Economic Growth in Africa Through an Ethical Lens

by

Ruth Wolf, Ph.D. wolfru@walla.co.il Interdisciplinary Department of Social Sciences Bar-Ilan University, Israel

&

Monica Thiel, Ph.D. mt9872@outlook.com School of Public Administration University of International Business & Economics Beijing, China

Abstract

The article presents an analysis of Africa's economic growth development for improvement through increasing ethics with African characteristics. The article examines corporate social responsibility, sustainability, education, and collaborative partnerships within Africa's social, environmental and economic resources both domestically and globally. Transforming Africa's economic acceleration will require improvement of responsible business and government practices. This is not something that Africa can easily achieve due to challenges of social and political instability. The authors suggest ways to enhance economic development in Africa according to the UN Guiding Principles in Africa and in other countries through responsible management education.

Keywords: Ethics, Global Business, Human Welfare, Africa, Corporate Social Responsibility

Economic Development in Africa

Africa has promising potential for investments that will yield high returns. However, many investors still avoid business development in Africa. The avoidance of investors warrants more critical examination and research of responsible investing throughout the African continent due to problems of poverty, rampant corruption, and crime that are influenced by Africa's development process and the "reciprocal relationship between Africa and the African diaspora" (Bolaji 2015, 92). Former Aon CEO of Anton Roux divides the African continent into scales based on their degrees of safety and danger. Countries with poor economic conditions are more dangerous, politically unstable, and have fewer investor-friendly laws due to fears of food shortages. For instance, Congo, Zimbabwe, and Sudan are classified as having the highest risk (Conference, Africa – A Continent of Business Opportunities 2010). Investors should explore socially responsible investing principles and practices throughout the African contingent to better address social *and* economic spatial disparities within inter-regional and intra-regional levels (Konadu-Agyemang and Shabaya 2005).

One way to facilitate a business relationship in Africa is to create a good relationship with local agents, especially those who are close to the government. Unethical business conduct in Africa, such as broken agreements, lack of trust in local agents, cultural and behavioral differences, and a very different perception of time, hinder productive business negotiations and disrupt economic empowerment. There are emerging African Corporate Social Responsibility (CSR) and sustainability practices through economic, political, and socio-cultural (Ockwell and Byrne 2016) dimensions and partnerships in Africa that are attractive to some investors. However, Western investors still must take unethical business conduct into account. Companies that invest in Africa have contributed to the local development of education, health, and the environment. As a result, inflation dropped from 22 percent in the 1990s to 8 percent in 2000, and the external debt and budgetary deficits declined as well (Games 2010; Diao and McMillan 2017). One of the potential factors that can benefit from the growth of the African economy is 40% of the population is under 17 years old. Thus, there is a potential source of readily available cheap labor. Today there has been a massive wave of urbanization in the continent, which requires the construction of highways, hospitals, and other necessary facilities for the sake of the overall welfare for the populace. Africa is a place where everything grows more and more. Researchers and practitioners, both in developed and developing countries, are more aware of the normative and instrumental reasons for businesses to conduct more socially responsible activities and to make more positive contributions to the environment and society as a whole (Jamali and Carroll 2017).

The encouragement of markets and business transactions in Africa depends on strengthening the legal systems and the provision of social and physical infrastructure. For instance, Nigeria, one of Africa's largest countries and a huge supplier of oil, privatized more than 116 companies between 1999 and 2006 (Aylward et al. 2016).

It is important to note that the economy of Nigeria has seen prominent fluctuations of growth between 2010 to 2017. Since 2011, the economy has consistently decreased, and in 2016 growth was at a mere 1.1 percent (Nigeria Economic Growth & Poverty, EPAR Technical Report #327). Africa's accelerated growth has caused urbanization, increasing migration from villages to cities, and a larger workforce, that is driving consumption by a growing middle class (Games 2010; Diao, McMillan 2017). For Western Investors, Africa's greatest asset is its cheap workforce. Its economic processes and development have created new local consumers. The rapid growth in the number of households and rising consumption has created a demand for local products. However, the poor infrastructure is still a deterrent to many potential investors. Some parts of the continent still lack electricity and are dependent on generators. Companies that invest in Africa face high insurance costs. There is also a concern about abductions. In large portions of Africa south of the Sahara, kidnapping has practically become an industry that pulls in a huge profit. For example, in the story titled "Chimamanda Ngozi Adichie: My Father's Kidnapping," (New York Times, May 30, 2015), the eponymous author relayed the story of her 83 year old father's kidnapping and ransom. As she explained, "kidnappings are not uncommon in southeastern Nigeria and unlike similar incidents in the Niger Delta, where foreigners are targeted, here it is wealthy and prominent residents." (Adichie, 2015). The story underlines the reason for the lucrative efficiency of kidnapping, even against the elderly. Rather, it is purely based upon an economic business. The kidnappers usually demand a million or half a million dollars. The industry of kidnapping has slowed down the economic progress of Africa south of the Sahara because big organizations must have insurance for people being sent to the areas where kidnappers operate. Private individuals cannot come because they cannot afford the insurance. According to the publications of ASI Global, a majority of kidnappings occur in Somalia (Globes 2015). Somalia still suffers from a severe lack of food, and violence between terrorist groups such as Al-Shabab (an Al-Qaeda affiliate) occurs regularly. Furthermore, the country suffers from severe droughts. These compounding factors contribute to the lack of control the Somalian government has on the country.

In October 2010, British pensioners, Paul and Rachel Chandler were kidnapped by Somali pirates and subsequently freed after 13 months (Kidnapping Survivor Amanda Lindout Agrees Ottawa Shouldn't Pay Ransoms 2016). In Nigeria, 20 foreigners were also kidnapped, resulting in many businesses hiring armed bodyguards. Businesspersons are in danger in Africa, with people often being kidnapped and held for ransom. It was recently published that three Chinese business men were kidnapped in Cape Town (Report, Ana, IOL News 11 Sep. 2017). Countries with security problems are dangerous, and political instability and substandard infrastructure hinder the potential for economic development. The self-confidence of the African people is an important factor. Without such confidence, there will be fewer investments in their respective nations.

Global Business Activity in Africa

Africa is the second largest continent in the world with vast resources. Consequently, many countries are pursuing African resources to sustain development that generate global strategic dependencies which have implications for governance and sustainability (George et al. 2016). Africa requires innovative new markets to advance the continent's low merchandise trade, share of global FDI flow, little manufacturing of value-added products, declining food production, infrastructure deficiency, and lack of Millennium Development Goals (Davis Edinger Tay and Naidu 2008; Games 2010; Ewelukwa, 2011; Beckley 2011; Cisse 2012; Hinga and Yiguan 2013; Hanauer and Morris 2014; King 2014; Diao and McMillan 2017). It is important for international stakeholders such as China and the US to work with Africa in transparent and responsible governance and business practices to ensure that African, Chinese and American interests are given priority together (Huang 2008; Davies et al. 2008; Anderson et al. 2015; Cisse 2012). However, France and UK development cooperation in Africa is likely to remain limited (Cumming and Chafer 2011) due to both countries greater interest in and influence over European development cooperation policies that disfavour greater global oriented policies (Arts and Dickson 2010). Between 2006 to 2010, China put 14 percent of its entire international investment budget into Africa. The Calcalist published that investors from America and Europe see Africa as the most profitable potential investment. The fact that the content is rich in raw materials and cheap labor contributes heavily to the potential economic growth of Africa (Bindman The Calcalist 24 May 2012). However, in order to meet this potential, it is necessary for Africa to achieve political stability.

China's Influence in Africa

African economic development with Chinese characteristics include the principles of 'friendship, mutual trust, mutual respect, mutual support and benefit, common development, and win-win economic cooperation' (King 2014, 154) with a strong emphasis on non-interference and friendly relationships with Africa (Hanauer and Morris 2014). Yejoo (2013, 26) proposes 'The Chinese-led Special Economic Zones (SEZs) have been expected to contribute to host countries' economic growth, technology transfer and job creation'. However, 'Currently most of them are still under construction and have not yet started operations'. Thus, SEZs require African government and multilateral support from African citizens as well.

Social relations and interactions are closely linked to economic competition (Thiel, 2017). Chinese business engagement and partnerships in Africa support development projects to help build Chinese knowledge of African markets, secure sustainable energy and strategic investment approaches in the global oil market (Rotberg 2008; Mersham Skinner and Rensburg 2011; Mudida 2012; Navas-Alemán 2015).

148

Moreover, US and EU trade restrictions on Chinese manufacturers have incentivized China to establish businesses and change the origin of Chinese products (Gu, 2009). Some scholars define China's economic development in Africa as coalition engagements with criticism generating primarily from the Western part of the world (Davies et al. 2008) through 'ideological rivalry with China construed mainly by US analysts and politicians around the core Western (universal) values of democracy, human rights and the liberal market economy' (Wissenbach 2009, 4). Moreover, dialogue or constructive engagement in human rights is much less effective than sanction to transition countries towards advancing and improving human rights (Bell and Carens 2004). Despite China's growing development of African infrastructure and medicine and communications, economic and political considerations go hand in hand. African nations in the UN play a role to review ties with Africa. For example, China established strong ties with a majority of African nations. In turn, African nations support China with votes at the UN, and the votes included favouring the Olympics' location in Beijing, China (Diao and MacMillan 2017; Hinga and Yiguan 2013; George et al. 2016; Shinn 2016).

CSR in Africa

Africa is strongly underrepresented within CSR and sustainable development literature (Kolk and Tulder 2010). CSR literature in Africa is emerging within a wide range of diverse perspectives (Idemudia 2014). It is important to note that African CSR is primarily focused on philanthropic support for improving education, health and the natural environment (Rotberg 2008; Forstater et al. 2010; Mersham, Skinner and Rensburg 2011; Mudida 2012; King 2014; Navas-Alemán 2015). Kolk and Lenfant (2010, 248) propose 'the notion that context matters raises the question of what CSR should entail in fragile and conflict-prone environments typically found in (Central) Africa, characterized by a governance vacuum and the absence of rule of law, and lack of societal and regulatory pressure on companies'. Thiel (2015a, 188) proposes 'public attitudes about CSR and sustainability require awareness of society's role and responsibility to advance sustainable development beyond current CSR and sustainability industry and policy stakeholder practices'. Amon et al. (2012) suggest careful attention must be paid towards local committees that assert and represent local cultural norms as foreign values to prevent distinguishing ethical versus non-ethical local cultural values. This is particularly important for understanding how African ubuntu ethics and philosophies shape and drive CSR and sustainable development locally, regionally, nationally and globally. The positive effects of CSR can be seen in the contributions it makes to industry and the population. If factories and businesses in Africa choose CSR practices, the entire continent stands to gain (Wolf, 2015b, 2015c) Likewise, Maulala Karenga (2010, 353) observes,

In the policy agenda section of the Million Man March/Day of Absence Mission Statement ... the statement calls on corporations ... to practice corporate responsibility that requires and encourages efforts to minimize and eventually eliminate harmful consequences which persons, communities and the environment sustain as a result of productive and consumptive practices.

Ethical Factors that Contribute to Global Economic Stability and Development

Economic problems in certain countries demonstrate the need to establish ethical standards to support the stability of economic growth. Many economic problems cannot be solved because there is no one force strong enough to correct the situation. Moreover, areas throughout Africa that are affected by conflict will require greater efforts from not only the government, but from the African people themselves to educate each other and the world about African policies that work to improve peaceful relations for economic development (United Nations Conference on Trade and Development 2017).

Furthermore, in certain countries there is the problem of economic centralization. A small number of families rule over a majority of the corporations that lead the economy. This situation is not healthy economically because it obstructs the growth of innovation and entrepreneurship (Wolf 2008). The problem of centralization harms consumers and testifies to a country's unethical economic conduct. The consumer is exposed to less competition as monopolies essentially determine the power of the economy. The problem with economic centralization is that a small number of "players" essentially dominate economic control. The power and control can also have a social influence. It should be noted that geographic issues also play a role in national economic growth. In South India for instance, where there are marine transport routes, it is easier to accelerate global trade than in the North. Similarly, China's global trade is better developed in its coast regions as opposed to those areas farther away from marine transport routes (Sachas 2006). Likewise, in Africa, places far from the sea will have lower trading ability. However, African leaders are developing commitments to boost intra-African trade through continental free trade zones (United Nations Economic Commission for Africa 2012) and to promote sustainable development for the social, economic, environmental and cultural integration of African economies through policies, institutions and mechanisms.

Oil in Africa Dependent Economic Growth

Wealth alone is insufficient to end the cycle of poverty and to develop the economy in certain countries. Governments must invest their revenue properly. Guinea, one of the smallest countries in Africa in terms of territory and population, has exhibited impressive economic growth in previous years (Table 1). Large oil reserves were discovered in 1996, making Guinea the third largest oil exporter south of the Sahara. Today, one of its main export industries is oil and wood. Nevertheless, Guinea is completely dependent on the export of oil.

Despite Guinea's economic growth, most of the income in the country does not go to help the population members living in poverty. There is still an elevated infant mortality rate and low life expectancy, and the economic growth in Guinea in recent years has been abysmally low (Table 1). The country is rife with corruption.

Nigeria is a country that, despite being rich in petroleum which it exports to many other countries, remains impoverished. Some experts suggest with the right political reforms, Nigeria will become one of the world's leading economies by 2050 (Last, A. BBC News 20 Sep. 2007). However, Shillington (2012) proposes "access to the International Monetary Fund (IMF) and the World Bank funds were tied to certain sets of preconditions know as Structural Adjustment Programmes (SAPs). These 'conditionalities', applied universally, were modeled on the practices of developed capitalist systems rather than on the specific needs and best interests of the individual African countries concerned" (p. 448). Most countries with negative economic growth are poor. This is particularly the case in African countries south of the Sahara where incomes are dependent on one product (Schas 2006). Saudi Arabia is another example. When oil exports decline, the entire country suffers. Nevertheless, some countries are able to achieve impressive economic growth in comparison to other countries. According to Schas (2006), among the 58 countries that do not export oil and whose per capita income is less than \$3,000 USD, 36 countries still enjoy economic growth. The major difference between poor countries in Asia, for instance, and poor countries in Africa is the fact that Asian countries have increased agricultural growth, such as growing grain output, despite their dense population, thereby allowing significant growth. Asian countries are also known for their advances in education, leading to lower infant mortality and lower reproduction rates.

Promoting African Social and Environmental Protection through African-Chinese Partnerships and Cooperation

China is developing Africa's infrastructure through healthcare services, energy resources, and mining industries (Rotberg 2008; Forstater et al. 2010; Mersham Skinner and Rensburg 2011; Mudida 2012; Hinga and Yiguan 2013; King 2014; Navas-Alemán 2015). However, protecting the environment and labor rights through global governance is not implemented strongly in China's investment projects (Arva and Bassi 2011; Hinga and Yiguan 2013; Wolf and Thiel 2017; Bell and Cazens 2004). Perhaps, this is a result of China's pursuit to secure African energy and resource assets (Davies et al. 2008). Chinese citizens may prefer that the Chinese Central Government invest only in China. However, China's international expansion into the world requires mutual economic development with politically stable countries and states that share social and environmental protection within economic development (Wolf and Thiel 2017). It is worth noting that greater emphasis should be placed on securing national economic, environmental and social protections over global economic development to ensure that each country can implement the UN sustainable development goals successfully within socio-cultural norms and differences (Idemudia 2014). In fact, 'China has chosen to establish its own vehicle for assistance, rather than work within the existing framework of international institutions already in place. Nevertheless, it is possible that China feels that this structure will be more effective and easier to manage as a bilateral partnership between China and Africa' (Davies et al. 2008, 28).

A company's role is to serve society to help society become more equal and fair. However, without societal requirements and benchmarking of progress, business firms impact will be primarily shaped by societal preferences and expectations (Wolf 2015a; Wolf and Thiel 2017). China and Africa share socio-cultural economic partnerships through implementation of common benefits (Rotberg 2008; Mudida 2012; Yejoo 2013; Hinga and Yiguan 2013). Furthermore, 'If Chinese investment (in Africa) has no notable negative environmental impact, it rarely receives attention, and good practices are usually ignored by environmental groups and the media' (Shinn 2016, 25). Despite the Chinese Central Government's continual improvement of Chinese investment and environmental impact business practices in Africa, many African officials and business leaders often accept lower environmental protection standards (Shinn 2016). Thus, Africa must take the lead with China to help move African businesses and governments towards responsible social and environmental practices (Kolk and van Tulder 2010; Ioannaou and Serafeim 2016).

Africa's Challenge to Meet Global Social and Environmental Standards

Many firms in China are following international standard guidelines as proposed by the UN Global Compact Principles (Global Compact Network China 2010), Global Reporting Initiative (GRI), and International Standards Organization (ISO). However, the standardization of CSR across the globe through the ISO 26000 and other formal social responsibility methods and measurements can generate lost local knowledge that is vital for developing relevant local CSR (Halme et al. 2009). Therefore, it is crucial to examine economic development and CSR within differing socio-cultural and political norms and differences. Furthermore, African partnerships that combine European and Chinese Africa policies 'mutually influence each other, leading to converging security motives' (Stahl, 2011 164). In general, the South African approach to achieving government goals of economic inclusion of the poor encompasses internal aspects (i.e., business–employee relations) along with external aspects (i.e., contribution to society) by engaging in philanthropic, community, and small business building activities (Arya and Bassi 2011, 693).

However, 'Current approaches to CSR tend to reproduce the shortfalls of the past disaggregated agendas imposed by external actors, to the detriment of the appropriation of coherent intersectoral social and economic development objectives and their implementation through public policies' (Campbell 2012, 143). A challenge of shared CSR practices between Africa and China is that the Chinese 'rely on their own, often poorly informed knowledge networks to guide them in associated perspectives and decisions, therefore knowledge development in this area is crucial' (Zadek et al. 2009, 57).

Julian and Ofori-Dankwa (2013) propose examining differing institutional contexts in developing economies such as Africa south of the Sahara because differing institutional contexts can influence the effects of CSR drivers and mechanisms, resulting in a negative relationship between corporate financial performance and CSR. Furthermore, social and environmental protection requires a holistic and historical perspective that takes into account the evolving regulatory frameworks in order to consider the changing roles played by the various actors involved, whether multilateral, national or local, public or private (Kolk and van Tulder 2010; Campbell 2012, Ioannaou and Serafeim 2016). Thus, African globalisation will require an African theoretical body of knowledge (Mersham 2011) that evaluates how society is competing at differing levels and strategies, thereby creating changing social and environmental contexts for firms that can limit firm competitive advantage and environmental responsibility (Thiel 2017).

South African regulators adopted the King Code of Governance Principles for South Africa in 2009 as a non-legislative corporate governance code (Ioannou and Serafeim 2016) that permits businesses to incorporate the code according to business type instead of the one size fits all Sarbanes Oxley Act (2002) that mandates comply or else (Institute of Directors in Southern Africa 2009).

The strongly voluntary nature of CSR within globalization (Ackers 2009; Wolf 2015b, 2015c) requires critical examination of how African stakeholders and civil society shape and drive CSR. Globalization in developing economies such as Africa receive benefits for quick growth that are not reciprocated to advanced economies (Beckley 2011). Scholars should examine the extent of market-driven strategies and their impacts within CSR versus State-owned Enterprises in Africa (Jackson et al. 2011) because Chinese businesses and government are 'uncomfortable engaging in non-state processes of standards development, with the exception of more structured institutional processes such as those led by the International Standards Organization' (Zadek et al. 2009, 57).

Education as a Way Towards Economic Development

Education can drive the African economy. It is clear that a change in approach is related to cultural messages (Schas, 2006). For instance, discrimination against women can contribute to the cycle of poverty and to the prevention of a country's economic strengthening. Furthermore, education is central to economic development.

When the economic strength of a country is dependent on high-tech industries, education becomes even more important (Wolf 2008, 2010, 2011, 2015b; Wolf and Thiel 2016). Education can bring change in a country.

An example of this is Singapore, a young nation that passed reforms that led to economic prosperity. For example, Prime Minister Lee Kuan Yew of Singapore used education as his main tool to promote economic growth. As a result, Singapore has become a major trading port, a centre for many international companies, and the source for successful high-tech industries. Lee Kuan Yew's leadership played a large role in its educational development (Wolf, 2008). For instance, Singapore has become more accessible to foreign investors and tourists after making learning English compulsory. As a result, a significant segment of Singapore's population consists of foreign residents. That being said, Singapore still needs to fill a large gap in its political system. Its parliamentary democracy is infamous for being a "silencer" of the opposition and it tends to favour the government, resulting in many problems, such as numerous executions and public floggings. Thus, in spite of its economic success, Singapore is not on par with much of the western world.

Due to China's historical education and cooperation with Africa (King, 2010), combined with the growth of Chinese economic and political influence worldwide, the country will play multiple roles as the leading global developer, promoter and provider for constructing and negotiating South-South cooperation in the post-2015 agenda (Niu and Liu 2016). Since the Western economic development paradigm is in decline (Six 2009), China can lead Africa towards more open international cooperation in Africa (Olsen 2015).

Domestic and global changes in China will directly and indirectly impact Africa. African policymakers pursue Chinese over African policies to sustain current African economic development (Cisse 2012). Therefore, 'African states should participate more fully in setting the global trade agenda and partner with other developing countries, for example, in Latin America and Asia to negotiate for the dismantling of restrictive trade practices that inhibit export diversification in poor countries' (Mudida 2012, 108). Idemudia (2014, 430) suggests to 'study and analyze CSR from the perspective of Africans whose voices are often either neglected or ignored in mainstream CSR discourse. This would entail rich empirical studies that are based on how local people experience CSR, how socio-cultural factors shape local population expectations and perceptions of CSR, and a comparative analysis of different CSR processes and its associated outcomes within and between regions'. In addition, this would help new investors in Africa that often lack experience of the continent and business networks (Games 2010, 4).

Agricultural Development in Africa with the Help of Other Countries

Large-scale political recovery is needed to begin investment in agricultural development and the development of physical infrastructure to eradicate poverty. The first project initiated by Muhammad Yunus, the Bengali winner of the 2006 Nobel Peace Prize who made loans to small enterprises, could also bear fruit in Africa (Muhammad Yunus- Facts 2006). Today, women are a driving force behind the growth of small African enterprises. They are also promoting agriculture in Africa. Israel has worked with groups of African women in the field of agriculture and has developed a program called "Water and Gender," which was designed to deal with the severe water shortages in Africa, since in many villages women are the main providers of water. Praiseworthy UN programs to help women in Africa have been aided by the World Bank.

Israel is an example of a small country with sufficient medical knowledge and technology that can give significant assistance to Africa. Giving much needed aid to poor countries can make a big impact from such a small country. Israel draws on its knowledge and reputation in the field of agriculture and water conservancy to help Africa. With budgetary aid from the World Bank, it provides training to different African groups, especially to women who play key roles and who have a decisive influence. The Economic Development Institute (EDI) of the World Bank encourages such help through its Grassroots Management Training and Outreach Program (GMT) to enable the poor to access literacy and technical training, credit and labor-saving technology. The program proved to be a cost-effective, replicable way to improve livelihoods and reduce poverty within marginalized populations. In order to expand GMT and to make it available to extremely poor grassroots women around the world, the EDI needed to expand its network of partners able to appraise and design GMT within the economic, social, and cultural context of the country and sector in which they work. Some of the EDI partnerships implement gender sensitive courses on community development, organization and management of incomegenerating projects with one aim firmly in mind — to help the poorest of the poor — invariably women – in the developing countries of the world.

155

Conclusion

Africa is a developing continent with much potential to shape not only African CSR and sustainable development, but also global CSR and sustainable development. African policymakers, regulators, and business leaders should evaluate social domain strategies and formal and informal societal direction within Africa and the world for discipline fragmentation and problem formulation that will generate local communities to reciprocate economic, social and environmental responsibility in a global volatile economy (Thiel, 2015b). How can China and the EU promote ethical business practices and strategic partnerships to develop Africa sustainably through strong governance and human rights?

First, by giving priority to the historical context of economic, social, cultural, political, and environmental problems, and second, by examining potential blurring of partnership accountability structures. China and the EU could integrate differing global norms when creating African national policies (Wissenbach 2009). Therefore, Africa should evaluate potential complimentary and competing multipolar business, investment and development partnerships with countries globally to ensure Africa develops within continental socio-cultural preferences and ethical policies. Africa's marginal impact on developed countries interests limits African economic development and sustains its lack of capacity to diagnose an issue (United Nations Economic Commission for Africa 2015). Management training for poor women, stemming from an understanding that economic development can only come from "the bottom" — from the weaker echelons — is an important part of community network recovery and can contribute to the promotion of a productive and reliable workforce. The World Bank (2000) delivers aid through the "Carmel Plan" program, of which Israel is a partner. This is a good example of the collaborative efforts for the economic growth of Africa.

There are still great problems in Africa such as racism, world hunger, inequality, poverty, labor exploitation, illiteracy, corruption, climate change, gender biases, and pollution. These problems continue to be seemingly endless struggles both socially and economically despite the growing awareness (World Economic Forum 2016). The contribution of the World Bank to Africa is very significant. However, the World Bank's impact on the continent does little to address the root of Africa's problems and needs. For instance, the continent has a lot of problems due to the reliance upon developed capitalist systems, rather than on the specific needs and interests of the individual African countries (Shillington, 2012). Moreover, "a good number of African countries were mobilized through colonialism, but poorly assimilated, thus lacking strong common state identity, which leads to ineffective public administration" (Ikeanyibe 2017, 307).

References

Ackers, B. 2009. "Corporate social responsibility assurance: how do South African publicly listed companies compare?". *Meditari Accountancy Research*, 17(2): 1-17.

Adichie, C. N. 2015. "My Father's Kidnapping," *The New York Times,* May 30, 2015. (Retrieved on: May 9, 2018 from: https://www.nytimes.com/2015/05/31/opinion/sunday/chimamanda-ngozi-adichie-my-fathers-kidnapping.html).

Aylward, C., Biscaye, P., Lawrence, A., Neidhardt, M., Anderson, C. L., and Reynolds, T. 2016. "Nigeria Economic Growth & Poverty", *EPAR Technical Report #327*, 1-36. https://evans.uw.edu/policy-impact/epar/research/nigeria-economic-growth-poverty

Amon, J. J., Baral, S. D., Beyrer, C., and Kass, N. 2012. "Human rights research and ethics review: protecting individuals or protecting the state?". *PLoS Med*, 9(10), e1001325.

Ana Reporter, 11 September, 2017. "Three Held for Chinese Businessman's Kidnapping in Cape Town", *IOL News*. https://www.iol.co.za/news/south-Africa/western-cape/three-held-for-chinese-businessmans-kidnapping-in-cape-town-11167237

Anderson, D., Canales-Krilijenko J.I, Drummond P., Espaillat P.and Muir D. 2015. "Spillovers from China onto Sub-Saharan Africa: Insights from the Flexible System of Global Models", International Monetary Fund, Working Paper No. 15/221 http://www.imf.org/external/pubs/ft/wp/2015/wp15221.pdf

Arts, K., and Dickson, A. K. 2010. *EU development cooperation: from model to symbol.* Manchester: University Press.

Arya, B., and Bassi, B. 2011. "Corporate social responsibility and broad-based black economic empowerment legislation in South Africa: Codes of good practice". *Business & Society*, 50(4): 674-695.

Beckley, M. 2011. "China's Century, Why America's Edge Will Endure". *International Security*, 36 (3) (Winter 2011/12): 41–78.

Bell, D., & Carens, J. H. 2004. "The Ethical Dilemmas of International Human Rights and Humanitarian NGOs: Reflections on a Dialogue Between Practitioners and Theorists". *Human Rights Quarterly*, 26(2), 300-329.

Bill and Melinda Gates Foundation, http://www.gatesfoundation.org/Where-We-Work/Africa-Office

157

Bindman, R. 2012. "Africa: The Big Promise," The Calcalist (24 May).

Bolanji, M.H.A.G. 2015 "The African Union's Call for Global Pan-Africanism and the Ghana-Diaspora Relations in the 21st Century". *Journal Of Black Studies*, 46(1):62-101.

Campbell, B. 2012 "Corporate Social Responsibility and development in Africa: Redefining the roles and responsibilities of public and private actors in the mining sector". *Resources Policy*, 37(2), 138-143.

Cisse, D. 2012. "FOCAC: trade, investments and aid in China-Africa relations". *Stellenbosch: Centre for Chinese Studies*, University of Stellenbosch Policy Briefing.

Cumming, G. D., and Chafer, T. 2011. "From rivalry to partnership? Critical reflections on Anglo-French cooperation in Africa". *Review of International Studies*, 37(05): 2439-2463.

Davies, M., Edinger, H., Tay, N., and Naidu, S. 2008. "How China delivers development assistance to Africa". *Stellenbosch: Centre for Chinese Studies,* University of Stellenbosch, 68: 1-86.

Davis, G. A., and Tilton, J. E. 2002. "Should developing countries renounce mining? A perspective on the debate". *Report prepared for the International Council on Mining and Metals (ICMM)*. London: ICMM.

Diao, X. and McMillan, M. 2017. "Toward an Understanding of Economic Growth in Africa: A Re-Interpretation of the Lewis Model". *The National Bureau of Economic Research, NBER, Working Paper No. 21018*

Egri, C. P., and Ralston, D. 2008. "Corporate Responsibility: A review of international management research from 1998 to 2007". *Journal of International Management*, 14: 319-339.

Eisenhardt, K. M., Graebner, M. E., and Sonenshein, S. 2016. "Grand challenges and inductive methods: Rigor without rigor mortis". *Academy of Management Journal*, 59(4): 1113-1123.

Ewelukwa, U. 2011. "South-South Trade and Investment: The Good, The Bad and The Ugly—African Perspectives", 513-587. www.ssrn.com

Ferraro, F., Etzion, D., and Gehman, J. 2015. "Tackling grand challenges pragmatically: Robust action revisited". *Organisation Studies*, 36(3): 363-390.

Freeman, R.E. 1984. Strategic Management: A Stakeholder Approach. Boston: Pitman.

158

Forstater, M., Zadek, S., Guang, Y., Yu, K., Chen, X.H., and George, M. 2010. "Corporate Responsibility in African Development". *Insights from an Emerging Dialogue. Corporate Social Responsibility Initiative Working Paper*, 60:1-55.

Games, D. 2010. "Emerging commercial rivalries in Africa: a view from South Africa." South African Journal of International Affairs Policy Briefing, (15): 1-4.

George, G., Corbishley, C., Khayesi, J. N., Haas, M. R., and Tihanyi, L. 2016. "Bringing Africa in: Promising directions for management research". *Academy of Management Journal*, 59(2):377-393.

Global Compact Network China. 2010. "Implementing the United Nations Global Compact in China: Inspirational Case Examples". www.unglobalcompact.org

Global Reporting Initiative 2009. "GRI Focal Point China". www.globalreporting.org

Grodal, S. and O'Mahony S. 2017. "How does a grand challenge become displaced – explaining the duality of field mobilization". *Academy of Management Journal*, 60(5): 1801-1827.

Gu, J. 2009. "China's Private Enterprises in Africa and the Implications for African Development". *European Journal of Development Research* 21(4): 570–587.

Halme, M., Roome, N. and Dobers, P. 2009. "Corporate Responsibility: Reflections on Context and Consequences". *Scandinavian Journal of Management*, 25(1):1-9.

Hanauer, L., and Morris, L. J. 2014. "Chinese engagement in Africa: Drivers, reactions, and implications for US policy". Rand Corporation.

Hinga, J., and Yiguan, Q. 2013. "China-Africa Cooperation–An Outstanding Relationship Built on Mutual Respect and Common Benefits: A Review." *International Research Journal of Social Sciences*, 2(9): 26-32.

Huang, Chin-Hao, 2008. "China's Renewed Partnership with Africa: Implications for the United States" in Robert I. Rotberg, ed., *China Into Africa: Trade, Aid, and Influence, Washington, D.C.*: Brookings Institution Press, 296–312.

Idemudia, U. 2014. "Corporate social responsibility and development in Africa: Issues and possibilities": *Geography Compass*, 8(7): 421-435.

159

Ikeanyibe, O.M. 2017 "Bureaucratization and administrative development in Africa: A reading of Riggs' theory of prismatic society". Public Administration Development, 37, 307-318.

Institute of Directors in Southern Africa. 2009. "King Code of Governance for South Africa 2009".www.ecgi.org/codes/documents/king3.pdf

International Standards Organization. 2015. "ISO Standards help China to Rise to the Innovation Challenge". www.iso.org

Ioannou, I., and Serafeim, G. 2016. "The consequences of mandatory corporate sustainability reporting: evidence from four countries". *Working Paper*. 11-100:1-45.

Jackson, T., Louw, L., and Zhao, S. 2011. "Chinese organization and management in Sub-Saharan Africa: towards a cross-cultural research agenda". In The Seventh International Symposium on Multinational Business Management–Enterprise Management in a Transitional Economy and Post Financial Crisis.

Jamali, D. and Carroll A. 2017. "Capturing advances in CSR: Developed versus developing countries perspectives". *Business Ethics: A European Review (On-Line)*.

Jamali, D. and Karam C. 2016. "CSR in developing countries as an emerging field of study". *International Journal of Management Reviews (On-Line)*.

Jamali, D., Karam, C., and Blowfield, M. 2015a. *Development Oriented CSR*. London, UK: Greenleaf Publishing.

Julian, S. D., and Ofori-dankwa, J. C. 2013. "Financial resource availability and corporate social responsibility expenditures in a sub-Saharan economy: The institutional difference hypothesis". *Strategic Management Journal*, 34(11): 1314-1330.

Karenga, M. 2010. *Introduction to Black Studies*, Fourth Edition, Los Angeles, California: University of Sankore Press, 353.

King, K. 2014. "China's Higher Education Engagement with Africa: A Different Partnership and Cooperation Model?" In (Eds) Carbonnier, G., Carton, M. and King. K. *International Development Policy*, 5: 151-173.

King, K. 2010. "China's cooperation in education and training with Kenya: A different model?" *International Journal of Educational Development*, 30(5): 488 496.

160

Kolk, A., and Lenfant, F. 2010. "MNC reporting on CSR and conflict in Central Africa". *Journal of Business Ethics*, 93 (Suppl. 2): 241-255.

Kolk, A. and van Tulder, R. 2010. "International Business, Corporate Social Responsibility and Sustainable Development". *International Business Review*, 19 (1):119-125.

Konadu-Agyemang, K. and Shabaya J 2005. "What has corruption got to do with it? Understanding the persistence of rural-urban and inter-regional inequalities in Ghana and Zimbabwe". *GeoJournal*, 62, 129-146.

Last, A. 2007. "Nigerian doubts over Africom base," BBC News (20 September).

Liu, Meng .2015. "Is Corporate Social Responsibility China's Secret Weapon"? *World Economic Forum* (17 March).

Mersham, G., Skinner, C., and Rensburg, R. 2011. "Approaches to African communiton management and public relations: a case for theory-building on the continent." *Journal of Public Affairs*, 11(4): 195-207.

Morelli, J .2011. Journal of Environmental Sustainability, 1 (1), Article 2, DOI:10.14448/JES.01.0002:1-9

Mudida, R. 2012. "Emerging trends and concerns in the economic diplomacy of African states". *International Journal of Diplomacy and Economy*, 1, (1), 95-109.

MuhammadYunus-Facts.2006https://www.nobelprize.org/nobelprizes/peace/laureates/2006/yunus-facts.html2006

Navas-Alemán, L. 2015. "Businesses from the Rising Powers: Traditional or Progressive Development Partners for Africa"? (No. IDS Evidence Report; 156). IDS.

Niu, C., & Liu, J. Post-2015. *Post-Education-For all and Sustainable Development Paradigm: Structural Changes with Diversifying Actors and Norms* (pp. 269-299). Emerald Group Publishing Limited.

Ockwell, D. and Byrne, R. 2016. Sustainable Energy for All: Innovation, technology and propoor green transformations. Routledge.

Olsen, G. R. 2015. "Great power intervention in African armed conflicts". *Cambridge Review of International Affairs*, 28(2): 229-245.

Pisani, N., Kourula, A., Kolk, A., and Meijer, R. 2017. "How global is international CSR research? Insights and recommendations from a systematic review". *Journal of World Business*, 52(5): 591-614.

Rademeyer, J. 2015. "Held to Ransom: An Overview of Mozambique's Kidnapping Crisis," *The Global Initiative Against Transnational Organized Crimes*, http://globalinitiative.net/held-to-ransom-an-overview-of-mozambiques-kidnapping-crisis/

Rodell, J. B., Booth, J. E., Lynch, J., and Zipay, K. 2017. "Corporate volunteering climate: Mobilizing employee passion for societal causes and inspiring future charitable action." *Academy of Management Journal*.

Rotberg, R.I., 2008. China Into Africa: Trade, Aid, and Influence, Washington: Brookings Institution Press.

Sachs, J., D. 2005. The end of poverty: Economic possibilities for our time. London; Penguin books.

Shillington, K. 2012. *History of Africa*, Third Edition, Basingstoke, United Kingdom and New York, New York: Palgrave Macmillan, 448.

Shinn, David H. 2016. "Environmental Impact of China's Investment in Africa", Cornell International Law Journal, 49 (1): 25-67.

Six, C. 2009. "The Rise of Postcolonial States as Donors: a challenge to the development paradigm"?. *Third World Quarterly*, 30(6): 1103-1121.

Stahl, Anna Katharina.2011. "Contrasting Rhetoric and Converging Security Interests of the European Union and China in Africa", *Journal of Current Chinese Affairs*, 40, (4), 147-173.

The Diplomat 2010. "Why China Wins Africa Game" (17 July, 2010): http://the-diplomat.com/2010/07/17/why-china-wins-africa-game.

The Ten Principles of the UN Global Compact https://www.unglobalcompact.org/what-is-gc/mission/principles

Thiel, M. 2017. "Accelerating Environmental Responsibility through Societal Governance". *Journal of Global Responsibility*. 8, (1):96-110.

Thiel, M. 2017." The Power of the Social Domain in Sustainable Development: Non-Market Strategies for Generating Sustainable Competitive Advantage". Special Issue, Exploring the Nexus of Corporate Responsibility and Sustainable Development." *International Journal of Innovation and Sustainable Development*, 11, (2/3): 213-229.

Thiel, M. 2015a. "Unlocking the Social Domain in Sustainable Development". World Journal of Science, *Technology and Sustainable Development*, 12 (3): 183 - 193.

Thiel, M. 2015b. *The Social Domain in Corporate Social Responsibility and Sustainability: A critical study of social responsibility among governments, local communities and corporations.* Routledge: Taylor and Francis Group:UK.

United Nations Conference on Trade and Development. 2017. Economic Development in Africa Report. Tourism for Transformative and Inclusive Growth. unctad.org/en/PublicationsLibrary/aldcafrica2017_en.pdf

United Nations Economic Commission for Africa. 2015. *Industrializing through Trade*. Retrieved from www.uneca.org

United Nations Economic Commission for Africa. 2012. Action Plan for Boosting Intra-Africa Trade. www.uneca.org.

United Nations Global Compact. 2011. "The Global Compact China Network". www.unglobalcompact.org/engage-locally/asia/china.

Wissenbach, U. 2009. "The EU and China-reconciling interests and values in an age of interdependence". *Friedrich-Ebert-Stiftung*.1-11.

Wolf, R. 2008. Ethics is good for business, Jerusalem: Mass publication.

Wolf, R. 2015a. Self-Awareness: A Way to Promote Ethical Management. In: R. Wolf, T. Issa & M. Thiel (eds.) *International Business Ethics and Growth Opportunities*. IGI Global: Pennsylvania.

Wolf, R. 2015b. Corporate Social Responsibility in the West (U.S. and West Europe) vs. East (China). In: R. Wolf, T. Issa & ,M. Thiel.(eds.) International Business Ethics and Growth Opportunities. IGI Global: Pennsylvania.

163

Wolf, R. 2015c. Corporate Social Responsibility – Contribution to All. In: R. Wolf, T. Issa, & M. Thiel (eds.) *Empowering Organizations through Corporate Social Responsibility*. IGI Global: Pennsylvania.

Wolf, R., & Issa, T. (eds.). 2015. International Business Ethics and Growth Opportunities. IGI Global: Pennsylvania.

Wolf, R., Issa, T., and Thiel, M. 2015 (eds.). *Empowering Organizations through Corporate Social Responsibility*. IGI Global: Pennsylvania.

Wolf, R. & Thiel, M. 2017 "Fighting on behalf of human rights: Advancing responsible management and global business ethics in China." *Examining the Private Sector's Role in Wealth Creation and Poverty Reduction*, IGI Publication, Pennsylvania.

Wolf, R. & Thiel, M. 2017. "CSR in China: The Road to New Sustainable Business Models. In J., Dima". (ed.), *Comparative Perspectives on Global Corporate Social Responsibility, Advances in Business Strategy and Competitive Advantage Book Series,* IGI Publication: Pennsylvania.

World Economic Forum Annual Meeting. 2016. *Mastering the fourth industrial revolution*, Switzerland, Author: Rosamond Hutt.

Wright, C., and Nyberg, D. 2017. "An inconvenient truth: How organizations translate climate change into business as usual." *Academy of Management Journal*, 60(5):1633-1661.

Yejoo, K. 2013. "Chinese-led SEZs in Africa: are they a driving force of China's soft power"? Center for Chinese Studies, Stellenbosch University *Working Paper*: 1-31.

Zadek, S., Chen, X., Zhaoxi, L., Tao, J., Yan, Z., Yu, K., and Morgan, G. 2009. "Responsible Business in Africa: Chinese Business Leaders' Perspectives on Performance and Enhancement Opportunities". *Corporate Social Responsibility Initiative Working Paper* No, 54: 1-68.

Table 1: GDP Growth in Guinea *Source:* www. worldbank.org

GDP growth (% annual)

<u>Guinea</u>	<u>Year</u>
2	2000
3	2001
4	2002
5	2003
2	2004
3	2005
2	2006
2	2007
5	2008
0	2009
1.9	2010
3.9	2011
3.9	2012
2.3	2013
0.4	2014
0.1	2015

165

Africology: The Journal of Pan African Studies, vol.12, no.1, September 2018