

## PEER-REVIEWED ARTICLES

- Martensen, M., Martensen, H. & Asanger, J. (2022). Gamified Recruitment: A Way to Win Tomorrow's Talents? *German Journal of Human Resource Management* (in review process).
- Granholt, M.F. & Martensen, M. (2021). Facilitate design through improv: The qualified eclectic. *Thinking Skills and Creativity*, 40, 100785.
- Murawski, M., Thordsen, T., Martensen, M., Rademacher, C. & Bick, M. (2019). Structural Requirements for Digital Transformation – Insights from German Enterprises. *Lecture Notes in Computer Science*, 11701, 718–729.
- Thordsen, T., Murawski, M., Martensen, M., Rademacher, C. & Bick, M. (2019). Digitale Kompetenzen – Welche Anforderungen stellt die Digitalisierung an Wissensarbeiter und Unternehmen? *Lecture Notes in Informatics*, 30–49.
- Martensen, M., Ryschka, S., Blesik, T. & Bick, M. (2016). Collaboration in the consulting industry: Analyzing differences in the professional use of social software. *Business Process Management Journal*, 22(4), 693–711.
- Pawlowski, J., Bick, M., Peinl, R., Thalmann, S., Maier, R., Hetmank, L., Kruse, P., Martensen, M. & Pirkkalainen, H. (2014). Social Knowledge Environments. *Business & Information Systems Engineering*, 6(2), 81–88.
- Pawlowski, J., Bick, M., Peinl, R., Thalmann, S., Maier, R., Hetmank, L., Kruse, P., Martensen, M. & Pirkkalainen, H. (2014). Soziale Wissensumgebungen. *Wirtschaftsinformatik*, 56(2), 91–100.
- Martensen, M., Börgmann, K. & Bick, M. (2011). Selbstmarketing: Karriere machen mit XING und Facebook. *Zeitschrift Führung + Organisation*, 80(5), 292–298.

## BOOK CHAPTERS AND MONOGRAPHS

- Helmold, M., Dathe, T., Unkel, M., Pieper, J., Martensen, M. & Hummel, F. (forthcoming 2022). *Beschaffung - Produktion - Marketing - Agiles und integriertes Wertschöpfungsmanagement - Praxisbeispiele und Fallstudien für Funktionen in der Wertschöpfungskette*. Berlin, Heidelberg: Springer Gabler.
- Pieper, J., & Martensen, M. (2019). Finanzielles Fairplay im europäischen Profifußball. In M. Werheid & M. Mühlen (Eds.), *CSR und Fußball. Management-Reihe Corporate Social Responsibility* (pp. 63–81), Berlin, Heidelberg: Springer Gabler.
- Hummel, F. & Martensen, M. (2017). ITB Berlin: Overview of world's leading travel trade show and its role as an intermediary in travel and tourism. In L. Lowry (Ed.), *The SAGE International Encyclopedia of Travel and Tourism*, Thousand Oaks: Sage.
- Hummel, F. & Martensen, M. (2017). Frankfurt, Germany: Destination promotion, planning, and policy. In L. Lowry (Ed.), *The SAGE International Encyclopedia of Travel and Tourism*, Thousand Oaks: Sage.
- Martensen, M. & Schwind, C. (2017). Die digitale Gesellschaft. Licht und Schatten. In B. Volkens & K. Anderson (Eds.), *Digital Human. Der Mensch im Mittelpunkt der Digitalisierung* (pp. 77–85), Frankfurt, New York: Campus.
- Martensen, M. (2015). *Adoption of Social Software by Management Consultants – Acceptance, Preferences, Use Categories* (Doctoral Dissertation). New York: Springer.
- Martensen, M., Ryschka, S. & Bick, M. (2015). Studying Social Software Adoption by Management Consultants: Use and Application Categories for Knowledge Management. In L. Razmerita, G. Phillips-Wren & L.C. Jain (Eds.), *Innovations in Knowledge Management* (pp. 101–126), New York: Springer.

## CONFERENCES

- Granholt, M.F. & Martensen, M. (2020, September 09 – October 02). *The Qualified Eclectic: Improvisational Theater's Supportive Role for Design Facilitators*, paper presented at G-Forum 2020, Karlsruhe, Germany.
- Martensen, M., Nagler, H., Pieper, J., Davis, N. & Hummel, F. (2018). Whom do you hang out with? Friendship formation to foster international students' employability in the hospitality industry. In M. Gough (Ed.), *Proceedings of the 37th annual conference of the International Society of Travel & Tourism Educators (ISTTE 2018)*, Niagara Falls, USA, 9–14.
- Martensen, M., Nagler, H., Pieper, J. & Hummel, F. (2018, November 07–09). *Cultural adaptation: The main driver for labour market success of international students in the hospitality industry?*, poster presented at European conference of the Council on Hotel, Restaurant and Institutional Education (EuroCHRIE 2018), Dublin, Ireland.
- Martensen, M., Pieper, J., Nagler, H., Mativo, D., & Hummel, F. (2018). Choose Your Friends Wisely: Cultural Accommodation and International Students' Employability. In R. Jacob, H. Sander, A. Kuruvilla, & M. Konecki (Eds.), *Proceedings of the 1st International Conference on Sustainable Globalization (ICSG 2018)*, Kochi, India, 82–87.
- Murawski, M., Bühler, J., Martensen, M., Rademacher, C. & Bick, M. (2018). How Digital Business Strategy Affects Profitability: Opening the 'Black Box' of Performance. *Proceedings of the 24th Americas Conference on Information Systems (AMCIS 2018)*, New Orleans, USA.
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- Pieper, J. & Martensen, M. (2017). Tapping into the labor market potential of refugees: The case of jobs4refugees. In G. Grigore & A. Stancu (Eds.), *Proceedings of 6th International Conference on Social Responsibility, Ethics and Sustainable Business*, Berlin, Germany, 46.
- Pieper, J., Martensen, M., Worch, H. & Hebestreit, N. (2017, October 04–06). *Tapping into the labor market. potential of refugees: A social entrepreneurship case*, paper presented at G-Forum 2017, Wuppertal, Germany.
- Martensen, M., Kahl, H., Franke, M.R. & Bick, M. (2014). Gestaltungsdimensionen des Wissensmanagements im Enterprise 2.0 – Eine inhaltsanalytische Betrachtung der Fallstudiensammlung [www.e20cases.org](http://www.e20cases.org). In D. Kundisch, L. Suhl & L. Beckmann (Eds.), *Proceedings of Multikonferenz Wirtschaftsinformatik (MKWI 2014)*, Paderborn, Germany, 2285–2297.
- Martensen, M., Börgmann, K. & Bick, M. (2011). The Impact of Social Networking Sites on the Employer-Employee Relationship. *Proceedings of BLED Conference 2011*, Bled, Slovenia, 54.

## MAGAZINES

- Martensen, M. & Pieper, J. (2017, October). HR baut Brücken in die Gesellschaft. Wie Personalverantwortliche die Integration von Geflüchteten vorantreiben können – Erfahrungen von Accenture. *Personalführung*, 10/2017, 22–29.
- Pieper, J., Nagler, H. & Martensen, M. (2017, August). Kostenfalle Talent-Management? Insights aus dem Profifußball. *Human Resources Manager*, Aug/Sep 2017, 85–88.
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- Pieper, J. & Martensen, M. (2017, March). Employment critical to refugee crisis. *HR Director*, 149, 52.
- Pieper, J. & Martensen, M. (2017, February). Mammutaufgabe für Personaler. *Personalwirtschaft*, 31(2), 34–37.

## DISCUSSION PAPERS

- Weber, G. & Martensen, M. (2021): Transforming Organizational Culture Amidst a Diverse Workforce: A Qualitative Study in the Service Industry. *IUBH Discussion Papers, Series: Human Resources*, 2(1), 3–21.
- Potts, D. & Martensen, M. (2020): Skilled Migration: Bridging the Conceptual Gap Between Friendship, Social Capital, and Employability. *IUBH Discussion Papers, Series: Human Resources*, 1(4), 3–10.
- Martensen, M. (2019): Die Arbeitswelt von morgen schon heute: Beobachtungen der Berliner Tech- und Startup-Szene. *IUBH Discussion Papers, Series: Business & Management*, 2(4), 3–5.

## INTERVIEWS AND MEDIA COVERAGE

- Martensen, M. (2020): *Was nach Corona kommt*. Expert opinion in VDI Nachrichten (01.05.2020, 18/19), 10–11.
- Martensen, M. (2019): *Finden bald Maschinen das passende Unternehmen für uns? Wie Bewerbungen in Zukunft aussehen könnten*. Expert opinion on spiegel.de (24.10.2019), <https://www.spiegel.de/start/bewerbungen-worauf-es-in-zukunft-beim-bewerben-ankommt-a-72bad380-1662-46f2-a53f-437939684ec7>
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- Martensen, M. (2012): *Bewerberrecherche im Internet: Wenn Facebook für Personaler zur Tabuzone wird*. Expert opinion in Sueddeutsche.de (29.02.2012), <https://www.sueddeutsche.de/karriere/bewerberrecherche-im-internet-wenn-facebook-fuer-personaler-zur-tabuzone-wird-1.1296136-2>