

Kurt Paul Munz

Assistant Professor



Knowledge Group: Marketing

Research Domains: Innovation

Teaching Domains:

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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)