

Martin J. Doyle

Assoc Professor Practice Trk, FSBM:Management Information Systems

Experience

Academic Appointments

Associate Professor, Fox School of Business, Temple University	2017-present
Assistant Professor, Fox School of Business, Temple University, Philadelphia	2011-2017
Instructor, Fox School of Business, Temple University, Philadelphia	2005-2011
Adjunct Faculty Member, Holy Family University, Philadelphia	2004
Adjunct Instructor, Fox School of Business, Temple University, Philadelphia	2004

Non-Academic Employment

Part-Time IT Consulting, Self Employed	2004-present
IT Architect, Rohm and Haas Company	2003-2004
ERP IT Technical Infrastructure Bases Team Lead, Rohm and Haas Company	2001-2003
Chief Technology Architect, Rohm and Haas Company	1996-2001
Independent Consultant, Martin J. Doyle, Inc	1989-1996
Account Systems Engineer, IBM Corporation	1986-1989
Lead VM Systems Programmer, Computer Sciences Corporation	1985-1986

Education

Degrees

MS Computer Information Systems, University of Phoenix, Phoenix
BS Computer Science, Pennsylvania State University

Service

Deputy Chair, MIS Department	2015-present
Undergraduate Program Committee	2009-present
Impact Awards Committee	2021-Present
Computer and Information Technology Committee	2016-2019
MIS 2101 Core Course Coordinator	2015-2019
NTT Promotion Committee, Regular member	2018-2019
GMBA Task Force, Regular member	2018
AACSB Faculty Qualifications Committee	2018
Ex-Officio Member, CAFSBM Steering Committee	2015-2016
Fox Scholarship Committee	2011-2017

Distinctions

Fox School of Business Impact Award – Education Innovation Pillar – Programming, the Reading Writing and Arithmetic of the 21 st Century – Along with the team of MIS 2101 instructors, created and delivered a 5-week introduction to programming which will impact every student in the Fox School. While this comes with a cash award, the team agreed to donate this money back to the Fox School’s scholarship fund to be awarded to a deserving student who has been transformed by programming.	2020
Temple Woman's Lacrosse Professor of the Game, April 18, 2018, <i>Recognized at half-time of game by student on Woman's Lacrosse team.</i>	2018
MIS Department - Faculty Leadership Award	2018
Business Honors Professor of the Month - March 2018, <i>Recognized by BHSAs as the</i>	2018

Teaching Activity

Course taught

Digital Systems, course code: MIS 2101	2021
Honors: Digital Systems, course code: MIS 2101	2021
Cloud Architecture, course code: MIS 3406	2021
Digital Systems, course code: MIS 2101	2020
Honors: Digital System, course code: MIS 2901	2020
Cloud Architecture, course code: MIS 3406	2020
Digital Systems, course code: MIS 2101	2020
Honors: Digital Systems, course code: MIS 2901	2020
Cloud Architecture, course code: MIS 3406	2020
Diamond Peer Teachers – Internship I, course code: SBM 3585	
Enterprise IT Architecture, course code: MIS 3406	2019
Enterprise IT Architecture, course code: MIS 3406	2019
Honors: Information Systems in Organizations, course code: MIS 2901	2019
Diamond Peer Teachers - Internship I, course code: SBM 3585	2019
Enterprise IT Architecture, course code: MIS 3406	2019
Enterprise IT Architecture, course code: MIS 3406	2019
Honors: Information Systems in Organizations, course code: MIS 2901	2019
Diamond Peer Teachers - Internship I, course code: SBM 3585	2019
Enterprise IT Architecture, course code: MIS 3406	2018
Enterprise IT Architecture, course code: MIS 3406	2018
Honors: Information Systems in Organizations, course code: MIS 2901	2018
Diamond Peer Teachers - Internship II, course code: SBM 3586	2018
IT Architecture & Software Development, course code: MIS 2501	2018
IT Architecture & Software Development, course code: MIS 2501	2018
Honors: Information Systems in Organizations, course code: MIS 2901	2018
IT Architecture & Software Development, course code: MIS 2501	2017
IT Architecture & Software Development, course code: MIS 2501	2017
Honors: Information Systems in Organizations, course code: MIS 2901	2017
Diamond Peer Teachers - Internship I, course code: SBM 3585	2017
IT Architecture & Software Development, course code: MIS 2501	2017
Information Systems in Organizations, course code: MIS 2101	2017
Diamond Peer Teachers - Internship II, course code: SBM 3586	2017
Honors: Information Systems in Organizations, course code: MIS 2901	2017
IT Architecture & Software Development, course code: MIS 2501	2017
Managing Global Information Systems Projects, course code: MIS 3535	2016
IT Architecture & Software Development, course code: MIS 2501	2016
IT Architecture & Software Development, course code: MIS 2501	2016
Honors: Information Systems in Organizations, course code: MIS 2901	2016
Diamond Peer Teachers - Internship I, course code: SBM 3585	2016
Diamond Peer Teachers - Internship I, course code: SBM 3585	2016
IT Architecture & Software Development, course code: MIS 2501	2016

Diamond Peer Teachers - Internship II, course code: SBM 3586	2016
IT Architecture & Software Development, course code: MIS 2501	2016
Honors: Information Systems in Organizations, course code: MIS 2901	2016
Managing Global Information Systems Projects, course code: MIS 3535	2016
Managing Global Information Systems Projects, course code: MIS 3535	2015
Enterprise Architecture for IT Auditors, course code: MIS 5122	2015
IT Architecture & Software Development, course code: MIS 2501	2015
IT Architecture & Software Development, course code: MIS 2501	2015
Diamond Peer Teachers - Internship I, course code: SBM 3585	2015
Honors: Information Systems in Organizations, course code: MIS 2901	2015
Information Systems in Organizations, course code: MIS 2101	2015
Diamond Peer Teachers - Internship II, course code: SBM 3586	2015
IT Architecture & Software Development, course code: MIS 2501	2015
IT Architecture & Software Development, course code: MIS 2501	2015
Managing Global Information Systems Projects, course code: MIS 3535	2015

Courses developed

Redesign of MIS 3406 – Co-Designer	2019
Information Systems in Organizations	2015

Programs developed

BBA in MIS Curriculum	2015
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Professional Activity

Conference reviewing / refereeing

SIGED Mini-Track Co-Chair for Association for Information Systems (AIS)	2018-2019
Review for Association for Information Systems	2015-present

Consulting / Advisories

Supervised a significant student consulting project for Kimberly James Bridal https://www.kimberlyjamesbridal.com/ . They started with a very simple site that just provided the most basic information. The site was updated to give every page a consistent look and feel. The appointments page was updated to allow customers to book appointments. This is a high-end bridal boutique and appointments are the life-blood of this type of business (the owner has now been having virtual appointments). A designer's section of the site has been created to highlight the collections from the major designers that are carried at the store complete with pictures and videos. A video based 'From "I Will" to "I Do"' page (FAQ) which lets new brides know what to expect and where they need to be focusing their attention all along the way has been created and a new blog has been created. Parts of the site have been integrated with popular social media sites and tagged for SEO.	5/2020
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Supervised a significant student consulting project for The Resource Exchange https://www.theresourceexchange.org/ . They already had a Wordpress site but no e-Commerce whatsoever. They needed to start online sales immediately in order to survive. While the client originally planned to implement BigCommerce, due to technical problems with the BigCommerce/Square integration, we changed direction to WooCommerce. WooCommerce was integrated with Square, the POS system in their physical store complete with product/inventory synchronization to keep inventory information synchronized between the physical and online stores. The team leveraged WooCommerce's onmi-channel capabilities to add sales channels to popular social media platforms like Facebook and Instagram. The Wordpress site was also migrated to a new hosting facility where the client could get ongoing technical/functional support for both	6/2020-7/2020
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Wordpress and WooCommerce.

Consult with the newly formed Operations team to develop a team that will focus on operational excellence and ensure this highest levels of availability for Temple's mission critical IT systems., Temple University, United States	2018-2019
Worked with the president of Sport-Sharing, SAS, Mr. Didier Kozak, on the North American pilot and roll-out of their Sport-Sharing app	2017-2018
Consulted with Mark Berman and Valarie Pincus of Brandywine Construction & Management, Inc. regarding upcoming IT projects (storage platform and e-Mail migration) and the decision process regarding using an established outsourcer for this work and ongoing operational support	2017

Publications

- Schuff, D., Doyle, M., (August 2020). Deploying APIs in the Cloud: A Novel Approach to the MIS Infrastructure Course. In proceedings (and presenter) of AMCIS 2020. Conference originally schedule to be held in Salt Lake City, Utah but held virtually in response to the Corona virus pandemic of 2020.
- Doyle, M., Shafer, J., (August 2019). The Impact of Cold-Calling on Student Learning and Student Satisfaction. In proceedings (and presenter) of AMCIS 2019, Cancun, Mexico.
- Hill, T. R., Doyle, M., Sessions, R., Kocsis, D., & Jackson, R. (August 2017). Inroads to engaging igeneration students in innovative is education: Lessons learned in the trenches. In proceedings (and presenter) of *AMCIS 2017*. Boston, Massachusetts.
- Doyle, M. (August 2017). Hands-on tech challenge. In proceedings (and presenter) of *AMCIS 2017*. Boston, Massachusetts.
- Doyle, M., & Lavin, A. (August 2016). Death to Course in a Box. In proceedings (and presenter) of *AMCIS 2016*. San Diego, California.
- Doyle, M. J., Moustafellos, J., & Flanagan, R. (August 2015). Vertical Studios in Business Education. In proceedings (and presenter) of *AMCIS 2015*. San Juan, Puerto Rico.