

# **Erin Percival Carter**

Associate Professor of Marketing

Maine Business School

University of Maine

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Orono, ME 04469-5723

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## **EDUCATION**

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**Leeds School of Business, University of Colorado Boulder** 2017, Ph.D., Marketing

**University of Wyoming** 2010, Bachelor of Science, Marketing

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## **RESEARCH INTERESTS**

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- Judgment and Decision Making
- Well-Being
- Authenticity
- Morality
- Sustainability and Food Systems

## **PAPERS PUBLISHED AND ACCEPTED**

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Campbell, Margaret C., Justin Pomerance, and **Erin Percival Carter**,. “Painful Prices: A Moral Harm Approach to Price Fairness.”

*Published at Journal of Consumer Research, 2025*

**Percival Carter, Erin**, and William G. Obenauer, “Reframing and Restructuring Organizational Strategies for Addressing Workplace Harassment and Discrimination in the Workplace”

*Published at Group & Organization Management, 2025*

**Percival Carter, Erin**, Lawrence E. Williams, Nicholas Light, “Consumers’ minimum time investments in meaningful consumption”

*Published in Marketing Letters, 2023*

Stough, Rusty and **Erin Percival Carter**, “What Was Yours is (For Now) Mine: Prior User Knowledge Reduces Product Satisfaction but Can Improve Experiential Satisfaction in Access-Based Consumption”

*Published in Journal of Consumer Behavior, 2023*

**Percival Carter, Erin**, “Power and the Perception of Pregnancy in the Academy: Reflection, Review, and Recommendations for Institutional Change”  
*Published in Gender, Work & Organization, 2023*

**Percival Carter, Erin**, and Stephanie Welcomer, “Designing and Distinguishing Meaningful Artisan Food Experiences.”  
*Published in Sustainability, 2021*

Warren, Caleb, **Erin Percival Carter**, and A. Peter McGraw. “Being Funny is Not Enough: Negative Feelings Predict When Humor is Persuasive.”  
*Published in the International Journal of Advertising, 2019*

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## PAPERS UNDER REVIEW AND WORKING PAPERS

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Entsminger, Jason, Lucy McGowan, and Erin Percival Carter, “Control Without Consensus: Innovation Pressures in Tension with Consumer Preferences in Controlled Environment Agriculture”  
*Preparing for Submission to Science, Technology, and Human Values (ABDC: A)*

**Percival Carter, Erin**, Caroline Noblet, and Qiujie (Angie) Zheng, “Messages that Help Consumers of Maine Food Navigate PFAS Information”  
*Discussing outlets with co-authors after recent rejection.*

**Percival Carter, Erin**, Jennifer Dinger, and Molly Rapert, “Give a Little Bit: Consumers Ask More of Women Entrepreneurs.”  
*Submitting to Journal of Research in Marketing and Entrepreneurship (ABDC: B)*

**Percival Carter, Erin**, Lawrence Williams, and A. Peter McGraw. “How Hype Helps and Hinders Well-Being.” (Based on 3rd essay of dissertation research)  
*Preparing for submission; determining new outlet*

**Percival Carter, Erin**, and A. Peter McGraw. “In Pursuit of Imperfection: Flawed Products Reduce Process Uncertainty.”  
*Preparing for submission; targeting Food Quality and Preference*

**Percival Carter, Erin**, “Adapting Hackathons for Online Marketing Education.”  
*Preparing for submission*

**Percival Carter, Erin**, “Price Gouging at the Pumpkin Patch? Expense Neglect in Agritourism Leads to Perceptions of Price Unfairness”  
*Data collected, writing in progress*

**Percival Carter, Erin, Jason Entsminger, and Rusty Stough, “Is Food Art? Looking at the Role of Food Entrepreneurs as Artists”**

*Writing in progress*

**Welcomer, Stephanie, and Erin Percival Carter, “Agricultural Work-Based Learning Fosters Business Students’ Interest in Pursuing Agricultural Careers”**

*Writing in progress*

McGraw, A. Peter, **Erin Percival Carter**, and Jennifer Harman. “Humor Production and Perceptions of Psychological Health.”

*Preparing for submission; available at <https://ssrn.com/abstract=2727829>*

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## GRANTS SUBMITTED

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“Burnout Contagion – Network Effects of Employee Burnout Spillover on Interdependent Organizations”

\$288,127

Submitted 2025

NSF

Role: Co-PI

“PFAS Risk Perception and Communication: Hypersensitivity to Language, Insensitivity to Dose”

\$50,233

***Awarded Fall 2025***

UMaine - Research Funding Opportunity: Finding Solutions to Reduce the Impact of Synthetic Organofluorine Compounds on Agriculture and Food Systems

Role: Co-PI

“Expanding solar projects at the University of Maine, grazing dairy heifers at Witter Farm”

\$49,875

Submitted Summer 2025; Final decisions pending program decisions at federal level

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Role: Co-PI

“PARTNERSHIP: Sustainable Agrofood, Consumer Response, and Venturing: Uncertainty Reduction within the context of Controlled Environment Agriculture”

\$807,822

Submitted 2024; Final decision pending program decisions at federal level

USDA, NIFA

Role: Co-PI

“OffshoreWind4Maine: 2.0 Offshore Wind Workforce Development Academy “

\$496,918

Submitted 2024

State of Maine Governor's Office RFA # 202402047 Clean Energy Partnership – Workforce Development

Role: Co-PI

“The Agritourism Premium: Culinary Trails as an Experiential Marketing Strategy for State-Branded Farm, Fish, and Fiber Products”

\$14,091

***Awarded 2024***

Northeast SARE

Role: PI

“Sustainable Agrofood, Consumer Response, and Venturing: Uncertainty Reduction within the Context of Controlled Environment Agriculture”

\$669,532

Submitted 2023

USDA NIFA AFRI FAS

Role: Co-PI

“BARD (Business, Agriculture, and Rural Development) Technical Assistance Pipeline”

\$292,000

***Awarded 2022***

US Congressionally Directed Spending with support from the offices of Senators Collins and King.

Role: Co-Developer and Key Personnel

“Seven Project Partnership to Build the Outdoor Recreation Economy Workforce in Maine”

\$2,100,000

Submitted 2022

Outdoor Recreation and the Environment, US Economic Development Administration Recovery

Role: Project lead for “Well-being perception, implications, and opportunities of the outdoor economy.”

“Developing Sustainable Business Advisors for Agricultural Producers and Products in Maine”

Submitted 2020

Submitted to: Mitchell Center Sustainability Grant Program

Role: Co-Developer and Key Personnel

“Developing a Marketing Plan to Expand Sales of Maine Artisanal Cheese in the Northeast”

Submitted 2019

Submitted to: United States Department of Agriculture Local Food Promotion Program Role: Co-Researcher and Data Analyst

“Developing Business Advisors for Maine’s Small Agricultural Producers”

Submitted 2019

Submitted to: Northeast Sustainable Agriculture Research and Education Professional

Development Program  
Role: Cooperating Investigator

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## CHAIRED SYMPOSIA

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Campbell, Margaret C., and **Erin Percival Carter\***. "No Harm, No Foul: The Role of Perceptions of Harm in Perceptions of Price Unfairness."

*Presented as part of a special session at the Association for Consumer Research Annual Conference; Baltimore, MD. Oct. 2014*

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## CONFERENCE PRESENTATIONS

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Entsminger, Jason and **Percival Carter, Erin\*** "Astrotourism Meets Agrotourism: A Roundtable Discussion to Integrate and Align Communities of Practice for Dark Sky Opportunities for Rural Destinations"

*Presented at the National Extension Tourism Network Tourism Conference in Meredith, NH held in Oct., 2025*

Caroline Noblet, **Percival Carter, Erin\***, and Qiuje (Angie) Zheng. "Navigating the Wicked Problem of PFAS: Policy Communication Strategies for Strengthening Consumer Confidence in Food Systems."

*Presented at the AMA Marketing and Public Policy Conference in Washington, DC held in June, 2025*

Danielle Hall and **Erin Percival Carter**. "PFAS and Outdoor Clothing: Investigating Consumer Awareness, Messaging Effectiveness, and Willingness to Pay for Alternatives."

*Work with Honors undergraduate student; presented at the Association for Consumer Research Annual Conference, to be held in Paris, France Sept., 2024.*

**Percival Carter, Erin\*** and William G. Obenauer. "Reframing and Restructuring Organizational Strategies for Addressing Harassment and Discrimination in the Workplace."

*Presented at the AMA Marketing and Public Policy Conference in Washington, DC held in June, 2024.*

<sup>^</sup>Paras, Caroline, **Erin Percival Carter\***, and Norm O'Reilly. "Agritourism Information Framework: An Analysis of U.S. States."

*Work with I.Ph.D. student.*

*\*Presented remotely at the joint annual meeting of the Agriculture, Food, and Human Values Society (AFHVS) and the Association for the Study of Food and Society (ASFS) held in June, 2024. Remote presentation due to co-author availability and conference overlap with the AMA Marketing and Public Policy Conference at which I presented live.*

<sup>^</sup>Presented at the World Congress on Agritourism promoted by the Global Agritourism Network

held in May, 2024. Presentation given by first author.

Lucy M. McGowan, **Erin Percival Carter**, and Jason Enstminger. "The Challenge of Controlled Environment Agriculture: Technological Innovation and Consumer Demand for Natural."

*Presented at the "Networks, Markets, & People International Symposium" promoted by UNESCO MED LAB – Mediterranea University of Reggio Calabria (Italy), with ASTRI Scientific Association and the National Italian Committee of ICOMOS. Presented in the online portion of the conference due to travel expenses.*

**Percival Carter, Erin\***, Caroline Noblet, and Quijie (Angie) Zheng. "Messages that Help Consumers of Maine Food Navigate PFAS Information."

*Presented at the Maine Sustainability and Water Conference organized by the Mitchell Center held in March, 2023.*

Welcomer, Stephanie, Linda Sama, and **Erin Percival Carter**. "A Call for Social Action Education Models: Re-Imagining University Curricula to Benefit Student Learning and Society." *Presented at the International Vincentian Business Ethics Conference (IVBEC) held online in October, 2021.*

Welcomer, Stephanie and **Erin Percival Carter**. "Bringing (Some) Fairness to the Farmer: Using a Field Study Business Class to Level the Playing Field for Artisanal Food Producers." *Accepted for presentation at the Joint annual meeting of the Agriculture, Food, and Human Values Society (AFHVS); the Association for the Study of Food and Society (ASFS); Canadian Association for Food Studies (CAFS); the Society for the Anthropology of Food and Nutrition (SAFN); and hosted by the Culinary Institute of America & New York University to be held online in June, 2021.*

**Percival Carter, Erin\*** and Stephanie Welcomer. "Designing and Distinguishing Meaningful Artisan Food Experiences."

Presented at the Northeast Decision Sciences Institute Annual Conference held online in March 2021.

*Accepted for presentation at the Joint annual meeting of the Agriculture, Food, and Human Values Society (AFHVS); the Association for the Study of Food and Society (ASFS); Canadian Association for Food Studies (CAFS); the Society for the Anthropology of Food and Nutrition (SAFN); and hosted by the Culinary Institute of America & New York University to be held online in June, 2021.*

**Percival Carter, Erin\*** and Jenni Dinger. "Give a Little Bit: Consumers Ask More of Women Entrepreneurs."

*Accepted for presentation at the Joint annual meeting of the Agriculture, Food, and Human Values Society (AFHVS) and the Association for the Study of Food and Society (ASFS) to be held in May, 2020. The conference was unfortunately cancelled due to COVID.*

*Presented at the Northeast Decision Sciences Institute Annual Conference held online in March 2021.*

**Percival Carter, Erin\*** and A. Peter McGraw. "How Flawed Products Can Reveal Valuable Process Information."

*Presented as part of the Behavioral Science and Sustainability Session at the Sustainability: Transdisciplinary Theory, Practice, and Action Conference; Toronto, ON, Canada October 2019*

**Percival Carter, Erin**, and A. Peter McGraw. "In Pursuit of Imperfection: Flawed Products Reduce Process Uncertainty."

*Presented (by McGraw) as part of a special session at the Association for Consumer Research Annual Conference; Dallas, TX, Oct. 2018*

*Presented (by Percival Carter) as part of a special session at the Society for Consumer Psychology Winter Conference; Savannah, GA, Feb. - Mar. 2019*

*Accepted for presentation (by Percival Carter) at the Joint annual meeting of the Agriculture, Food, and Human Values Society (AFHVS); the Association for the Study of Food and Society (ASFS); Canadian Association for Food Studies (CAFS); the Society for the Anthropology of Food and Nutrition (SAFN); and hosted by the Culinary Institute of America & New York University to be held online in June, 2021.*

**Percival Carter, Erin\***, and Lawrence Williams. "The Nature of Meaningful Consumption."

*Presented as part of a special session at the Association for Consumer Research Annual Conference; San Diego, CA, Oct. 2017*

**Percival Carter, Erin\***, A. Peter McGraw, and Lawrence Williams. "Hype Narrowly Benefits but Broadly Hurts Consumers' Well-Being." (Based on 3rd essay of dissertation research)

*Presented as a competitive paper at the Association for Consumer Research Annual Conference; Berlin, Germany Oct. 2016*

**Percival Carter, Erin\***, and A. Peter McGraw. "In Pursuit of Imperfection: Flawed Products Reduce Process Uncertainty."

*Presented at the Behavioral Decision Research in Management Conference, Toronto, ON, Canada, June 2016*

*Presented as a poster at the Annual Meeting of the Society for Judgment and Decision Making; Chicago, IL. Nov. 2015*

**Percival Carter, Erin\***, and Lawrence Williams. "Prolonging the Search for Meaning: How Hedonic Versus Eudaemonic Consumption Experiences Shape Preference for Variety."

*Presented as part of a special session at the Association for Consumer Research Annual Conference; Baltimore, MD. Oct. 2014*

\* indicates presenter

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## INVITED PRESENTATIONS

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## **Academic (\* where presenter)**

“Painful Prices: A Moral Harm Approach to Price Fairness”  
Aix-Marseille Graduate School of Management, Aix-Marseille University

“Causal Reasoning and the Valuation of Imperfect Goods” School of Economics, University of Maine (October 2022) \*

“How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness”  
Rotman School of Management, University of Toronto (November 2017)

“How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness”  
Eccles School of Business, University of Utah (September 2017)

“How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness”  
Rady School of Business, UCSD (May 2017)

“How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness”  
National University of Singapore (April 2017)

“How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness”  
Stanford Graduate School of Business, Stanford, CA. (February 2017)

“How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness”  
University of Pittsburgh Katz Sheth Marketing Camp, Seven Springs, PA. (January 2017)

“Prolonging the Search for Meaning: Distinguishing Hedonic and Eudaimonic Consumption”  
Maine Business School, University of Maine, (2016)\*

“Prolonging the Search for Meaning: Distinguishing Hedonic and Eudaimonic Consumption”  
Marketing and Behavioural Science Division, University of British Columbia (2016)\*

“Prolonging the Search for Meaning: Distinguishing Hedonic and Eudaimonic Consumption”  
Management Department, Utah State University (2016)\*

“Prolonging the Search for Meaning: Distinguishing Hedonic and Eudaimonic Consumption”  
Smith School of Business, University of Maryland (2015)

“The Distinct Affective Consequences of Psychological Distance” College of Business and Behavioral Science, Clemson University (2014)

## **Professional**

“What’s So Special About Maine Food? Takeaways From Theory and Research Around Food Choice with a Focus on Maine Products”

Presented as part of a three-speaker event and panel discussion to the Portland, ME Regional Chamber of Commerce in partnership with the Portland Gateway of the University of Maine

"Understanding and Defining Your Market for Hemp"

Recorded a custom lecture and participated in a synchronous virtual workshop for the UMaine Extension 6 week course "Hemp Production: Science and Uses," March, 2022 and March, 2023

"Effective Use of Social Media for Small Business"

Presented at the Institute of Management Accountants meeting, Bangor, ME March, 2019

"Sales for Entrepreneurs"

Presented at Scratchpad Accelerator, Bangor, ME October, 2019

"Authenticity: Understanding how and why the imperfect can be preferable to the perfect"

Presented at the Expanding Your Horizons Conference, University of Maine, October 15, 2019

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## AWARDS, HONORS, AND GRANTS

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*Maine Business School Excellence in Research Award, 2024*

*Nominated by students for the MBS Teaching Award, 2022, 2023*

*Selected by Beta Gamma Sigma students for induction, 2021*

*Selected as the University of Maine nominee for the Maine Campus Compact's Donald Harward Award for Excellence in Service Learning, 2021*

*University of Maine Center for Undergraduate Research (CUGR) Faculty Fellow (2020-2021)*

*University of Maine, Maine Business School Dean's Research Award, 2019*

*Qualtrics Behavioral Research Grant, 2015*

*AMA Sheth Doctoral Consortium Fellow, 2015*

*Haring Symposium Discussant, 2015*

*University of Colorado - Boulder Fellowship, 2014, 2015, 2016, 2017*

*Gerald Hart Research Fellowship, 2013, 2014*

*Most Likely to Succeed in Marketing, University of Wyoming Graduating Class of 2010*

*Wyoming NSF EPSCoR Undergraduate Research Fellowship, 2009*

*Mortar Board, initiated 2009*

*Order of Omega, initiated 2009*

*Iron Skull, initiated 2008*

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## REVIEWING

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Reviewer, *British Food Journal*

Reviewer, *Association for Consumer Research Conference* (2017, 2018, 2024, 2025)

Reviewer, *Humor: International Journal of Humor Research*

Reviewer, *International Journal of Research in Marketing*

Reviewer, *International Journal of Advertising*  
Reviewer, *Journal of Marketing*  
Trainee Reviewer, *Journal of Consumer Research*  
Trainee Reviewer, *Journal of Behavioral Decision Making*

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## TEACHING EXPERIENCE

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### **Maine School of Business, University of Maine**

Instructor, MKT 270, Introduction to Marketing (undergraduate)

    Instructor Evaluation, Spring 2024: 4.13/5  
    Instructor Evaluation, Fall 2024: 4.13/5  
    Instructor Evaluation, Fall 2023: 4.6/5

Instructor, MKT 374, Personal Selling and Sales Management (undergraduate)

    Instructor Evaluation, Spring 2025: 4.78/5  
    Instructor Evaluation, Spring 2024: 4.67/5  
    Instructor Evaluation, Fall 2022: 4.9'/5  
    Instructor Evaluation, Spring 2022: 5'/5  
    Instructor Evaluation, Fall 2021: 5/5  
    Instructor Evaluation, Spring 2020: 4.88/5^  
    Instructor Evaluation, Spring 2019: 4.86/5  
    Instructor Evaluation, Spring 2018: 4.83/5

Instructor, MKT 378, Marketing Research (undergraduate)

    Instructor Evaluations, Fall 2025: 3.55'/5  
    Instructor Evaluations, Fall 2018: 4.44/5, 4.38/5, 4.18/5  
    Instructor Evaluation, Spring 2018: 3.68/5

Instructor, MKT 382, Consumer Behavior (undergraduate)

    Instructor Evaluations, Fall 2025: 4.5/5, 4.82/5  
    Instructor Evaluation, Spring 2025: 4.56'/5  
    Instructor Evaluation, Fall 2024: 4.88/5, 5.00/5  
    Instructor Evaluations, Spring 2024: 4.38'/5  
    Instructor Evaluations, Fall 2023: 4.83'/5, 4.69/5  
    Instructor Evaluations, Spring 2023: 4.75'/5  
    Instructor Evaluations, Fall 2022: 4.71/5, 4.78'/5  
    Instructor Evaluation, Spring 2022: 4.82'/5  
    Instructor Evaluations, Fall 2021: 4.88/5, 4.95/5  
    Instructor Evaluation, Spring 2021: 4.82'/5  
    Instructor Evaluations, Fall 2020: 5/5, 4.91/5^  
    Instructor Evaluation, Spring 2020: 4.69/5^  
    Instructor Evaluations, Fall 2019: 5/5, 5/5  
    Instructor Evaluation, Spring 2019: 4.73/5  
    Instructor Evaluations, Fall 2017: 4.66/5, 4.4/5

Instructor, MKT 490, Special Topics in Business Administration/Marketing: Sustainable Business Practices Supporting Agricultural Businesses  
Instructor Evaluation, Spring 2023:4.67/5

<sup>^</sup> **Beta Gamma Sigma Induction** - awarded by the student officers of the Maine Business School Chapter of Beta Gamma Sigma to one faculty member each year. The year I was selected was the year during which all teaching had to shift online due to the COVID-19 pandemic.

‘ **Online Course**

**Leeds School of Business, University of Colorado at Boulder**  
Teaching Assistant, MBAX 6330, Market Intelligence (MBA), John Lynch, Spring 2015  
Teaching Assistant, MBAX 6330, Market Intelligence (MBA), Lawrence Williams, Spring 2016  
Instructor, MKTG 3250, Buyer Behavior (undergraduate)  
Instructor Evaluation, Fall 2015: 5.3/6.0  
Instructor Evaluation, Fall 2014: 5.4/6.0\*  
Instructor Evaluation, Fall 2013: 5.5/6.0

<sup>\*</sup> **Ph.D. Teaching Award** - awarded to one Ph.D. student at the Leeds School of Business

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## **PROFESSIONAL AFFILIATIONS**

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Society for Agriculture and Human Values  
American Marketing Association  
Association for Consumer Research  
International Positive Psychology Association  
Society for Consumer Psychology  
Society for Personality and Social Psychology

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## **PUBLIC SERVICE AFFILIATIONS**

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Maine Fibershed, Steering Committee Member  
The Maine Food Strategy, Steering Committee Member  
Orono Town Council Ad-Hoc Committee on Diversity Equity and Inclusion, Associate Member and Data Consultant

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## **PROFESSIONAL EXPERIENCE**

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Co-Founder & Director, BARD (Business, Agriculture, and Rural Development) Institute  
Orono, ME  
Present

Director and Principal Behavioral Science Consultant, ELP, LLC  
Orono, ME  
Present

Digital and Interactive Marketing Coordinator, University of Wyoming  
Laramie, WY  
2011-2012

Marketing Manager, The Blue Sky Group Inc.  
Laramie, WY  
2010-2011

Director of Policy Planning, Associated Students of the University of Wyoming  
Laramie, WY  
2008-2009