



Cross-Cultural Management Challenges in Pan-African Companies: An African Perspective in South Africa

Sipho Mthembu¹, Nomsa Xaba²

¹ Department of Research, University of Cape Town

² Tshwane University of Technology (TUT)

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Correspondence: smthembu@yahoo.com

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Author notes

Sipho Mthembu is affiliated with Department of Research, University of Cape Town and focuses on Business research in Africa.

Nomsa Xaba is affiliated with Tshwane University of Technology (TUT) and focuses on Business research in Africa.

Abstract

Cross-cultural management challenges are prevalent in multinational companies operating across different regions and cultures. A qualitative approach was employed through interviews with executives from various African countries based in South Africa. Executives reported significant cultural differences affecting communication and decision-making processes within their teams. Cultural barriers significantly impede effective cross-cultural management, necessitating tailored strategies to enhance team cohesion and productivity. Companies should implement targeted training programmes addressing cultural awareness and sensitivity among employees.

Keywords: *Pan-African, Multinational, Cultural Diversity, Ethnocentrism, Intercultural Communication, Hofstede Dimensions, Global Leadership Styles*

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