

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, Incentive Mechanisms in Online Communities

Methods: Game Theory, Econometrics, Machine Learning

Applications: FinTech, Sharing Economy, Open-Source Software Development

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. Resale Royalty in NFT Marketplaces: Implications for Creators and Platforms
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 Appeal: Evidence from Non-Fungible Tokens
Ioannis F. Kanellopoulos, Dominik Gutt, Murat M. Tunc, Ting Li
Work-in-Progress
7. Market Punishment for Strategic Generosity: An Empirical Examination of NFT Charity Auctions
Chen Liang, Murat M. Tunc, Gordon Burtch
Work-in-Progress
8. 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. [Where Does the Money Go? Impact of Sponsorship-Based Funding on Contribution Behaviour in Knowledge-Sharing Platforms](#)
Poonacha Medappa, Murat M. Tunc, Xitong Li
WISE¹, Copenhagen, Denmark, 2022

¹Workshop on Information Systems and Economics

2. [How Free Market Entry Affects Market Appeal: Evidence from Non-Fungible Tokens](#)
Ioannis F. Kanellopoulos, Dominik Gutt, Murat M. Tunc, Ting Li
International Conference on Crypto-Marketing, New York City, NY, 2022
3. [What Do You Give Back? Donation-Based Funding and Effort Reallocation in Knowledge-Sharing Ecosystems](#)
Poonacha Medappa, Murat M. Tunc, Xitong Li
*CIST*², Indiana, IN, 2022
4. [Impact of Resale Royalty on Sale Prices and Market Liquidity in the NFT Marketplace](#)
Murat M. Tunc, Hasan Cavuşoğlu, Zhiqiang (Eric) Zheng
INFORMS Annual Meeting, Indiana, IN, 2022
5. [What Do You Give Back? Donation-Based Funding and Effort Reallocation in Knowledge-Sharing Ecosystems](#)
Poonacha Medappa, Murat M. Tunc, Xitong Li
*SCECR*³, Madrid, Spain, 2022
6. [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
7. [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, Austin, TX, 2021
8. [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
9. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan
*ICIS Proceedings*⁴, Munich, Germany, 2019
10. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan
INFORMS Annual Meeting, Seattle, WA, 2019
11. [Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan
CIST, Phoenix, AZ, 2018
12. [Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan
WISE, San Francisco, CA, 2018
13. [Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces](#)
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan
Platform Strategy Research Symposium, Boston, MA, 2018
14. [Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces for Experience Goods](#)
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan
ICIS Proceedings, Seoul, South Korea, 2017

²Conference on Information Systems & Technology

³Statistical Challenges in Electronic Commerce Research

⁴International Conference on Information Systems

15. [Association Analysis of Supply Chain Risk and Company Sales](#)
Murat M. Tunç, Alexandru Valcov, Allan N. Zhang, Wenjing Yan, Rong Wen
*IEEE BigData Proceedings*⁵, Boston, MA, 2017
16. [Data Mining of Project Management Data: An Analysis of Applied Research Studies](#)
Gürdal Ertek, Murat M. Tunç, Allan N. Zhang, Ömer Tanrikulu, Sobhan Asian
*ACM ICIT Proceedings*⁶, Singapore, 2017
17. [Encapsulation and Representing the Knowledge on the Evolution of an Engineering System](#)
Gürdal Ertek, Ahmetcan Erdoğan, Volkan Patoğlu, Murat M. Tunç, Ceysu Çitak, Tuğçe Vanlı
*ASME IDETC/CIE Proceedings*⁷, Chicago, IL, 2012
18. [Insights into the Efficiencies of On-shore Wind Turbines: A Data-centric Analysis](#)
Gürdal Ertek, Murat M. Tunç, Ece Kurtaraner, Doğançan Kebude
*IEEE INISTA Proceedings*⁸, Trabzon, Turkey, 2012

BOOK CHAPTERS

1. [Re-Mining Association Mining Results through Visualization, Data Envelopment Analysis and Decision Trees](#)
Gürdal Ertek, Murat M. Tunç
Computational Intelligence Applications in Industrial Engineering, Ed: C. Kahraman, pp. 605-626, Springer, 2012

TEACHING

Tilburg University

1. Digitization and Big Data Analytics
Undergraduate course. 6 lectures on big data analytics
Course Coordinator. Fall 2022. Enrollment - 120.
2. Identification Strategies in Empirical Research
PhD course. 1 lecture on how researchers establish causality
Instructor. Fall 2021, 2022. Enrollment - 4, 8.
3. Causal Inference Methods and Applications
Master thesis method session. 1 lecture on causal inference
Instructor. Spring 2020, Fall 2021, 2022. Enrollment - 88, 120.
4. Business Analytics and Emerging Trends
Master course. 3 lectures on Blockchain, IoT and Social Network Analysis
Co-Instructor. Fall 2020, 2021. Enrollment - 243, 204.
5. Introduction to Programming in Python
Undergraduate course. 4 lectures on fundamental concepts of programming
Module Instructor. Fall 2020, 2021. Enrollment - 222, 180.

University of Texas at Dallas

6. Introduction to Programming

⁵International Conference on Big Data

⁶International Conference on Information Technology

⁷International Design Engineering Technical Conferences and Computers and Information in Engineering Conference

⁸Innovations in Intelligent Systems and Applications

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

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

7. Introduction to Programming

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

SKILLS

Programming: Python, R, Stata, SAS, SQL, C++, Java, MATLAB, Mathematica, CPLEX, Arena, NetLogo, Minitab, Weka, HTML, L^AT_EX

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

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

REVIEWER

Journals

Information Systems Research, 2020 - Present

MIS Quarterly, 2021 - Present

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

Management Science, 2022 - Present

Production and Operations Management (POM), 2022 - Present

Conferences

ICIS, 2018 - Present

CIST, 2019 - Present

Academy of Management (AoM), 2022 - Present

SERVICE

Program Committee Member, CBER Conference 2023

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

Program Committee Member, CIST 2022

Recruitment Committee Chair, Tilburg School of Economics and Management 2022

Discussant, Data Science and Consumer Behavior Workshop 2022

Discussant, WISE 2021

Recruitment 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

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

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, 2nd 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 43rd 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, Indie Rock, Nintendo Switch Games