



Cross-Cultural Management in Pan-African Enterprises of Gabon: A Comparative Study

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Abstract

The study examines cross-cultural management practices in Pan-African enterprises operating within Gabon's diverse business landscape. A qualitative approach was employed to gather insights from a sample of Pan-African businesses operating in Gabon. Interviews were conducted with management personnel to explore their experiences and perspectives. Findings indicate that language barriers significantly impede effective communication among team members, affecting overall productivity and cohesion. This study highlights the importance of culturally sensitive leadership practices to mitigate cross-cultural management challenges in Gabonese enterprises. Pan-African companies should invest in multilingual training programmes for their employees and implement flexible management structures that accommodate cultural differences.

Keywords: *Pan-African, Cultural Diversity, Ethnocentrism, Cross-Cultural Communication, Hofstede Theory, Intercultural Competence, Global Management*

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