



# Cross-Cultural Challenges in Pan-African Enterprises Operating in Egypt

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## Abstract

Pan-African enterprises operating in Egypt face unique cross-cultural management challenges due to the diverse ethnicities, languages, and business practices of their workforce. A quantitative survey was conducted among Pan-African enterprises operating in Egypt, with a sample size of 200 respondents representing various sectors. Survey results indicated that language barriers (78%) and cultural misunderstandings (65%) are the most prevalent challenges faced by these companies. Pan-African companies must develop tailored cross-cultural management strategies to mitigate these challenges, ensuring a more harmonious workplace environment. Companies should invest in intercultural training programmes for managers and employees, fostering an inclusive organisational culture that values diversity and promotes understanding.

**Keywords:** *Pan-African, Cultural Diversity, Cross-Cultural Management, Ethnocentrism, Multiculturalism, Quantitative Research, Hofstede Dimensions*

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