Mehrdad "Med" Aghayari
Curriculum Vitae

Eller College of Management
McClelland Hall.
Tucson, AZ 85721

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(520) 631-7840

EDUCATION

Eller College of Management, University of Arizona
PhD Candidate in Marketing — Expected 2028
Minor: Cognitive Science
Dissertation: The Psychology of Consumer Credit and Debt

Iran University of Science and Technology (IUST)
M.S. in Business and Management (Marketing) — 2021-2023
Dissertation: The Effect of Emotions on Viral Marketing: A Neuromarketing Approach

Karaj Azad University
B.S. in Mechanical Engineering — 2014-2019

RESEARCH INTERESTS

Judgment and Decision-Making—Financial Decision-Making—Debt Psychology

PUBLICATIONS

Ghods, H., Aghayari, M., Golbazi Mahdipour, A., Arabi Zanjani, R., Aghayari, H., Soparnot, R., & Bonyadi Naeini, A. (2024). Maximizing the Effectiveness of Anti-Smoking Campaigns With Targeted Framing Strategies: Evidence From Behavioral and Neurological Studies. *Social Marketing Quarterly*.
**This research was conducted during master's studies.*

WORKING PAPERS

The Hidden Cost of Concentrated Debt: Credit Card Balance Structure Shapes Subsequent Spending *with Jennifer Savary*
** Invited for second-round revision at the Journal of Consumer Research*
**Best Overall Competitive Paper Award, SCP 2026*

The Peripheral Default Effect: Preselecting Goal-Peripheral Items Increases the Number of Items Purchased *with Elizabeth Friedman, Jennifer Savary, and Ravi Dhar*
**Under review at the Journal of Marketing Research*

WORK IN PROGRESS

Beyond Creditworthiness: How Credit Score Salience Increases Spending *with Jennifer Savary*
**Data Collection in progress*

Cards with a Purpose: How Goal-Based Credit Card Assignments Shape Spending *with Jennifer Savary*
**Data Collection in progress*

GRANTS AND AWARDS

Best Overall Competitive Paper Award, Society for Consumer Psychology, 2026
Eller Big Research Grant ($4,400), University of Arizona, 2026
Eller Small Research Grant ($1,500), University of Arizona, 2025
Eller Small Research Grant ($1,500), University of Arizona, 2024
REAP Research Grant ($1,500), University of Arizona, 2024
Outstanding Marketing Student Award, Iran University of Science and Technology, 2022

CONFERENCE PRESENTATION

Full Talk, Behavioral Decision Research in Management (BDRM), New York City, 2026
Competitive Paper, Society for Consumer Psychology (SCP), San Diego, 2026
Competitive Paper, Society for Judgment and Decision Making (SJDM), Denver, 2025
Working Paper, Association for Consumer Research (ACR), Washington, DC, 2025
Working Paper, University of Arizona–Arizona State University Symposium, Phoenix, 2025

TEACHING EXPEIRNECE

Marketing Brand Management, Fall of 2026

LEADERSHIP EXPERIENCE

Graduate and Professional Student Council, University of Arizona
Administrative Vice President — Summer of 2026
Assembly Chair — 2025–2026