

$$\begin{array}{ccccc}
& m \otimes (p \otimes q) \longmapsto r^{(j+k)i}(p \otimes q) \otimes m & & & \\
& \swarrow & & \searrow & \\
(m \otimes p) \otimes q & & & & r^{(j+k)i}p \otimes (q \otimes m) \\
& \searrow & & \swarrow & \\
& r^{ij}(p \otimes m) \otimes q \longmapsto r^{ij}p \otimes (m \otimes q) & & & \\
& & & & = \\
& & & & r^{ij}p \otimes (r^{ik}m \otimes q)
\end{array}$$