

# 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, Thomas van den Heuvel, Hasan Çavuşoğlu, Zhiqiang (Eric) Zheng  
*Working Paper. Extended abstract available by request*
5. Giving Back to the Community: Analysis of Reciprocity among Open Source Software Developers  
Poonacha Medappa, Murat M. Tunc  
*Work-in-Progress*
6. 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 Primary and Secondary Sale Prices in the Non-Fungible Token Marketplace](#)  
Murat M. Tunc, 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. Tunc, 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. Tunc, Hüseyin Çavuşoğlu, Srinivasan Raghunathan

- Proceedings of the 40th International Conference on Information Systems (ICIS)*,  
December 15-18, Munich, Germany, 2019
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, Ceysu 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. 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](#)

### Sabanci University

8. Simulation  
Undergraduate course. Recitation Instructor. Spring 2015
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

MIS Quarterly, 2021 - Present

Information Systems Research, 2020 - Present

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

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

## Conferences

Academy of Management (AOM) Annual Meeting, 2022 - Present

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

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

## SERVICE

Associate Editor, Blockchain, DLT, and Fintech track, ICIS 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 (A1) in Dutch

**Interests:** Playing Guitar, Basketball, Hiking, Fitness, NFL, Indie Rock, Nintendo Switch Games, Town of Salem

## REFERENCES

### Srinivasan Raghunathan

Ashbel Smith Professor

Jindal School of Management

University of Texas at Dallas

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### Hüseyin Çavuşoğlu

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### Zhiqiang (Eric) Zheng

Ashbel Smith Professor

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### Hasan Çavuşoğlu

Associate Professor

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