

# Murat M. Tunc

Tilburg University  
School of Economics and Management  
Department of Information Systems & Operations Management

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## Employment

Assistant Professor of Information Systems (with Tenure), Tilburg University, 2023 -

Assistant Professor of Information Systems, Tilburg University, 2020 - 2022

## Education

Ph.D. Information Systems, University of Texas at Dallas, 2020

M.S. Industrial Engineering, Sabanci University, 2015

B.S. Industrial Engineering, Sabanci University, 2013

## Research Interests

**Topics:** FinTech, Open Source Software, Artificial Intelligence

**Methods:** Econometrics, Game Theory

## Publications

**Resale Royalty in NFT Marketplaces: Blessing or Burden for Creators and Platforms?**

Murat M. Tunc, Hasan Çavuşoğlu, Zhiqiang (Eric) Zheng  
*Information Systems Research, Forthcoming*

**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

**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

## Papers under Review

**Sponsorship-based Crowdfunding in Open-Source Software: Reinforce or Reshape Creation and Maintenance?**

Poonacha Medappa, Murat M. Tunc, Xitong Li  
*Presented at WDM 2023, CODE 2023, WISE 2022, CIST 2022, SCECR 2022*  
*Major Revision at Management Science*

**The Market Consequences of Perceived Strategic Generosity: An Empirical Examination of NFT Charity Fundraisers**

Chen Liang, Murat M. Tunc, Gordon Burtch

*Presented at Digital Economy Workshop 2024, INFORMS 2023, WDM 2023*

*Major Revision at Information Systems Research*

**Impact of AI on Organizing: Evidence from GitHub Copilot Preview**

Shivaram Devarakonda, Poonacha Medappa, Murat M. Tunc

*Major Revision at Strategic Management Journal*

## Working Papers

**AI-assisted Programming Decreases the Productivity of Experienced Developers due to Maintenance Overburden**

Feiyang (Amber) Xu, Poonacha Medappa, Murat M. Tunc, Martijn Vroegindeweij, Jan Fransoo

*Presented at SCECR 2024, INFORMS 2024*

**How Does Early Involvement of External Contributors Impact Open Source Software Development and Maintenance? Evidence from GitHub**

Fan Zou, Poonacha Medappa, Murat M. Tunc

*Presented at ICIS 2024*

**Information Good Pricing Under Unit Costs: Impact of Lazy Minting on Pricing Strategies in NFT Marketplaces**

Ioannis F. Kanellopoulos, Dominik Gutt, Murat M. Tunc, Ting Li

*Presented at ICIS 2023, CIST 2023, INFORMS 2023, Business of Blockchain Technology Conference 2023, Digital Economy Workshop 2023, Crypto-Marketing 2022, SCECR 2022*

## Invited Seminars

Erasmus University, Rotterdam School of Management, 2022

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, 2020

Tilburg University, 2019

Koc University, 2019

## Teaching

**Tilburg University**

Data Science Research Methods (PhD)

Model-based Research in Management (PhD)

AI in Business (MS)

Digitization & Big Data Analytics (UG)

**University of Texas at Dallas**

Introduction to Programming (UG), Evaluations: **4.92, 4.85**

## Reviewer

Management Science, MIS Quarterly, Information Systems Research, Organization Science, MSOM, POM, German Research Foundation (DFG)

## PhD Supervision

Casper Steehouwer, 2025 -

Amber Xu, 2024 -

Martijn Vroegindeweij, 2024 -

Fan Zou, 2022 - 2023 (Visiting PhD student)

## PhD Committee

Nazli Alagoz, Tilburg University, Marketing, 2024

## Service

Associate Editor, Information Technology & Management, 2024 -

Workshop Chair, Workshop on Digital Markets (WDM) 2023, 2024, 2025

Program Committee Member, Crypto & Blockchain Economics Research (CBER) Conference 2023, 2024, 2025

Program Committee Member, CIST 2022, 2023, 2024, 2025

Invited-Session Chair, INFORMS (IS Cluster) 2023

Invited-Session Chair, POMS 2023

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

Discussant, Digital Economy Workshop 2024

Discussant, Data Science and Consumer Behavior Workshop 2022

Discussant, WISE 2021

Faculty Recruitment Committee Chair, Tilburg University 2022, 2023

PhD Recruitment Committee Member, CentER, Tilburg University 2023, 2024

Faculty Recruitment Committee Member, Tilburg University 2021

## Media Mentions

Digital Artists Earn Less with NFTs than You Think  
**Emerce, Drimble, NieuwsBreak**

Resale Royalties May Be a Money Loser for Artists Selling NFTs  
**UBC Sauder Insights**

## Awards

ICIS 2023 Best Paper Award (Nominated), 2023

INFORMS IS Cluster Best Paper Award (Shortlisted), 2023, 2024

UT Dallas JSOM 3-minute Dissertation Award (2nd Place), 2020

## Grants

Starter Grant €300,000 Tilburg University, 2023

Last updated: June 6, 2025