



UNIVERSITY OF
MARY WASHINGTON

where great minds get to work

Center for Business Research
(CBR)

Overview and Purpose of Center for Business Research (CBR)

- The Center for Business Research (CBR) is part of the University of Mary Washington's (UMW) College of Business
- The CBR Director is David Henderson, Ph.D., Associate Professor of Accounting
- The CBR has two main purposes:
 - Leverage the business and research expertise of UMW faculty to conduct research on issues affecting all functional areas of business, as well as issues impacting the regional economy
 - Increase student understanding of important business topics through involvement on research projects

CBR Capabilities

- Preparation of economic and business impact research studies
- Research idea formation, including conducting literature reviews, formulating research questions, and developing and testing hypotheses
- Quantitative and Qualitative research methods and designs, including surveys, interviews, focus groups, and archival research
- Market research analysis
- Data analysis including statistical analysis and data analytics

Example CBR Projects

- **Economic Impact of 2016 Saint Patrick's Day Soccer Tournament**
 - This research project examined the economic impact of the 2016 St Patrick's Day soccer tournament held in Fredericksburg, Virginia
 - Based on the probable-case scenario, the study found that the tournament generated an additional \$357.8 thousand dollars in Stafford County and the City of Fredericksburg
 - The final deliverable was a report for Stafford County detailing the financial impact of the tournament on hotels, dining, grocery stores, transportation, and retail

Example CBR Projects

- **2019 Fredericksburg Region Commuter Workforce Skills Study**
 - The CBR conducted a study on the demographics of commuters living in the Fredericksburg region
 - This study found that commuters who live in the Fredericksburg region and work outside the region tend to be more educated and make more money (even when controlling for education) than those who live and work in the region
 - The final deliverables included a report and presentation given to the Fredericksburg Chamber of Commerce and Fredericksburg Regional Alliance

Example CBR Projects

- **Analysis of the Cost of Congestion on I-95 in the Fredericksburg Region**
 - This project summarized the costs imposed on commuters by traffic congestion on Interstate 95 in the Fredericksburg Regional Area
 - This study found that over three million hours (3,315,688) were wasted on I-95 in 2016 in the Fredericksburg region due to traffic congestion and that traffic congestion on I-95 in the Fredericksburg region generated 45,516 metric tons of CO₂ equivalent emissions and that the social cost of this pollution was an additional \$1,775,115
 - The final deliverables included a report and presentation given to the Fredericksburg Chamber of Commerce and Fredericksburg Regional Alliance

Example CBR Projects

- **Economic Impact of the 2017 Virginia Swimming SC Senior Championships**
 - This research project examined the economic impact of the 2017 swimming tournament held in Stafford County
 - This study found that the total economic impact to Stafford County (businesses and tax revenue) was approximately \$643,525
 - The final deliverable was a report for Stafford County detailing the financial impact of the tournament on hotels, dining, grocery stores, transportation, and retail

Example CBR Projects

- **Economic Impact of Naval Support Services Activities for South Potomac (Dahlgren/Indian Head)**
 - This research project examined the economic impact of the Dahlgren and Indian Head support services on the Fredericksburg region
 - This study found that the combined economic impact to the region was approximately \$2.1 billion annually
 - The final deliverable was a report delivered to the Fredericksburg Chamber of Commerce and Fredericksburg Regional Alliance detailing the direct, indirect, and induced effects of the two bases

Example CBR Projects

- **A Ten-Year Shift-Share Analysis of the Fredericksburg, Virginia Region**
 - This research project assessed the growth and decline of jobs across many industry sectors in the Fredericksburg region over a ten-year period, using the shift-share methodology
 - This study found the region to be highly competitive in Health Care and Social Assistance, Educational Services, and Services Other than Public Administration
 - The final deliverable was a report delivered to the Fredericksburg Chamber of Commerce and Fredericksburg Regional Alliance examining the changes in each locality and in the region overall across the different industry sectors

Example CBR Projects

- **A Study on the Economic Impact of Biosolids in Virginia**
 - This research project examined the economic impact of biosolids to Virginia farmers and assessed the changes that would likely result from increased regulation of biosolids land application
 - This study provided a per-acre quantification of economic impact under different land types and application conditions
 - The study also showed the statewide economic changes that would result if regulations were increased under varying assumptions
 - The final deliverable was a report delivered to the Virginia Biosolids Council articulating the research questions, analyses, and conclusions

Example CBR Projects

- **A Statistical Analysis of the Virginia Smart Scale Scoring Methodology**
 - This research project examined whether the Virginia Smart Scale scoring (for competitive transportation funding) was applied consistently to all participants
 - The study found that the methodology was consistently applied, and also that the scoring method underestimated the benefits of projects in the region
 - The deliverable was a presentation to Shannon Valentine, Secretary of Transportation of the Commonwealth of Virginia
 - The study ultimately led to a change in the Commonwealth's scoring calculation, recategorizing the Fredericksburg area

Working with the CBR

- If you are interested in working with the CBR, please contact us. We have reasonable rates and experienced researchers.
- Contact Information
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