

# Kurt Paul Munz

INNOVATION

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## ARTICLES IN SCHOLARLY JOURNALS

MORWITZ V. G., MUNZ K. P.

**Intentions**

Consumer Psychology Review, 2021, vol.4, no. 1, pp.26-41

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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