

Murat M. Tunc

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Department of Information Systems & Operations Management

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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. Tunc, Gordon Burtch
Information Systems Research, Conditionally Accepted

Resale Royalty in NFT Marketplaces: Blessing or Burden for Creators and Platforms?

Murat M. Tunc, Hasan Cavuşoğlu, Zhiqiang (Eric) Zheng
Information Systems Research, 36(3), pp. 1543-1564, 2025

Online Product Reviews: Is a Finer-Grained Rating Scheme Superior to a Coarser One?

Murat M. Tunc, Hüseyin Cavuşoğlu, 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. Tunc
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. Tunc, 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. Tunc

Presented at WISE 2025, EuroIS 2025, India Strategy Conference 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. Tunc, Hasan Cavuşoğlu, Zhiqiang (Eric) Zheng

Major Revision (Under Review for 2nd Round) at Communications of the ACM

Working Papers

AI-assisted Programming May Decrease the Productivity of Experienced Developers by Increasing Maintenance Burden

Feiyang (Amber) Xu, Poonacha Medappa, Murat M. Tunc, Martijn Vroegindeweij, Jan Fransoo

Presented at WITS 2025, CIST 2025, SCECR 2025, INFORMS 2024

When Training Data Becomes a Public Good: An Empirical Examination of Open Innovation in Image Generating AI Models

Xi Wu, Murat M. Tunc

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. Tunc

Presented at ICIS 2024

How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens

Ioannis F. Kanellopoulos, Dominik Gutt, Murat M. Tunc, 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

ICIS 2017, 2019, 2023, 2024, 2025

WISE 2018, 2021, 2022, 2025

INFORMS 2019, 2022, 2023, 2024

SCECR 2022, 2024, 2025

Digital Economy Workshop 2023, 2024

WITS 2025

EuroIS 2025

India Strategy Conference 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), Dutch Research Council (NWO)

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

CIST 2025 Best Student Paper Award (Nominated), 2025

ICIS 2023 Best Paper Award (Nominated), 2023

INFORMS IS Cluster Best Paper Award (Shortlisted), 2023

UT Dallas JSOM 3-minute Dissertation Award (2nd Place), 2020

Grants

Starter Grant €300,000 Tilburg University, 2023

Last updated: October 25, 2025