

# **ENTREPRENEURIAL LEADERSHIP STRATEGY AND SMALL AND MEDIUM SCALE ENTERPRISES (SMES) PERFORMANCE: THE MEDIATING ROLE OF TEAM INNOVATION.(DBL)**

**NAME:** Braimah Baba Mohammed.

## **Abstract**

A poor performance and high mortality rates before the fifth year of registration threaten the viability of SMEs in Ghana, which provide roughly 70% of the GDP, employ 60% of the workforce, and account for 92% of enterprises. The study's purpose was to assess the impact of entrepreneurial, market, learning, customer, and competition orientations on SMB success and sustainability. Team innovation played a role in the study as well. Environmental dynamics and market competitiveness influenced the ELS-team innovation relationship. To promote team collaboration and leader acceptance, the study uses two ideas: goal path and servant leadership theories. The study interviewed 400 CEOs and three top managers of SMEs in Ghana's agricultural and manufacturing sectors from Accra, Kumasi, and Tema Metropolitan Assemblies. This study used a simple random and purposive sample approach to choose respondents. The study's hypotheses and propositions were analyzed using SPSS and Nvivo for theme and content analysis. SME performance was positively impacted by entrepreneurial, customer, and competitor orientations except for market competition intensity and environmental dynamics. The association between entrepreneurial, customer, and competitor orientations and SME performance appears to be positively mediated by team innovation. The relationship between market and learning orientations appears to be neutral. Environmental dynamics' moderating effect on the relationship between learning and entrepreneurial orientation promotes SME performance. However, competitor, customer, and market orientations adjusted by environmental dynamics had little effect on SME performance. All in all, the results show that while external factors are regulated, entrepreneurial leadership approach directly and indirectly boosts SME performance. This study suggests that SMEs' entrepreneurial leadership should integrate employee-centric and results-oriented behaviors to foster team innovation and long-term SME success.

**Keywords:** Entrepreneurial Leadership strategy, small and medium scale enterprises performance, team Innovation, entrepreneurial orientation, market orientation, learning orientation, customer orientation, competitor orientation, environmental dynamics, and intensity of market competition.