



Corporate Social Responsibility Practices within Multinational Corporations in Angola: A Qualitative Exploration

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Abstract

Corporate Social Responsibility (CSR) has become a critical component of business strategy in many countries, including Angola, where multinational corporations are increasingly expected to contribute positively to society and the environment. The research employs a qualitative approach, utilising semi-structured interviews with senior executives from selected multinational companies operating in Angola. Data collection was guided by an interview guide designed to elicit detailed insights into CSR practices. A notable finding is the significant proportion (40%) of respondents indicating that their company's CSR activities are influenced by both legal requirements and internal corporate values, highlighting a balanced approach to CSR implementation. This study contributes to the understanding of how multinational corporations in Angola navigate the complex landscape of CSR practices. The findings underscore the importance of aligning CSR initiatives with both regulatory expectations and organisational values for effective engagement. Future research could explore the long-term impacts of CSR on company performance and stakeholder relationships, as well as the role of government regulations in shaping corporate behaviour. Corporate Social Responsibility, Multinational Corporations, Angola, Qualitative Study

Keywords: *Angolan, Multinational, CSR, Ethos, Values, Frameworks, Dynamics*

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