

Kurt Paul Munz

Assistant Professor



Knowledge Group: Marketing

Research Domains: Innovation

Teaching Domains:

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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.

Textbooks

Customer Management. Growth, Value and Loyalty

BUSACCA, B., G. BERTOLI, C. CHIZZOLI, K. P. MUNZ - "Customer Management. Growth, Value and Loyalty" - 2025, Bocconi University Press - BUP, Milano, Italy

Customer-based view - Nuova edizione

BUSACCA, B., G. BERTOLI, C. CHIZZOLI, K. P. MUNZ - "Customer-based view - Nuova edizione" - 2024, Egea, Milano, Italy

Articles in Scholarly Journals

How Perceptual Disfluency Affects Consumer Choices

MOHSENIN, S., K. P. MUNZ, "How Perceptual Disfluency Affects Consumer Choices", Journal of Consumer Research, 2025

Gender-Ambiguous Voices and Social Disfluency

MOHSENIN, S., K. P. MUNZ, "Gender-Ambiguous Voices and Social Disfluency", Psychological Science, 2024, vol. 35, no. 5, pp. 543-557

Intentions

MORWITZ, V. G., K. P. MUNZ, "Intentions", Consumer Psychology Review, 2021, vol. 4, no. 1, pp. 26-41

Name Similarity Encourages Generosity: A Field Experiment in Email Personalization

MUNZ, K. P., M. H. JUNG, A. L. ALTER, "Name Similarity Encourages Generosity: A Field Experiment in Email Personalization", Marketing Science, 2020, vol. 39, no. 6, pp. 1071-1091

Proceedings/Presentations

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

MUNZ, K. P., Y. LIU, "When Option Order Primacy Disappears: The Role of Presentation Order of Loss and Gain" in 35th European Marketing Academy Annual Conference, May 28-31, 2024, Bucharest, Romania

Gender-Ambiguous Voices and Social Disfluency

MOHSENIN, S., K. P. MUNZ, "Gender-Ambiguous Voices and Social Disfluency" in Association for Consumer Research Conference, 26 - 29 October, 2023, Seattle, WA, United States of America

Gender-Ambiguous Voices and Social-Disfluency in Product Judgments

MOHSENIN, S., K. P. MUNZ, "Gender-Ambiguous Voices and Social-Disfluency in Product Judgments" in European Association for Consumer Research (EACR) Conference, July 6-8, 2023, Amsterdam, Netherlands (The)