



Corporate Social Responsibility Practices Among Multinational Corporations in Angola: A Mixed-Methods Exploration

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Abstract

Corporate Social Responsibility (CSR) has become a critical aspect of business operations globally. However, research in Angola is limited, despite its significant economic potential and growing multinational presence. A mixed-methods approach was employed, integrating semi-structured interviews with a survey targeting over 100 multinational companies operating in Angola. Qualitative thematic analysis and statistical techniques were used to analyse collected data. The findings revealed that while some corporations engage actively in CSR initiatives such as community development projects (35%), others focus more on environmental conservation efforts (28%). This study underscores the importance of tailored CSR strategies for multinational companies operating in Angola, highlighting the need for strategic alignment with local needs and regulations. Multinational corporations should consider developing CSR programmes that are context-specific to ensure greater effectiveness and sustainability in their operations in Angola. Corporate Social Responsibility, Multinational Corporations, Angola, Mixed-Methods Study

Keywords: *Angolan, multinational, qualitative, quantitative, integration, context, engagement*

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