

Erin Percival Carter

Associate Professor of Marketing

Maine Business School

University of Maine

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EDUCATION

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

University of Wyoming 2010, Bachelor of Science, Marketing

RESEARCH INTERESTS

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

PAPERS PUBLISHED AND ACCEPTED

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

PAPERS UNDER REVIEW AND WORKING PAPERS

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>

GRANTS SUBMITTED

“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

US DOE LASSO

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

CHAired SYMPOSIA

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

CONFERENCE PRESENTATIONS

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 Qiujie (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.

^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, 42024. Remote presentation due to co-author availability and conference overlap with the AMA Marketing and Public Policy Conference at which I presented live.*

^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 Qiujie (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*

INVITED PRESENTATIONS

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

AWARDS, HONORS, AND GRANTS

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

REVIEWING

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*

TEACHING EXPERIENCE

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

*^ **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

** **Ph.D. Teaching Award** - awarded to one Ph.D. student at the Leeds School of Business*

PROFESSIONAL AFFILIATIONS

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

PUBLIC SERVICE AFFILIATIONS

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

PROFESSIONAL EXPERIENCE

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

Director and Principal Behavioral Science Consultant, ELPC, 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