

Kurt Paul Munz

ASSISTANT PROFESSOR

Innovation

KURT.MUNZ@UNIBOCCONI.IT

Biography

Kurt Paul Munz is an Assistant Professor in the department of Marketing at Università Bocconi. Before joining Bocconi, he worked as a Lieutenant Commander in the United States Navy Reserve.

He takes an experimental approach to research in consumer behavior, focusing on consumer judgment and decision making, Consumer Rationalization and Information Processing. His research has appeared in Marketing Science in the Consumer Psychology Review, and he has presented his work at top business schools across the world.

He has degrees in Psychology, Communication, and Marketing, including a PhD in Marketing from the Stern School of Business at New York University.

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

TEXTBOOKS

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

Customer-based view - 2ed

Egea, Milano, Italy, 2024

OTHER IN JOURNALS

MORWITZ V. G., MUNZ K. P.

Intentions

2021, Consumer Psychology Review

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)

Grants & Honors

Research Excellence Award – Università Commerciale Luigi Bocconi , 2021
