



Cross-Cultural Management Challenges in Pan-African Companies: An Analytical Framework for Uganda's Context

Emperor Musoke Cholwa¹

¹ Department of Advanced Studies, Mbarara University of Science and Technology

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Correspondence: echolwa@aol.com

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Author notes

Emperor Musoke Cholwa is affiliated with Department of Advanced Studies, Mbarara University of Science and Technology and focuses on Business research in Africa.

Abstract

The context of cross-cultural management challenges in pan-African companies is complex, with varying degrees of cultural and linguistic diversity across Africa's diverse economies. Theoretical development will be employed through literature review and qualitative analysis of existing studies related to cross-cultural management in African contexts. The theoretical framework developed will provide a structured approach for managers to navigate cross-cultural challenges more effectively, thereby enhancing organisational performance and employee engagement. Managers are advised to invest in language training programmes and cultural sensitivity workshops to bridge the gaps identified.

Keywords: *Pan-African, Multiculturalism, Hofstede Dimensions, Ethnocentrism, Cross-Cultural Communication, Intercultural Training, Cultural Integration*

ABSTRACT-ONLY PUBLICATION

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