



Cross-Cultural Management in Pan-African Enterprises: A Senegalese Perspective Comparative Study

Mariama Diop¹, Issa Ndiaye²

¹ Department of Interdisciplinary Studies, African Institute for Mathematical Sciences (AIMS) Senegal

² Department of Research, African Institute for Mathematical Sciences (AIMS) Senegal

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Correspondence: mdiop@yahoo.com

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Author notes

Mariama Diop is affiliated with Department of Interdisciplinary Studies, African Institute for Mathematical Sciences (AIMS) Senegal and focuses on Business research in Africa.

Issa Ndiaye is affiliated with Department of Research, African Institute for Mathematical Sciences (AIMS) Senegal and focuses on Business research in Africa.

Abstract

Cross-cultural management in Pan-African enterprises is a growing area of interest, with Senegal as an emerging market presenting unique challenges and opportunities. A mixed-methods approach including semi-structured interviews and a questionnaire survey was employed to gather data from managers in selected Pan-African enterprises operating in Senegal. Findings indicate that language barriers significantly impact effective communication between managers and subordinates, with approximately 40% of respondents reporting frequent misunderstandings due to linguistic differences. The study reveals a nuanced understanding of cross-cultural management challenges specific to Senegalese contexts, highlighting the need for tailored strategies in multinational Pan-African enterprises. Pan-African companies should invest in language training programmes and culturally sensitive communication protocols to enhance managerial effectiveness and employee engagement.

Keywords: *African geography, cross-cultural management, diaspora studies, ethnocentrism, institutional theory, qualitative methods, soft power*

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