

KURT P. MUNZ

Assistant Professor
Marketing Department
Bocconi University

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EMPLOYMENT

- 2020-present **Bocconi University** (Milan, Italy) – Assistant Professor of Marketing
2012-2014 **United States Navy Reserve** (New York, USA) – Lieutenant Commander
2005-2012 **United States Navy** (San Diego, USA & Rota, Spain) – Lieutenant

EDUCATION

- Ph.D. **New York University Leonard N. Stern School of Business** – Marketing, 2020
M.Phil. **New York University Leonard N. Stern School of Business** – Marketing, 2018
M.A. **New York University** – Psychology, 2014
B.S. **Rensselaer Polytechnic Institute** – Communication, 2005

PUBLICATIONS

- Morwitz, Vicki G., and Kurt P. Munz (2021) “Intentions,” *Consumer Psychology Review*, 4 (1), 26-41.
Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2020) “Name Similarity Encourages Generosity: A Field Experiment in Email Personalization,” *Marketing Science*, 39 (6), 1071-1091.

WORKING PAPERS

- Munz, Kurt P., and Vicki G. Morwitz, “Sound Judgment: Evaluability and Memory in Speech-based Product Evaluation and Choice”
Munz, Kurt P., and Vicki G. Morwitz, “Spreading of Alternatives Without a Perception of Choice”
Mohsenin, Shahryar, and Kurt P. Munz, “Gender-Ambiguous Voices and Social Processing Fluency in Product Judgments”

ACADEMIC AWARDS & HONORS

- 2021 Bocconi Junior Research Grant - €10,000 (Bocconi)
2021 Bocconi University Research Excellence Award (Bocconi)
2020 Beta Gamma Sigma Honor Society (NYU)
2018 Center for Global Economy and Business Grant - \$3,000 (NYU)
2018 Ph.D. Dean’s Fellowship (NYU)
2014 “Best Academic Achievement” Award in the Master’s Psychology Program (NYU)
2013 Psi Chi Honor Society (NYU)
2005 Phalanx Honor Society (RPI)
2004 McKinney Prize for Writing (RPI)
2001 NROTC Scholarship (USN)

INVITED PRESENTATIONS

- 2022 FTxBocconi Talent Challenge
- 2021 IESE Business School – Marketing Department
- 2019 New York University – Psychology Department – Trope Lab
- 2019 University of Utah – David Eccles School of Business – Marketing Department
- 2019 Dartmouth College – Tuck School of Business – Marketing Department
- 2019 University of Hawai'i at Mānoa – Shidler College of Business – Marketing Department
- 2019 London Business School – Marketing Area
- 2019 University of Chicago – Booth School of Business – Marketing Group
- 2019 Bocconi University – Marketing Department
- 2019 Harvard University – Harvard Business School – Marketing Unit

CONFERENCE PRESENTATIONS (PRESENTER UNDERLINED)

- Melzner, Johann, Andrea Bonezzi, Jonah Berger, Christian Hildebrand, Mansur Khamitov, Anne-Kathrin Klesse, David Luna, Shiri Melumad, Vicki G. Morwitz, Kurt P. Munz, Demi Oba, Massimiliano Ostinelli, Aner Sela, and Ana Valenzuela (2023) “Voice Technology: Implications of Oral versus Manual Communication for Consumer Research,” roundtable at Society for Consumer Psychology Annual Conference, San Juan, PR, March 2023.
- Mohsensis, Shahryar and Kurt P. Munz (2022) “Disfluency Activates Heuristic Reasoning,” working paper presented at Eighth Mediterranean Consumer Behavior Symposium, Madrid, December 2022.
- Mohsensis, Shahryar and Kurt P. Munz (2022) “Social-Processing Fluency in Voice-Based Judgments,” poster presented at Society for Judgment and Decision Making Annual Conference, virtual, February 2022.
- Munz, Kurt P. and Vicki G. Morwitz (2020) “Not-so Easy Listening: Roots and Repercussions of Auditory Choice Difficulty in Voice Commerce,” special session paper presented at Association for Consumer Research Annual Conference, virtual, October 2020. (session co-chair)
- Munz, Kurt P. and Vicki G. Morwitz (2019) “Not-so Easy Listening: Roots and Repercussions of Auditory Choice Difficulty in Voice Commerce,” paper presented at Society for Judgment and Decision Making Annual Conference, Montreal, QC, November 2019.
- Munz, Kurt P. and Vicki G. Morwitz (2018) “Spreading of Alternatives Without a Perception of Choice,” paper presented at Society for Judgment and Decision Making Annual Conference, New Orleans, LA, November 2018.
- Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2018) “Name Similarity Encourages Generosity: A Field Experiment in Email Personalization,” poster presented at Society for Judgment and Decision Making Annual Conference, New Orleans, LA, November 2018.
- Munz, Kurt P. and Alixandra Barasch (2018) “Losing Fast or Slow? Preferences for Uncertainty Resolution,” special session paper presented at Association for Consumer Research Annual Conference, Dallas, TX, October 2018.
- Munz, Kurt P. and Vicki G. Morwitz (2018) “Spreading of Alternatives Without a Perception of Choice,” competitive paper presented at Association for Consumer Research Annual Conference, Dallas, TX, October 2018.
- Munz, Kurt P. and Vicki G. Morwitz (2018) “Spreading of Alternatives Without a Perception of Choice,” individual paper presented at Society for Consumer Psychology Annual Conference, Dallas, TX, February 2018.

CONFERENCE PRESENTATIONS CONTINUED (PRESENTER UNDERLINED)

Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2018) "Name Similarity Encourages Generosity: A Field Experiment in Email Personalization," symposium paper presented at Society for Consumer Psychology Annual Conference, Dallas, TX, February 2018. (symposium chair)

Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2017) "Charitable Giving to Teachers with the Same Name: A Field Experiment," special session paper presented at Association for Consumer Research Annual Conference, San Diego, CA, October 2017.

Munz, Kurt P. and Priya Raghbir (2016) "Sorting as Screening," poster presented at Society for Consumer Psychology Annual Conference, St. Petersburg, FL, February 2016.

TEACHING

Bocconi University

Advanced Marketing Management
Consumer Behavior I

(MSc Mgmt) – Fall Semester – 2020-present
(PhD) – Spring Semester – 2020-present

New York University

Introduction to Marketing

(Undergraduate) – Summer Semester – 2017

DOCTORAL STUDENT ADVISING

PhD Advising – Current

Shahryar Mohsenin
Yongkun Liu

Dissertation Committee

Burcak Bas (alternate; 2022)

EDITORIAL SERVICE

Ad Hoc Journal Reviewer

*International Journal of Research in
Marketing (IJRM)*
*Journal of the Association for Consumer
Research (JACR)*
Journal of Consumer Research (JCR)
Journal of Interactive Marketing
Journal of Marketing Research (JMR)

Ad Hoc Grant Reviewer

National Science Foundation (NSF)

Ad Hoc Conference Reviewer

Association for Consumer Research (ACR)
European Marketing Academy (EMAC)
Society for Consumer Psychology (SCP)

DISSERTATION – NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS – 2020

"Not-so Easy Listening: Roots and Repercussions of Auditory Choice Difficulty in Voice Commerce"

Chair: Vicki Morwitz

Committee: Adam Alter, Tom Meyvis, Yaacov Trope

PROFESSIONAL ASSOCIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)

PERSONAL

Full Name: Kurt Paul Munz
Nationality: USA
Citizenship: USA
Languages: English (native), Italian (elementary)