



# **Corporate Social Responsibility Practices in Multinational Corporations of Angola: A Qualitative Study in an African Context**

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## **Abstract**

Corporate Social Responsibility (CSR) has become a significant component of business practices globally, with multinational corporations (MNCs) increasingly incorporating CSR initiatives to enhance their corporate image and meet societal expectations. The study employs a qualitative research approach, utilising semi-structured interviews with key stakeholders including MNC representatives, local community leaders, and environmental experts. Data collection was conducted through face-to-face meetings and online surveys to gather detailed insights into CSR practices in Angola. Findings reveal that while several MNCs in Angola have established CSR programmes, there is a notable gap in the integration of sustainability principles across all business operations. Specifically, 70% of respondents highlighted difficulties in aligning CSR initiatives with broader corporate strategies and financial performance metrics. The study concludes that for effective implementation of CSR practices in MNCs operating in Angola, there is a need to enhance alignment between CSR objectives and overall business goals, as well as improve stakeholder engagement mechanisms. Recommendations include the development of more comprehensive CSR frameworks that integrate sustainability criteria into core business operations. Additionally, fostering stronger partnerships with local communities and environmental organizations can help bridge gaps in CSR implementation.

**Keywords:** *African, Multinational, Contextual, Ethnographic, Empirical, Stakeholder, Sustainability*

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