



Cross-Cultural Management Challenges in Pan-African Companies of São Tomé and Príncipe

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Abstract

Pan-African companies operating in São Tomé and Príncipe face unique cross-cultural management challenges due to diverse socio-economic conditions and historical contexts. The research employs a comparative qualitative methodology involving semi-structured interviews with managers from various Pan-African firms operating in São Tomé and Príncipe. Data analysis includes thematic content coding. Interviews revealed significant communication challenges, particularly regarding language differences and cultural misunderstandings that led to project delays and decreased team cohesion. The study suggests that effective cross-cultural training programmes can mitigate these issues by fostering mutual understanding and respect among employees from different backgrounds. Pan-African companies operating in São Tomé and Príncipe should prioritise the implementation of culturally sensitive management practices to enhance operational efficiency and employee satisfaction.

Keywords: *Pan-African, British-Style, CulturalDiversity, ComparativeAnalysis, SocioeconomicFactors, GlobalManagement, TransnationalBusiness*

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