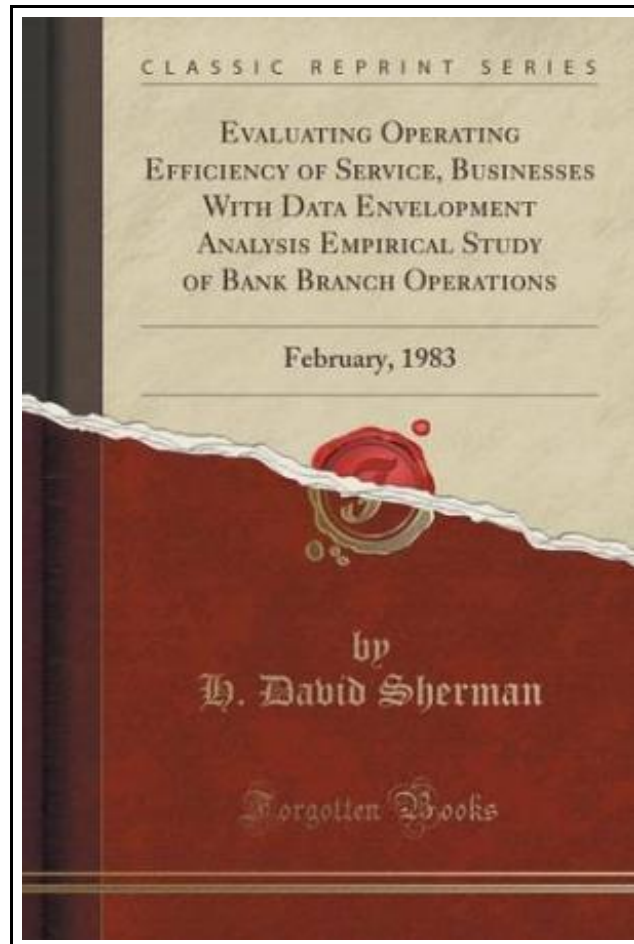


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from **Evaluating Operating Efficiency of Service, Businesses With Data Envelopment Analysis Empirical Study of Bank Branch Operations: February, 1983** A corporation's operating performance is frequently measured using accounting ratios such as return on sales and return on investment. These ratios provide a great deal of information about a firm's financial performance of by means of comparisons with prior years performance and with other companies in the same industry- Nevertheless, there are limitations to the use of these measures. One is that financial ratios may fail to consider the value of management's actions and investment decisions taken with the intent of affecting future as opposed to current performance. For example, a business that defers such things as maintenance and research and development can appear to be performing well based on accounting ratios even though these actions may impair the future performance of the business. Another limitation is that accounting ratios aggregate many aspects of performance such as financing, marketing, and production. A firm may appear to be performing well even if it is poorly managed on certain of these dimensions as long as it compensates by performing particularly well on other dimensions. Other techniques that compensate for the weaknesses in accounting ratios are needed to attain a more comprehensive evaluation of corporate performance. This paper evaluates the use of a specific new technique, Data Envelopment Analysis (DEA), which has not heretofore been used in a for profit corporate context. The results suggest that DEA can help identify and measure operating inefficiency in certain contexts where accounting ratios are either insufficient or of no help at all. The underlying motivation for this line of research...

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