

# Kurt Paul Munz

INNOVATION

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## ARTICLES IN SCHOLARLY JOURNALS

MOHSENIN S., MUNZ K. P.

**Gender-Ambiguous Voices and Social Disfluency**

Psychological Science, 2024, vol.35, no. 5, pp.543-557

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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## TEXTBOOKS

MUNZ K. P., BUSACCA B., CHIZZOLI C., BERTOLI G.

**Customer-based view - 2ed**

Egea, Milano, Italy, 2024

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## OTHER IN JOURNALS

MORWITZ V. G., MUNZ K. P.

**Intentions**

2021, Consumer Psychology Review

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## PROCEEDINGS/PRESENTATIONS

LIU Y., MUNZ K. P.

**When Option Order Primacy Disappears: The Role of Presentation Order of Loss and Gain**

*35th European Marketing Academy Annual Conference, May 28-31, 2024, Bucharest, Romania*

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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