

# **The study of the effect, entrepreneurship Orientation on the performance of companies considering the role of Total Quality Management and Market Orienteering among production units of Rasht Industrial Town**

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**Todays, with the increasing complexity of companies, the dynamics of the environment and market competition, the need to address the issue of performance is increasingly felt in companies. In this regard, the present study seeks to investigate the effect of entrepreneurial Orientation on the performance considering the role of Total Quality Management and Market Orienteering in the production units of Rasht Industrial Town. The research method is descriptive and its purpose is applied. The data gathering method is a field and its tool is a questionnaire. In the present study, the statistical population of the study consisted of 188 manufacturing companies in Rasht Industrial Township. 121 companies were ed through the Cochran formula using a simple random sampling method. Data analysis was determined ,Total Quality Management And the Market Orienteering mediates the impact of entrepreneurial Orientation on the performance of companies. Also, the entrepreneurship Orientation, Total Quality Management and market orientation is about 72.9% of the corporate performance.**

**Keywords : entrepreneurship Orientation, Total Quality Management ,market orientation performance**

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