

- [Previous Chapter](#)
- [Next Chapter](#)

Chapter 21: Navigating the realities of intercultural research in Sub-Saharan Africa: insights from Nigeria

[Adebukola E. Oyewunmi](#), [Ebes Esho](#), and [Stephen I. Ukenna](#)

Restricted access

Category:

Monograph Chapter

Published:

19 Jan 2021

Page Range:

256–269

Collection:

[Business 2021](#)

DOI:

<https://doi.org/10.4337/9781788970129.00030>

- **Abstract**

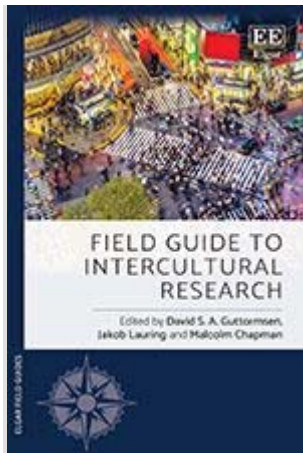
Contrary to popular perceptions that the African continent is culturally homogenous, its multi-cultural fragmentation is duplicated in every member nation. Nigeria, for instance, a Sub-Saharan West African country, is intensively heterogeneous with over 400 languages and a growing population of over 180 million people. Its diversity is entrenched and pervasive in contrasting cultures, religions, traditions, beliefs, historical and political antecedents. These intra-country cultural dynamics, typified in other SSA countries, portend challenges for intercultural researchers. In this chapter, three researchers reflect on their research experiences in urban and suburban parts of Nigeria and provide practical tips to field researchers intending to conduct research in Nigeria, and by extension, other parts of SSA. Specifically, the issues of power distance, ethical dilemma and illiteracy that characterise the setting indicate that intercultural researchers require a cocktail of theoretical and pragmatic research competencies to navigate the realities of conducting research in this context.

You are not authenticated to view the full text of this chapter or article.

Access options

Get access to the full article by using one of the access options below.

Other access options



Field Guide to Intercultural Research

Edited by [David S. A. Guttormsen](#), [Jakob Luring](#), and [Malcolm Chapman](#)

Monograph Book

Published:

19 Jan 2021

Print ISBN:

9781788970112

eISBN:

9781788970129

DOI:

<https://doi.org/10.4337/9781788970129>

Pages:

392

Collection: