

KURT PAUL MUNZ

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

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EDUCATION

- Ph.D. New York University Leonard N. Stern School of Business - Marketing, 2019 (estimated)
- M.A. New York University - Psychology, 2014
- B.S. Rensselaer Polytechnic Institute - Communication, 2005

RESEARCH INTERESTS

Judgment & decision making, choice, commitment, choice architecture

WORKING PAPERS

- "Name Similarity Encourages Generosity: A Field Experiment in Email Personalization" with Minah Jung and Adam Alter, *under review*
- "Spreading of Alternatives Without a Perception of Choice" with Vicki Morwitz

CURRENT RESEARCH

- "Winning, Fast or Slow? Preferences for Uncertainty Resolution" with Alix Barasch
- "Auditory Decision Making" with Johann Melzner and Aradhna Krishna
- "Consumption Neglect" with Tom Meyvis and Ravi Dhar
- "Neglect for Sorted Attributes" with Priya Raghurir

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

- Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2017) "Charitable Giving to Teachers with the Same Name: A Field Experiment," special session presented at Association for Consumer Research Annual Conference, San Diego, CA, October 2017.
- Munz, Kurt 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 (BBA) – Instructor – Summer '17

TEACHING – ADDITIONAL EXPERIENCE

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

SERVICE

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