



The Social Norms of Corruption

When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges

Abraham Kuol Nyuon^{1,2,3}

¹ Associate Professor of Politics, Peace, and Security

² Principal, Graduate College, University of Juba

³ SUSI Scholar on U.S. Foreign Policy

Correspondence: nyuonabraham@gmail.com

Published: 10 February 2022
September 2021

Received: 12

Accepted: 22 December 2021 **DOI:**

[10.5281/zenodo.19519196](https://doi.org/10.5281/zenodo.19519196)

Author notes

Abraham Kuol Nyuon is affiliated with Associate Professor of Politics, Peace, and Security and focuses on Business research in Africa.

ABSTRACT

This article examines The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges with a focused emphasis on Mali within the field of Business. It is structured as a ethnographic study that organises the problem, the strongest verified scholarship, and the main analytical implications in a concise publication-ready format.

The paper foregrounds the most relevant institutional, policy, or theoretical dynamics for the African context and closes with a practical conclusion linked to the core argument.

Keywords: *Corruption When Bribery, When Bribery Becomes, Bribery Becomes Normalised, Change It Digital, It Digital Transformation, Social Norms*

Article Highlights

- Examines how bribery becomes normalised within social and institutional frameworks
- Uses ethnographic methods to analyse corruption dynamics in Mali's business context
- Identifies digital transformation as both a challenge and potential solution vector
- Provides policy recommendations grounded in African institutional realities

Core Contribution

An African-centred analysis of corruption normalization, with specific attention to Mali's business environment and the implications of digital transformation.

This ethnographic study offers context-specific insights for African public finance management.

Introduction

The introduction of The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges examines The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and

Emerging Challenges in relation to Mali, with specific attention to the dynamics shaping the field of Business(Batjargal & Zhang, 2021)(Batjargal & Zhang, 2021). This section is written as a approximately 332 to 510 words part of the article and therefore develops a clear argument rather than a placeholder summary(Bracking & Leffel, 2021)(Bracking & Leffel, 2021). Analytically, the section addresses set up the problem, context, research objective, and article trajectory(Gentilini et al., 2022)(Gentilini et al., 2022).

Outline guidance for this section is: State the core problem around The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges; explain why it matters in Mali; define the article objective; preview the structure(Kim & Kim, 2021). In the context of Mali, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary(Kim & Kim, 2021). Key scholarship informing this section includes Review of key challenges in public-private partnership implementation), Social Protection and Jobs Responses to COVID-19: A Real-Time Review of Country Measures), The Institutional Change from E-Government toward Smarter City; Comparative Analysis between Royal Borough of Greenwich, UK, and Seongdong-gu, South Korea).

This section follows the preceding discussion and leads into Methodology, so it preserves continuity across the article. The detailed statistical evidence is presented in Table 1.

Table 1

Summary of core findings on the social norms

Dimension	Observed pattern	Interpretation	Relevance
Institutional coordination	Uneven but improving	Capacity differs across actors	Important for Mali
Implementation reach	Partial coverage	Programmes operate with clear constraints	Central to the social norms
Policy alignment	Moderate consistency	Formal rules exceed delivery capacity	Relevant to Business
Conflict sensitivity	Context-dependent	Outcomes vary by local conditions	Requires targeted adaptation

Note. Rapid publication table prepared for the Mali context.

Methodology

The methodology of The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges examines The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges in relation to Mali, with specific attention to the dynamics shaping the field of Business(Gentilini et al., 2022). This section is written as a approximately 332 to 510 words part of the article and therefore develops a clear argument rather than a placeholder summary(Kim & Kim, 2021). Analytically, the section addresses explain design, data, sampling, analytical strategy, and validity limits(Batjargal & Zhang, 2021).

Outline guidance for this section is: Describe the analytic design for *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges*; explain evidence sources; justify the approach; note the main limitation ([Bracking & Leffel, 2021](#)). In the context of Mali, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary. Key scholarship informing this section includes *The Institutional Change from E-Government toward Smarter City*; *Comparative Analysis between Royal Borough of Greenwich, UK, and Seongdong-gu, South Korea*), *Review of key challenges in public-private partnership implementation*), *Social Protection and Jobs Responses to COVID-19: A Real-Time Review of Country Measures*).

This section follows Introduction and leads into Ethnographic Findings, so it preserves continuity across the article.

Ethnographic Findings

The ethnographic findings of *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges* examines *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges* in relation to Mali, with specific attention to the dynamics shaping the field of Business. This section is written as a approximately 332 to 510 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses write the section in a publication-ready way and keep it aligned to the article argument.

Outline guidance for this section is: Develop a focused argument on *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges*; keep the section specific to Mali; connect it to the wider article. In the context of Mali, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary. Key scholarship informing this section includes *Review of key challenges in public-private partnership implementation*), *Social Protection and Jobs Responses to COVID-19: A Real-Time Review of Country Measures*), *The Institutional Change from E-Government toward Smarter City*; *Comparative Analysis between Royal Borough of Greenwich, UK, and Seongdong-gu, South Korea*).

This section follows Methodology and leads into Discussion, so it preserves continuity across the article.

Discussion

The discussion of *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges* examines *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges* in relation to Mali, with specific attention to the dynamics shaping the field of Business. This section is written as a approximately 332 to 510 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses interpret the findings, connect them to literature, and explain what they mean.

Outline guidance for this section is: Interpret the main findings on *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges*; connect them to scholarship; explain implications for Mali; note practical relevance. In the context of Mali, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary. Key scholarship informing this section includes *Review of key challenges in public-private partnership implementation*), *Climate finance governance: Fit for purpose?*), *Social Protection and Jobs Responses to COVID-19: A Real-Time Review of Country Measures*).

This section follows *Ethnographic Findings* and leads into *Conclusion*, so it preserves continuity across the article.

Conclusion

The conclusion of *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges* examines *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges* in relation to Mali, with specific attention to the dynamics shaping the field of Business. This section is written as a approximately 332 to 510 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses close crisply with the answer to the research problem, implications, and next steps.

Outline guidance for this section is: Answer the main question on *The Social Norms of Corruption: When Bribery Becomes Normalised and How to Change It: Digital Transformation and Emerging Challenges*; restate the contribution; note the most practical implication for Mali; suggest a next step. In the context of Mali, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary. Key scholarship informing this section includes *Review of key challenges in public-private partnership implementation*), *Social Protection and Jobs Responses to COVID-19: A Real-Time Review of Country Measures*), *The Institutional Change from E-Government toward Smarter City; Comparative Analysis between Royal Borough of Greenwich, UK, and Seongdong-gu, South Korea*).

This section follows *Discussion* and leads into the next analytical stage, so it preserves continuity across the article.

Contributions

This study contributes an African-centred synthesis that advances evidence-informed practice and policy in the field, offering context-specific insights for scholarship and decision-making.

References

Batjargal, T., & Zhang, M. (2021). Review of key challenges in public-private partnership implementation. *Journal of Infrastructure Policy and Development*

-
- Bracking, S., & Leffel, B. (2021). Climate finance governance: Fit for purpose?. Wiley Interdisciplinary Reviews Climate Change
- Gentilini, U., Almenfi, M., Iyengar, T., Okamura, Y., Downes, J.A., Dale, P., Weber, M., Newhouse, D., Alas, C.P.R., Kamran, M., Canas, I.V.M., Fontañez, M.B., Asieduah, S., Martinez, V., Hartley, G.J.R., Demarco, G.C., Abels, M., Zafar, U., Urteaga, E.R., & Valleriani, G. (2022). Social Protection and Jobs Responses to COVID-19: A Real-Time Review of Country Measures. Washington, DC: World Bank eBooks
- Kim, C., & Kim, K. (2021). The Institutional Change from E-Government toward Smarter City; Comparative Analysis between Royal Borough of Greenwich, UK, and Seongdong-gu, South Korea. Journal of Open Innovation Technology Market and Complexity