

## **ANEXO 1**

### **Descriptives**

			Statistic	Std. Error
rPSI20	Mean		,093298	,0300556
	95% Confidence Interval for Mean	Lower Bound	,034242	
		Upper Bound	,152353	
	5% Trimmed Mean		,098970	
	Median		,094885	
	Variance		,439	
	Std. Deviation		,6625871	
	Minimum		-2,4795	
	Maximum		2,1178	
	Range		4,5973	
	Interquartile Range		,7109	
	Skewness		-,165	,111
	Kurtosis		1,176	,221

### **Percentiles**

	Percentiles						
	5	10	25	50	75	90	95
Weighted Average(Definition 1)	-1,012432	-,732149	-,269537	,094885	,441346	,890087	1,242482

### **Extreme Values**

			Case Number	Value
rPSI20	Highest	1	476	2,1178
		2	53	2,0883
		3	51	1,9705
		4	448	1,9067
		5	449	1,9052
	Lowest	1	443	-2,4795
		2	437	-1,9936
		3	296	-1,9701
		4	404	-1,8364
		5	307	-1,8266

### **Tests of Normality**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
rPSI20	,064	486	,000	,983	486	,000

a. Lilliefors Significance Correction

## ANEXO 2

### Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
sp90	,259	142	,000	,422	142	,000
sp94	,126	142	,000	,771	142	,000

a. Lilliefors Significance Correction

### Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 sp90	55,66602	142	51,073384	4,285983
1 sp94	47,48926	142	26,367456	2,212708

### Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 sp90 & sp94	142	,450	,000

### Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	sp90 - sp94	8,176761	45,723260	3,837011	,591253	15,762268	2,131	141	,035

### Sign Test

#### Frequencies

	N
sp94 - sp90 Negative Differences <sup>a</sup>	87
Positive Differences <sup>b</sup>	55
Ties <sup>c</sup>	0
Total	142

- a. sp94 < sp90
- b. sp94 > sp90
- c. sp94 = sp90

#### Test Statistics<sup>a</sup>

	sp94 - sp90
Z	-2,601
Asymp. Sig. (2-tailed)	,009

a. Sign Test

### Wilcoxon Signed Ranks Test

#### Ranks

	N	Mean Rank	Sum of Ranks
sp94 - sp90 Negative Ranks	87 <sup>a</sup>	74,97	6522,00
Positive Ranks	55 <sup>b</sup>	66,02	3631,00
Ties	0 <sup>c</sup>		
Total	142		

- a. sp94 < sp90
- b. sp94 > sp90
- c. sp94 = sp90

#### Test Statistics<sup>b</sup>

	sp94 - sp90
Z	-2,944 <sup>a</sup>
Asymp. Sig. (2-tailed)	,003

- a. Based on positive ranks.
- b. Wilcoxon Signed Ranks Test

## ANEXO 3

### Descriptives

salary

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	67	1139,34	571,873	69,865	999,85	1278,83	256	3844
2	46	1344,91	1002,813	147,857	1047,11	1642,71	441	6640
3	60	1722,42	2242,687	289,530	1143,07	2301,76	223	14822
Total	173	1396,23	1475,603	112,188	1174,78	1617,67	223	14822

### Test of Homogeneity of Variances

salary

Levene Statistic	df1	df2	Sig.
3,677	2	170	,027

### ANOVA

salary

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10926384,9	2	5463192,434	2,554	,081
Within Groups	363587171	170	2138748,067		
Total	374513556	172			

### Kruskal-Wallis Test

Ranks				Test Statistics <sup>a,b</sup>	
	sect	N	Mean Rank		salary
salary	1	67	77,34	Chi-Square	4,990
	2	46	87,78	df	2
	3	60	97,19	Asymp. Sig.	,082
	Total	173			

a. Kruskal Wallis Test  
b. Grouping Variable: sect

## **ANEXO 4**

### **Group Statistics**

	sect	N	Mean	Std. Deviation	Std. Error Mean
salary	1	67	1139,34	571,873	69,865
	3	60	1722,42	2242,687	289,530

### **Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
										Lower	Upper
salary	Equal variances assumed	5,832	,017	-2,056	125	,042	-583,073	283,645	-1144,442	-21,705	
	Equal variances not assumed			-1,958	65,871	,055	-583,073	297,840	-1177,752	11,605	

## **Mann-Whitney Test**

### **Ranks**

	sect	N	Mean Rank	Sum of Ranks
salary	1	67	57,25	3835,50
	3	60	71,54	4292,50
	Total	127		

### **Test Statistics<sup>a</sup>**

	salary
Mann-Whitney U	1557,500
Wilcoxon W	3835,500
Z	-2,185
Asymp. Sig. (2-tailed)	,029

a. Grouping Variable: sect

## ANEXO 5

### Chi-Square Test

Importância das patentes ...				Importância das marcas ...				Test Statistics		
	Observed N	Expected N	Residual		Observed N	Expected N	Residual		Importância das patentes ...	Importância das marcas ...
1	248	145,7	102,3	1	144	155,7	-11,7	Chi-Square	111,135	1,469
2	110	145,7	-35,7	2	158	155,7	2,3	df	2	2
3	79	145,7	-66,7	3	165	155,7	9,3	Asymp. Sig.	,000	,480
Total	437			Total	467					

### escalões de pessoal agregados \* Importância das patentes e modelos de utilidade desde 90 - Crosstabulation

			Importância das patentes e modelos de utilidade desde 90			Total
			baixa	média	alta	
escalões de pessoal agregados	1	Count	32	14	9	55
		Expected Count	31,2	13,8	9,9	55,0
	2	Count	122	52	28	202
		Expected Count	114,6	50,8	36,5	202,0
	3	Count	77	38	37	152
		Expected Count	86,3	38,3	27,5	152,0
	4	Count	17	6	5	28
		Expected Count	15,9	7,0	5,1	28,0
Total		Count	248	110	79	437
		Expected Count	248,0	110,0	79,0	437,0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7,126 <sup>a</sup>	6	,309
Likelihood Ratio	7,013	6	,320
N of Valid Cases	437		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5,06.

### escalões de pessoal agregados \* Importância das marcas e outros sinais distintivos desde 90 - Crosstabulation

			Importância das marcas e outros sinais distintivos desde 90			Total
			baixa	média	alta	
escalões de pessoal agregados	1	Count	30	17	10	57
		Expected Count	17,6	19,3	20,1	57,0
	2	Count	71	86	59	216
		Expected Count	66,6	73,1	76,3	216,0
	3	Count	34	50	81	165
		Expected Count	50,9	55,8	58,3	165,0
	4	Count	9	5	15	29
		Expected Count	8,9	9,8	10,2	29,0
Total		Count	144	158	165	467
		Expected Count	144,0	158,0	165,0	467,0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40,274 <sup>a</sup>	6	,000
Likelihood Ratio	40,162	6	,000
N of Valid Cases	467		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8,94.

### Importância das patentes e modelos de utilidade \* Importância das marcas e outros sinais distintivos - Crosstabulation

			Importância das marcas e outros sinais distintivos desde 90			Total
			baixa	média	alta	
Importância das patentes e modelos de utilidade desde 90	baixa	Count	132	73	43	248
		Expected Count	80,6	85,1	82,3	248,0
	média	Count	8	69	33	110
		Expected Count	35,7	37,8	36,5	110,0
	alta	Count	2	8	69	79
		Expected Count	25,7	27,1	26,2	79,0
Total		Count	142	150	145	437
		Expected Count	142,0	150,0	145,0	437,0

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	206,154 <sup>a</sup>	4	,000
Likelihood Ratio	208,452	4	,000
Linear-by-Linear Association	143,421	1	,000
N of Valid Cases	437		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25,67.

## ANEXO 6

### Modelo 1

ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	6	22,41844	3,73641	15,04198	0,00000	
Residual	170	42,22777	0,24840			
Total	176	64,64622				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	4,23259	0,90258	4,68945	0,00001	2,45089	6,01430
age	0,00211	0,00545	0,38618	0,69985	-0,00866	0,01287
comten	-0,01141	0,00379	-3,00741	0,00303	-0,01890	-0,00392
ceoten	0,01642	0,00576	2,84867	0,00493	0,00504	0,02780
lnsales	0,44537	0,24265	1,83545	0,06819	-0,03362	0,92437
lnsales2	-0,01688	0,01777	-0,94967	0,34363	-0,05196	0,01821
profits	0,00026	0,00015	1,78839	0,07549	-0,00003	0,00055

### Modelo 2

ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	4	12,03434	3,00859	9,83574	0,00000	
Residual	172	52,61187	0,30588			
Total	176	64,64622				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	6,26780	0,29275	21,40984	0,00000	5,68994	6,84565
age	0,00423	0,00580	0,72835	0,46739	-0,00723	0,01568
comten	-0,00670	0,00396	-1,69352	0,09217	-0,01452	0,00111
ceoten	0,01242	0,00633	1,96340	0,05121	-0,00007	0,02492
profits	0,00062	0,00010	5,90698	0,00000	0,00041	0,00082

### Correlações

	<i>lnsalary</i>	<i>age</i>	<i>comten</i>	<i>comten2</i>	<i>ceoten</i>	<i>ceoten2</i>	<i>profits</i>	<i>lnsales</i>
lnsalary	1							
age	0,0906	1,0000						
comten	-0,0023	0,4794	1,0000					
comten2	-0,0250	0,5133	0,9651	1,0000				
ceoten	0,1147	0,3387	0,3151	0,3256	1,0000			
ceoten2	0,0518	0,3298	0,3246	0,3537	0,9285	1,0000		
profits	0,3967	0,1147	0,1437	0,1335	-0,0216	-0,0101	1,0000	
lnsales	0,5300	0,1939	0,2378	0,1992	-0,0377	-0,0274	0,6063	1,0000
lnsales2	0,5298	0,2036	0,2102	0,1765	-0,0476	-0,0396	0,6613	0,9911