

## PROF. DR. ULRICH LICHTENTHALER

### Publikationen

#### Artikel

LICHTENTHALER, U. (2020). A Conceptual Framework for Combining Agile and Structured Innovation Processes. *Research- Technology Management*, 63 (5), 42-48.

LICHTENTHALER, U. (2020). Agile innovation: the complementarity of design thinking and lean startup. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, 11 (1), 157-167.

LICHTENTHALER, U. (2020). Building Blocks of Successful Digital Transformation: Complementing Technology and Market Issues. *International Journal of Innovation and Technology Management*, 17 (1), 1-14.

LICHTENTHALER, U. (2020). Five Maturity Levels of Managing AI: From Isolated Ignorance to Integrated Intelligence. *Journal of Innovation Management*, 8 (1), 39-50.

LICHTENTHALER, U. (2019). An intelligence-based view of firm performance: Profiting from artificial intelligence. *Journal of Innovation Management*, 7 (1), 7-20. doi:10.24840/2183-0606\_007.001\_0002.

LICHTENTHALER, U. (2018). Business Model Innovation Towards Services: Insights From Dubai's Economic Development. *Journal of Creativity and Business Innovation*, 4, 28-41.

LICHTENTHALER, U. (2018). Substitute or synthesis? The interplay between human and artificial intelligence. *Research- Technology Management*, 61 (5), 12-14. doi:10.1080/08956308.2018.1495962.

LICHTENTHALER, U. (2018). The world's most innovative companies: a meta-ranking. *Journal of Strategy and Management*, 11 (4), 497-511.

LICHTENTHALER, U. (2017). Shared Value Innovation: Linking Competitiveness and Societal Goals in the Context of Digital Transformation. *International Journal of Innovation and Technology Management*, 14 (4), 1-14. doi:https://doi.org/10.1142/S0219877017500183.

#### Monografien

LICHTENTHALER, U. (2020). *Integrated Intelligence: Combining Human and Artificial Intelligence for Competitive Advantage* (1 ed.). Frankfurt am Main: Campus.

LICHTENTHALER, U. (2020). *Integrierte Intelligenz: Wettbewerbsvorteile erzielen durch die Kombination menschlicher und künstlicher Intelligenz* (1 ed.). Frankfurt am Main: Campus.

#### Buchbeiträge & Kapitel

LICHTENTHALER, U. (2021). Integrierte Intelligenz: Neue Möglichkeiten im Marketing an der Schnittstelle menschlicher und künstlicher Intelligenz (1 ed.). In Terstiege, M. (Eds.), *KI in Marketing & Sales – Erfolgsmodelle aus Forschung und Praxis* (pp. tbd). Springer.