

Abstract

In today's environment, the primary goal of every company is to maintain and improve its performance and productivity in order to ensure its long-term viability. Businesses benefit greatly when their leaders put into action a variety of effective measures designed to help them succeed. The focus of this study is on the leadership role played by small and medium-sized businesses (SMEs) in the execution of their plans. As a result of this, large corporations that have had long-term success must now confront the even greater question of what to do next. Leaders' roles in the efficient execution of plans are examined in the current study of Pakistani pharmaceutical businesses as small or medium enterprises. Pharmaceutical businesses in Pakistan see this as a key to improving their average results and strengthening their strategic competitiveness. In addition, this research examines the role of several leadership traits, such as leadership vision, strategic direction, core competencies, emerging competencies, and innovation ability, as well as their impact on the overall performance of SMEs. Studying how small and medium-sized organizations may benefit from strong leadership's implementation of strategies is a primary goal of this study. It will also look into what role leaders play in the strategies they execute. Workers and managers who use email as their primary method of communication fill out an online questionnaire that comprises only closed-ended questions. A total of 384 people were included in the analysis, including both workers and leaders who were chosen using a convenient sampling technique. Leadership strategy implementation has a positive and affirmative mediating effect in this connection, according to the results of the study on transformational leadership and leadership strategy implementation. These findings show that the characteristics of transformational leadership and the ways of implementing a leadership strategy may enhance the performance of employees..