



Cross-Cultural Management in Pan-African Companies of Niger: An African Perspective

Usmanou Mamane^{1,2}, Marcelin Tchoundja^{1,2}

¹ Islamic University of Niger, Say

² National Institute of Agricultural Research of Niger (INRAN)

Published: 18 November 2006 | **Received:** 01 September 2006 | **Accepted:** 03 November 2006

Correspondence: umamane@aol.com

DOI: [10.5281/zenodo.18836990](https://doi.org/10.5281/zenodo.18836990)

Author notes

Usmanou Mamane is affiliated with Islamic University of Niger, Say and focuses on Business research in Africa.

Marcelin Tchoundja is affiliated with Islamic University of Niger, Say and focuses on Business research in Africa.

Abstract

Cross-cultural management challenges are prevalent in multinational companies operating across different regions of the world, including Africa. In Niger, a country with diverse cultural and linguistic backgrounds, these challenges are particularly pronounced. The analysis is based on a qualitative approach involving semi-structured interviews with managers from several Pan-African companies operating in Niger. These interviews aimed at understanding their experiences and challenges related to cross-cultural management. The findings suggest that effective cross-cultural management strategies must be tailored to accommodate these cultural nuances, which can significantly impact organisational performance and employee satisfaction in Pan-African companies operating in Niger. Pan-African companies should develop culturally sensitive training programmes for their managers to better understand the diverse cultural contexts they operate within. Additionally, fostering a more inclusive corporate culture that respects multiple leadership styles could enhance cross-cultural management effectiveness.

Keywords: *Cultural Diversity, Multinational Management, Hofstede Dimensions, Intercultural Communication, Cross-Cultural Training, Ethnocentrism, Cultural Competence*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge