

# Kurt Paul Munz

INNOVATION

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## ARTICLES IN SCHOLARLY JOURNALS

MUNZ K. P., JUNG M. H., ALTER A. L.

**Name Similarity Encourages Generosity: A Field Experiment in Email Personalization**

Marketing Science, 2020, vol.39, no. 6, pp.1071-1091

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## OTHER IN JOURNALS

MORWITZ V. G., MUNZ K. P.

**Intentions**

2021, Consumer Psychology Review

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## PROCEEDINGS/PRESENTATIONS

MOHSENIN S., MUNZ K. P.

**Gender-Ambiguous Voices and Social Disfluency**

*Association for Consumer Research Conference, 26 - 29 October, 2023, Seattle, WA, United States of America*

MOHSENIN S., MUNZ K. P.

**Gender-Ambiguous Voices and Social-Disfluency in Product Judgments**

*European Association for Consumer Research (EACR) Conference, July 6-8 2023, Amsterdam, Netherlands (The)*

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