

Murat M. Tunc

Tilburg University
Tilburg School of Economics and Management
Koopmans Building K826

✉ m.m.tunc@tilburguniversity.edu
🌐 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. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan

Under Review

WORKING PAPERS

4. 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

Working Paper. Extended abstract available by request

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 ¹ |
| 2019 | Tilburg University, Tilburg School of Economics and Management |
| 2019 | Koc University, Graduate School of Business |

CONFERENCE PRESENTATIONS & PROCEEDINGS

1. [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
The 32nd Workshop on Information Systems and Economics (WISE), Austin, TX,
December 16-17, 2021

2. [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
13th Annual Conference on Information Systems & Technology (CIST), Newport
Beach, CA, October 23-24, 2021

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

Murat M. Tunç, Hüseyin Çavuşoğlu, Srinivasan Raghunathan
Proceedings of the 40th International Conference on Information Systems (ICIS),
December 15-18, Munich, Germany, 2019

¹Postponed due to Covid-19

4. [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
5. [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
6. [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
7. [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
8. [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
9. [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
10. [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
11. [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
12. [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, 2021. Enrollment - 243.
2. Introduction to Programming
Undergraduate course. Fundamental concepts of programming in Python
Module Instructor. Fall 2020, 2021. Enrollment - 222, 180.
3. Data Analytics with Pandas
Undergraduate course. Working with higher-dimensional data and analyze time series
Module Instructor. Fall 2021. Enrollment - 180.

University of Texas at Dallas

4. Introduction to Programming
Undergraduate course. Fundamental concepts of object-oriented programming in Java
Course Instructor. Spring 2019. Enrollment - 55. [Evaluation - 4.92 / 5.00²](#)
5. Introduction to Programming
Course Instructor. Fall 2019. Enrollment - 57. [Evaluation - 4.85 / 5.00](#)

Sabanci University

6. Simulation
Undergraduate course. Recitation Instructor. Spring 2015
7. Production and Service Systems Operations
Undergraduate course. Recitation Instructor. Fall 2013. Fall 2014
8. 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^AT_EX

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

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

AD-HOC REVIEWER

MIS Quarterly, 2021 - Present

Information Systems Research, 2020 - Present

Manufacturing & Service Operations Management (MSOM), 2020 - Present

INFORMS Conference on Information Systems & Technology (CIST), 2019 - Present
International Conference on Information Systems (ICIS), 2018 - Present

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

VISITING POSITIONS

Research Scientist

June - Sep 2012

Singapore Institute of Manufacturing Technology, Singapore

Planning and Operations Management

Advisor: [Allan N. Zhang](#)

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, 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

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

☎ +1 (972) 883-4377

Hüseyin Çavuşoğlu

Full Professor

Jindal School of Management

University of Texas at Dallas

✉ 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

☎ +1 (972) 883-5914

Hasan Çavuşoğlu

Associate Professor

Sauder School of Business

University of British Columbia

✉ cavusoglu@sauder.ubc.ca

☎ +1 (604) 822-8894