Evaluation of the efficiency of meat broiler chickens in Guilan province using a combination of data envelopment analysis and ideal planning

ali javan parast*,

today's business environment, organizations are trying to improve their performance in order to gain more power in global competitions. In other words, the problems caused by increased competition and complexity of the environment have led companies to use more efficient and effective ways of managing their affairs. Therefore, the aim of this study was to measure the efficiency of meat broiler chickens in Guilan province using a combination of data envelopment analysis and ideal planning. This descriptive study is a cross-sectional study in terms of using the combination technique of data envelopment analysis method and quantitative and purposeful quantitative programming in terms of the objectives of the applied research, since the findings of this research are the basis for recommending suggestions for production units Meat chicken will be in Guilan province. According to the research method, the type of field research is because the studies that will be done will be systematic and answer questions based on it. After determining the input and output factors and collecting data, the information in the GAMS software was prepared to calculate the efficiency. In order to calculate the efficiency of poultry, we first used the incremental returns of BCR and BCC models with the input inertia. In the nature of the input, the efficiency number of poultry farms is equal to 1 and the efficiency number of inferior poultry is smaller than 1. Based on BCC and CCR-BCC models, about 62.5% of the total poultry farms in the borderline are effective (score 1). The average poultry productivity is 0.99%. That is, in general, poultry use 1% more than the required amount of inputs used in the production process and, if they function effectively, can reduce their costs by 1% of the same level of product

Present.

Keywords : Efficiency, Data Envelopment Analysis, Ideal Planning, Combination of Data Envelopment Analysis Techniques and Ideal Planning