

Measuring productivity in mazandaran west province bank by DEA metod: case of melli bank

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Abstract One of the most important tasks of organizational managers is evaluation of the efficiency in all internal organizational units. Efficiency evaluation informs manager to what extent has stepped toward achieving her/his established goals. If there is a weakness and poor efficiency of the organization to take corrective action and improve organization performance. There are several different methods of efficiency evaluation. One of the most important of these techniques Data Envelopment Analysis (DEA) that compare with the efficiency of organization unit together are separated efficient units inefficient units. In this study, the factors affecting the efficiency of the Melli Bank of West province and which branch of the Melli Bank have been efficient and inefficient are studied using data envelopment analysis. Melli Bank is a specialized bank that has been established in order to create employment and the country's economic hub. In this study, the DEA and the productivity index were used to measure productivity growth of its branches of Melli Bank in the West of Mazandaran province during 2012 -13. Variable of total deposits and the number of employees as input and financial facilities and administrative costs and benefit payments as output were used with the Malmquist productivity index model. The results showed that the efficiency of bank branches has been decreased in 1392 and has three branch productivity. This result is similar to efficiency obtained by Malmquist Index. Also according to Malmquist index have been developed Malmquist's index of all branch. Their progress ratio is different and finally, it was index. In most cases, technology changes to efficiency changes are even more effective in the efficiency progress of the units. The bank branches were ranked according to the efficiency score.

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