



Corporate Social Responsibility Practices in Multinational Corporations: An Ethnographic Study of Angola Context

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Abstract

Corporate Social Responsibility (CSR) is a critical area of study in business ethics that examines how companies integrate environmental and social concerns into their operations and decision-making processes. In Angola, where CSR practices are relatively under-researched, this ethnographic study aims to explore the implementation and outcomes of CSR initiatives by multinational corporations. This study employed a qualitative approach through participant observation, semi-structured interviews with key stakeholders including company representatives, community leaders, and local NGOs, complemented by document analysis to gather data from CSR reports and internal communications. Findings indicate that while some multinationals in Angola have established robust CSR programmes aligned with international standards, there is a notable disparity in the level of engagement between companies based on their size and sector. For instance, small businesses often struggle to implement comprehensive CSR strategies due to resource limitations. The ethnographic study reveals that while Angolan multinationals are increasingly adopting CSR practices, these initiatives face significant challenges related to operational feasibility and stakeholder buy-in, necessitating tailored approaches for local contexts. For companies operating in Angola, recommendations include developing more flexible CSR strategies that consider the specific socio-economic conditions of the region, enhancing engagement with local communities through collaborative partnerships, and ensuring alignment with national regulatory frameworks.

Keywords: *Angolan, Multinational, Contextualization, Ethnography, CommunityEngagement, StakeholderAnalysis, Reflexivity*

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