

ing the Optimum Model for Evaluating the Efficiency of the Banks through Data Envelopment Analysis (Case study: Rasht Saderat bank branches)

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Nowadays, performance evaluation and improvement is one of the factors affecting the success of an organization. In this context, the evaluation of performance as an indicator of the productivity is of the utmost importance. The results of efficiency enable organizations to gain a better understanding of the units' performance and helping them eliminate the causes of inefficiencies to improve their performance. So far, several methods have been developed to evaluate efficiency. DEA is one of the the most widely used of them. In this study, factors affecting the efficiency of bank branches were weighted and prioritized by analytical hierarchy process and the optimal model of inputs and outputs were determined. Then, using BCC and CCR that are the most important models of data envelopment analysis, efficiency of Rasht Saderat Bank's branches were investigated.

Keywords : Efficiency, Data Envelopment Analysis (DEA), Analytical Hierarchy Process (AHP).

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