

## PROF. DR. ULRICH LICHTENTHALER

### Publikationen

#### Artikel

- LICHTENTHALER, U. (2023). Sustainability skills and sustainable natives. Key competencies and maturity model for sustainability management. *Journal of Innovation Management*, 11 (3), 95-113. doi:10.24840/2183-0606\_011.003\_0005.
- LICHTENTHALER, U. (2023). Why being sustainable is not enough. Embracing a net positive impact. *Journal of Business Strategy*, 44 (1), 13-20. doi:10.1108/JBS-09-2021-0153.
- LICHTENTHALER, U. (2022). Data management efficiency: Major opportunities for shared value innovation. *Management Research Review*, 45 (2), 156-172. doi:10.1108/MRR-10-2020-0639.
- LICHTENTHALER, U. (2022). Explicating a sustainability-based view of sustainable competitive advantage. *Journal of Strategy and Management*, 15 (1), 76-95. doi:10.1108/JSMA-06-2021-0126.
- LICHTENTHALER, U. (2022). Mixing data analytics with intuition: Liverpool Football Club scores with integrated intelligence. *Journal of Business Strategy*, 43 (1), 10-16.
- LICHTENTHALER, U. (2021). A conceptual framework for innovation and new business opportunities in the post-pandemic period. *Journal of Creativity and Business Innovation*, 7 (1), 74-89.
- LICHTENTHALER, U. (2021). Digitainability: The Combined Effects of the Megatrends Digitalization and Sustainability. *Journal of Innovation Management*, 9 (2), 64-80.
- LICHTENTHALER, U. (2021). Profiting From Digital Transformation?: Combining Data Management and Artificial Intelligence. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, 12 (5), 68-79.
- 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. (2019). Extremes of acceptance. Employee attitudes toward artificial intelligence. *Journal of Business Strategy*, 41 (5), 39-45. doi:10.1108/JBS-12-2018-0204.
- LICHTENTHALER, U. (2018). Beyond artificial intelligence. Why companies need to go the extra step. *Journal of Business Strategy*, 41 (1), 19-26. doi:10.1108/JBS-05-2018-0086.
- 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.

### 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. (2023). Interview ‚Die Gen Z als Digital und Sustainable Natives‘ (1 ed.). In Terstiege, M. (Eds.), *Die DNA der Generation Z: Der direkte Weg in ihr Mindset* (pp. 191-194). Freiburg im Breisgau: Haufe.

LICHTENTHALER, U. (2022). Marketing-Automation und -Augmentation. Besseres Marketing mit Integrierter Intelligenz? (1. ed.). In Terstiege, M.; Cinar, M.; Hehemann, J. (Eds.), *Marketing-Automation – Erfolgsmodelle aus Forschung und Praxis* (pp. 217-229). Wiesbaden: Springer Gabler.

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. Konzepte und Instrumente zum erfolgreichen Einsatz künstlicher Intelligenz* (pp. 97-109). Wiesbaden: Springer Gabler.

### Herausgeberschaften

LICHTENTHALER, U., FRONAPFEL, F. (2022). *Sustainability als Wettbewerbsvorteil. Wie Unternehmen von Nachhaltigkeit und Innovation profitieren* (1. ed.). Freiburg im Breisgau: Haufe.

LICHTENTHALER, U. (2021). *Künstliche Intelligenz erfolgreich umsetzen: Praxisbeispiele für integrierte Intelligenz* (1 ed.). Wiesbaden: Springer Gabler.