

KURT PAUL MUNZ

Ph.D. Candidate
Marketing
Leonard N. Stern School of Business
New York University

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EDUCATION

- Ph.D. New York University Leonard N. Stern School of Business - Marketing, 2020 (estimated)
- 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

RESEARCH INTERESTS

Judgment & decision making, choice, preference, choice context

WORKING PAPERS

“Name Similarity Encourages Generosity: A Field Experiment in Email Personalization” with Minah Jung and Adam Alter, *under second round review at Marketing Science*

CURRENT RESEARCH

- “Spreading of Alternatives Without a Perception of Choice” with Vicki Morwitz
- “Losing, Fast or Slow? Preferences for Uncertainty Resolution” with Alix Barasch
- “Audible Recommendations” with Vicki Morwitz
- “Auditory Decision Making” with Johann Melzner and Aradhna Krishna
- “Field Experiments in Charitable Giving” with Minah Jung
- “Consumption Neglect” with Tom Meyvis and Ravi Dhar

ACADEMIC AWARDS & HONORS

- 2014 “Best Academic Achievement” Award in the Master’s Psychology Program (NYU)
- 2013 Psi Chi Honor Society (NYU)
- 2005 Phalanx, Rensselaer’s Senior Honor Society (RPI)
- 2004 McKinney Prize for Writing (RPI)
- 2001 NROTC Scholarship (4 year, full tuition)

CONFERENCE PRESENTATIONS (PRESENTER UNDERLINED)

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

TEACHING – COURSES TAUGHT

Introduction to Marketing (BS) – Instructor – Summer '17 (rating: 6.2 on 7)

TEACHING – ADDITIONAL EXPERIENCE

Consumer Behavior	(MBA; Anne Laure Sellier) – Grader – Summer '15
Introduction to Marketing	(BS; Daria Dzyabura) – Teaching Fellow – Spring '17
Research for Consumer Insights	(BS; Carol Pluzinski) – Teaching Fellow – Fall '16
Statistics for the Behavioral Sciences	(BA; Elizabeth Bauer) – Teaching Assistant – Spring '14, Fall '13

SERVICE

Trainee Reviewer, *Journal of Consumer Research*
 Marketing Behavioral Lab Manager NYU Stern 2016-present
 Marketing Department Subject Pool Schedule Manager NYU Stern 2015-2016
 Social & Consumer Psychology Association at NYU – President – 2013-2014

PROFESSIONAL ASSOCIATIONS

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

PHD & RELATED COURSES

Marketing

Judgment & Decision Making	Vicki Morwitz
Consumer Behavior	Andrea Bonezzi
Diffusion Models & Applications in Marketing	Eitan Muller
Structural Models & Applications in Marketing	Tülin Erdem
Consumer Behavior (Information Processing & Social Psychology Perspective) (Columbia)	Michel Pham & Bernd Schmitt
Behavioral Economics, Judgment & Decision Making (Columbia)	Eric J. Johnson

Psychology

Theories of Social Psychology	Yaacov Trope & John Jost
Self-Regulation	Peter Gollwitzer & Gabriele Oettingen
Person Perception, Interpersonal	Tessa West

Methods

Experimental Design & Analysis	Tom Meyvis
Research Methods	Priya Raghubir
Analysis of Variance	Barry Cohen
Regression and Multivariate Analysis	Jeffrey Simonoff

Related

Microeconomics: Theory and Applications	Luis Cabral
Marketing Core (MBA)	Sam Craig

ADDITIONAL EMPLOYMENT

2012-2014	United States Navy Reserve (New York, NY) – Lieutenant Commander
2005-2012	United States Navy (San Diego, CA, Bath, ME & Rota, Spain) – Lieutenant