

Dr Julie Bower



Research Fellow

Worcester Business School

Contact Details

email: j.bower@worc.ac.uk

tel: +44 (0) 7814 448276

Julie was formerly an investment analyst covering the alcoholic beverages industry at several leading City investment banks. Her academic research is focused on how firms grow by mergers and acquisitions and how competition policy interacts with that process.

Qualifications

PhD, Warwick Business School (ESRC scholarship)

MBA, London Business School

MA (Hons), Oxford University

Teaching & Research

Teaching interests

Strategic management and globalisation
International business strategy

Research interests

Competition policy
Mergers, acquisitions and hostile bids
Market structure and financial entrepreneurship
Alcohol regulation and society

Professional Bodies

Strategic Management Society

Academy of International Business

Publications

Peer-reviewed Journals

Bower, J. and Cox, H. "How Scottish & Newcastle Became the UK's Largest Brewer: a case of Regulatory Capture?" Business History Review (Spring 2012)

Working Papers

Bower, J. and Cox, H. "Creating a global spirits firm: how Diageo's international strategy co-evolved with merger policy" Competitive

paper presented at Academy of International Business Annual Conference, Liverpool University (March 2012)

Bower, J. and Richardson, M. "*Finance, Financial Entrepreneurship and the British Pub*" (2012)

Bower, J. and Cox, H. "*Avoiding merger referral: A discriminant analysis study of UK alcoholic beverages firms*" (2011)

External Responsibilities

Associate Fellow, Centre for Management under Regulation, Warwick Business School (2007-2009)

Director, Head of UK and European Beverages Research, Schroder Securities Europe Ltd (1997-1999)

Director, UK Beverages Research, ABN-AMRO Hoare Govett (1994-1997)

Analyst, UK Beverages and Leisure Research, Credit Lyonnais Securities (1992-1994)

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