The role of social responsibility mediator in the impact of total quality management on entrepreneurial orientation

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The purpose of this study was to assess the role of mediating social responsibility in the impact of quality management on entrepreneurial orientation in hotels in Guilan province. The research is an applied survey and the research community consists of 42 registered hotels in Guilan province, ed by sampling method of 33 hotels and ed managers or representatives of the survey director. The data gathering tool was a standard questionnaire whose reliability was estimated by Cronbach's alpha method higher than 0.7 and its validity was confirmed by content validity method. Structural equations modeling based on partial least squares approach was used to analyze the data using Smart PLS3 software. The findings of the research showed that quality management dimensions have a positive and significant effect on social responsibility. Also, social responsibility of the organization has a positive and significant effect on entrepreneurial orientation. Based on this, it can be said that by increasing and improving the quality, social responsibility and consequently an entrepreneurial orientation in hotels in the province of Gilan could be improved.

Keywords : entrepreneurial Orientation, Social responsibility, Quality management.entrepreneurial Orientation, Social responsibility, Quality management.

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