

A Cross-Cultural Strategy for Managing an Organisation Located in a Diverse-Populated Community

Authors : Tsuu Faith Machingura, Daniel Madzanire, Doreen Nkala

Abstract : High employment opportunities in various towns in Zimbabwe attracted linguistically-diverse ethnic groups to settle therein. This movement, which largely was economically-induced, concocted diverse-populated communities in towns and in surrounding areas. Service provisions in such domains as education and business need to be diverse-sensitive. Prompted by the prevalence of diversity in present day business organisations, the study sought to suggest a cross-cultural strategy for managing an organisation located in a diverse-populated community. A case study research design was used. A sample of 10 participants consisting of five diverse business owners and five diverse clients was purposively drawn. Document analysis and key informant interviews were used to gather data. The study revealed that organisations that are located in diverse populated communities were shaped by the prevailing ethos. A diverse-sensitive managerial strategy was suggested as a pertinent cross-cultural managerial tool.

Keywords : cross-cultural strategy, linguistic diversity, diverse-populated community, ethnic groups

Conference Title : ICSEI 2023 : International Conference on Social Entrepreneurship and Innovation

Conference Location : London, United Kingdom

Conference Dates : July 24-25, 2023