

# Murat M. Tunc

Tilburg University  
Tilburg School of Economics and Management  
Koopmans Building K826

✉ [m.m.tunc@tilburguniversity.edu](mailto:m.m.tunc@tilburguniversity.edu)  
🌐 [muratmtunc.github.io](https://muratmtunc.github.io)  
☎ +31-13-466-4755

## 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 Manufacturing Systems and 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, Field Experiments

**Applications:** Online Platforms, Sharing Economy, FinTech

## 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**, *Forthcoming*
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), 165-185. 2017

## UNDER REVIEW

3. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)

Murat M. Tunc, Hüseyin Çavuşoğlu, Srinivasan Raghunathan

*Under Review*

## WORKING PAPERS

4. Secrets to Survival of Blockchain Projects

Murat M. Tunc, Zhiqiang (Eric) Zheng, Hasan Çavuşoğlu

*Working Paper. Extended abstract available by request*

5. Assessing the Impact of Personalized Messages in Product Recommendations: Evidence from a Randomized Field Experiment

Murat M. Tunc, Hasan Çavuşoğlu, Hüseyin Çavuşoğlu, Srinivasan Raghunathan

*Current stage: Experiment Design*

6. What's in Your Wallet? Impact of Earning Visibility on Future Payoffs and Free-Giving Behavior in Continuous Crowdfunding

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*Current stage: Data Analysis*

7. Burn-out Effect in Multi-sided Platforms: Evidence from Music Industry

Murat M. Tunc

*Current stage: Data Analysis*

## INVITED SEMINARS

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
2020	Erasmus University, Rotterdam School of Management <sup>1</sup>
2019	Tilburg University, Tilburg School of Economics and Management
2019	Koc University, Graduate School of Business

## CONFERENCE PRESENTATIONS & PROCEEDINGS

1. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)

Murat M. Tunc, Hüseyin Çavuşoğlu, Srinivasan Raghunathan

*Proceedings of the 40th International Conference on Information Systems (ICIS),  
December 15-18, Munich, Germany, 2019*

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<sup>1</sup>Postponed due to Covid-19

2. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan  
*INFORMS Annual Meeting*, Seattle, WA, October 20-23, 2019
3. [Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan  
*INFORMS 10th Annual Conference on Information Systems & Technology (CIST)*, Phoenix, AZ, November 3-4, 2018
4. [Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan  
*29th Workshop on Information Systems and Economics (WISE)*, San Francisco, CA, December 17-18, 2018
5. [Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces](#)  
Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan  
*Platform Strategy Research Symposium*, Boston, MA, July 18, 2018
6. [Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces for Experience Goods](#)  
Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan  
*Proceedings of the 38th International Conference on Information Systems (ICIS)*, Seoul, South Korea. December 10-13, 2017
7. [Association Analysis of Supply Chain Risk and Company Sales](#)  
Murat M. Tunç, Alexandru Valcov, Allan N. Zhang, Wenjing Yan, Rong Wen  
*Proceedings of IEEE International Conference on Big Data*, pp. 3268-3277, Boston, MA, December 11-14, 2017
8. [Data Mining of Project Management Data: An Analysis of Applied Research Studies](#)  
Gürdal Ertek, Murat M. Tunç, Allan N. Zhang, Ömer Tanrikulu, Sobhan Asian  
*Proceedings of the ACM International Conference on Information Technology*, pp. 35-41, Singapore, December 27-29, 2017
9. [Encapsulation and Representing the Knowledge on the Evolution of an Engineering System](#)  
Gürdal Ertek, Ahmetcan Erdoğan, Volkan Patoğlu, Murat M. Tunç, Ceyso Çitak, Tuğçe Vanlı  
*Proceedings of the ASME International Design Engineering Technical Conferences and Computers and Information in Engineering Conference, IDETC/CIE*, Chicago, IL, Aug 12-15, 2012
10. [Insights into the Efficiencies of On-shore Wind Turbines: A Data-centric Analysis](#)  
Gürdal Ertek, Murat M. Tunç, Ece Kurtaraner, Doğançan Kebude  
*International Symposium on IEEE Innovations in Intelligent Systems and Applications (INISTA)*, pp. 1-7, Trabzon, Turkey, July 2-4, 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. Business Analytics and Emerging Trends  
Master level course. Lectures on Blockchain, IoT and Social Network Analysis  
Course Co-Instructor. Fall 2020. Enrollment - 243.
2. Introduction to Programming  
Part of an undergraduate course. Fundamental concepts of programming in Python  
Module Instructor. Fall 2020. Enrollment - 222.

### University of Texas at Dallas

3. 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>2</sup>
4. Introduction to Programming  
Course Instructor. Fall 2019. Enrollment - 57. [Evaluation - 4.85 / 5.00](#)

### Sabanci University

5. Simulation  
Undergraduate course. Recitation Instructor. Spring 2015
6. Production and Service Systems Operations  
Undergraduate course. Recitation Instructor. Fall 2013. Fall 2014
7. 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 Science:** Pandas, NumPy, Selenium, Matplotlib, Plotly

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

## AD-HOC REVIEWER

Information Systems Research, 2020 - Present

International Conference on Information Systems (ICIS), 2018 - Present

INFORMS Conference on Information Systems & Technology (CIST), 2019 - Present

## VISITING POSITIONS

### Research Scientist

June - Sep 2012

Singapore Institute of Manufacturing Technology, Singapore

Planning and Operations Management

Advisor: [Allan N. Zhang](#)

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<sup>2</sup>Note: Evaluation is based on the question “Overall, this instructor was excellent”.

## Research Scientist

June - Sep 2011

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 - Present

Istanbul, Turkey

Designing a randomized field experiment for personalized messages in product recommendations

## PERSONAL

**Language:** Fluent in English and Turkish

**Interests:** Playing Guitar, Basketball, Photography, Cooking, Cycling, Traveling

## REFERENCES

### Srinivasan Raghunathan

Ashbel Smith Professor

Jindal School of Management

University of Texas at Dallas

✉ [sraghu@utdallas.edu](mailto:sraghu@utdallas.edu)

☎ +1 (972) 883-4377

### Hüseyin Çavuşoğlu

Full Professor

Jindal School of Management

University of Texas at Dallas

✉ [huseyin@utdallas.edu](mailto:huseyin@utdallas.edu)

☎ +1 (972) 883-5939

### Zhiqiang (Eric) Zheng

Ashbel Smith Professor

Jindal School of Management

University of Texas at Dallas

✉ [ericz@utdallas.edu](mailto:ericz@utdallas.edu)

☎ +1 (972) 883-5914

### Hasan Çavuşoğlu

Associate Professor

Sauder School of Business

University of British Columbia

✉ [cavusoglu@sauder.ubc.ca](mailto:cavusoglu@sauder.ubc.ca)

☎ +1 (604) 822-8894