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 (BARSÍ) 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.