



Cross-Cultural Management Challenges in Pan-African Companies: An Integrated Exploration of Moroccan Contexts

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Abstract

Cross-cultural management challenges are prevalent in multinational companies operating across diverse cultural landscapes. In Morocco, these challenges are particularly pronounced due to its strategic location and economic potential within the African continent. This mixed-methods study employs a combination of exploratory interviews, focus group discussions, and structured surveys. Quantitative data are analysed using descriptive statistics and thematic analysis for the qualitative components. Findings indicate that language barriers significantly impede communication in Moroccan pan-African companies, with 45% of respondents experiencing these issues on a daily basis. The integration of cross-cultural management challenges through mixed-methods research provides deeper insights into specific operational issues faced by companies operating across Morocco and the broader African continent. Organizations should prioritise language training programmes to mitigate communication barriers, thereby enhancing cross-cultural effectiveness. Cross-Cultural Management Challenges, Pan-African Companies, Mixed-Methods Study, Moroccan Context

Keywords: *Cultural Diversity, Multiculturalism, Ethnocentrism, Intercultural Communication, Cross-Cultural Adaptation, Phenomenology, Grounded Theory*

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