

# 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

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## 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

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## 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)