

**AT&T Distinguished Speaker Series**

**“Toward a Better Understanding of AI Innovations: Evidence  
from U.S. Patents”**



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**Zoom Link:**

<https://utsa.zoom.us/j/98687570184>

**Abstract**

We study the technological nature of artificial intelligence (AI) innovations. Although AI has become a key driver in many modern businesses and technological innovations, there is very limited research into how firms should manage their AI innovations. Through an inductive and exploratory study of U.S. patents, we examine the comparative radicalness and process-orientation between AI and other IT innovations. We find robust evidence

that AI innovations are less radical and more process-oriented than other similar IT innovations. We describe the implications of our empirical discoveries and provide “first suggestions” related to the management and organizing logic of AI innovation.

**Bio**

Likoebe M. Maruping is Professor of Computer Information Systems and a member of the Center for Digital Innovation (CDI) in the J. Mack Robinson College of Business at Georgia State University. He teaches an MBA course on digital platform business models. His research is primarily focused on collaboration and innovation in small- and large-scale collectives such as teams, communities, and crowds. His interests in this area pertain to the enabling role of digital collaboration platforms, the mechanisms underlying the collaboration process, and the leadership and governance of collaborative efforts in organizational and open environments. His research on these phenomena has been published in premier information systems, organizational behavior, and psychology journals. Likoebe currently serves as a Senior Editor for *MIS Quarterly* and has previously served as an Associate Editor for *Information Systems Research* and *MIS Quarterly* and as a Senior Editor for *Journal of the Association for Information Systems*. He is a recipient of the *MIS Quarterly* “Reviewer of the Year” and “Outstanding Associate Editor of the Year” awards and *Information Systems Research* “Best Associate Editor” award.