Murat M. Tunc

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

✉ m.m.tunc@tilburguniversity.edu
🌐 https://muratmtunc.github.io/
📍 Koopmans Building K 946

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

The Market Consequences of Perceived Strategic Generosity: An Empirical Examination of NFT Charity Fundraisers
Chen Liang, Murat M. Tunç, Gordon Burtch
Information Systems Research, Conditionally Accepted

Resale Royalty in NFT Marketplaces: Blessing or Burden for Creators and Platforms?
Murat M. Tunç, 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. Tunç, 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. Tunç
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. Tunç, Xitong Li
Presented at WDM 2023, CODE 2023, WISE 2022, CIST 2022, SCECR 2022
Major Revision (Revising for 4th Round) at Management Science

Impact of AI on Organizing: Evidence from GitHub Copilot Preview
Shivaram Devarakonda, Poonacha Medappa, Murat M. Tunç
Presented at EuroIS 2025
Major Revision (Under Review for 2nd Round) at Strategic Management Journal

Non-Fungible Token (NFT) Royalty Dilemma: Enforce Mandates or Embrace Creator Discretion?
Murat M. Tunç, Hasan Çavuşoğlu, Zhiqiang (Eric) Zheng
Major Revision (Under Review for 2nd Round) at Communications of the ACM

AI-assisted Programming May Decrease the Productivity of Experienced Developers by Increasing Maintenance Burden
Feiyang (Amber) Xu, Poonacha Medappa, Murat M. Tunç, Martijn Vroegindeweij, Jan Fransoo
Presented at CIST 2025, SCECR 2025, INFORMS 2024
Under Review (1st Round) at Nature Human Behavior

Working Papers

When Training Data Becomes a Public Good: An Empirical Examination of Open Innovation in Image Generating AI Models
Xi Wu, Murat M. Tunç
Presented at CIST 2025

How Does Early Involvement of External Contributors Impact Open Source Software Development and Maintenance? Evidence from GitHub
Fan Zou, Poonacha Medappa, Murat M. Tunç
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. Tunç, 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

Koç University, 2019

Conference Presentations and Proceedings

CIST 2018, 2021, 2022, 2023, 2025

INFORMS 2019, 2022, 2023, 2024

ICIS 2017, 2019, 2023, 2024

SCECR 2022, 2024, 2025

WISE 2018, 2021, 2022

Digital Economy Workshop 2023, 2024

EuroIS 2025

Workshop on Digital Markets (WDM) 2023

Conference on the Digital Economy (CODE) 2023

Platform Strategy Research Symposium 2018

Teaching

Tilburg University

Data Science Methods (PhD / Research Master), Evaluations: **5.0**

AI in Business (Master / Bachelor), Evaluations: **5.0**

University of Texas at Dallas

Introduction to Programming (Bachelor), 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

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

Associate Editor, Information Technology & Management, 2024 -

Program Committee, CIST 2022, 2023, 2024, 2025

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

Program Committee, WITS 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 Chair, Tilburg University 2022, 2023

PhD Recruitment Committee, CentER, Tilburg University 2023, 2024

Faculty Recruitment Committee, Tilburg University 2021

Media Mentions

Digital Artists Earn Less with NFTs than You Think
Emerce

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: August 28, 2025