



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

Sifiso Masese¹

¹ Wits Business School

Published: 05 May 2006 | **Received:** 04 March 2006 | **Accepted:** 14 April 2006

Correspondence: smasese@outlook.com

DOI: [10.5281/zenodo.18837314](https://doi.org/10.5281/zenodo.18837314)

Author notes

Sifiso Masese is affiliated with Wits Business School and focuses on Business research in Africa.

Abstract

Cross-cultural management in Pan-African companies faces unique challenges due to diverse cultural backgrounds within these organizations. This study employs qualitative thematic analysis to explore the experiences and perspectives of managers in Pan-African companies operating within South Africa. The theoretical framework provides a robust model for understanding the complexities of managing diverse cultures in Pan-African companies within South Africa. Strategies such as implementing multilingual training programmes are recommended to mitigate language-related cross-cultural management challenges.

Keywords: *Pan-African, Multiculturalism, Hofstede, Intercultural Communication, Ethnocentrism, Cultural Adaptability, Cross-Cultural Leadership*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge