

Murat M. Tunc

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School of Economics and Management
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

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

Murat M. Tunc, 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. Tunc, 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. 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 at Management Science

The Market Consequences of Perceived Strategic Generosity: An Empirical Examination of NFT Charity Fundraisers

Chen Liang, Murat M. Tunc, Gordon Burtch

Presented at Digital Economy Workshop 2024, INFORMS 2023, WDM 2023

Major Revision at Information Systems Research

Impact of AI on Organizing: Evidence from GitHub Copilot Preview

Shivaram Devarakonda, Poonacha Medappa, Murat M. Tunc

Major Revision at Strategic Management Journal

Working Papers

Information Good Pricing Under Unit Costs: Impact of Lazy Minting on Pricing Strategies in NFT Marketplaces

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

GenAI as a Coding Partner: Productivity Gains at the Cost of Sustainability and Maintenance

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

Presented at SCECR 2024, INFORMS 2024

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

Two-sided Adverse Selection and Bilateral Reviews in Sharing Economy

Murat M. Tunc, Hüseyin Çavuşoğlu, Srinivasan Raghunathan

Presented at ICIS 2019, INFORMS 2019, WISE 2018, CIST 2018

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

Teaching

Tilburg University

Data Science Research Methods (PhD)

Model-based Research in Management (PhD)

AI for Business (MS)

Digitization & Big Data Analytics (UG)

Introduction to Programming (UG)

University of Texas at Dallas

Introduction to Programming (UG), Evaluations: **4.92, 4.85**

Reviewer

Management Science, MIS Quarterly, Information Systems Research, Organization Science, MSOM, POM, German Research Foundation (DFG)

PhD Supervision

Amber Xu, 2024 -

Martijn Vroegindeweij, 2024 -

Fan Zou, 2022 - 2023 (Visiting PhD student)

PhD Committee

Nazli Alagoz, Tilburg University, Marketing, 2024

Service

Associate Editor, Information Technology & Management, 2024 -

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

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

Program Committee Member, CIST 2022, 2023, 2024, 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 Committee Chair, Tilburg University 2022, 2023

PhD Recruitment Committee Member, CentER, Tilburg University 2023, 2024

Faculty Recruitment Committee Member, Tilburg University 2021

Media Mentions

Digital Artists Earn Less with NFTs than You Think
Emerce, Drimble, NieuwsBreak

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: May 21, 2025