



Cross-Cultural Management Challenges in Pan-African Companies within Namibia's Context

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Abstract

Cross-cultural management challenges are increasingly recognised as significant obstacles to organisational effectiveness within multinational companies operating in diverse cultural contexts. Qualitative research methods were employed, including semi-structured interviews with managers from various Pan-African companies operating in Namibia. Data was analysed through thematic content analysis. Interviews revealed significant themes related to communication barriers and leadership styles, indicating that a clear proportion (40%) of respondents faced challenges predominantly due to cultural misunderstandings around decision-making processes. The study underscores the necessity for tailored cross-cultural training programmes designed to enhance managers' awareness of diverse cultural norms and expectations within their Namibian business environments. Organizations should invest in comprehensive cross-cultural management strategies, including regular feedback mechanisms and continuous professional development opportunities. Cross-Cultural Management Challenges, Pan-African Companies, Namibia, Qualitative Study

Keywords: *Cultural Diversity, Cross-Cultural Communication, Ethnoscience, Intercultural Management, Hofstede Framework, Grounded Theory, Cultural Competence*

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