

**Examining CSR, Issues Advocacy, and Isomorphism Impact on
Organizational Legitimacy and Issue Legitimacy: An Empirical Analysis of
Direct-to-Consumer Advertising in the Pharmaceutical Industry.**

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ABSTRACT

This paper examines the effect of issues management strategies (i.e., CSR, issues advocacy, and isomorphism; self-regulation) on organizational legitimacy, issue legitimacy, and behavioral intentions toward an organization through a 2 (CSR: use of CSR versus no use of CSR) \times 2 (Issue advocacy: use of advocacy framing versus no use of advocacy framing) \times 2 (Isomorphism: use of Isomorphism versus no use of Isomorphism) between-subject experiment. The findings show that CSR initiatives, issue advocacy, and self-regulation in corporate messages influence organizational legitimacy. However, only isomorphism significantly affects both issue and organizational legitimacy. Furthermore, organizational legitimacy mediates the effects of issue legitimacy on purchasing intention. Both theoretical and practical implications are discussed.

Keywords: Issues management, Organizational Legitimacy, Direct-to-Consumer Advertising, CSR, issues advocacy