

THE CHINESE-AFRICAN MANAGEMENT AND CULTURAL RELEVANCY, CHALLENGES AND THE FUTURE OF CHINESE BUSINESSES IN AFRICA

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ABSTRACT

The China-Africa relationship has gained momentum in last few decades with China recognised as Africa's second largest trading partner after United States of America. The trade mostly involves manufacturing, agriculture, mining and construction. To facilitate this trade thousands of Chinese firms have invested heavily with some even relocating their activities to Africa. In terms of benefits, Africa has gained from jobs creations with 80% to 95% of local employees hired while China has profited from lower wage bills, improved government relations and local knowledge. However, although majority of African employees have benefitted from China investments, discontent continues among African elites who feel excluded from Chinese top management. Similarly, the Chinese style of management has come under scrutiny as it differs from Western management styles that dominate Africa management following century long colonial history. This paper examines the Chinese management in Africa, its implications, challenges and solutions. The paper observes that there is a strong relationship between African and Chinese cultures as both are hedged on similar cultural values systems like *Ubuntu* and *ren-yi-li* respectively. The paper further acknowledges the impact of Western management and calls a hybrid management that is appropriate for African development.

Keywords: Africa-Chinese management, Ubuntu, Confucian dynamism.