

Professor Howard Cox



Director of Research

Worcester Business School

Contact Details

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Howard's teaching and research interests draw on a long experience in the fields of economics, business strategy and international business. He has published work in the area of business history and contemporary economic analysis. Howard is currently engaged in writing a history of Britain's magazine publishing industry from its earliest days through to the digital revolution.

Qualifications

PhD Economics

MSc Economics

BA (Hons.) Economics

Teaching & Research

Teaching

International Business Strategy

Economics

Research

Business History and Economics of the Firm

Professional Bodies

FRHistSoc

European Business History Association, Academy of International Business

Association of Business Historians

Publications

Cox, H and Mowatt, S. (2011) "Vogue in Britain: Authenticity and the Creation of Competitive Advantage in the UK Magazine Industry" Business History, in press.

Cox, H. (2008) "Shaping a Corporate Identity from Below: the Role of the BAT Bulletin", Management and Organizational History, vol. 3, no.3, pp.197-215.

Cox, H. and Mowatt, S. (2008) "Technological Change and Innovation in Consumer Magazine Publishing: a UK-Based Study" Technology Analysis and Strategic Management, vol. 20, no.4, pp.503-520.

External Responsibilities

External examiner of PhD students at University of Birmingham, Birkbeck College London, South Bank University.

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