

# Murat M. Tunc

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## ACADEMIC POSITIONS

2020– **Assistant Professor (Tenure Track)**  
Department of Management  
Tilburg School of Economics and Management  
Tilburg University, Netherlands

## EDUCATION

2015–2020 **Jindal School of Management, University of Texas at Dallas**  
Ph.D. in Management Science (Major: Information Systems) [[Dissertation](#)]  
Committee Chairs: [Srinivasan Raghunathan](#), [Hüseyin Çavuşoğlu](#)

2013–2015 **Sabancı University**, Istanbul, Turkey  
M.Sc. in Industrial Engineering [[Thesis](#)]

2008–2013 **Sabancı University**, Istanbul, Turkey  
B.S. in Industrial Engineering

## RESEARCH INTERESTS

**Topics:** Online Platform's Information Strategy, Information Asymmetry in Peer-to-Peer Markets, Reward Mechanisms in Blockchain Projects

**Methods:** Game Theory, Econometrics, Machine Learning, Online Experiments

**Applications:** FinTech, Online Marketplaces, Platform Strategy, Sharing Economy

## JOURNAL PUBLICATIONS

1. [Online Product Reviews: Is a Finer-Grained Rating Scheme Superior to a Coarser One?](#)  
Murat M. Tunc, Hüseyin Çavuşoğlu, Srinivasan Raghunathan  
**MIS Quarterly**, 45(4), pp. 2193-2234. 2021
2. [New Knowledge in Strategic Management through Visually Mining Semantic Networks](#)  
Gürdal Ertek, Gül Tokdemir, Mete Sevinç, Murat M. Tunc  
**Information Systems Frontiers**, 19(1), pp. 165-185. 2017

## WORKING PAPERS

3. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Çavuşoğlu, Srinivasan Raghunathan  
*Working Paper. Manuscript available on SSRN*
4. [Impact of Resale Royalty on Sale Prices and Market Liquidity in the NFT Marketplace](#)  
Murat M. Tunc, Hasan Çavuşoğlu, Zhiqiang (Eric) Zheng  
*Working Paper. Extended abstract available by request*
5. [Giving Back to the Community: Cross-Platform Spillover Effects of Donation Based Funding of Open Source Contributors](#)  
Poonacha Medappa, Murat M. Tunc, Xitong Li  
*Work-in-Progress*
6. [How Free Market Entry Affects Market Quality: Evidence from Non-Fungible Tokens](#)  
Ioannis F. Kanellopoulos, Dominik Gutt, Murat M. Tunc, Ting Li  
*Work-in-Progress*
7. [An Investigation of Enabling Social Media on Omnichannel Sales Performance: Evidence from WeChat Mini-Program](#)  
Hui Zhu, Carol Ou, Lanhua Li, Murat M. Tunc, Chong Zhang  
*Work-in-Progress*

## INVITED SEMINARS

2022	Erasmus University, Rotterdam School of Management
2020	Hong Kong University of Science and Technology
2020	London School of Economics
2020	Johns Hopkins University, Carey Business School
2020	Western University, Ivey Business School
2019	Tilburg University, Tilburg School of Economics and Management
2019	Koç University, Graduate School of Business

## CONFERENCE PRESENTATIONS & PROCEEDINGS

1. [What Do You Give Back? Donation-Based Funding and Effort Reallocation in Knowledge-Sharing Ecosystems](#)  
Poonacha Medappa, Murat M. Tunc, Xitong Li  
*CIST<sup>1</sup>, Indiana, IN, 2022*
2. [Impact of Resale Royalty on Sale Prices and Market Liquidity in the NFT Marketplace](#)  
Murat M. Tunc, Hasan Çavuşoğlu, Zhiqiang (Eric) Zheng  
*INFORMS Annual Meeting, Indiana, IN, 2022*

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<sup>1</sup>Conference on Information Systems & Technology

3. [What Do You Give Back? Donation-Based Funding and Effort Reallocation in Knowledge-Sharing Ecosystems](#)  
Poonacha Medappa, Murat M. Tunc, Xitong Li  
*SCECR*<sup>2</sup>, Madrid, Spain, 2022
4. [How Free Market Entry Affects Market Quality: Evidence from Non-Fungible Tokens](#)  
Giannis Kanellopoulos, Dominik Gutt, Murat M. Tunc, Ting Li  
*SCECR*, Madrid, Spain, 2022
5. [Impact of Resale Royalty on Primary and Secondary Sale Prices in the Non-Fungible Token Marketplace](#)  
Murat M. Tunc, Thomas van den Heuvel, Hasan Cavuşoğlu, Zhiqiang (Eric) Zheng  
*WISE*<sup>3</sup>, Austin, TX, 2021
6. [Impact of Resale Royalty on Primary and Secondary Sale Prices in the Non-Fungible Token Marketplace](#)  
Murat M. Tunc, Thomas van den Heuvel, Hasan Cavuşoğlu, Zhiqiang (Eric) Zheng  
*CIST*, Newport Beach, CA, 2021
7. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*ICIS 2019 Proceedings*<sup>4</sup>, Munich, Germany, 2019
8. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*INFORMS Annual Meeting*, Seattle, WA, 2019
9. [Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*CIST*, Phoenix, AZ, 2018
10. [Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*WISE*, San Francisco, CA, 2018
11. [Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*Platform Strategy Research Symposium*, Boston, MA, 2018
12. [Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces for Experience Goods](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*ICIS 2017 Proceedings*, Seoul, South Korea, 2017
13. [Association Analysis of Supply Chain Risk and Company Sales](#)  
Murat M. Tunc, Alexandru Valcov, Allan N. Zhang, Wenjing Yan, Rong Wen  
*IEEE BigData 2017 Proceedings*<sup>5</sup>, Boston, MA, 2017
14. [Data Mining of Project Management Data: An Analysis of Applied Research Studies](#)  
Gürdal Ertek, Murat M. Tunc, Allan N. Zhang, Ömer Tanrikulu, Sobhan Asian  
*ACM ICIT 2017 Proceedings*<sup>6</sup>, Singapore, 2017
15. [Encapsulation and Representing the Knowledge on the Evolution of an Engineering System](#)  
Gürdal Ertek, Ahmetcan Erdoğan, Volkan Patoğlu, Murat M. Tunc, Ceyzu Çitak, Tuğçe

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<sup>2</sup>Statistical Challenges in Electronic Commerce Research

<sup>3</sup>Workshop on Information Systems and Economics

<sup>4</sup>International Conference on Information Systems

<sup>5</sup>International Conference on Big Data

<sup>6</sup>International Conference on Information Technology

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*ASME IDETC/CIE 2012 Proceedings*<sup>7</sup>, Chicago, IL, 2012

16. [Insights into the Efficiencies of On-shore Wind Turbines: A Data-centric Analysis](#)

Gürdal Ertek, Murat M. Tunc, Ece Kurtaraner, Doğancaan Kebude

*IEEE INISTA 2012 Proceedings*<sup>8</sup>, Trabzon, Turkey, 2012

## BOOK CHAPTERS

1. [Re-Mining Association Mining Results through Visualization, Data Envelopment Analysis and Decision Trees](#)

Gürdal Ertek, Murat M. Tunc

*Computational Intelligence Applications in Industrial Engineering*, Ed: C. Kahraman, pp. 605-626, Springer, 2012

## TEACHING

### Tilburg University

1. Identification Strategies in Behavioral Research

PhD level course. 1 lecture on how researchers establish causality

Instructor. Fall 2021. Enrollment - 4.

2. Causal Inference Methods and Applications

Master level course. 1 lecture on methodologies for causal inference in IS research

Instructor. Spring 2020, Fall 2021. Enrollment - 88, 120.

3. Business Analytics and Emerging Trends

Master level course. 3 lectures on Blockchain, IoT and Social Network Analysis

Co-Instructor. Fall 2020, 2021. Enrollment - 243, 204.

4. Introduction to Programming in Python

Undergraduate course. 4 lectures on fundamental concepts of programming

Module Instructor. Fall 2020, 2021. Enrollment - 222, 180.

5. Data Analysis using Pandas

Undergraduate course. 2 lectures on higher-dimensional data analytics on Pandas

Module Instructor. Fall 2021. Enrollment - 180.

### University of Texas at Dallas

6. Introduction to Programming

Undergraduate course. Fundamental concepts of object-oriented programming in Java

Course Instructor. Spring 2019. Enrollment - 55. [Evaluation - 4.92 / 5.00](#)<sup>9</sup>

7. Introduction to Programming

Course Instructor. Fall 2019. Enrollment - 57. [Evaluation - 4.85 / 5.00](#)

### Sabancı University

8. Simulation

Undergraduate course. Recitation Instructor. Spring 2015

9. Production and Service Systems Operations

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<sup>7</sup>International Design Engineering Technical Conferences and Computers and Information in Engineering Conference

<sup>8</sup>Innovations in Intelligent Systems and Applications

<sup>9</sup>Note: Evaluation is based on the question “Overall, this instructor was excellent”.

Undergraduate course. Recitation Instructor. Fall 2013. Fall 2014

10. Quality Planning & Control

Undergraduate course. Recitation Instructor. Fall 2012

## SKILLS

**Programming:** Python, R, Stata, SAS, SQL, C++, Java, MATLAB, Mathematica, CPLEX, Arena, NetLogo, Minitab, Weka, HTML, L<sup>A</sup>T<sub>E</sub>X

**Data Analytics:** Pandas, NumPy, Selenium, Matplotlib, Plotly

**Technical:** Data Scraping, Cleaning, Wrangling, Mining and Visualization, Machine Learning

## AD-HOC REVIEWER

### Journals

Information Systems Research, 2020 - Present

MIS Quarterly, 2021 - Present

Manufacturing & Service Operations Management (MSOM), 2021 - Present

Production and Operations Management (POM), 2022 - Present

### Conferences

ICIS, 2018 - Present

CIST, 2019 - Present

Academy of Management (AOM), 2022 - Present

## SERVICE

Associate Editor, ICIS 2022 (Track: Blockchain, DLT, and Fintech)

Program Committee Member, CIST 2022

Hiring Committee Lead, Tilburg School of Economics and Management 2022

Discussant, Data Science and Consumer Behavior Workshop 2022

Discussant, WISE 2021

Hiring Committee Member, Tilburg School of Economics and Management 2021

## VISITING POSITIONS

### Research Scientist

Summer 2012 (June - Sep)

Singapore Institute of Manufacturing Technology, Singapore

Planning and Operations Management

Advisor: [Allan N. Zhang](#)

### Research Scientist

Summer 2011 (June - Sep)

Eindhoven University of Technology, Netherlands

Department of Industrial Engineering and Innovation Sciences

Advisor: [Tom van Woensel](#)

## AWARDS & GRANTS

### Three Minute Dissertation Competition

- The University of Texas at Dallas, JSOM Three Minute Dissertation Competition, 2<sup>nd</sup> Place, 2020

### Fellowships & Scholarships

- The University of Texas at Dallas, Jindal School of Management PhD Fellowship, 2017
- The University of Texas at Dallas, Jindal School of Management PhD Scholarship, (Full tuition fee waiver + Stipend for 5 years), 2015
- TÜBİTAK (Scientific and Technological Research Council of Turkey) Graduate Fellowship (Stipend for 2 years), 2013
- Sabancı University Graduate Scholarship (Full tuition fee waiver + Stipend for 2 years), 2013
- Sabancı University Honor Scholarship (Full tuition fee waiver + Stipend for 5 years), 2008

### Research Internship Awards

- Singapore International Pre-Graduate Award, by Singapore Agency for Science, Technology and Research (Stipend for 3 months + Airfare allowance), 2012
- Erasmus Internship Mobility Grant (Stipend for 3 months), 2011

### Teaching Awards

- Sabancı University Faculty of Engineering and Natural Sciences Best Teaching Assistant Award, 2014

### Case Competitions

- Winner of Nielsen Business Case Competition, 2013

### Nationwide Exam Rankings

- Ranked 43<sup>rd</sup> among ~300,000 candidates in the Turkish Graduate Record Exam (ALES), 2013
- Ranked in top 0.1 percentile among ~1.5 million candidates in the Turkish University Entrance Exam (ÖSS), 2008

## INDUSTRY COLLABORATIONS

Perzonalization

2018 - 2020

Istanbul, Turkey

Designing a randomized field experiment for personalized messages in product recommendations

## PERSONAL

**Language:** Fluent in English and Turkish, Basic (A2) in Dutch

**Interests:** Playing Guitar, Basketball, Hiking, Fitness, NFL, Indie Rock, Nintendo Switch Games, Town of Salem