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, Reward Mechanisms in Blockchain Projects

Methods: Game Theory, Econometrics, Machine Learning, Online Experiments

Applications: FinTech, Online Marketplaces, Platform Strategy, Sharing Economy

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. Impact of Resale Royalty on Sale Prices and Market Liquidity in the NFT Marketplace
   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 Quality: Evidence from Non-Fungible Tokens
   Ioannis F. Kanellopoulos, Dominik Gutt, Murat M. Tunç, Ting Li
      Work-in-Progress

7. 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. What Do You Give Back? Donation-Based Funding and Effort Reallocation in Knowledge-Sharing
   Ecosystems
   Poonacha Medappa, Murat M. Tunç, Xitong Li
      CIST[1], Indiana, IN, 2022
2. 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

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[1]Conference on Information Systems & Technology

3. What Do You Give Back? Donation-Based Funding and Effort Reallocation in Knowledge-Sharing Ecosystems
Poonacha Medappa, Murat M. Tunç, Xitong Li
   SCECR[2], Madrid, Spain, 2022

4. 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

5. 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[3], Austin, TX, 2021

6. 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

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

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

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

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

11. Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces
Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan
   Platform Strategy Research Symposium, Boston, MA, 2018

12. 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

13. 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

14. 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

15. Encapsulation and Representing the Knowledge on the Evolution of an Engineering System
Gürdal Ertek, Ahmetcan Erdoğan, Volkan Patoğlu, Murat M. Tunç, Ceysu Çitak, Tuğçe

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[2]Statistical Challenges in Electronic Commerce Research
[3]Workshop on Information Systems and Economics
[4]International Conference on Information Systems
[5]International Conference on Big Data
[6]International Conference on Information Technology

Vanlı
ASME IDETC/CIE Proceedings[7], Chicago, IL, 2012

16. 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. Identification Strategies in Behavioral Research
PhD level course. 1 lecture on how researchers establish causality
Instructor. Fall 2021. Enrollment - 4.
2. Causal Inference Methods and Applications
Master level course. 1 lecture on methodologies for causal inference in IS research
Instructor. Spring 2020, Fall 2021. Enrollment - 88, 120.
3. Business Analytics and Emerging Trends
Master level course. 3 lectures on Blockchain, IoT and Social Network Analysis
Co-Instructor. Fall 2020, 2021. Enrollment - 243, 204.
4. Introduction to Programming in Python
Undergraduate course. 4 lectures on fundamental concepts of programming
Module Instructor. Fall 2020, 2021. Enrollment - 222, 180.
5. Data Analysis using Pandas
Undergraduate course. 2 lectures on higher-dimensional data analytics on Pandas
Module Instructor. Fall 2021. Enrollment - 180.

University of Texas at Dallas
6. Introduction to Programming
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

Sabanci University
8. Simulation
Undergraduate course. Recitation Instructor. Spring 2015
9. Production and Service Systems Operations

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

[8]Innovations in Intelligent Systems and Applications

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

Undergraduate course. Recitation Instructor. Fall 2013. Fall 2014
10. 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, LaTeX

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

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

AD-HOC 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
Hiring Committee Lead, Tilburg School of Economics and Management 2022
Discussant, Data Science and Consumer Behavior Workshop 2022
Discussant, WISE 2021
Hiring 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

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, NFL, Indie Rock, Nintendo Switch Games, Town of Salem