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**African culture, accounting, and gender awareness.**

[The African Accounting and Finance Association (AAFA) provides a platform for academics and practitioners to debate the role of accounting, finance, auditing, corporate governance, and related fields in Africa 1](https://www.bing.com/ck/a?!&&p=501697883661bd3aJmltdHM9MTY5MzM5OTc0OA&ptn=3&hsh=3&fclid=9c84ded7-4733-11ee-ab02-307d73da78c5&u=a1aHR0cHM6Ly9ibG9ncy5sc2UuYWMudWsvZ2VuZGVyLzIwMjAvMDgvMzEvdGhlLWludGVycGxheS1iZXR3ZWVuLWdlbmRlci1hbmQtY3VsdHVyZS1ob3ctdGhlLWFmcmljYW4taHVtYW4tcmlnaHRzLXN5c3RlbS1zb3VnaHQtdG8tYWNjb21tb2RhdGUtdW5pdmVyc2FsaXR5LWFuZC1jdWx0dXJhbC1yZWxhdGl2aXR5LW9mLXdvbWVucy1yaWdodHMv&ntb=1&bc=1&key=psc-underside&usparams=cvid%3a51D%7cBingProd%7c8D7D677A75C3EEF3167A2D174966814CBD43F4B8E5E95FB60A2EBAC3963CB06D%5ertone%3aBalanced). [The association aims to contribute to sustainable development in Africa by building effective professional accountancy organizations, advancing technical excellence, and enhancing the quality and mobility of accountancy services](https://www.bing.com/ck/a?!&&p=2b301c81817e2379JmltdHM9MTY5MzM5OTc0OA&ptn=3&hsh=3&fclid=9c84ddef-4733-11ee-ad7f-eeacb24fc8f3&u=a1aHR0cHM6Ly93d3cuYXRhZnRheC5vcmcvbmFuYS1ha3VhLW1lbnNhaC1jaGFtcGlvbnMtZ2VuZGVyLWVxdWFsaXR5LWZvci1hZnJpY2FuLXdvbWVuLWluLW5ldy11bi10YXgtY29tbWl0dGVlLXJvbGU&ntb=1&bc=1&key=psc-underside&usparams=cvid%3a51D%7cBingProd%7c8D7D677A75C3EEF3167A2D174966814CBD43F4B8E5E95FB60A2EBAC3963CB06D%5ertone%3aBalanced) .

African culture is complex and diverse. [However, some African cultural concepts like Ubuntu and African Renaissance can influence contemporary African business management and leadership practices that need to be considered in the context of Chinese-African interactions](https://www.bing.com/ck/a?!&&p=501697883661bd3aJmltdHM9MTY5MzM5OTc0OA&ptn=3&hsh=3&fclid=9c84ded7-4733-11ee-ab02-307d73da78c5&u=a1aHR0cHM6Ly9ibG9ncy5sc2UuYWMudWsvZ2VuZGVyLzIwMjAvMDgvMzEvdGhlLWludGVycGxheS1iZXR3ZWVuLWdlbmRlci1hbmQtY3VsdHVyZS1ob3ctdGhlLWFmcmljYW4taHVtYW4tcmlnaHRzLXN5c3RlbS1zb3VnaHQtdG8tYWNjb21tb2RhdGUtdW5pdmVyc2FsaXR5LWFuZC1jdWx0dXJhbC1yZWxhdGl2aXR5LW9mLXdvbWVucy1yaWdodHMv&ntb=1&bc=1&key=psc-underside&usparams=cvid%3a51D%7cBingProd%7c8D7D677A75C3EEF3167A2D174966814CBD43F4B8E5E95FB60A2EBAC3963CB06D%5ertone%3aBalanced) . Leadership styles in Africa still have imprints of both slavery and colonial legacy, which should be appreciated by outsiders. [With this strong influence from history, it is important to avoid confusing structural forms with cultural traits](about:blank) [2](https://www.bing.com/ck/a?!&&p=2b301c81817e2379JmltdHM9MTY5MzM5OTc0OA&ptn=3&hsh=3&fclid=9c84ddef-4733-11ee-ad7f-eeacb24fc8f3&u=a1aHR0cHM6Ly93d3cuYXRhZnRheC5vcmcvbmFuYS1ha3VhLW1lbnNhaC1jaGFtcGlvbnMtZ2VuZGVyLWVxdWFsaXR5LWZvci1hZnJpY2FuLXdvbWVuLWluLW5ldy11bi10YXgtY29tbWl0dGVlLXJvbGU&ntb=1&bc=1&key=psc-underside&usparams=cvid%3a51D%7cBingProd%7c8D7D677A75C3EEF3167A2D174966814CBD43F4B8E5E95FB60A2EBAC3963CB06D%5ertone%3aBalanced). By and large, in Africa, management by consensus-building and strengthening human relations and human dignity informs the preferred leadership model. [In other words, group rather than individual interests should ideally inform management ethos](about:blank) .

Gender awareness is an important aspect of African society. [The African Union (AU) has made significant strides in promoting gender equality in Africa through various initiatives such as the African Women’s Decade (2010-2020), which aimed to accelerate the implementation of existing commitments on gender equality and women’s empowerment](about:blank) . [The AU also launched the Gender is My Agenda Campaign (GIMAC) in 2006 to promote gender equality and women’s empowerment across Africa](about:blank) .

In Engineering, gender awareness is critical to promoting diversity, equity, and inclusion in the profession. [A series of studies by McKinsey evaluated the gender diversity of executive teams, finding that companies in the top quartile for gender diversity were 15%, 21%, and 25% likelier (respectively) to outperform those in the bottom quartile](about:blank) [3](https://www.bing.com/ck/a?!&&p=42b7f4c25696631eJmltdHM9MTY5MzM5OTc0OA&ptn=3&hsh=3&fclid=9c84df3d-4733-11ee-b5f9-8971a4fa1416&u=a1aHR0cHM6Ly93d3cuY3Bham91cm5hbC5jb20vMjAyMS8xMC8yOS9kaXZlcnNpdHktZXF1aXR5LWFuZC1pbmNsdXNpb24taW4tdGhlLWFjY291bnRpbmctcHJvZmVzc2lvbi8&ntb=1&bc=1&key=psc-underside&usparams=cvid%3a51D%7cBingProd%7c8D7D677A75C3EEF3167A2D174966814CBD43F4B8E5E95FB60A2EBAC3963CB06D%5ertone%3aBalanced). [Nana Akua Mensah, Tax Policy Advisor from the Ghana Revenue Authority, said her new role at the United Nations (UN) Tax Committee means it will give voice to the perspective of African women on tax and its implications on gender](about:blank) [2](https://www.bing.com/ck/a?!&&p=2b301c81817e2379JmltdHM9MTY5MzM5OTc0OA&ptn=3&hsh=3&fclid=9c84ddef-4733-11ee-ad7f-eeacb24fc8f3&u=a1aHR0cHM6Ly93d3cuYXRhZnRheC5vcmcvbmFuYS1ha3VhLW1lbnNhaC1jaGFtcGlvbnMtZ2VuZGVyLWVxdWFsaXR5LWZvci1hZnJpY2FuLXdvbWVuLWluLW5ldy11bi10YXgtY29tbWl0dGVlLXJvbGU&ntb=1&bc=1&key=psc-underside&usparams=cvid%3a51D%7cBingProd%7c8D7D677A75C3EEF3167A2D174966814CBD43F4B8E5E95FB60A2EBAC3963CB06D%5ertone%3aBalanced). Mensah is also a member of the ATAF Women In Tax Network which offers an opportunity to interact with fellow women in tax from the continent, share experiences and learn from each other.