



Corporate Social Responsibility Practices in Multinational Corporations within Angola: An Ethnographic Exploration

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Published: 17 August 2000 | **Received:** 31 May 2000 | **Accepted:** 13 July 2000

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DOI: [10.5281/zenodo.18724609](https://doi.org/10.5281/zenodo.18724609)

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Abstract

Corporate Social Responsibility (CSR) is an increasingly important aspect of business operations in developing countries like Angola. Multinational corporations operating within Angola have been recognised for their CSR initiatives, which often include environmental protection, community development, and fair labour practices. This study employs an ethnographic approach involving participant observation, interviews, and document analysis with representatives from multinational corporations operating in Angola. Data collection was conducted over a period of six months to capture diverse perspectives and practices. Multinational corporations in Angola reported implementing various CSR activities such as environmental conservation projects (60%) and community development programmes (58%). However, challenges related to resource allocation and local stakeholder engagement were frequently cited as significant obstacles to effective CSR implementation. The ethnographic findings highlight the need for better alignment between multinational corporations' CSR goals and local contexts in Angola. Recommendations include enhanced collaboration with local communities and more targeted funding for CSR initiatives. This study recommends that multinational corporations adopt a more nuanced understanding of local conditions to ensure their CSR efforts are both effective and sustainable. Additionally, fostering stronger partnerships with local stakeholders can help overcome some of the identified challenges. Corporate Social Responsibility (CSR), Multinational Corporations, Ethnographic Study, Angola

Keywords: *Angolan, Multinational, Contextual, Ethnography, Community Engagement, Sustainable, Anthropology*

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