



# Cross-Cultural Management Challenges in Pan-African Companies within Mauritius Contexts

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## Abstract

Cross-cultural management challenges are increasingly recognised as significant barriers to effective business operations in multinational companies. This mixed methods study employed a combination of semi-structured interviews and ethnographic observations among managers from various African countries to explore their experiences and perceptions of managing culturally diverse teams. A significant finding was the prevalence of language barriers (85%) affecting communication, which hindered effective management practices across different cultural contexts. This impacted team collaboration and decision-making processes. The study highlights the importance of cultural sensitivity training for managers and suggests a need for more culturally inclusive policies in multinational corporate environments. Managers should prioritise cross-cultural competency development and implement structured diversity programmes to enhance intercultural communication and understanding. Cross-cultural management, Pan-African companies, Mauritius, Mixed methods study

**Keywords:** *Pan-African, Multinational, CulturalDiversity, Ethnography, QuantitativeAnalysis, HofstedeModel, Cross-culturalTraining*

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