

## EDUCATION

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- 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

## EMPLOYMENT

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- 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, Bath, USA & Rota, Spain) – Lieutenant

## PUBLICATIONS

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- 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

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- Munz, Kurt P., and Vicki G. Morwitz, “Not-so Easy Listening: Roots and Repercussions of Auditory Choice Difficulty in Voice Commerce” *Invited for revision and resubmission to Journal of Consumer Research*
- Munz, Kurt P., and Vicki G. Morwitz, “Spreading of Alternatives Without a Perception of Choice”

## ACADEMIC AWARDS & HONORS

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- 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

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- 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)

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- 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.
- 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 Raghubir (2016) “Sorting as Screening,” poster presented at Society for Consumer Psychology Annual Conference, St. Petersburg, FL, February 2016.

## TEACHING

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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

## STUDENT ADVISING

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PhD Advising

Shahryar Mohsenin

## EDITORIAL SERVICE

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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 Marketing Research (JMR)*

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

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“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

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

## PERSONAL

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Full Name: Kurt Paul Munz

Citizenship: USA

Languages: English (native), Italian (“advanced” elementary), Spanish (elementary), French (elementary)