





CAD image for Ceramic production. CABR is researching innovation in traditional manufacturing industries for the EU Commission.



Give your organisation the edge

with applied research expertise and knowledge transfer

Few would disagree that the global business sector is more competitive than ever before.

As organisations of all sizes strive to maximise sales and growth opportunities – and vibrant new businesses emerge – key areas such as development, sustainability, diversification, growth and innovation remain high on the corporate agenda.

At the Centre for Applied Business Research (CABR), we specialise in equipping private and public sector clients of all sizes with the tools that are necessary for ongoing success.

A specialist business research and support division within Staffordshire University Business School, we provide a wide range of applied business research expertise and knowledge transfer services.

Our research activities and projects typically include:

- SME development
- Business development through innovation and diversification
- Developing traditional manufacturing industries
- Entrepreneurship
- Sustainability in Business
- Effectiveness evaluations of policies and programmes

Few would disagree that the global business sector is more competitive than ever before.





Accessing European Funding Streams

In these cost-conscious times, it's particularly important to know that the research or knowledge transfer partner you choose is experienced in sourcing the vital funding necessary to get your projects off the ground.

At CABR we have established numerous formal partnerships and have demonstrated our ability to secure EU funding.

Currently we are research partners on several major EU projects focused on innovation policy and renewable energy.

Belonging to a number of established European partnerships, including: the European Regions Research and Innovation Network and the Urban Network for Innovation in Ceramics, we always welcome approaches regarding collaboration opportunities that would benefit from our considerable expertise.

Central and Eastern Europe

Through our associate research centre, the Centre for Research on Emerging Economies (CREE), we provide research and consultancy services focused on Central and Eastern Europe, as well as various economies in the Middle East.

A vibrant PhD research programme, centred on Emerging Economies is also offered and has proved particularly popular with lecturers, government officials and civil servants from overseas economies.

CREE has been heavily involved in education work for the last fifteen years through a range of programmes such as ACE, TEMPUS and Framework Programmes (5 and 6).



CENTRE FOR RESEARCH ON EMERGING ECONOMIES

Our capabilities and expertise



At the Centre for Applied Business Research, our focus is upon applied research.

That means helping develop viable, practical solutions to everyday business problems, operational and corporate objectives, via highly pertinent and relevant knowledge transfer.

Our experienced team draws on knowledge gathered across a range of business disciplines and applied economics (including statistical and econometric analysis).

We regularly work as part of interdisciplinary teams, drawing in colleagues from the University's Engineering, Law and Health departments.

We also have considerable experience in the restructuring and modernisation of academic programmes for universities in Central and Eastern Europe, including the former Yugoslav republics.

For example, Staffordshire University Business School runs extensive Doctoral and Masters programmes for the government, public and private companies and institutions, universities and research institutes, and nongovernmental organisations in the Republic of Kosovo.

Our clients include:

- Health and Safety Executive
- Environment Agency
- Scottish Executive
- EU Commission
- World Health Organisation
- Staffordshire County Council
- North Staffordshire Chamber of Commerce
- Midland Expressway (M6 toll road)
- CERAM
- Campaign for Real Ale (CAMRA)
- The Staffordshire Ceramics Industry

Our expertise includes:

- Project evaluation
- Surveys – quantitative and qualitative
- Geographical Information Systems (GIS)
- Econometrics
- Carbon footprint, evaluation programmes and environmental auditing

We regularly work as part of interdisciplinary teams, drawing in colleagues from the University's Engineering, Law and Health departments.





Case studies

Project examples:

Copyright ©FreeFoto



M6 toll road

CABR completed two pieces of research for M6 toll road owners, Midland Express. The first piece of research demonstrated the additional economic benefits that would be brought to the region in terms of opening up employment sites. The second piece of research involved calculating the carbon footprint of the toll road in terms of its operation, construction and future use and provided policy and business recommendations for the future. As a consequence of the research, the parent company, Macquarie Bank, invested in a carbon offsetting company.



GPRIX www.gprix.eu

An EU Framework 7 project, commissioned by DG Research, the purpose of GPRIX is to evaluate innovation support programmes for SMEs in traditional manufacturing industries. GPRIX will research and identify best practice in public support for SMEs in developing and implementing innovations in processes and products and facilitating transition from the traditional to the knowledge economy.



RETS (Renewable Energies Transfer System) www.rets-project.eu

Supporting the INTERREG-funded renewable energy policy for local authorities, the RETs project aims to improve the knowledge and competencies of local and regional policymakers in renewable energy systems. By so doing, RETs will help to facilitate a greater deployment of effective renewable energy policies at local and regional levels.



Recent examples of our research activities range from securing funding assistance and advising SMEs to partnering established EU framework projects and forming Knowledge Transfer Partnerships.

Resources and Attainment at Key Stage 4

This education-based study was commissioned by the Department for Children, Schools and Families (DCSF) and undertaken in association with the Institute for Education Policy Research. The report evaluates the effectiveness of increased per-pupil spending in English secondary schools. It contributes to public policy debate on 'value for money' and school performance.



Industrial Competitiveness and Restructuring in Accession Countries

This EU Framework 5 project is investigating the competitiveness of industries in Poland, Hungary and the Czech Republic in the period before accession to the EU, and how the position of different industries changed in the course of preparation for the accession.



Krakow, Poland

Entrepreneurship and Local Economic Development in Albania, Kosovo and Macedonia

This EU Tempus project is aimed at improving the training of entrepreneurs and the creation of an entrepreneurship-friendly environment in the three partner countries. The project involves the establishment of a Masters programme in Entrepreneurship. The project embraces nine universities and a number of public and private institutions in the three countries, as well as nine partner universities in the EU countries.



Prizren, Kosovo

For more information about the Centre for Applied Business Research and to discuss your forthcoming projects, please contact:

Centre for Applied Business Research
The Business School
Brindley Building
Staffordshire University
Leek Road
Stoke-on-Trent
Staffordshire
ST4 2DF
United Kingdom

t: +44 (0)1782 294902

f: +44 (0)1782 295752

e: cabr@staffs.ac.uk

www.staffs.ac.uk/cabr