KURT P. MUNZ

Assistant Professor
Marketing Department
Bocconi University

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ACADEMIC EMPLOYMENT

2020-present **Bocconi University** (Milan, Italy) – Assistant Professor of Marketing

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

JOURNAL PUBLICATIONS ([1] PHD STUDENT)

[1]Mohsenin, Shahryar, and Kurt P. Munz (2026), "How Perceptual Disfluency Affects Consumer Choice," ***Journal of Consumer Research***, 53 (3), 535-559.

Munz, Kurt P., Adam Eric Greenberg, and Vicki G. Morwitz (forthcoming), "Bounded Rationalization: The Role of Acceptance in Postchoice and Postassignment Rationalization," ***Psychological Review***.
🌐 *Harvard Business Review*

[1]Mohsenin, Shahryar, and Kurt P. Munz (2024), "Gender-Ambiguous Voices and Social Disfluency," ***Psychological Science***, 35 (5), 543-557.
🏆 2021 Bocconi Junior Research Grant
🌐 *Il Sole 24 Ore*

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 ([1] PHD STUDENT)

Munz, Kurt P., and Vicki G. Morwitz, "Speech and Evaluability: How Listening to Options Can Affect Choices and Evaluations"
🏆 2023 Bocconi Junior Research Grant
🌐 *ViaSarfatti25*

[1]Liu, Yongkun, Kurt P. Munz, and Chiara Longoni, "Hearing is Believing: Spoken News is Perceived as More Credible Than Written News" *Invited for revision and resubmission at Journal of Consumer Research.*

[1]Mohsenin, Shahryar, and Kurt P. Munz, "When Abbreviations Help and Hurt: How Semantic Association Shapes Consumer Responses to Abbreviated Brand Names"

[1]Liu, Yongkun, Kurt P. Munz, and Uri Barnea, "Modality of Choice Expression: How Speaking Versus Clicking Shapes Default Acceptance" *Invited for revision and resubmission at Journal of Consumer Research.*

Munz, Kurt P., "Acceptance and the Endowment Effect: Rationalizing What We Own"
🏆 2026 Bocconi Junior Research Grant

PRACTITIONER PUBLICATIONS

Greenberg, Adam Eric, Vicki G. Morwitz, and Kurt P. Munz (2026) "When You Have to Assign Work No One Wants to Do," ***Harvard Business Review***.

TEACHING PUBLICATIONS (TEXTBOOKS)

Busacca, Bruno, Giuseppe Bertoli, Cristian Chizzoli, and Kurt P. Munz (2025) ***Customer Management: Growth, Value and Loyalty***, Milan: Bocconi University Press.

Busacca, Bruno, Giuseppe Bertoli, Cristian Chizzoli, and Kurt P. Munz (2024) ***Customer-based View***, 2nd Edition, Milan: Egea.

ACADEMIC AWARDS & HONORS

2021, '23, '26	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, Kurt P. Munz, and Chiara Longoni (2026) "Hearing Is Believing: Spoken News Is Trusted More than Written News," special session paper to be presented at the European Marketing Academy Conference, Bath, June.

Liu, Yongkun, Kurt P. Munz, and Chiara Longoni (2025) "Hearing Is Believing: Spoken News Is Trusted More than Written News," working paper presented at the Eleventh Mediterranean Consumer Behavior Symposium, Paris, November.

CONFERENCE PRESENTATIONS, CONTINUED (PRESENTER UNDERLINED)

Liu, Yongkun, Kurt P. Munz, and Chiara Longoni (2025) "Hearing Is Believing: Spoken News Is Trusted More than Written News," special session paper presented at the Association for Consumer Research Conference, Washington, October.

Liu, Yongkun, Kurt P. Munz, and Chiara Longoni (2025) "Hearing Is Believing: Spoken News Is Trusted More than Written News," paper presented at the Società Italiana Marketing Doctoral & Research Colloquium, Rimini, June.

Mohsenin, Shahryar, and Kurt P. Munz (2025) "Disfluency Increases Reliance on Heuristic Cues in Consumer Choice," paper presented at the European Marketing Academy Conference, Madrid, May.

Liu, Yongkun, Kurt P. Munz, and Chiara Longoni (2025) "Seeing Is Not Believing: When Audio News Seems More Credible Than Written News," special session paper presented at the Society for Consumer Psychology Conference, Las Vegas, March.

Mohsenin, Shahryar and Kurt P. Munz (2024), "Disfluency Increases Reliance on Heuristic Cues in Consumer Choice," paper presented at the Australian and New Zealand Marketing Academy Conference, Tasmania, December.

Liu, Yongkun, and Kurt P. Munz (2024) "When Option Order Primacy Disappears: The Role of Presentation Order of Loss and Gain," poster presented at the Association for Consumer Research Conference, Paris, September.

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

CONFERENCE PRESENTATIONS, CONTINUED (PRESENTER UNDERLINED)

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.

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 Raghubir (2016) "Sorting as Screening," poster presented at Society for Consumer Psychology Conference, St. Petersburg, February.

TEACHING

Bocconi University

Marketing Management, Advanced	(MSc It'l Mgmt) – Fall Semester – 2020-present
Consumer Behavior I (Info. Processing)	(PhD) – Spring Semester – 2020-2025
Consumer Behavior II (Decision Making)	(PhD) – Fall Semester – 2026-present

New York University

Principles of Marketing	(Undergraduate) – Summer Semester – 2017

DOCTORAL STUDENT SUPERVISION

Current PhD Student

Yongkun Liu

Past PhD Student – First Placement

Shahryar Mohsenin – 2024 – University of Technology Sydney

Dissertation Committee

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

THESIS SUPERVISION

Master

Andrea Ballacchino, Chiara Baroncini, Michele Capasso, Judith Ymke Cette, Carla Rina Chelly, Dai Chenjing, Adriano Di Vito, Amalia Evrard, Alice Fumagalli, Yasmin Beyhan Galimidi, Julian Gole, Maria Teresa Beatrice Nicole Balthasara Habsburg-Lothringen, Zhaodongfang He, Giulia Lenzi, Alexander Lorenz, Gioele Massimino, Valentine Parisot, Daniela Alessandra Perez Salas, Malvina Torriani, Elia Enzo Travaini, Gillian Uhrynuk, Lennart Kamil Wloka, Jada A'miyah Worrles

Bachelor

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

PROFESSIONAL SERVICE

Editorial Review Board

Journal of Consumer Research (2026-present)

Ad Hoc Journal Reviewer

Basic and Applied Social Psychology
International Journal of Research in Marketing
Italian Journal of Marketing
Journal of the Academy of Marketing Science
Journal of the Association for Consumer Research
Journal of Behavioral and Experimental Economics
Journal of Consumer Research
Journal of Interactive Marketing
Journal of Marketing Research
Journal of Retailing
Marketing Letters
Nature Human Behaviour
Scientific Reports

Ad Hoc Grant Reviewer

National Science Foundation (NSF)

PROFESSIONAL SERVICE, CONTINUED

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)
Society for Judgment and Decision Making (SJDM)

UNIVERSITY SERVICE

2025	ANVUR Accreditation – Marketing Department Council
2024-2025	Marketing Department Hiring Committee
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)

EMPLOYMENT PRIOR TO ACADEMIA

2012-2014 **United States Navy Reserve** (New York, USA)
– Lieutenant Commander (2014)
– Lieutenant (2012-2014)

2005-2012 **United States Navy** (San Diego, USA & Rota, Spain)
– Lieutenant (2009-2012)
– Lieutenant Junior Grade (2007-2009)
– Ensign (2005-2007)

PERSONAL

Full Name: Kurt Paul Munz
Nationality: USA
Citizenship: USA
Languages: English (native), Italian (B1)