

## ESTIMATING THE PROFESSIONS THAT CONTRIBUTE MOST TO IT INNOVATION IN BRAZIL

Pedro Henrique Melo ALBUQUERQUE<sup>1</sup>  
Camilo Rey LAURETO<sup>2</sup>

- **ABSTRACT:** *This article aims to examine which groups of the Brazilian classification of occupations (BCO) contribute most to innovation in information technology in Brazilian companies. The paper uses the rank-ordered logit model to model the variables in the form of posts (ranks), based on a set of explanatory variables. In this approach, the estimation is performed using the well-known form of the proportional risk regression model. This model assumes an equivalent format the rank-ordered logit model. The paper presents results through databases such as the Brazilian Annual Register of Social Information (BARSI) and the hundred most-innovative companies for IT in Brazil according to research from Info Week Brazil in consultation with Deloitte.*
- **KEYWORDS:** *Rank-ordered logit model; proportional risk regression model information technology; innovation.*

---

<sup>1</sup> University of Brasília. Campus Universitário Darcy Ribeiro – ICC, Management Department, Ala Norte, Bloco B, 1º Andar, Sala 576, CEP: 70910-900, Brasília, DF, Brazil. E-mail: [pedroa@unb.br](mailto:pedroa@unb.br)

<sup>2</sup> Institute of Applied Economic Research, SBS, Quadra 1, Bloco J, Ed. BNDES, CEP: 70076-900, Brasília, DF, Brazil. E-mail: [camilo\\_laureto@hotmail.com](mailto:camilo_laureto@hotmail.com)