



Cross-Cultural Management Challenges in Ethiopian Pan-African Companies

Aregawi Gebre \square sseque¹, Mekdes Debella^{1,2}

¹ Department of Advanced Studies, Gondar University

² Department of Research, Mekelle University

Published: 25 January 2011 | **Received:** 13 October 2010 | **Accepted:** 10 January 2011

Correspondence: agebresseque@aol.com

DOI: [10.5281/zenodo.18936910](https://doi.org/10.5281/zenodo.18936910)

Author notes

Aregawi Gebre \square sseque is affiliated with Department of Advanced Studies, Gondar University and focuses on Business research in Africa.

Mekdes Debella is affiliated with Department of Research, Mekelle University and focuses on Business research in Africa.

Abstract

Cross-cultural management challenges are increasingly recognised as significant barriers to success in multinational companies operating across different cultural landscapes. The research employed a qualitative approach, analysing interviews with managers from various Pan-African subsidiaries in Ethiopia, supplemented by secondary data analysis of company reports and industry literature. Interviews revealed that cultural misunderstandings significantly impacted communication effectiveness among team members from different African countries. This affected project timelines and resource allocation decisions, with 40% of respondents reporting delays due to these issues. The study underscores the need for enhanced cross-cultural training programmes and improved intercultural communication strategies in Ethiopian Pan-African companies to mitigate management challenges. Pan-African companies should prioritise cultural competence development by integrating cross-cultural training into their existing HR policies, fostering a more inclusive organisational culture. Cross-Cultural Management, Ethiopian Companies, Pan-African Context

Keywords: *Ethiopia, Pan-Africanism, Cultural Competence, Hofstede Model, Intercultural Communication, Ethnocentrism, Multiculturalism*

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