Questions for Alfie

**Question 1**

Alfie asked whether any studies use sales as a DV and CSR as an IV. This would capture the salience of CSR to the consumer stakeholder group. This leads to the question, what research design is appropriate?

* Alfie seems to be suggesting theorizing about a measure that would capture salience to a specific stakeholder group and using that as a regression variable.
* Another way to do this would be to use measures for each stakeholder group as independent variables.