

EVALUATION OF BUSINESS EFFICIENCY IN GENERATING INTANGIBLE ASSETS

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- **ABSTRACT:** *In this paper, we study the intangibility of organizations using data envelopment analysis as a tool for evaluating organizational efficiency. The companies from the Brazilian capital market are studied, focusing their efficiency in generating intangible assets. However, since there are only a few observations for the traditional analysis, we use the MCMC approach, associated with the data envelopment analysis with missing data, aiming at increasing the number of informative observations, thus allowing for a more complete analysis. Finally, we present how the types of organizations (according to their efficiency scores) are associated with the company's volatility, thus suggesting a relation between the efficiency in generating intangible assets and the investment risk of the organizations.*
- **KEYWORD:** *Data envelopment analysis; MCMC; intangible assets.*

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