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. Tunç, 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. Tunç
   Information Systems Frontiers, 19(1), pp. 165-185. 2017

WORKING PAPERS

3. Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy
   Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan
   Working Paper. Manuscript available on SSRN

4. Resale Royalty in NFT Marketplaces: Implications for Creators and Platforms
   Murat M. Tunç, 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. Tunç, 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. Tunç, Ting Li
   Work-in-Progress

7. Market Punishment for Strategic Generosity: An Empirical Examination of NFT Charity Auctions
   Chen Liang, Murat M. Tunç, 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. Tunç, 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. Tunç, Xitong Li
   WISE[1], Copenhagen, Denmark, 2022

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[1]Workshop 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. Tunç, 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. Tunç, Xitong Li
   CIST[2], Indiana, IN, 2022

4. Impact of Resale Royalty on Sale Prices and Market Liquidity in the NFT Marketplace
   Murat M. Tunç, Hasan Çavuşoğlu, 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. Tunç, 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. Tunç, 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. Tunç, Thomas van den Heuvel, Hasan Çavuşoğlu, 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. Tunç, Thomas van den Heuvel, Hasan Çavuşoğlu, Zhiqiang (Eric) Zheng
   CIST, Newport Beach, CA, 2021

9. Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy
   Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan
   ICIS Proceedings[4], Munich, Germany, 2019

10. Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy
    Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan
    INFORMS Annual Meeting, Seattle, WA, 2019

11. Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy
    Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan
    CIST, Phoenix, AZ, 2018

12. Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy
    Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan
    WISE, San Francisco, CA, 2018

13. Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces
    Murat M. Tunç, Hüseyin Çavuşoğlu, 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. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan
    ICIS Proceedings, Seoul, South Korea, 2017

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[2]Conference on Information Systems & Technology
[3]Statistical Challenges in Electronic Commerce Research
[4]International 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 Tanrıkulu, 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, Doğancan 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

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[5]International Conference on Big Data
[6]International Conference on Information Technology
[7]International Design Engineering Technical Conferences and Computers and Information in Engineering Conference
[8]Innovations 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, LaTeX

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
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
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
Advisor: Allan N. Zhang

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[9]Note: Evaluation is based on the question *"Overall, this instructor was excellent"*.

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