

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

PROCEEDINGS/PRESENTATIONS

MOHSENIN S., MUNZ K. P.

Gender-Ambiguous Voices and Social Disfluency

Association for Consumer Research Conference, 26 - 29 October, 2023, Seattle, WA, Stati Uniti d'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, Paesi Bassi
