Craig Carter

Professor, Supply Chain Management

Craig Carter’s primary research stream focuses on sustainable supply chain management. This research encompasses ethical issues in buyer-supplier relationships, environmental supply management, diversity sourcing, perceptions of opportunistic behavior surrounding electronic reverse auctions and the broader, integrative concepts of social responsibility and sustainability. A second, more recent area of research examines behavioral decision-making phenomena within supply management contexts. A third research focus considers and analyzes the status and evolution of research in the supply chain management discipline, and provides guidance and thought leadership regarding future research directions in the field.

Carter has five years of experience in the areas of transportation and logistics with Ryder Systems Inc., the Hechinger Company and the U.S. Department of Transportation. Additional field-based research with over 100 Fortune 1000-size firms in the U.S. and Germany includes work with CAPS Research and McKinsey & Company.

Carter’s research has appeared in the leading supply chain management journals, including the Journal of Supply Chain Management, the Journal of Operations Management, the Journal of Business Logistics and Decision Sciences Journal.

He also serves as the co-editor-in-chief of the Journal of Supply Chain Management and associate editor of the Journal of Business Logistics and Journal of Operations Management.

Carter teaches in the undergraduate, graduate and doctoral programs at W. P. Carey, and serves on the doctoral, personnel and scholarship committees in the department.

Carter received his Bachelor of Science degree from the University of Maryland and his Ph.D. from Arizona State University. He started his academic career at the University of Maryland, where he was assistant professor of international supply chain management at the Robert H. Smith School of Business. At the University of Nevada, Reno he was associate professor of supply chain management and international business. He joined the W. P. Carey School of Business in 2011 and was promoted to full professor in 2013.