



Cross-Cultural Management Challenges in Pan-African Companies: A Theoretical Framework for Tanzanian Contexts

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Abstract

Cross-cultural management challenges are increasingly recognised as significant obstacles for Pan-African companies operating across diverse geographical and cultural landscapes. This study employs qualitative thematic analysis to synthesize existing literature on cross-cultural management issues and integrates insights from various disciplines including organisational behaviour, cultural studies, and business administration. This theoretical framework delineates the multifaceted nature of cross-cultural management issues in Tanzanian contexts, highlighting the need for tailored strategies to mitigate these challenges effectively. Recommendations include developing comprehensive language training programmes and fostering intercultural competency within insurance companies to address identified communication barriers.

Keywords: *Pan-African, Multiculturalism, Hofstede, Cultural Dimensions Theory, Cross-Cultural Communication, Ethnocentrism, Intercultural Competence*

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