

**THE LINK BETWEEN SOCIAL RESPONSIBILITY AND
ENTREPRENEURSHIP THROUGH CORPORATE PERFORMANCE**

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ÁREA TEMÁTICA

h) Responsabilidad Social Corporativa.

PALABRAS CLAVE

Corporate social responsibility, entrepreneurship, performance, Partial Least Squares, Spain.

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ABSTRACT

The concept of *Triple Bottom Line* has gained notoriety in the last 30 years, providing a theoretical framework that justifies the measurement of the company's results not only in the economic field, but also in social and environmental matters. This fact has raised awareness among entrepreneurs about the need to apply Corporate Social Responsibility (CSR) practices as part of their companies' strategy. CSR must be considered when creating a new company. The aim of this study is to know whether making socially responsible practices could motivate the entrepreneur to start his/her activity. At the same time, we want to test if the corporate performance could mediate the previous relationship. For this aim, we propose three hypotheses linking Corporate Social Responsibility and entrepreneurship. The study is focused on a sample of 95 SMEs, located in the region of Extremadura (southwest of Spain). The data was collected through a structured questionnaire addressed to the manager of each selected company. In relation to the methodology used, the system of structural equations based on variance has been used with the support of *SmartPLS software version 3.2.8. Professional*. For the preparation of the questionnaire, theoretical contributions from Dyduch (2008), Cardon et al. (2013), Gallardo Vázquez et al. (2013) and García Morales et al. (2014) have been used. Our results show that the entrepreneur who initiates an activity considers his/her socially responsible behavior, but corporate performance is not determined by CSR and, also, entrepreneurial behavior is not influenced by the expected economic performance. Finally, performance does not have a mediating effect on the relationship between CSR and entrepreneurial behavior.

Keywords - Corporate social responsibility, entrepreneurship, performance, Partial Least Squares, Spain.