



**BAYES**  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON

**Mergers & Acquisitions**

**Research Centre**

**[ Always learning ]**

**The Mergers & Acquisitions Research Centre (MARC), founded in 2008 at Bayes Business School (formerly Cass) on the doorstep of the City of London, was the first – and remains the leading – research centre at any major business school globally focused on both the research and practice of M&A.**

The result has been cutting-edge insights into the entire M&A field, from deal origination to completion, from financing to integration, from small venture capital and private equity investments to the boardrooms of the world's largest companies. MARC covers the full M&A spectrum.

MARC is perfectly placed to maintain close contacts with M&A bankers, lawyers, consultants, accountants, journalists and other key players. Corporations, regulators, professional services firms, exchanges and other academics have used MARC for swift access to cutting-edge yet practical research, drawing on the extensive academic and industry experience of the faculty and research team that makes up the research centre and the resources they can draw upon.

### What MARC can do for you

- MARC designs bespoke and up-to-date research which applies the rigour of academic analysis to topics that are critical for M&A deal success
- The reach of these studies extends beyond the traditional distribution of corporate marketing, as the independence and renowned reputation of MARC often ensure that the results will be covered in the global financial press
- MARC also develops case studies, articles and research reports on best practice in M&A deals and disseminates these worldwide.

### The Centre and academic faculty

- Conducts research that is academically rigorous and of direct practical use in conducting, or advising on, deals
- Publishes papers in top academic journals and the business press and award winning books on M&A

- Hosts an annual academic conference on M&A. The papers presented at our conference are at the forefront of knowledge as evidenced by a high acceptance rate in the top academic journals
- Offers executive education programmes for practitioners on how to conduct effective deals, designed both for entry-level and experienced managers, whether members of advisory or corporate development teams
- Hosts events at which leading M&A dealmakers speak, including the popular *Annual M&A Outlook* event every January that features market commentary and forecasts from leading industry experts
- Provides cutting-edge and rigorously researched bespoke support to companies and M&A advisors
- Promotes debate about emerging issues in M&A at events at the Business School designed to enable participants to network with other industry experts
- Provides commentary on M&A deals and industry issues to the media, as MARC is often the first go-to call for M&A and private equity journalists.

### Research

MARC explores the emerging issues in M&A globally across all sectors and industries, including regional and national differences. The centre looks at what's hot now and what's round the next corner, as well as what new lessons can be learnt from history to help M&A practitioners and their clients identify promising opportunities, avoid trouble spots and increase the chances of getting deals done.

Senior Sponsors





## Publications

MARC works with its corporate sponsors to ensure that the innovative research that MARC delivers is highly relevant in the complex, fast-moving world of M&A.

As a first step, research topics are often initiated by MARC's sponsors, who raise these issues with the academic team. The research is then carried out independently and developed into relatively short 'practitioner' brochures that discuss the overall findings in an accessible format. Ultimately, some of the research is developed into full-length academic papers, with appropriate credit given to the sponsoring organisations, if desired.

Throughout, the research is subject to a strict academic review process, as well as reviews by MARC's sponsors who are able to see and use the research well in advance of anyone else. This approach effectively and efficiently delivers the centre's two chief aims: extract practical insights from our research and share them quickly while at the same time ensuring the research is backed with academic rigour.

## Education

The M&A faculty teach on popular executive courses offered through Bayes Executive Education. They also teach on the undergraduate and postgraduate programmes, including the MBA. The M&A electives have consistently been some of the most popular modules in the school, inspiring many students to pursue further study or a career in M&A.

## Preparing the next generation for the job market

Bayes Business School graduates are an excellent source of entry (from the undergraduate and MSc courses) and mid-level (MBA) staff for employers. With the training these graduates receive at the school, they can hit the ground running in fields related to M&A, finance and private equity. This in-class learning is complemented by one of the most active student societies on campus (the M&A / Private Equity Society) who, with the support of MARC, conducts numerous activities with industry experts for the current students and recent alumni.

## MARC – the difference

Bayes Business School has proven since 2008 to be the natural host for a research centre dedicated to researching and disseminating knowledge about mergers, acquisitions, other corporate restructurings and private equity. With its core strengths in both finance and management, Bayes offers outstanding teaching and research which consistently features not only in the highest ranked peer-reviewed academic journals, but also in leading newspapers, magazines and other media. MARC exploits the power of Bayes' central London location near the European and global headquarters offices of many leading M&A advisors and leverages its proximity to the London Stock Exchange and the principal UK regulators. The MARC research team has close contacts with many of the City's top practitioners representing London's strengths in financial and professional services.

MARC draws on the expertise of faculty members from disciplines right across the Bayes Business School community. Faculty from other leading business schools around the world also actively contribute to MARC's research and work closely with the centre. Steering the agenda for MARC is an Advisory Board principally comprising top-level executives in the M&A industry and representing the corporate sponsors of

the centre. They are complemented by Advisory Board members who are senior active and emeritus faculty from other universities, the Dean of Bayes Business School, and representatives from the school's alumni community.

## MARC – Director

The Founder and Director of MARC is **Professor Scott Moeller**. He has a long banking career with Morgan Stanley, Deutsche Bank and JP Morgan, having started as a strategy consultant at Booz, Allen & Hamilton (now the Strategy+ group at PwC). He is author, co-author or editor of seven books on M&A, including the award-winning *Intelligent M&A: Navigating the Mergers and Acquisitions Minefield* now in a second edition. For the past 20+ years at Bayes, his research and experience has led to him being widely quoted in the business press, appearing on television and sitting as a judge on a number of annual M&A industry award panels.

## Contact MARC

For more information about what MARC can do for you, email us on **BayesMARC@city.ac.uk** or go to **www.bayes.city.ac.uk/marc**.



Advisory Board & MARC Team

**Bayes Business School (formerly Cass)**

106 Bunhill Row

London EC1Y 8TZ

T: +44 (0)20 7040 8600

[bayes.city.ac.uk](http://bayes.city.ac.uk)



BayesBusinessSchoolOfficial



BayesBusinessSchool



@BayesBSchool



BayesBSchool



@BayesBSchool



City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 18 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.



**UNIVERSITY  
OF LONDON**

All the information contained within this brochure was correct at the time of going to print.

