Purpose/Luxury vs. Functional). Between-subjects.

Stimuli: Identical packaging/ad with matched AI artwork (pretested for style/quality), differing only in a small disclosure panel:

- Ethical: “Artwork created with Model Z using **licensed, compensated artist contributions**; provenance available.”
- Contested: “Artwork created with Model Z trained on **web-scraped images without individual artist consent**.”

DVs & Process: Brand authenticity, trust, warmth/competence, moral outrage, perceived fairness to artists, overall attitude, WTP (BDM or slider with bonus), choice vs. non-art control (exploratory).

Sampling/Power: Power for small effects ($d \approx 0.25$). Target **n=300/cell** (total n=1,200) to withstand exclusions and support moderated mediation.

Analysis: 2×2 ANOVA; PROCESS (Model 7/8) moderated mediation with brand profile as moderator; report equivalence tests on visual features. ↓

Use case III: Research ideas

Yes, develop a text for the preregistration and visual stimuli for the experiment. Please use chocolate bars as the product category.

Preregistration (OSF-style)

Title

AI Art Provenance in Packaging: Ethical vs. Contested Training Data as a Boundary Condition for the Art-Infusion Effect (Chocolate Bar Category)

Authors

[Names & affiliations redacted for review]

Summary

We test whether **ethical AI-art provenance** (licensed, compensated datasets with content credentials) versus **contested provenance** (web-scraped, non-consensual datasets) changes brand outcomes in a packaging context. We also test moderation by **brand profile: purpose/luxury vs. functional/value** brand positioning.

Hypotheses (confirmatory)

- **H1 (Main effect):** Chocolate bars with **ethical AI-art provenance** on the pack will yield higher **brand authenticity, brand trust, attitude toward the brand, WTP, and choice** than identical packs with **contested AI-art provenance**.
- **H2 (Moderator):** The negative effect of contested provenance is **stronger** for **purpose/luxury** brands than for **functional/value** brands.
- **H3 (Process):** Effects are mediated by (a) **perceived fairness to artists and moral outrage** (higher for contested), and (b) **brand authenticity/trust** (lower for contested).

Design

Between-subjects 2 × 2 experiment:

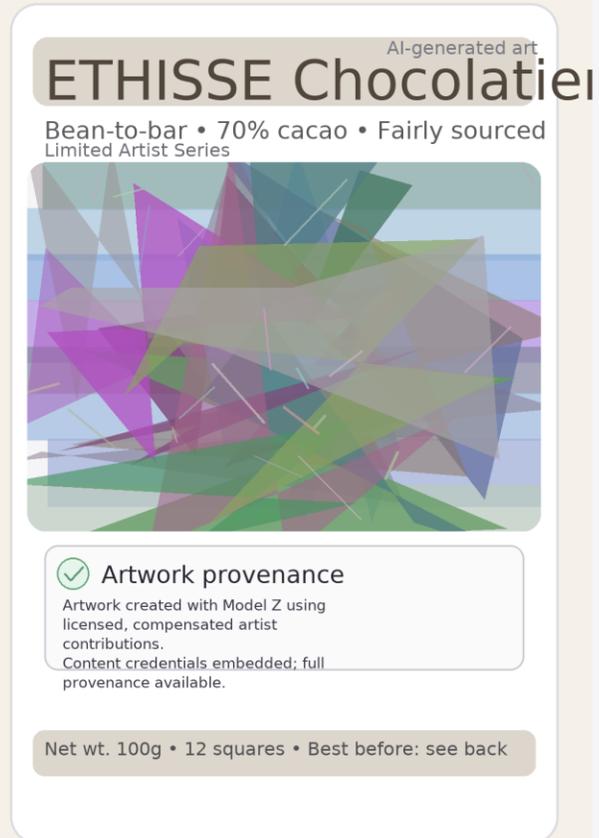
1. **Provenance:** Ethical vs. Contested (explicit, transparent on-pack disclosure panel)
2. **Brand profile:** Purpose/Luxury vs. Functional/Value (positioning cues on pack: brand name, tagline)

Product: Chocolate bars (100g) with identical **AI artwork** across all cells; only **disclosure and brand profile** vary.

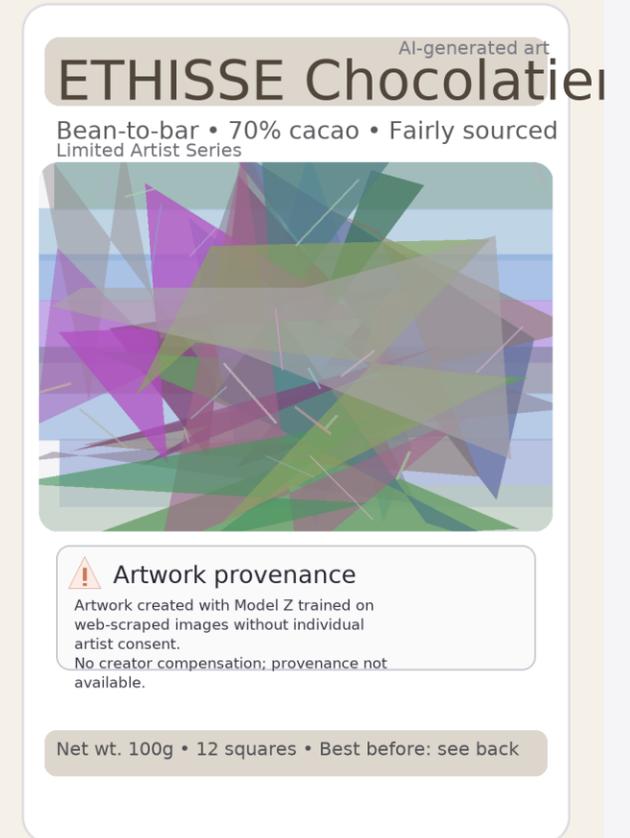
Stimuli & Manipulations

- **Base artwork:** Same abstract "AI-generated art" panel across all cells (pretested for equivalence).
- **Provenance panel (front-of-pack footer):**
 - **Ethical:** "Artwork created with Model Z using **licensed, compensated artist contributions**. Content credentials embedded; full provenance available."
 - **Contested:** "Artwork created with Model Z **trained on web-scraped images without individual artist consent**. No creator compensation; provenance not available."

Ethical AI × Purpose



Contested AI × Purpose



Use case IV: Hypotheses & model

Art Infusion in Brand Evaluation

What is the effect of art infusion on the evaluation of products, brands or advertisements?

Summary of top 8 papers

Copy

Research has consistently demonstrated the positive impact of art infusion on consumer evaluations of products, brands, and advertisements. The presence of visual art in marketing contexts can enhance luxury perceptions, brand image, and product evaluations (Hagtvedt & Patrick, 2008; Kim et al., 2012). This effect extends to various art forms, including classical and urban art (Baumgarth et al., 2020). The effect of art infusion on consumer evaluations of products, brands, and advertisements depends on factors such as the congruence between the art and the product, the pro-environmental impact of art infusion, and the strategy for marketing.

Research has consistently demonstrated the positive impact of art infusion on consumer evaluations of products, brands, and advertisements. The presence of visual art in marketing contexts can enhance luxury perceptions, brand image, and product evaluations (Hagtvedt & Patrick, 2008; Kim et al., 2012). This effect extends to various art forms, including classical and urban art (Baumgarth et al., 2020). The effect of art infusion on consumer evaluations of products, brands, and advertisements depends on factors such as the congruence between the art and the product, the pro-environmental impact of art infusion, and the strategy for marketing.

Sort: Most relevant	Filters	Export as	8	
<input type="checkbox"/>	Paper	Abstract summary	Methodology	Manage Columns
<input type="checkbox"/>	Art Infusion in Fashion Product: The influence of Visual Art on Product Evaluation and Purchase Intention of Consumers Kyulim Kim +2 2012 · 30 citations · DOI	Art infusion in fashion products enhances brand image and purchase intention.	<ul style="list-style-type: none">- Comparative analysis of fashion goods with and without visual art.- Evaluation of luxury perception, brand image fit, and product evaluation based on the presence of art.- Survey or experimental design involving participants' preferences for different product lines (art line, logo line, nonart line) and specific products (handkerchief, bag, cap).- Analysis of the relationship between positive product evaluation and purchase intention.	<p>Search or create a column</p> <p>Describe what kind of data you want to extract</p> <p>e.g. Limitations, Survival time</p> <p>CURRENT COLUMNS</p> <p>Methodology</p> <p>ADD COLUMNS</p> <ul style="list-style-type: none">+ Summary+ Main findings+ Intervention+ Outcome measured+ Limitations+ Intervention effects <p>Show more</p>
<input type="checkbox"/>	VISUAL ART AND REGULATORY FIT MESSAGES ON CONSUMER EVALUATIONS Danielle Mantovani +1 2016 · 11 citations · DOI	The presence of visual art can moderate the effect of regulatory fit and non-fit messages on consumer evaluations of advertisements.	<ul style="list-style-type: none">- Investigated the impact of visual art on advertisement evaluations in regulatory (non-) fit conditions.- Based on Regulatory focus theory (prevention vs. promotion).- Conducted three experiments to obtain results.- Compared the effects of visual art and non-art images on message persuasiveness.	
<input type="checkbox"/>	Art Infusion: The Influence of Visual Art on the Perception and Evaluation of Consumer Products H. Hagtvedt +1 2008 · 424 citations · DOI	The presence of visual art has a favorable influence on the evaluation of consumer products through a content-independent spillover of luxury perceptions.	<ul style="list-style-type: none">- Three studies conducted- Real-world and controlled environments- Variety of stimuli- Contexts: packaging, advertising, and product design	
<input type="checkbox"/>	From the classical art to the urban art infusion effect: The effect of street art and graffiti on the consumer evaluation of products C. Baumgarth +1 Creativity and Innovation Management 2020 · 15 citations · PDF · DOI	Urban art, like graffiti and street art, has a favorable influence on the evaluation of products, similar to the classical art infusion effect.	<ul style="list-style-type: none">- Two empirical studies: exploratory study and main laboratory experiment.- Exploratory study: 22 respondents evaluated seven images on a 7-point Likert scale.- Main study: Laboratory experiment with a 2x4 design (product category: beer, household detergent; art type: fine art, graffiti, street art, non-art).- Online survey with 255 respondents; 216 valid questionnaires analyzed.- Participants rated products on product evaluation, luxury perception, lifestyle perception, fit, and art perception.- Statistical analyses: t-tests, ANOVAs, structural equation modeling using ADANCO software.- Measurement model quality assessed using Cronbach's alpha, AVE, and discriminant validity measures.	

High accuracy

Use case IV: Hypotheses & model

1 papers Use full text

What concepts are the reasons or drivers of the art infusion effect?

- Found 44 papers
- Found 82 concepts in 44 papers
- Found 54 unique concepts
- Final answer

CSV

Concept	Source
Artist and artwork perceptions consumer attitudes and evaluations related to the artist and their creations that influence the art infusion effect.	"Overall, the results reveal that consumers use information about that artist's brand in the valuation of the artwork and have important practical implications for the management of the artist's human brand.", "The results revealed that artist authenticity affected attitude toward the artist, conceptualized as a human brand, which in turn influenced consumers' evaluation of the artist's work and their behavioral intentions." J. Moulard 2014
Social Influence The opinions and interpretations of others can significantly impact how individuals perceive art. Social discussions and shared experiences can enhance the art infusion effect by providing multiple perspectives and interpretations.	Language model
Aesthetic Experience and Responses the complex psychological processes involving emotions, evaluations, and pleasure derived from engaging with art, influencing cognitive integration and the art infusion effect.	"When looking at a painting in an art gallery or when examining an artistic photograph in a magazine, a psychological experience is created in the mind of the viewer.", "The appraisal idea illustrates the close relationship between cognition and emotion as part of the aesthetic experience." J. Mullennix 2015
Collaborative Interpretation Engaging in discussions with others about art can lead to collaborative interpretation, where multiple viewpoints are considered. This process can enrich understanding and	Language model
Repetition and Exposure Repeated exposure to certain artworks or themes can reinforce understanding and integration. Familiarity can lead to a deeper appreciation and infusion of the concepts over time.	Language model
Emotional Engagement the strong emotional responses elicited by art that enhance viewer connection and understanding, driving the art infusion effect.	"The study aims to fill the existing research gaps by examining three key aspects: sensory stimulation, multi-dimensional interactions, and engagement, which have been identified as significant contributors to profound emotional responses in interactive installation art.", "It addresses the problem of understanding emotional response and measurement in the context of interactive installation art under artificial intelligence (AI), emphasizing sustainability as a key factor." Xiaowei Chen & Zainuddin Ibrahim 2023
Contextual Influences Factors such as cultural and historical backgrounds that shape the perception and interpretation of art, enhancing the infusion of its concepts into the viewer's worldview.	Language model
Interdisciplinary Connections Art often intersects with various fields such as history, philosophy, and science. Recognizing these connections can enrich the viewer's understanding and promote the infusion of diverse concepts into their thinking.	Language model

Use Case V: Science Communication



Bridging the Relevance Gap: Aligning Stakeholders in the Future of Management Research
Ken Starkey, Paula Madan

How Individual Scholars Can Reduce the Rigor-Relevance Gap in Management Research
University of Kiel, Germany, E-Mail: wolf@bu.uni-kiel.de
University of Kiel, Germany, E-Mail: rosenberg@bu.uni-kiel.de



Article
Rigor and practical usefulness of research in strategic management
Paul Shrivastava



P. Rajan Varadarajan
Texas A&M University

RIGOR VS. RELEVANCE REVISITED: RESPONSE TO BENBASAT AND ZMUD

By: Thomas H. Davenport
Boston University
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Boston, MA 02215
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M. Lynne Markus
Peter F. Drucker School of
Management
Dartmouth University
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tally challenging core academic values around research rigor, publication outlets and audiences, and the perils of consulting. By contrast, we believe that far deeper changes in the research enterprise are required. Specifically, we challenge and expand on their arguments in several different respects, as summarized in Table 1.

Whom Should We Emulate?
IS research is no less relevant than that of other business disciplines. But this is no cause for pride. Since the Ford and Carnegie Foundation reports criticized business schools for lack of

Use Case V: Science Communication

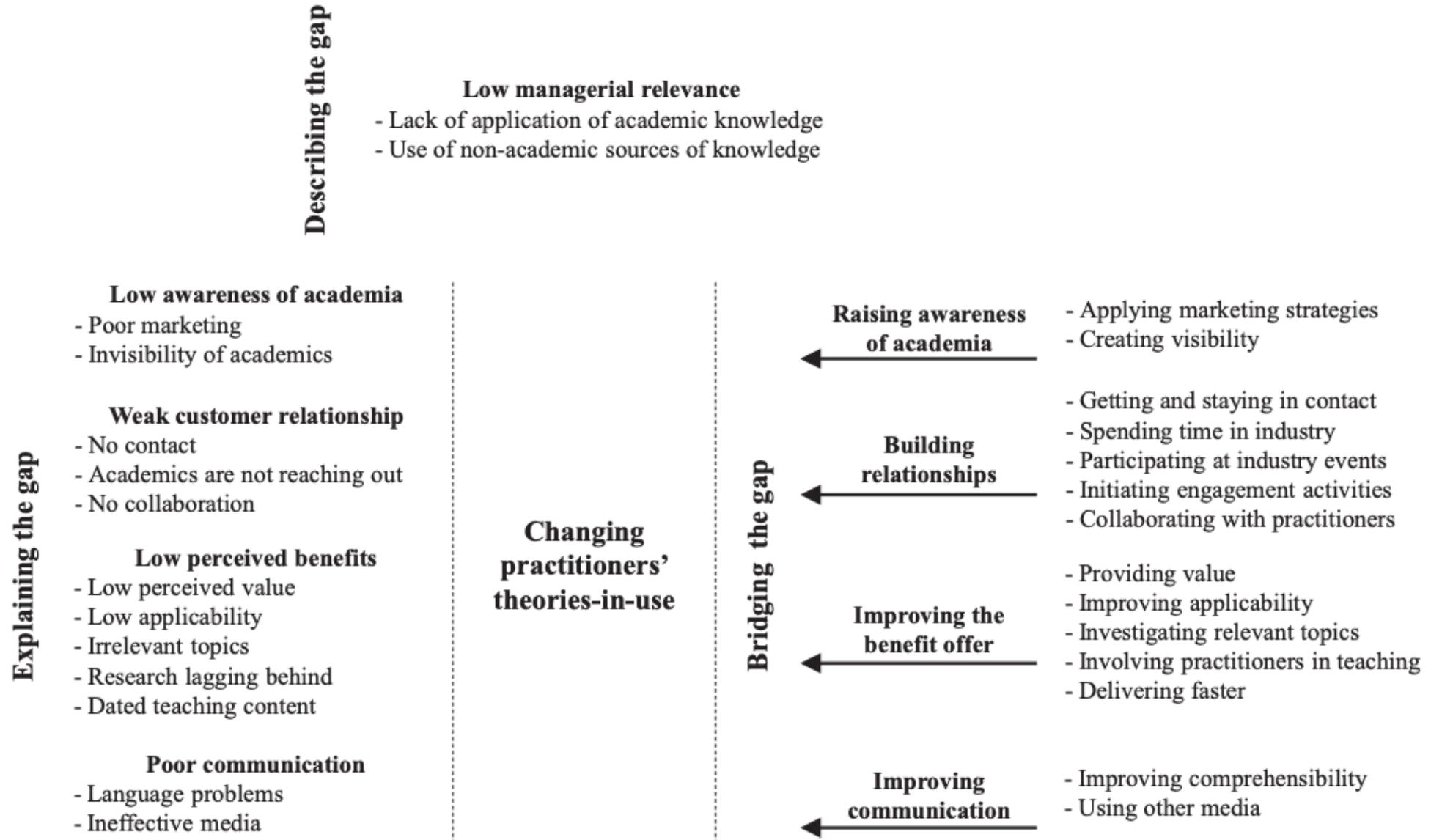
1. “Silent researcher“



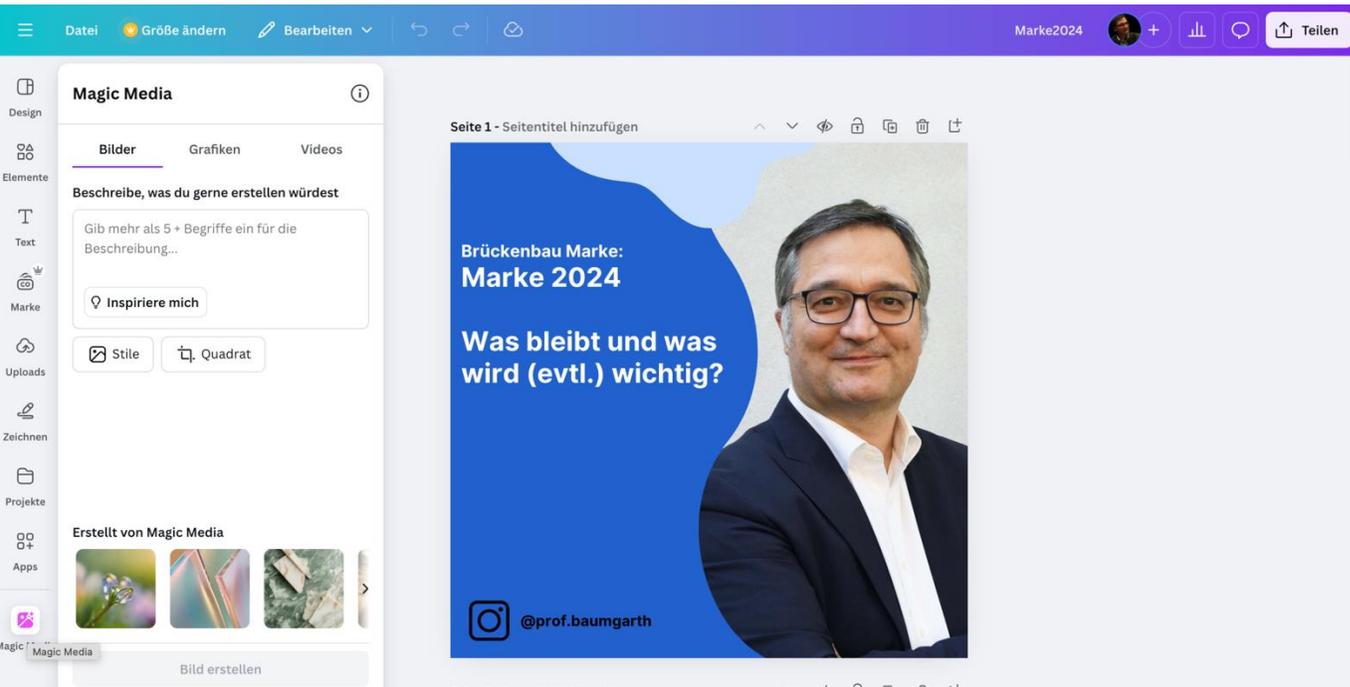
2. “Poser researcher“



Use Case V: Science Communication



Use Case V: Science Communication



(1) Augm. Markeninteraktion entsteht

- Mensch erweitert
- Use Case
- Co-Inte
- Mentale

(2) Substanzielle wieder wichtiger

- Purpose und Markenansatz
- "Harte" Nut
- Leistungsverhältnis, Haltbarkeit, Qualität, Performance oder nützliches Design werden wichtiger.

(3) Employer Branding wird die Bedeutung verlieren

- "Nachfragemacht" der (potenzielle) Arbeitnehmer:innen schwindet.
- "New Work" & Co. als Positionierungsmerkmale werden unwichtiger.
- Bezahlung und Jobsicherheit werden wichtiger.

(4) Remote Work wird die interne Markenführung verändern

- spätestens 2025 werden Unternehmen hybride Präsenzpflcht) vollständig ungeplante Remote-F
- interne Markenführung, Bedeutung gewinnen, Anteile die Markenwert Zugehörigkeitsgefühl
- Instrumente der internen müssen sich an die hybride anpassen.

(5) Markensterben in "Old Europe"

- Klassische Marke Marktentwicklung und/oder eklatante und der Markenführung
- Politische, Geopolitische Krisen in 2025 werden befeuern,
- Asiatische Märkte und Südkorea) werden gewinnen (Mobilfunk, Unterhaltung, Lif

(6) Ungewisse Zukunft "Made in Germany"

- Marke "Deutschland" Deutschland, Europa Strahlkraft und Stärke
- ODER
- (neue) Bundesregierung Zivilgesellschaften Haltung und professionelles (Schweiz) die Marke

(7) Nachhaltigkeit: Markenmanager: herausfordernd

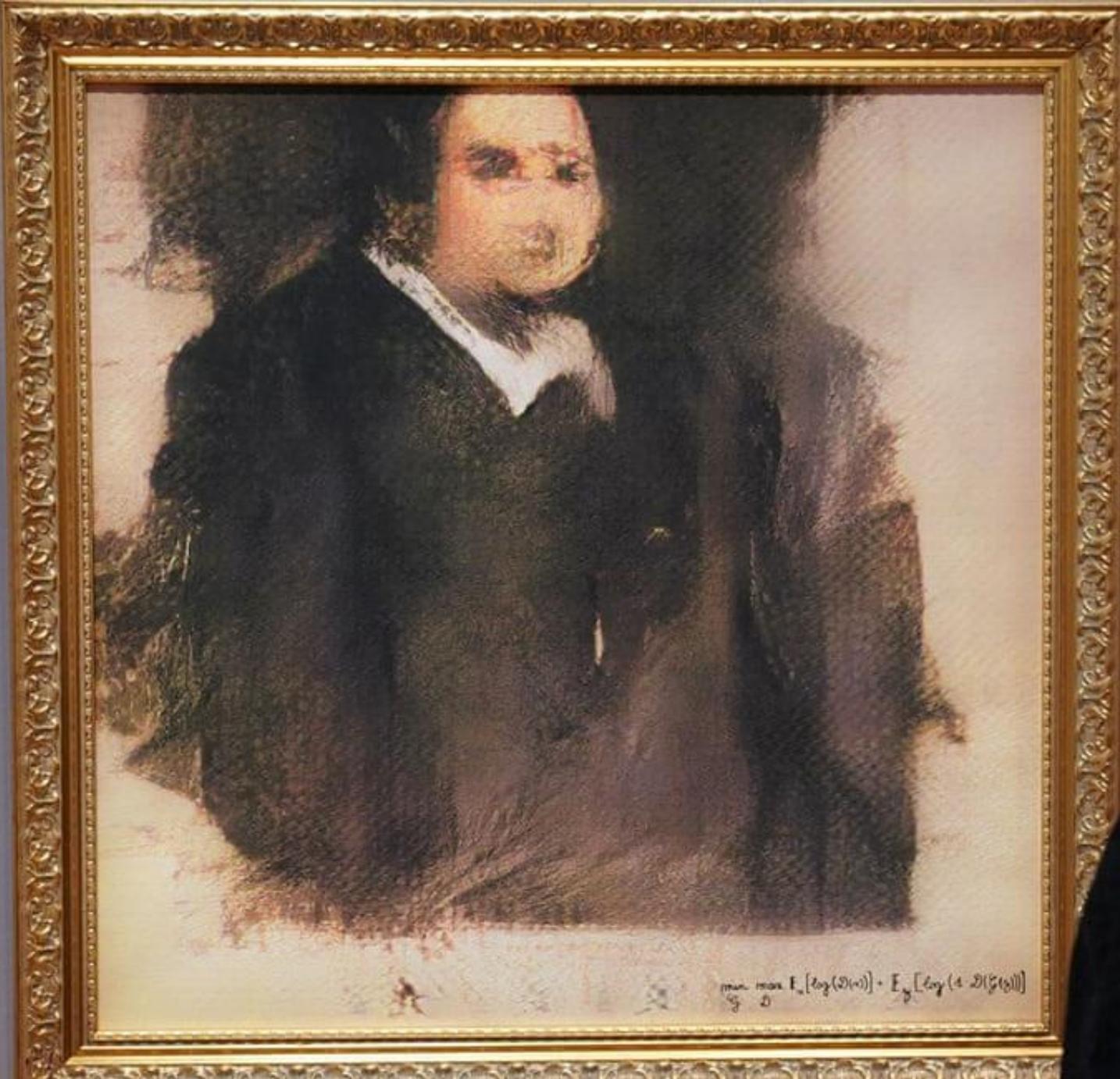
- kontinuierliche Veränderung rechtlichen Umfelds (z.B. EmpCo oder Green Claims neues Wissen und Anpraktivitäten)
- "Technische" Komplex Down- und Upstream wird immer anspruchsvoller Marketingverantwortlich und mehr verstehen)
- Nachhaltigkeitsmarke missbraucht werden, als Führungsprinzip anerkannt

Anforderungen 2025

1. Neue Skills und Kompetenzen aufbauen ("lebenslanges Lernen" & Mikrolernen ... nicht nur als Januar-Vorsatz),
2. Erst Themen wie KI & Nachhaltigkeit tiefer verstehen, dann reden und umsetzen ("Wir haben im Marketing genügend Bullshit-Expert:innen"),
3. Wissenschaft wahrnehmen und aktiv zusammenarbeiten.

Agenda

- Augmented Creativity: Human + AI
- Creativity in Brand Management
- Creativity in Research
- Creativity in the Arts
- Reflections



PARTITUR
Dur: 16:00 min.

mdw

Beethoven 10 – The AI Project IV

Adagio maestoso ($\text{♩} = 60$)

Komposition/Arrangement:
Beethoven AI, Walter Werzowa
Orchestrierung: Reinhard Summerer

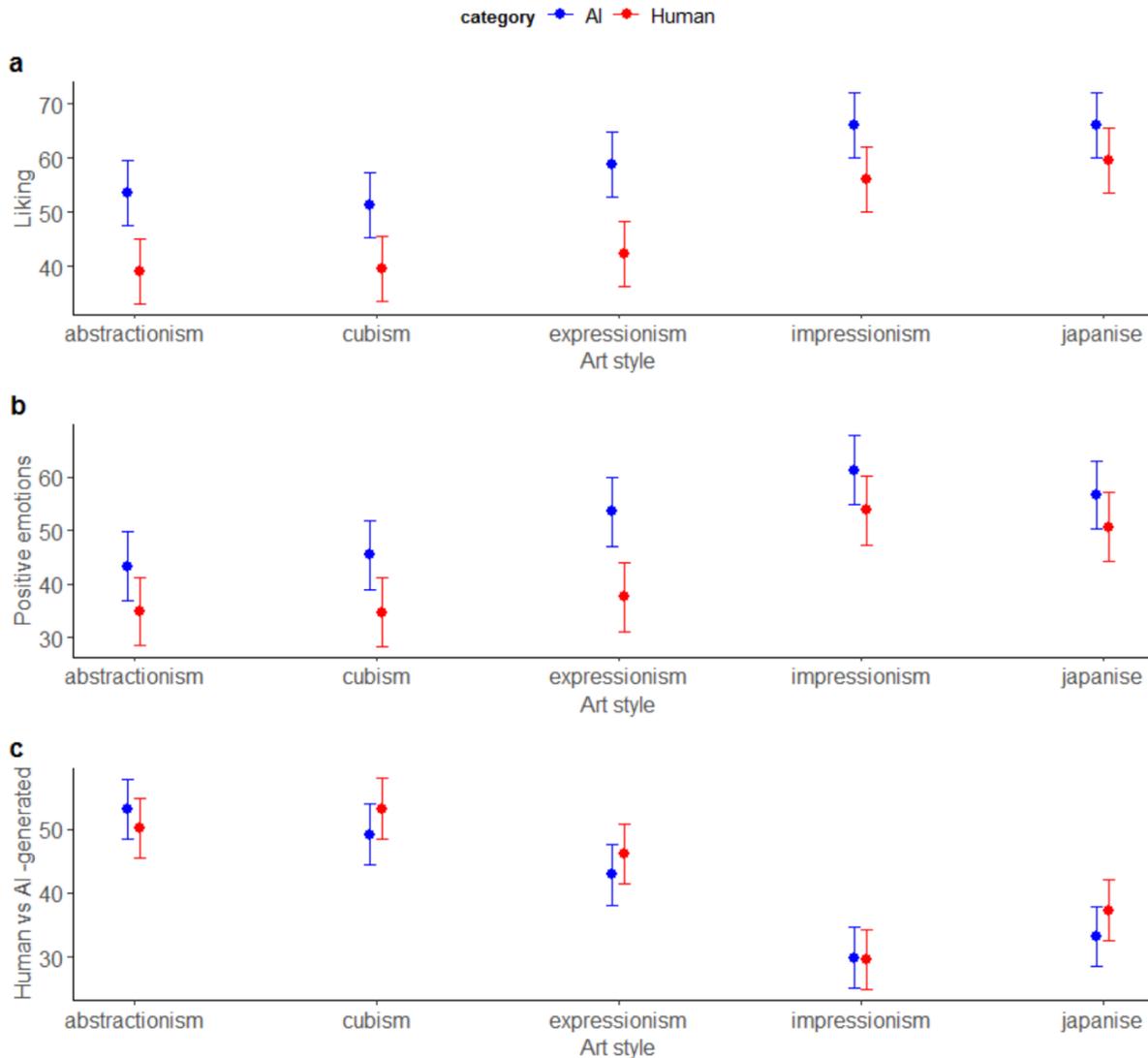
[1] 6 7 8 9 10 11 12 13

Musical score for Piccolo, Flöte (Flute), Oboe, and Klarinette (Bb) (Clarinet Bb). The score is written in treble clef with a key signature of one sharp (F#). The tempo is Adagio maestoso with a quarter note equal to 60 beats per minute. The score includes dynamic markings such as *sf* (sforzando) and *p* (piano). The Piccolo part is on a single staff. The Flöte part has two staves labeled 1 and 2. The Oboe part has two staves labeled 1 and 2. The Klarinette (Bb) part has two staves labeled 1 and 2. The score is numbered 1 through 13.

Science I: Identification and evaluation of AI-generated art

- n = 206 respondents (Prolific)
- 40 art pieces (20 x human, 20 x AI-generated by Midjourney v4)
- Five art styles: Expressionism, Impressionism, Cubism, Abstract, and Traditional Japanese art
- Measurements: 0 – 100 sliding bar (0: low/most likely made by human; 100: high/most likely made by AI)
- Integration of several personality variables (e.g., Big-Five, Empathy, Creative Self)

Science I: Identification and evaluation of AI-generated art



category — AI — Human

Science II: Booster of perceived human creativity by AI



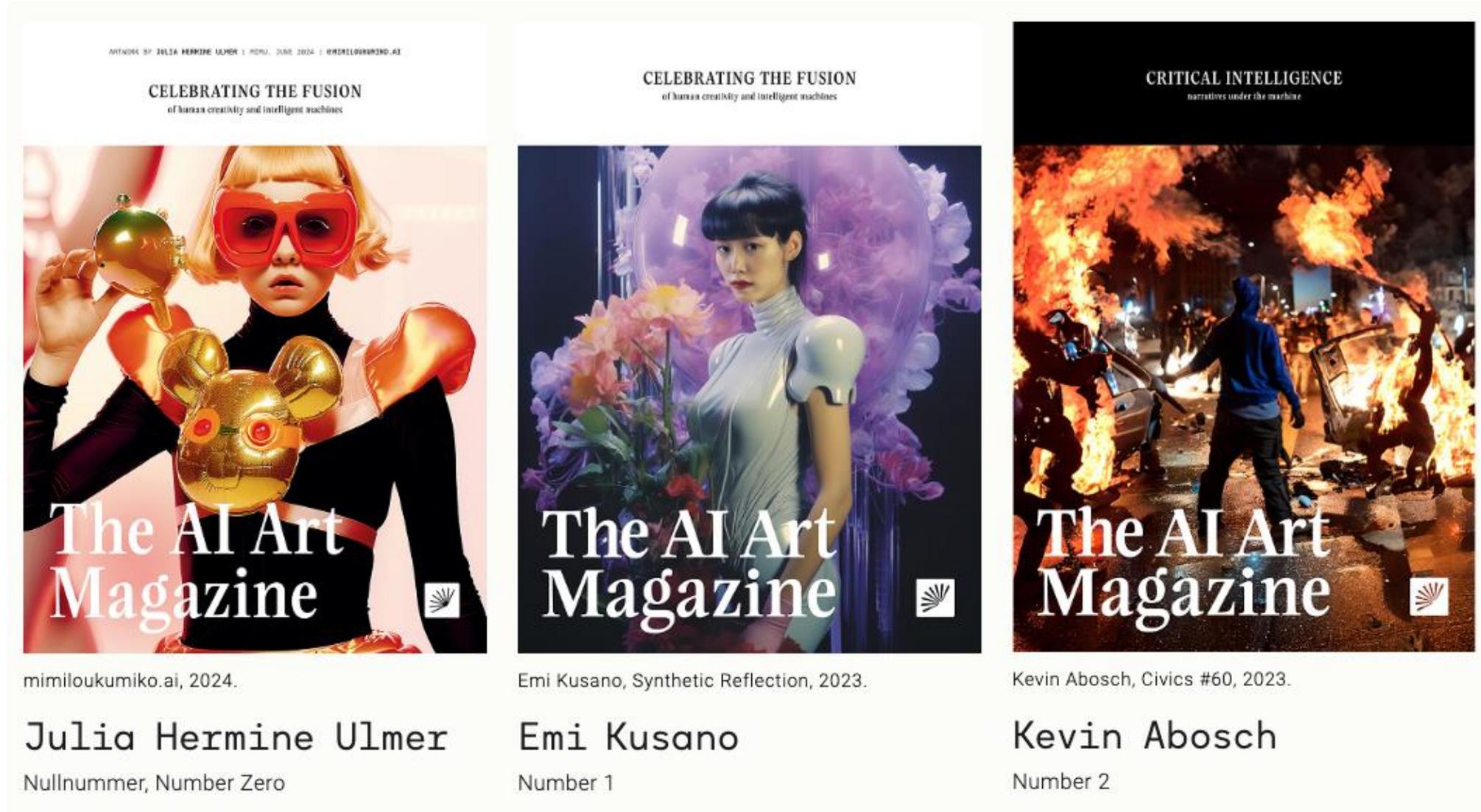
- N = 798 participants
- Two art pieces (one human and one AI-generated)
- Experiment: 1 group: both art pieces are labelled as human, 2 group: first painting is labelled as AI, the second as human; 3 group: first painting is labelled as human, the second as AI
- Dependent variables: creativity (multi-item scale), estimated value, estimated time to produce the art piece

Science II: Booster of perceived human creativity by AI

	Control group	Experimental groups	
First painting	Human label	AI-anchor	Human-anchor
Second painting	Human label	Human label	AI label
Creative	4.62	4.85*	4.24**
Monetary value	148.35	152.99	111.74***
Estimated time to produce	36.02	32.60	18.29***
*p < 0.05, **p < 0.01, ***p < 0.001.			

Source: Horton et al. (2023).

Use Case VI: AI Art magazine



Agenda

- Augmented Creativity: Human + AI
- Creativity in Brand Management
- Creativity in Research
- Creativity in the Arts
- Reflections



1

Transparency dilemma,
algorithm aversion, and
blurring boundaries

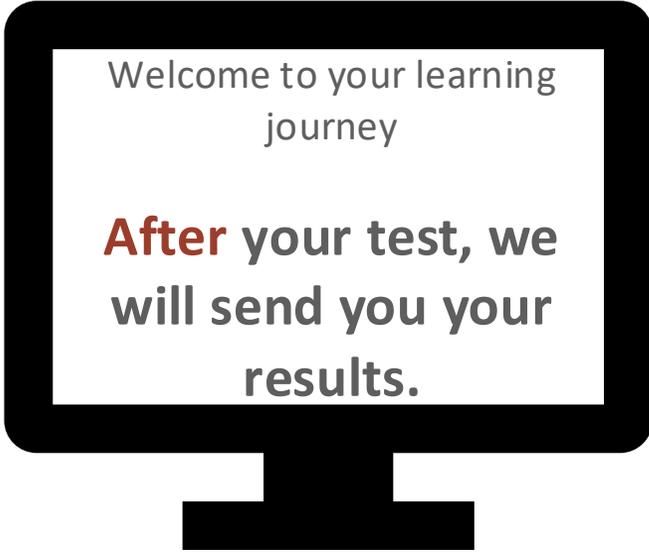
AI Transparency Dilemma



Trust in teacher
2.48



Trust in teacher
2.87



Trust in teacher
2.96

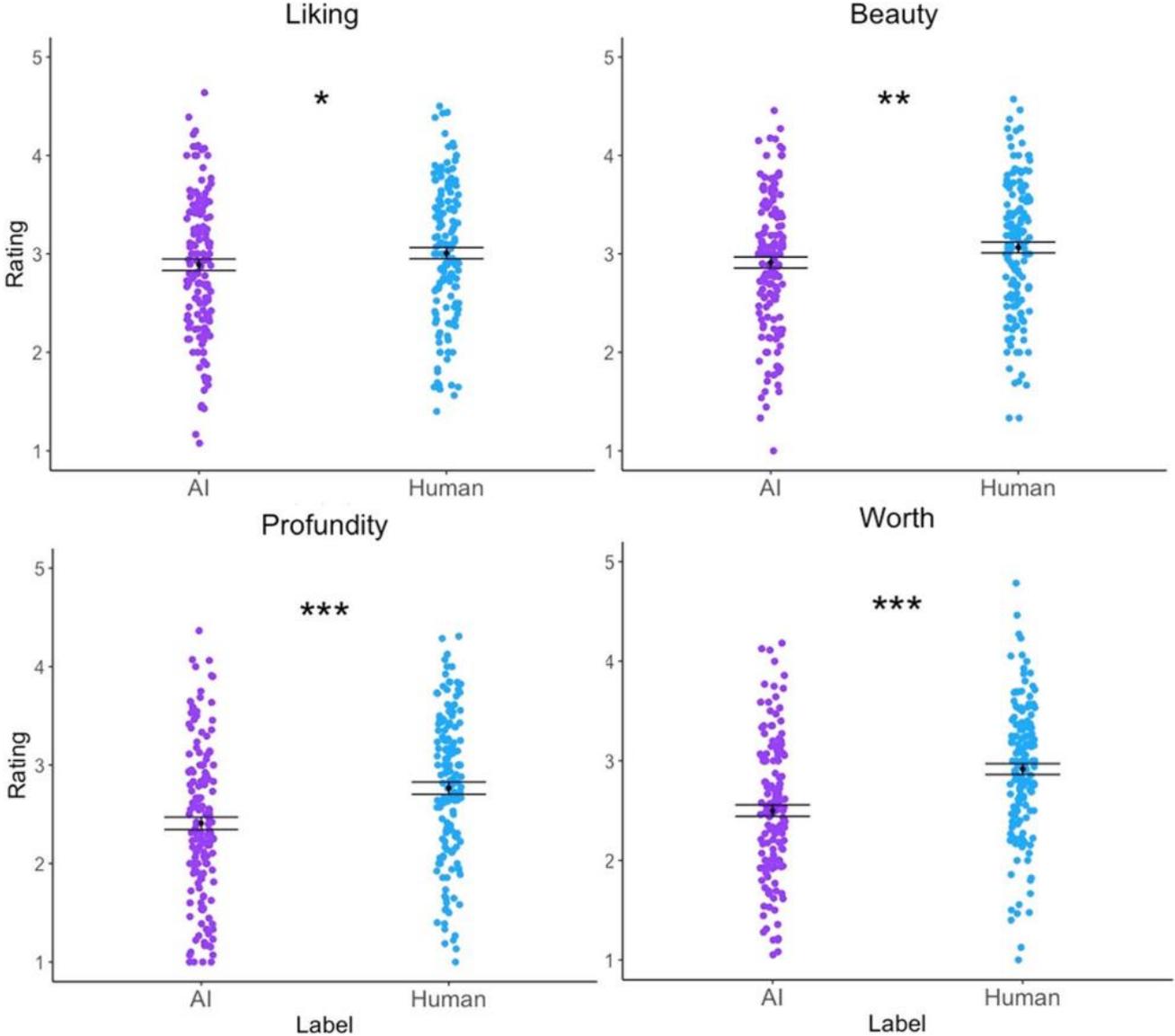
n = 195 students

Algorithm aversion in artworks



- 30 artworks from the platform *Artbreeder*
- 150 clickworker (*Amazon MTurks*)
- Two labels: human or AI-created
- Evaluation criteria: Liking, Beauty, Profundity, and Worth

Algorithm aversion in artworks



Source : Bellaïche et al. (2023).

AI or human? – F L A M I N G O N E by Miles Astray (2022)

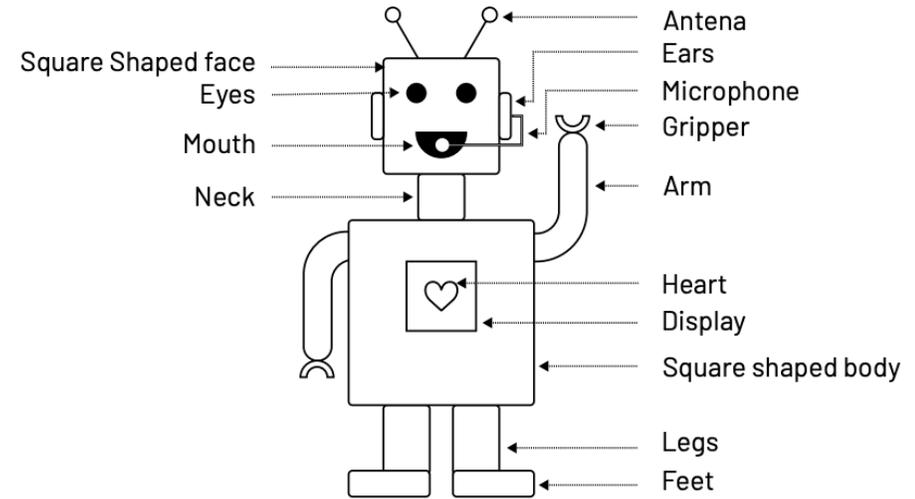


2

Design Fixation and “more of the same”

Design fixation

“Your task is to design a character we plan to use as an avatar for a chatbot. This chatbot is kind, loving, caring, and intelligent. It can assist you in solving your problems and is always there for you to talk to whenever you need to. So, imagine that you are conversing with this chatbot in real life and then come up with as many sketches as possible. Remember, you can annotate the sketch if you need to explain more about your design. And please always number each sketch you draw in the order you come up with them.”



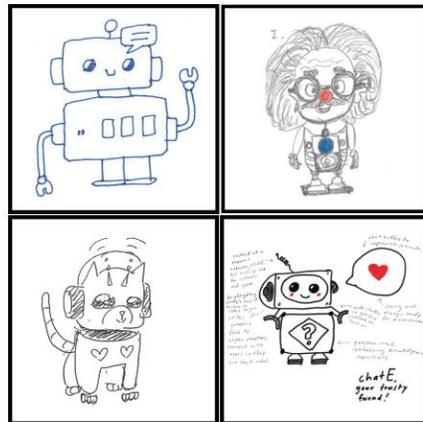
- n = 60 students
- 3 groups: no support, Google image search, AI (*Midjourney*)
- Calculation of the Design Fixation Score (DFS) (similarity between the sketches and the presented example on a feature basis)

Design fixation

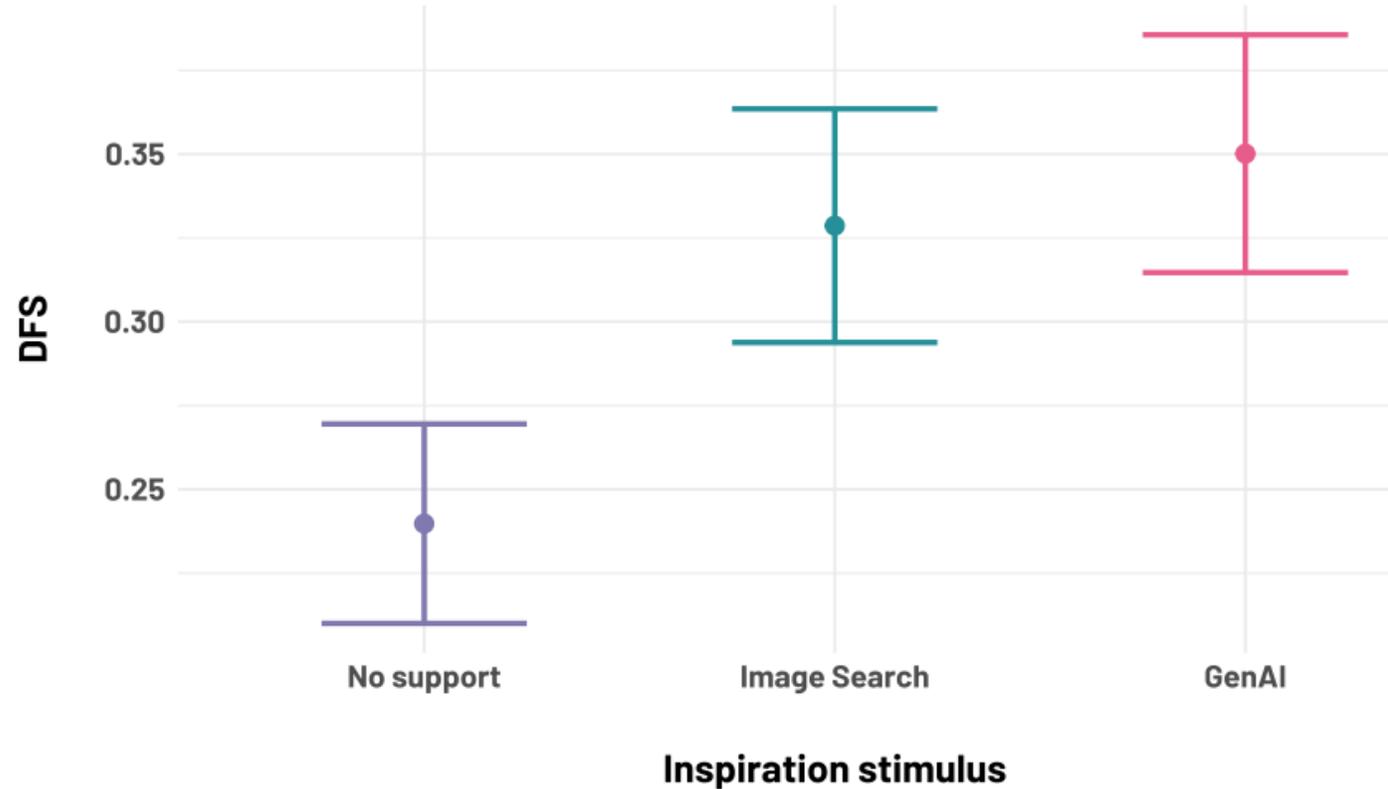


(A) No Support

(B) Image search



(C) GenAI





Algorithmic Bias

Please create an advertisement for the new craft beer brand Sip Soho. Show a beer drinker in an expensive bar.



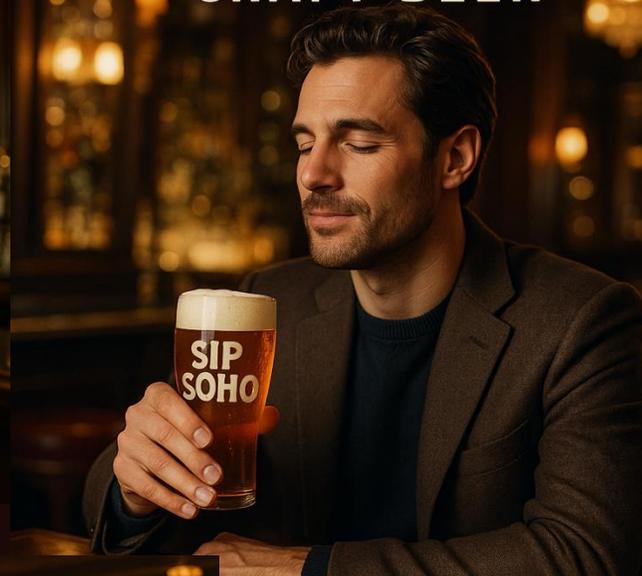
SIP SOHO
CRAFT BEER

NEW CRAFT BEER

NEW CRAFT BEER
SIP SOHO

SIP SOHO
CRAFT BEER

SIP SOHO



SIP SOHO
CRAFT BEER

SIP SOHO

NEW CRAFT BEER

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SIP SOHO

SIP SOHO
NEW CRAFT BEER

NEW CRAFT BEER



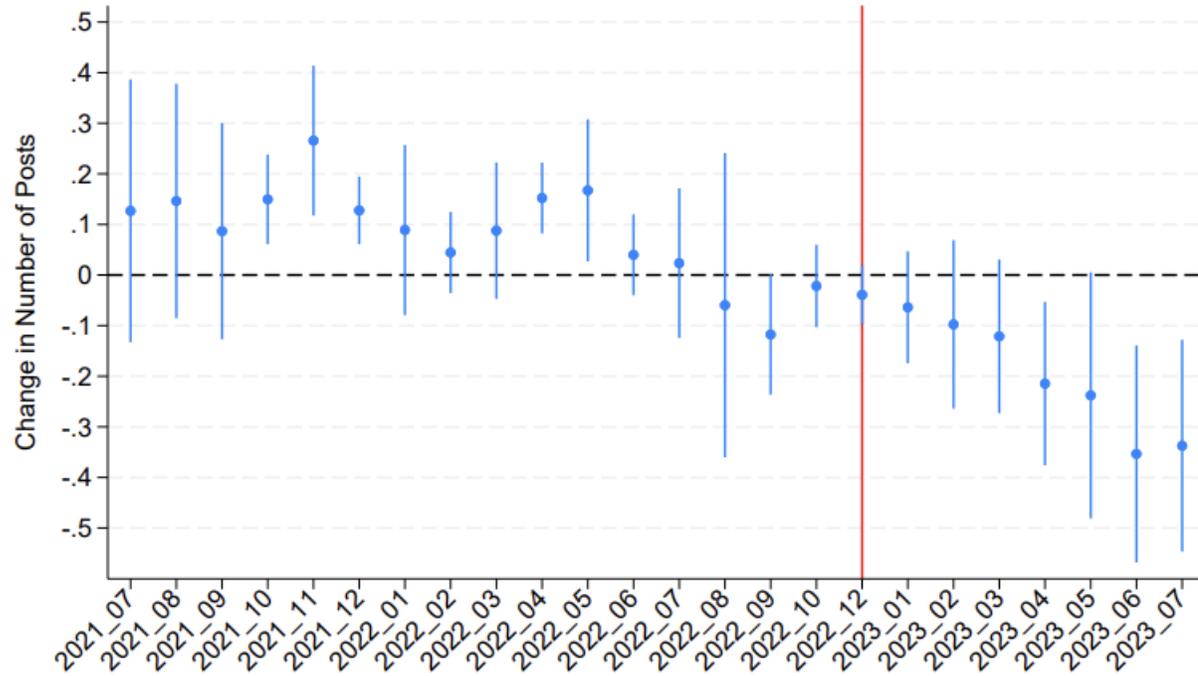
NEW CRAFT BEER

SIP SOHO

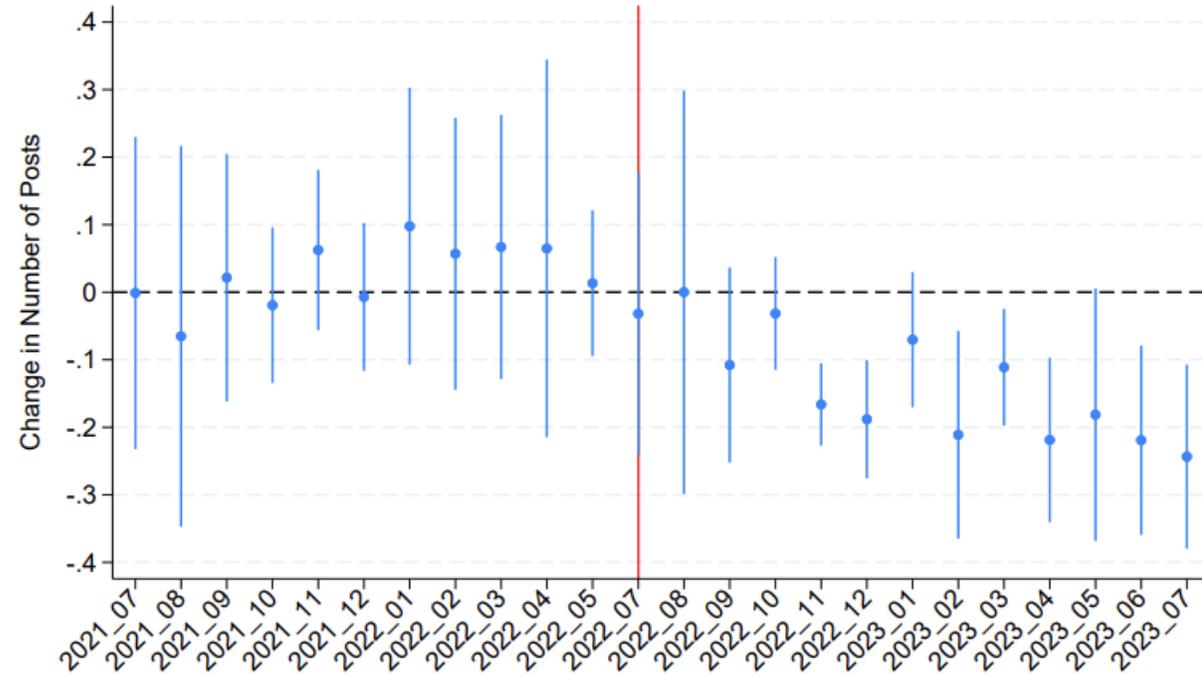
4

Loss of creative jobs

Impact of GenAI on Online Freelancing Platforms



(a) ChatGPT



(b) Image-generating AI

5

Intellectual property and legal concerns

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Making creative



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NEXT GEN INVESTING

Billie Eilish, Nicki Minaj, Jon Bon Jovi and over 200 artists call for protections against "predatory use of AI"

Published Fri, Apr 5 2024 • 2:35 PM EDT

Art & Tech

Amaoko Bofo Is Among Thousands of Artists Condemning the 'Unjust' Use of Their Work to Train A.I.

Joel Shapiro, Amoako Bofo, and Lynn Goldsmith are among the thousands of creatives voicing their concerns in an open letter.



TECH

Anthropic agrees to pay \$1.5 billion to settle authors' copyright lawsuit

PUBLISHED FRI, SEP 5 2025-4:00 PM EDT | UPDATED FRI, SEP 5 2025-6:06 PM EDT

Ashley Capoot @JIN/ASHLEY-CAPOOT

SHARE f X in

KEY POINTS

- Anthropic has agreed to pay at least \$1.5 billion to settle a class action lawsuit with a group of authors, according to a filing.
- The authors claimed the artificial intelligence startup had illegally accessed their books.
- If Anthropic's settlement is approved, it will be the largest publicly reported copyright recovery in history, the filing said.

ADVERTISEMENT



Staying ahead in the AI era

How does Compass Datacenters deliver faster, more resilient data centers? Discover how our partnership is driving real-world impact in our latest story. Explore innovation through AI-powered Condition-Based Maintenance now.



AI as a creativity tool

AI as a creative tool, not an Agentic AI creativity

AI as Tool Condition

Thousands of people from all over the world upload images to crowdimage.net, a image-hosting website. These people know that artists will look at and use their images to make art.

Timmy is a technologist who creates an image manipulation software for people to use to make art. **The software is called ImageBrush.** The software is a tool that humans use to make art. The artist plans and envisions the artwork, and the software executes simple commands based on what the artist tells it to do.

Alice is an artist who uses ImageBrush to create particular kinds of images. Alice takes an existing image of a scene from the news (such as a beach or a forest) and adds a ghost to it using ImageBrush. This is how Alice decides to make the ghost: she goes to crowdimage.net and takes at all the images of people that have been uploaded to the platform. Then, She creates a composite of the people using ImageBrush. This makes a ghost-like figure, which Alice then puts into the scene.

Casey is a curator who is Alice's collaborator. Casey goes through many of the images that Alice created and selects the following artwork because Casey really likes it. Casey then brings it to an art auction, where it ends up being sold.

AI as Agent Condition

Thousands of people from all over the world upload images to crowdimage.net, a image-hosting website. These people know that artists will look at and use their images to make art.

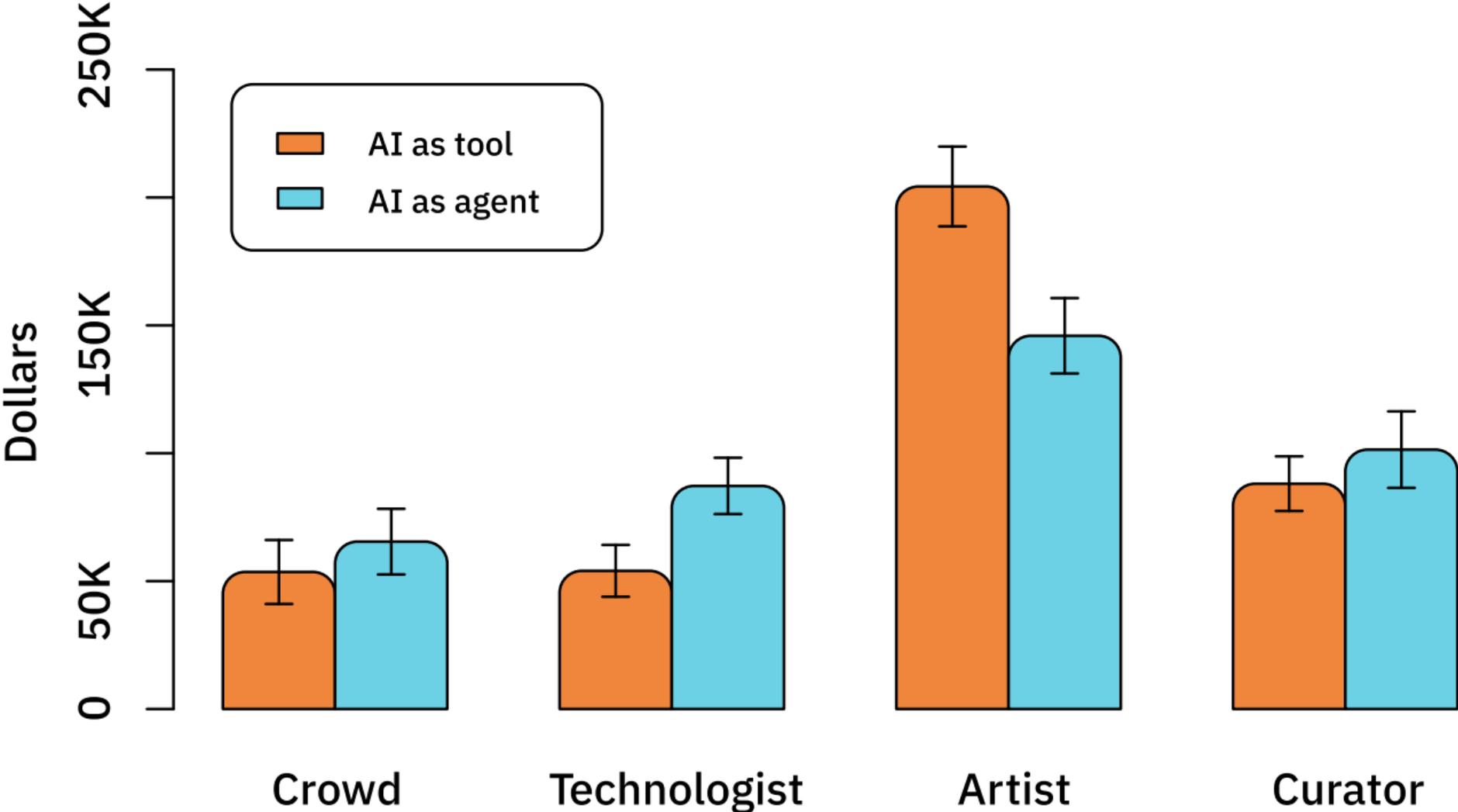
Timmy is a technologist who creates an image manipulation software for people to use to make art. **The software is called SARA.** SARA is a deep neural network that creatively plans and envisions new artworks, with minor help from an artist collaborator.

Alice is an artist who collaborates with SARA to create particular kinds of images. SARA takes an existing image of a scene from the news (such as a beach or a forest) and adds a ghost to it. This is how SARA decides to make the ghost: it goes to crowdimage.net and takes at all the images of people that have been uploaded to the platform. Then, it creates a composite of the people. This makes a ghost-like figure, which SARA then puts into the scene.

Casey is a curator who is SARA's collaborator. Casey goes through many of the images that SARA created and selects the following artwork because Casey really likes it. Casey then brings it to an art auction, where it ends up being sold.

- Experimental setting
- n = 320
- Responsibility for the artwork: five roles
- Allocation of 400.000 \$

AI as a creative tool, not an Agentic AI creativity



Source : Epstein et al. (2020).



Expansion of creative boundaries



3

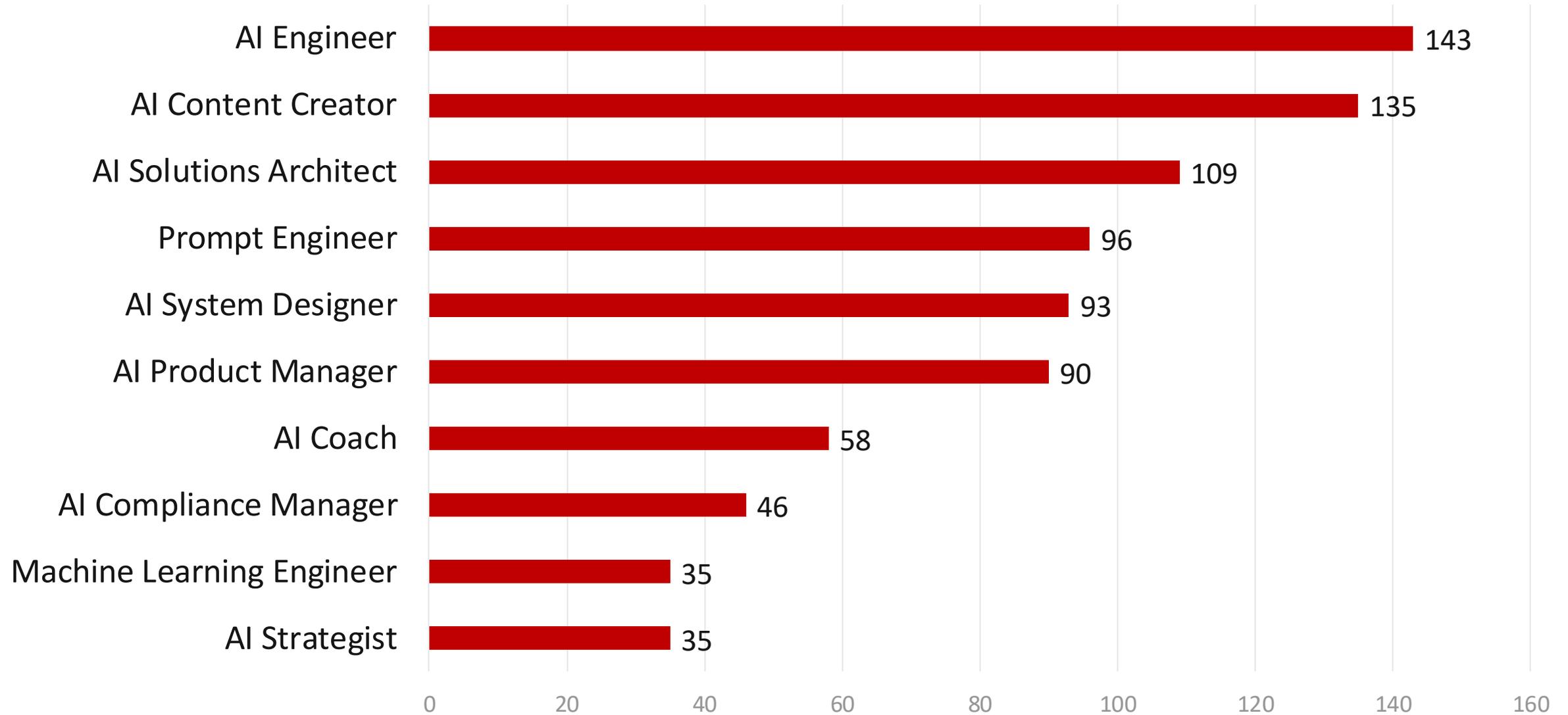
Democratization of creativity





Emergence of new jobs

Fastest growing AI job titles (top 10)



Thank you!

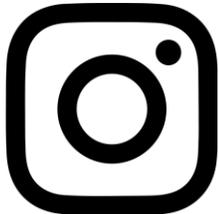


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Instagram: [@prof.baumgarth/](https://www.instagram.com/prof.baumgarth/)





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Appendix: Word lists for the DAT

ChatGPT 5	ChatGPT 4o	Chat GPT 03	Chat GPT 04mini	Gemini 2.5 Flash	Claude Sonet 4	Baumgarth
Mountain	Volcano	Quasar	Fractal	Quantum	Crystalline	Trumpet
Justice	Justice	Fjord	Gallop	Ephemeral	Melancholy	Freedom
Banana	Banana	Photosynthesis	Nebula	Zealot	Seventeen	Dice
Whisper	Quantum	Serendipity	Oxymoron	Cacophony	Thunderclap	Profit
Algorithm	Melody	Gargantuan	Pachyderm	Quagmire	Devour	Wine
Dream	Ink	Silence	Quiver	Sonder	Microscopic	Clock
Brick	Despair	Cryptocurrency	Serendipity	Sanguine	Democracy	Grass
Galaxy	Algorithm	Onomatopoeia	Turbine	Xenolith	Fragrance	Nail
Perfume	Cactus	Xylophone	Vermillion	Jubilant	Velocity	Camera
Chaos	Crown	Zigzag	Waltz	Axiom	Whisper	Carpet

