

# 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. Tunc, 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. Tunc  
**Information Systems Frontiers**, 19(1), pp. 165-185. 2017

## WORKING PAPERS

3. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, 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. Tunc, 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. Tunc, 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. Tunc, 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. Tunc, Chong Zhang  
*Work-in-Progress*

## INVITED SEMINARS

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|------|--|
| 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. [Impact of Resale Royalty on Sale Prices and Market Liquidity in the NFT Marketplace](#)  
Murat M. Tunc, Hasan Çavuşoğlu, Zhiqiang (Eric) Zheng  
*INFORMS Annual Meeting, Indiana, Indianapolis, Oct 16-19, 2022*
2. [Giving Back to the Community: Cross-Platform Spillover Effects of Donation Based Funding of Open Source Contributors](#)  
Poonacha Medappa, Murat M. Tunc, Xitong Li  
*18th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain, June 21-22, 2022*

3. [How Free Market Entry Affects Market Quality: Evidence from Non-Fungible Tokens](#)  
Giannis Kanellopoulos, Dominik Gutt, Murat M. Tunc, Ting Li  
*18th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*,  
Madrid, Spain, June 21-22, 2022
4. [Impact of Resale Royalty on Primary and Secondary Sale Prices in the Non-Fungible Token Marketplace](#)  
Murat M. Tunc, Thomas van den Heuvel, Hasan Cavuşoğlu, Zhiqiang (Eric) Zheng  
*32nd Workshop on Information Systems and Economics (WISE)*, Austin, TX, December 16-17, 2021
5. [Impact of Resale Royalty on Primary and Secondary Sale Prices in the Non-Fungible Token Marketplace](#)  
Murat M. Tunc, Thomas van den Heuvel, Hasan Cavuşoğlu, Zhiqiang (Eric) Zheng  
*13th Annual Conference on Information Systems & Technology (CIST)*, Newport Beach, CA, October 23-24, 2021
6. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*Proceedings of the 40th International Conference on Information Systems (ICIS)*,  
December 15-18, Munich, Germany, 2019
7. [Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*INFORMS Annual Meeting*, Seattle, WA, October 20-23, 2019
8. [Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*INFORMS 10th Annual Conference on Information Systems & Technology (CIST)*,  
Phoenix, AZ, November 3-4, 2018
9. [Double-sided Adverse Selection and Bilateral Reviews in Sharing Economy](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*29th Workshop on Information Systems and Economics (WISE)*, San Francisco, CA,  
December 17–18, 2018
10. [Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*Platform Strategy Research Symposium*, Boston, MA, July 18, 2018
11. [Single-dimensional versus Multi-dimensional Product Ratings in Online Marketplaces for Experience Goods](#)  
Murat M. Tunc, Hüseyin Cavuşoğlu, Srinivasan Raghunathan  
*Proceedings of the 38th International Conference on Information Systems (ICIS)*,  
Seoul, South Korea. December 10-13, 2017
12. [Association Analysis of Supply Chain Risk and Company Sales](#)  
Murat M. Tunc, 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
13. [Data Mining of Project Management Data: An Analysis of Applied Research Studies](#)  
Gürdal Ertek, Murat M. Tunc, Allan N. Zhang, Ömer Tanrikulu, Sobhan Asian  
*Proceedings of the ACM International Conference on Information Technology*, pp.  
35-41, Singapore, December 27-29, 2017
14. [Encapsulation and Representing the Knowledge on the Evolution of an Engineering System](#)  
Gürdal Ertek, Ahmetcan Erdoğan, Volkan Patoglu, Murat M. Tunc, Ceysu Çitak, Tuğçe

Vanh

*Proceedings of the ASME International Design Engineering Technical Conferences and Computers and Information in Engineering Conference, IDETC/CIE, Chicago, IL, Aug 12-15, 2012*

15. [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. 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](#)<sup>1</sup>

7. Introduction to Programming

Course Instructor. Fall 2019. Enrollment - 57. [Evaluation - 4.85 / 5.00](#)

### Sabancı University

8. Simulation

Undergraduate course. Recitation Instructor. Spring 2015

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<sup>1</sup>Note: Evaluation is based on the question “Overall, this instructor was excellent”.

9. Production and Service Systems Operations

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, L<sup>A</sup>T<sub>E</sub>X

**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

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

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

Academy of Management (AOM) Annual Meeting, 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, 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 - 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