

# Kurt Paul Munz

INNOVATION

---

## ARTICOLI SU RIVISTA SCIENTIFICA

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

---

## ALTRO SU RIVISTA

MORWITZ V. G., MUNZ K. P.

**Intentions**

2021, Consumer Psychology Review

---