



## Personal Information

Title:	Prof
First name:	Martin
Surname:	Butler
Contact number:	+27 (0)21 918 4219
E-mail address	Martin.Butler@usb.ac.za
Organisational role:	Associate Professor
Organisational position:	Head: Teaching and Learning
Area(s) of expertise:	Digital Enterprise Management/Innovation Management/Project Management

## Executive Profile

Martin Butler is an Associate Professor at the University of Stellenbosch Business School (USB) and a Research Associated at the Institute for Future Studies (IFR). He holds an Electronic Engineering degree from the University of Pretoria, as well as an MBA (Cum Laude) and a PhD from USB. Martin heads up USB's Teaching and Learning that oversees the delivery of the academic portfolio of 13 graduate programmes.

He joined academia in 2007, after a 15-year career in the Information Technology (IT) industry. He started his career started as a software developer, then progressing from software development to business analysis, project and program management and IT consulting. Martin has successfully led various project teams in South Africa and abroad in IT and technology-intrinsic business projects during his career.

Martin has an active interest in the related fields of digital transformation, technology futures, project management and innovation management, and lectures in these disciplines at USB and in Asia, Europe and the USA. He also consults to industry and academia and serves as non-executive director on company boards. Martin is passionate about the utilisation of IT in education and strives for the innovative use of instructional technology in his teaching. He serves in an advisory capacity on the effective use of IT to multiple educational business entities.

Martin was the project leader and programme manager for USB's Postgraduate Diploma in Business Management that used a pioneering virtual classroom concept, a first for Stellenbosch University. He was the programme director of USB's MBA programme for four years, which culminated in several recognitions and achievements, including strong growth in international rankings and full international reaccreditations.

He frequently appears in the local media on matters technology-related and has presented papers in his areas of interest at conferences locally and abroad. His research interest lies in information systems alignment with organisation strategy, digital resilience, project portfolio management and technology futures.



## Education

Year	Degree	Field of Study	University	Country
2019	PhD	Business Administration	University of Stellenbosch Business School	South Africa
2006	MBA (cum laude)	Business Administration	University of Stellenbosch Business School	South Africa
2004	BBA (Hons)	Business Administration	University of Stellenbosch Business School	South Africa
1996	MDP	Management	Graduate School of Business, University of Pretoria	South Africa
1992	BEng	Electronics	University of Pretoria	South Africa

## Membership of professional and scientific organisations

### Organisation

Association for Information Systems (AIS)  
 Harvard Business Review Advisory Council  
 Research Associate: Institute for Futures Research (IFR)  
 South Africa Institute of Computer Scientists and Information Technologists

## Academic and Professional Experience

Commencement date	End date	Position	Institution	Country
2020/04/01	Present	Head Teaching and Learning	University of Stellenbosch Business School	South Africa
2020/07/01	Present	Associate Professor	University of Stellenbosch Business School	South Africa
2016/07/01	2019/12/31	Head of MBA Programme	University of Stellenbosch Business School	South Africa
2015/01/01	2016/06/30	Head of PGDip in Business Management & Administration Programme	University of Stellenbosch Business School	South Africa
2007/01/01	2021/06/30	Senior Lecturer	University of Stellenbosch Business School	South Africa
2002/01/01	2012/01/31	Part-time lecturer, Industrial Engineering	University of Stellenbosch	South Africa
2007	Present	ICT and programme management consultant	Consulting	Kenya, Namibia, South Africa, USA
1995	2006	Program manager/business consultant for business and IT projects	AERC, Aero Union, CAE, Denel Land Systems, Denel OTB, Engen, ESi, Goedehoop Citrus, JCI, JP Morgan, Murray & Roberts, Parceval	South Africa, USA



**Research**

Research Book/Journal Title	Authors	Publication	Publication date
<b>Journal articles</b>			
Project portfolio management practices: A theoretical base and practitioner guidelines.	Butler, MJ	International Journal of Project Organisation and Management	In press
Some password users are more equal than others: towards customization of online security initiatives	Butler, MJ & Butler, R	South African Journal of Information Management, 20(1): 1-10	2018
Assessing the information quality of phishing-related content on financial institutions' websites	Butler, R & Butler, MJ	Information and Computer Security, 26(5): 514-532	2018
Investigating the possibility to use differentiated authentication based on risk profiling to secure online banking	Butler MJ & Butler R	Information & Computer Security, 23(4), 421-434	2015
The password practices applied by South African online consumers: Perception versus reality	Butler MJ & Butler R	South African Journal of Information Management, 17(1), 1-11	2015
Towards online security: Key drivers of poor user behaviour and recommendations for appropriate interventions	Butler, MJ	South African Journal of Business Management, 45(4), 21-32	2014
Beyond King III: Assigning accountability for IT Governance in South African enterprises	Butler, R & Butler, MJ	South African Journal of Business Management, 41(3), 31-45	2010
<b>Conference papers</b>			
Butler, M.J. & Butler, R. 2021. The Influence of Mobile Operation Systems on Mobile User Security Behavior	Butler, MJ & Butler, R	IEEE 5th International Conference on Cryptography, Security and Privacy, Zhuhai, China	2021
Limiting Off-Task Behavior on Laptops in Classrooms Increases Student Engagement: Use It, or They Will Abuse It.	Butler, MJ	International Conference on Digital Transformation and Global Society (pp. 447-459). Springer, Cham.	2020
Improving Internet Banking Security by using differentiated authentication based on risk profile	Butler, MJ & Butler, R	Proceedings of the Eighth International Symposium on Human Aspects of Information Security & Assurance (HAISA 2014), London, London, United Kingdom, Plymouth University	2014
An assessment of human factors affecting the passwords performance of South African online consumers	Butler, R & Butler, MJ	Proceedings of the eighth international symposium on Human aspects of information security & assurance (HAISA 2014), UK, London, United Kingdom, Plymouth University	2014



Free and Open Source Software Adoption in Emerging Markets: An Empirical Study in the Education Sector.	Gangadharan, G.R. & Butler, M.J. 2012.	The 8th International Conference on Open Source Systems, Hammamet, Tunisia. 244-249	2012
Developing a framework to ensure accountability for project success	Butler, MJ	World Project Management Week 2007, Grand Copthorne Waterfront Hotel, Singapore, Singapore, PM Global	2007

**Practitioner articles**

Will the Fourth Industrial Revolution lead to large-scale unemployment?	Buys, JPJ & Butler, MJ	USB Management Review (December 2020)	2020
Management skills in the Digital Era.	Butler, MJ	USB Management Review (August 2020)	2020
Online security: Gaining insight into poor password practices among South Africans.	Butler, R & Butler, MJ	USB Management Review (March 2019)	2019
Are you warming up to your CoBots yet?	Butler, MJ	Strategy Insights: Security 18(3): 1-3	2018
Batten down the privacy hatches: Everybody is taking an interest in the cargo.	Butler, MJ	Strategy Insights: Security 17(2): 1-4	2017
Cloudy with Showers of Open Source	Butler, MJ	Strategy insights: Technology 11(1), 1-5	2011