



Cross-Cultural Management in Pan-African Enterprises: Challenges in Uganda's Context

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Abstract

Cross-cultural management in Pan-African enterprises is increasingly recognised as a critical factor for success, particularly in diverse and rapidly growing markets such as Uganda. A qualitative approach was employed through semi-structured interviews with managers from various African countries working in Uganda's public sector enterprises. Interviews revealed that language barriers accounted for approximately 40% of the challenges reported by participants, significantly affecting communication and decision-making processes. The findings suggest that effective cross-cultural management requires a nuanced understanding of cultural nuances and targeted training programmes to bridge these gaps. Organizations should prioritise cultural competence training as a foundational element in their leadership development strategies. Additionally, fostering an inclusive organisational culture can enhance collaboration among culturally diverse teams.

Keywords: *Pan-African, Multiculturalism, Hofstede, Intercultural Communication, Ethnocentrism, Globalisation, Diversity Management*

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