



## Cross-Cultural Management Challenges in Pan-African Companies within Côte d'Ivoire

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### Abstract

Cross-cultural management challenges are increasingly recognised as significant in multinational organizations, particularly in contexts where diverse cultures coexist within a single entity. The research employs a qualitative approach with semi-structured interviews conducted among key personnel from three major pan-African corporations headquartered in Côte d'Ivoire. Data collection was supplemented by secondary sources such as company reports and industry publications. Interview data revealed that cultural misunderstandings, leadership styles, and communication barriers were the most prevalent challenges reported across all companies studied, with a notable proportion (34%) of respondents attributing these issues to significant operational disruptions. The study underscores the necessity for tailored cross-cultural training programmes and more inclusive leadership models to enhance organisational effectiveness in multicultural settings. These insights are crucial for businesses aiming to navigate successfully through diverse cultural landscapes. Pan-African companies should prioritise culturally sensitive hiring practices, foster a culture of inclusivity, and invest in regular cross-cultural competency development initiatives.

**Keywords:** *Côte d'Ivoire, Multiculturalism, Intercultural Communication, Ethnocentrism, Cultural Competence, Hofstede Dimensions, Cross-Cultural Leadership*

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