

Jens Seiffert-Brockmann's Key Publications

2019	Seiffert-Brockmann, J., Ruppel, C., & Einwiller, S. (2019). Gives you wings or not? Exploring the impact of viewers' responsibility attribution and surprise on their attitude, identification and trust. <i>Corporate Communications: An International Journal</i> . Advance online publication. https://doi.org/10.1108/CCIJ-07-2019-0087
2019	Thummes, K., & Seiffert-Brockmann, J. (2019). Smart, friendly, biased liars? Exploring motivated reasoning and ethical decision-making in public relations. <i>Journal of Communication Management</i> , 23(4), 412–426. https://doi.org/10.1108/JCOM-01-2019-0010
2018	Seiffert-Brockmann, J. (2018). Evolutionary Psychology: A Framework for Strategic Communication Research. <i>International Journal of Strategic Communication</i> , 12(4), 417–432. https://doi.org/10.1080/1553118X.2018.1490291
2018	Seiffert-Brockmann, J., Weitzl, W., & Henriks, M. (2018). Stakeholder engagement through gamification: Effects of user motivation on psychological and behavioral stakeholder reactions. <i>Journal of Communication Management</i> , 22(1), 67–78. https://doi.org/10.1108/JCOM-12-2016-0096
2018	Seiffert-Brockmann, J., Diehl, T., & Dobusch, L. (2018). Memes as games: The evolution of a digital discourse online: The evolution of a digital discourse online. <i>New Media & Society</i> , 20(8), 2862–2879. https://doi.org/10.1177/1461444817735334
2017	Seiffert-Brockmann, J., & Thummes, K. (2017). Self-deception in public relations. A psychological and sociological approach to the challenge of conflicting expectations. <i>Public Relations Review</i> , 43(1), 133–144. https://doi.org/10.1016/j.pubrev.2016.12.006
2015	Seiffert, J., & Nothhaft, H. (2015). The missing media: The procedural rhetoric of computer games. <i>Public Relations Review</i> , 41(2), 254–263. https://doi.org/10.1016/j.pubrev.2014.11.011
2015	Seiffert-Brockmann, J. (2015). <i>Vertrauen in der Mediengesellschaft: Eine theoretische und empirische Analyse</i> (Online-Ausg). EBL-Schweitzer. Springer Fachmedien Wiesbaden.
2011	Seiffert, J., Bentele, G., & Mende, L. (2011). An explorative study on discrepancies in communication and action of German companies. <i>Journal of Communication Management</i> , 15(4), 349–367. https://doi.org/10.1108/13632541111183389