The application of super-efficiency techniques for relative efficiency of bank branches in Guilan Province (The casestudy of Melli Bank)

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In the contemporary competitive world, most manufacturing and service firms, including banks, have been forced to adopt new managerial approaches and methods for organization performance evaluation. An example of these approaches is a new method for performance evaluation that is called Data Envelope Analysis (DEA) technique. This technique can play a major role in performance improvement of every organization. A major drawback of traditional DEA technique models is that it may show the efficiency score 1 for several decision-making units (DMEs) simultaneously. To solve this limitation, DEA super-efficiency models have been proposed to improve DEA technique models. In fact, super-efficiency models are capable of estimating efficiency scores for each individual unit and, at the same time, ranking the DMEs. The present study focused on the DEA technique in "covering form of AP super-efficiency model under a constant return to scale system with input nature". It was applied to estimate the efficiency of 129 branches of Melli Bank of Guilan Province in 2015. Of them, 30 active branches (first, second, and third degrees) were ed by systemic elimination method. The results showed that mean efficiency score of the studied Melli Bank branches were 0.75 in 2015. Golsar Branch of Rasht was found to be the most efficient. The least efficient was the branch of Kiashahr whose efficiency score was estimated at 0.8, being smaller than the average. Also, it was revealed that the most important factor in mismanagement of inefficient branches was advertisement and marketing cost, and the most important weakness in planning was related to the human resource training.

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