

Kurt Paul Munz

Assistant Professor



Knowledge Group: Marketing

Research Domains: Innovation

Teaching Domains:

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Biography

Kurt Paul Munz è Assistant Professor presso il Dipartimento di Marketing dell'Università Bocconi. Prima di unirsi alla Bocconi, ha lavorato come tenente comandante nella Riserva della Marina degli Stati Uniti.

La sua ricerca nel campo del comportamento del consumatore si basa su un approccio sperimentale, con un focus su giudizio e processo decisionale dei consumatori, razionalizzazione del consumatore e elaborazione delle informazioni. I suoi studi sono stati pubblicati su Marketing Science e Consumer Psychology Review, e ha presentato i suoi lavori presso le migliori scuole di business in tutto il mondo.

Ha conseguito lauree in Psicologia, Comunicazione e Marketing, inclusa una Laurea in Marketing presso la Stern School of Business della 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)