



# CSR Practices in Multinational Corporations within Angola: A Qualitative Study from an African Perspective

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## Abstract

This study examines Corporate Social Responsibility (CSR) practices in multinational corporations operating within Angola. Qualitative research methods were employed, including semi-structured interviews and document analysis. Data was collected from key stakeholders including corporate representatives and local NGOs. A notable finding was the significant proportion (45%) of corporations implementing CSR programmes focused on education and healthcare initiatives in rural areas of Angola. The research underscores the importance of tailored CSR strategies that align with local needs and challenges, particularly in underserved regions like rural areas of Angola. MNCs are encouraged to integrate more targeted CSR efforts into their operations, focusing on socio-economic development projects that address specific community needs.

**Keywords:** *Angolan, Multinational, Corporate, Social, Responsibility, Ethnographic, Contextual*

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