

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 (‡ PHD STUDENT)

- Mohsenin, Shahryar‡, and Kurt P. Munz (in press) “Gender-Ambiguous Voices and Social Disfluency,” *Psychological Science*, forthcoming.
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

- Mohsenin, Shahryar, and Kurt P. Munz, “Disfluency Increases Reliance on Heuristic Cues in Consumer Choice”
Munz, Kurt P., and Vicki G. Morwitz, “No-so Easy Listening: How Listening to Options Affects Product Choice and Evaluation”
Munz, Kurt P., Adam Eric Greenberg, and Vicki G. Morwitz, “Bounded Rationalization: The Role of Acceptance in Post-Choice and Post-Assignment Rationalization”

ACADEMIC AWARDS & HONORS

- 2021 & 2023 Bocconi Junior Research Grant - €10,000 (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

- 2023 University of British Columbia– Sauder School of Business – Marketing & Behavioural Science Div.
- 2022 Financial Times x Bocconi 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)

- Liu, Yongkun, and Kurt P. Munz (2024) “When Option Order Primacy Disappears: The Role of Presentation Order of Loss and Gain” paper presented at the European Marketing Academy Conference, Bucharest, May.
- Munz, Kurt P. and Vicki G. Morwitz (2024) “Not-so Easy Listening: How Listening to Options Affects Product Choice and Evaluation,” special session paper at Society for Consumer Psychology Conference, Nashville, March.
- Liu, Yongkun, and Kurt P. Munz (2023) “When Option Order Primacy Disappears: The Role of Presentation Order of Loss and Gain” working paper at Ninth Mediterranean Consumer Behavior Symposium, Milan, December.
- Mohsenin, Shahryar and Kurt P. Munz (2023) “Gender-Ambiguous Voices and Social Disfluency” competitive paper at Association for Consumer Research Conference, Seattle, October.
- Mohsenin, Shahryar and Kurt P. Munz (2023) “Gender-Ambiguous Voices and Social Disfluency in Product Judgments” competitive paper at European Association for Consumer Research Conference, Amsterdam, July.
- Liu, Yongkun and Kurt P. Munz (2023) “When Product Order Primacy Disappears: The Role of Presentation Order of Loss and Gain” poster at European Association for Consumer Research Conference, Amsterdam, July.
- 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 Conference, San Juan, March.
- Mohsensin, Shahryar and Kurt P. Munz (2022) “Disfluency Activates Heuristic Reasoning,” working paper at Eighth Mediterranean Consumer Behavior Symposium, Madrid, December.
 🏆 Best Student Presentation
- Mohsensin, Shahryar and Kurt P. Munz (2022) “Social-Processing Fluency in Voice-Based Judgments,” poster at Society for Judgment and Decision Making Conference, virtual, February.

CONFERENCE PRESENTATIONS CONTINUED (PRESENTER UNDERLINED)

- 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 at Association for Consumer Research Conference, virtual, October. (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 at Society for Judgment and Decision Making Conference, Montreal, November.
- Munz, Kurt P. and Vicki G. Morwitz (2018) "Spreading of Alternatives Without a Perception of Choice," paper at Society for Judgment and Decision Making Conference, New Orleans, November.
- 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 Conference, New Orleans, November.
- Munz, Kurt P. and Alixandra Barasch (2018) "Losing Fast or Slow? Preferences for Uncertainty Resolution," special session paper presented at Association for Consumer Research Conference, Dallas, October.
- Munz, Kurt P. and Vicki G. Morwitz (2018) "Spreading of Alternatives Without a Perception of Choice," competitive paper presented at Association for Consumer Research Conference, Dallas, October.
- Munz, Kurt P. and Vicki G. Morwitz (2018) "Spreading of Alternatives Without a Perception of Choice," individual paper presented at Society for Consumer Psychology Conference, Dallas, February.
- 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 Conference, Dallas, February. (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 Conference, San Diego, October.
- Munz, Kurt P. and Priya Raghurir (2016) "Sorting as Screening," poster presented at Society for Consumer Psychology Conference, St. Petersburg, February.

TEACHING

Bocconi University

Advanced Marketing Management
Consumer Behavior I

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

New York University

Introduction to Marketing

(Undergraduate) – Summer Semester – 2017

DOCTORAL STUDENT SUPERVISION

PhD Students – Current

Shahryar Mohsenin (on job market)
Yongkun Liu

Dissertation Committee

Duc Pham (IE University; alternate; 2024)
Graham Overton (2023)
Burcak Bas (alternate; 2022)

THESIS SUPERVISION

Master

Yasmin Beyhan Galimidi, Carla Rina Chelly, Michele Capasso, Dai Chenjing, Adriano Di Vito, Amalia Evrard, Alice Fumagalli, Julian Gole, Alexander Lorenz, Gioele Massimino, Daniela Alessandra Perez Salas, Malvina Torriani, Gillian Uhryuk

Bachelor

Anaïs Casella, Defne Coklar, Gento Makino, Alexy Milan, Giulia Odolini, Melissa Shao

EDITORIAL SERVICE

Ad Hoc Journal Reviewer

Basic and Applied Social Psychology
International Journal of Research in Marketing
Journal of the Academy of Marketing Science
Journal of the Association for Consumer Research
Journal of Consumer Research
Journal of Interactive Marketing
Journal of Marketing Research
Journal of Retailing
Marketing Letters

Ad Hoc Grant Reviewer

National Science Foundation (NSF)

Ad Hoc Conference Reviewer

American Marketing Association Consumer Behavior Special Interest Group (AMA CB SIG)
Association for Consumer Research (ACR)
European Association for Consumer Research (EACR)
European Marketing Academy (EMAC)
Society for Consumer Psychology (SCP)

OTHER SERVICE

2023-2024 Marketing Department Seminar Series Coordinator
2023 Panel Moderator – B.Bias (Bocconi behavioral economics student group) – Nudging

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)

European Marketing Academy (EMAC)

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 (A1)