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DIGITAL REFLECTIONS OF PHARMACEUTICAL COMPANIES AND THEIR CSR COMMUNICATION STRATEGIES

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With the discourse on sustainability and ethical issues both on- and offline gaining more attention from media and non-media actors, there is a need for researchers to inquire how corporate social responsibility is communicated by corporate foundations via the Internet. This paper investigates how organizations in the pharmaceutical sector, more specifically Pfizer, Glaxxo-Smithkline and Sanofi, the ones in the top 10 US foundations by total giving, use their websites to articulate their CSR strategies. Based on an exploratory research that combines semantic analysis of the way the mission, vision and objectives are integrated in their strategy and a comparison of the outputs of corporate foundations with the owner company, this paper discusses the similarities and differences between these organizations and their communications. Additionally, the paper also analyses the means through which the foundations reflect their companies' global communication and CSR strategies and actions.