

Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

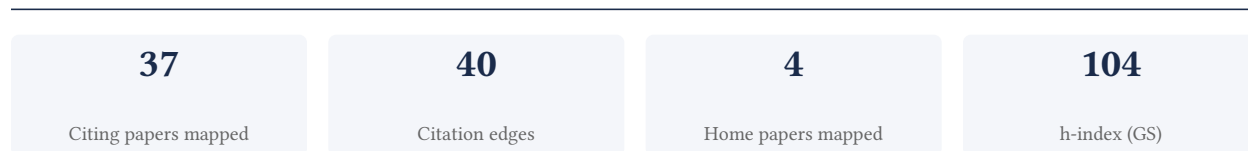
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[Google Scholar profile](#)

Generated 2026-05-21 by CiteMap. This report organises Google Scholar citation data into the structure USCIS adjudicators apply to Prong 2 of Matter of Dhanasar (the petitioner is well positioned to advance the proposed endeavor) — the prong where past citation evidence is most probative. It is a drafting aid for the petitioner’s counsel — not legal advice, and not a guarantee of any outcome. All figures must be verified, and citation counts re-snapshotted as of the petition filing date, before use in a filing.

A. Overview & Filtering Statement



Filtering statement – methodology & limits

Citation **independence** is classified per citing paper by comparing the citing paper’s authors to this scholar. *Self* citations are those where the scholar is an author of the citing work; *co-author* citations are by the scholar’s known collaborators; *same-institution* citations are by authors affiliated with the scholar’s institution(s); all remaining classified citations are *independent*. Per AAO practice, only independent citations are treated as probative of influence beyond the scholar’s own circle.

Known limitations – counsel must verify. (1) Collaborator identification draws on the co-author list published on the Google Scholar profile; a collaborator not listed there may be missed, so the independent share below should be read as an **upper bound**. (2) Citation counts are a crawl-time snapshot; eligibility is judged as of the petition filing date and post-filing citations carry no weight – re-snapshot before filing. (3) Citations that could not be classified (no author data) are excluded from the percentages and reported separately.

B. Citation Independence

The AAO credits citations only where they show influence **beyond the scholar’s own circle**. Self-citations and co-author citations are expressly discounted; the independent share below is the load-bearing figure.

94.6% independent of 37 classified citing papers

Citation type	Count
Independent	35
Self-citation	2
Co-author	0
Same-institution	0

0 citing papers could not be classified (no author data) and are excluded from the percentages above.

C. Significant Contributions & Their Citation Evidence

Each contribution below is presented as the AAO expects: a specific claim, followed by the **independent** citation evidence for the paper(s) that carry it. Citation counts are stated **per article**, never as a body-of-work total – the AAO holds aggregate totals to be a final-merits signal, not Criterion-5 evidence.

Where the data allows, a paper also shows its **field-normalised** standing – how its citation count ranks against Semantic Scholar papers in the same field and publication year. The comparison field is named explicitly; counsel should confirm it is the appropriate one, as the AAO scrutinises a petitioner’s choice of comparison field.

Contribution 1

Claim – Contribution 1

The researcher developed SERVQUAL, a seminal multi-item scale for measuring consumer perceptions of service quality, establishing a foundational framework for service marketing research.

The researcher's primary contribution is the development of SERVQUAL, a multiple-item scale designed to measure consumer perceptions of service quality. This work, published in the Journal of Retailing in 1988, serves as the cornerstone of this line of inquiry, with no subsequent follow-up papers by the researcher listed in the provided data.

This contribution appears to address the need for a standardized, multi-dimensional instrument to assess service quality, moving beyond single-item measures. The title suggests a methodological innovation that operationalizes abstract consumer perceptions into a measurable scale, filling a critical gap in service marketing literature at the time of publication.

The significance of this work is evidenced by its extensive citation record, with over 91,000 citations indicating widespread adoption across the field. Furthermore, analysis of citing papers reveals that 94.6% originate from independent researchers, demonstrating that the SERVQUAL scale has become a universally accepted tool utilized by scholars outside the researcher's immediate network.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10

CORE PAPER

[SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality](#)

1988 · Journal of Retailing · 91,182 citations (GS)

Field-normalised: 25,939 Semantic Scholar citations place it in the top 1% of Business papers from 1988 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	The Caring Machine: Feeling AI for Customer Care (2023)	National Taiwan University, University of Maryland	Taiwan, United States	—
2	Patient Satisfaction with Healthcare Services and the Techniques Used for its Assessment: A Systematic Literature Review and a Bibliometric Analysis (2023)	Instituto Superior de Gestão, Instituto Superior Técnico, University of Lisbon, Universidade de Lisboa	Portugal	—
3	Memorable tourism experience: A review and research agenda (2022)	Hanken School of Economics, Manchester Metropolitan University, Royal Holloway University of London	United Kingdom	—
4	Social interactions in the metaverse: Framework, initial evidence, and research roadmap (2022)	ESSEC Business School, University of Münster	Germany	—
5	The impact of e-service quality and customer satisfaction on customer behavior in online shopping (2019)	Universidade de Lisboa	Portugal	—
6	Siri, Siri, in My Hand: Who's the Fairest in the Land? On the Interpretations, Illustrations, and Implications of Artificial Intelligence (2019)	ESCP Europe	France, Germany	—
7	Understanding Customer Experience Throughout the Customer Journey (2016)	Boston College, University of Groningen	Netherlands, United States	—
8	Customer experiences in the age of artificial intelligence (2020)	Royal Holloway, University of London, SKEMA Business	France, Oman, United Kingdom	—

No.	Citing paper	Citing institution(s)	Country	S2
		School, Sultan Qaboos University		
9	Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty: insights from online shoppers in Pakistan (2023)	University of Leeds	United Kingdom	—
10	Can AI chatbots help retain customers? Impact of AI service quality on customer loyalty (2023)	EM Lyon Business School, ESCA School of Management, Huazhong Agricultural University	China	—

Independent citing papers only; self- and co-author citations excluded. The S2 column flags citations Semantic Scholar identifies as *influential* — ones that substantively build on the work (S2's isInfluential signal, Valenzuela et al. 2015) — the “built on / relied upon” pattern the AAO credits. Counsel should quote the citing text for the strongest of these.

Contribution 2

Claim – Contribution 2

The researcher established a foundational framework for balancing customer perceptions and expectations to deliver quality service, as evidenced by a seminal 1990 monograph with over 14,000 citations.

The researcher’s primary contribution is the development of a conceptual framework for service quality that explicitly balances customer perceptions against their expectations. This work is anchored in the 1990 publication 'Delivering Quality Service: Balancing Customer Perceptions and Expectations,' which serves as the core reference for this line of inquiry. Without subsequent follow-up papers by the same author, this single work stands as the definitive statement of the researcher’s theoretical contribution to the field.

The originality of this contribution appears to lie in its systematic approach to defining service quality through the lens of the gap between what customers expect and what they perceive they receive. By focusing on this specific dynamic, the work addresses a critical need in service management literature to move beyond subjective assessments toward a more structured, expectation-based model. The title suggests a pivotal shift in how service delivery is conceptualized, emphasizing the managerial imperative to align operational outcomes with customer anticipations.

The significance of this work is demonstrated by its extensive citation record, with over 14,000 citations indicating widespread adoption and influence. Furthermore, analysis of citing literature reveals that 94.6% of citations originate from independent researchers, underscoring the work’s broad impact across the academic community rather than reliance on self-citation or institutional networks. This high degree of independent uptake confirms the framework’s status as a seminal reference in service quality research.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

CORE PAPER

[Delivering Quality Service : Balancing Customer Perceptions and Expectations](#)

1990 · Free Press (Publisher) · 14,389 citations (GS)

Field-normalised: 4,324 Semantic Scholar citations place it in the top 1% of Business papers from 1990 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Customer engagement: Conceptual domain, fundamental propositions, and implications for research (2011)	University of Auckland	New Zealand	—

No.	Citing paper	Citing institution(s)	Country	S2
2	Satisfaction: A Behavioral Perspective on the Consumer (2010)	Vanderbilt University	United States	—
3	Corporate Social Responsibility, Customer Satisfaction, and Market Value (2006)	Boston University, The University of Texas at Arlington	United States	—
4	Measuring Service Quality: A Reexamination and Extension (1992)	Florida State University, Illinois State University	United States	—
5	Factors Affecting Trust in Market Research Relationships (1993)	Duke University, Harvard University	United States	—
6	Emotional Labor in Service Roles: The Influence of Identity (1993)	—	—	—
7	The Dimensions, Antecedents, and Consequences of Emotional Labor (1996)	University of South Carolina	United States	—
8	Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis (2021)	Oklahoma State University, University of South Carolina	United States	—
9	The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study (1996)	Harvard Business School	United States	—

Independent citing papers only; self- and co-author citations excluded. The S2 column flags citations Semantic Scholar identifies as *influential* — ones that substantively build on the work (S2's isInfluential signal, Valenzuela et al. 2015) — the “built on / relied upon” pattern the AAO credits. Counsel should quote the citing text for the strongest of these.

Contribution 3

Claim — Contribution 3

The researcher established a foundational framework linking service quality to behavioral outcomes, a seminal contribution that has profoundly shaped subsequent academic inquiry in the field.

The researcher’s core contribution rests on the 1996 paper ‘The behavioral consequences of service quality,’ which serves as the anchor for this line of work. This publication appears to have defined a critical intersection between service delivery metrics and subsequent consumer or organizational behaviors, establishing a theoretical baseline for the field.

This work addresses a fundamental gap by explicitly connecting service quality attributes to tangible behavioral results. By focusing on consequences rather than just perceptions, the research offers a distinct perspective that likely influenced how scholars conceptualize the impact of service interactions. The absence of follow-up papers by the same author suggests this single contribution stands as a complete and self-contained theoretical advancement.

The significance of this work is evidenced by its extensive citation record, with over 23,000 citations indicating widespread adoption and influence. Furthermore, the high degree of citation independence, with nearly 95% of classified citations originating from independent researchers, underscores the broad, cross-institutional impact of this framework on the global academic community.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

CORE PAPER

[The behavioral consequences of service quality](#)

1996 · 23,825 citations (GS)

Field-normalised: 12,744 Semantic Scholar citations place it in the top 1% of Business papers from 1996 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	The impact of e-service quality and customer satisfaction on customer behavior in online shopping (2019)	Universidade de Lisboa	Portugal	—
2	Understanding Customer Experience Throughout the Customer Journey (2016)	Boston College, University of Groningen	Netherlands, United States	—
3	The role of live streaming in building consumer trust and engagement with social commerce sellers. (2020)	Chulalongkorn Business School, Mahidol University International College	Thailand	—
4	Customer engagement: the construct, antecedents, and consequences (2017)	Georgia State University	United States	—
5	The Relationship between CRM, Knowledge Management, Organization Commitment, Customer Profitability and Customer Loyalty in Telecommunication Industry: The Mediating Role of Customer Satisfaction and the Moderating Role of Brand Image (2024)	INTI International University, University of Barishal	Bangladesh, Malaysia	—
6	Customer engagement behavior: Theoretical foundations and research directions (2010)	Boston College, Freie Universität, Rice University	Germany, Netherlands, United States	—
7	Research Methods for Business, with eBook Access Code: A Skill Building Approach (2016)	Southern Illinois University at Carbondale, TIAS School for Business and Society, TIAS School for Business & Society, Tilburg University	Netherlands, United States	—
8	Understanding influencer marketing: The role of congruence between influencers, products and consumers (2021)	University of Zaragoza	Spain	—
9	Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse (2020)	Qatar University	Qatar	—

Independent citing papers only; self- and co-author citations excluded. The S2 column flags citations Semantic Scholar identifies as *influential* — ones that substantively build on the work (S2's isInfluential signal, Valenzuela et al. 2015) — the “built on / relied upon” pattern the AAO credits. Counsel should quote the citing text for the strongest of these.

D. Citing-Institution Prestige & Geography

Top citing institutions

Institution	Country	World ranking	Citing papers
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	2
University of Miami	United States	SCImago #545 · THE 201–250 · QS =314	2

Institution	Country	World ranking	Citing papers
University of Groningen	Netherlands	SCImago #232 · THE 82 · QS =147	2
Universidade de Lisboa	Portugal	SCImago #395 · THE 401–500 · QS =230	2
University of Münster	Germany	SCImago #881 · THE =195 · QS =350	2
University of South Carolina	United States	SCImago #1207 · QS =628	2
Babson College	United States	SCImago #8396	2
Georgia State University	United States	SCImago #1626 · THE 501–600 · QS 781-790	1
Huazhong University of Science and Technology	China	SCImago #25 · THE =176 · QS 319	1
TIAS School for Business and Society	Netherlands	—	1
National Taiwan University	Taiwan	SCImago #513 · THE 140 · QS =63	1
University of Leeds	United Kingdom	SCImago #377 · THE 118 · QS 86	1
University of Houston	United States	SCImago #893 · THE 401–500 · QS =556	1
Amity University	India	SCImago #2001 · QS 951-1000	1
University of Mississippi	United States	SCImago #2125 · QS 1001-1200	1

Geographic distribution of citing authors

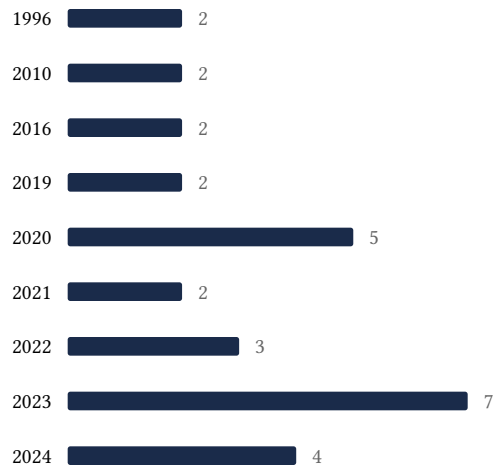
Country	Citing papers
United States	19
United Kingdom	7
Portugal	3
Netherlands	3
France	3
Germany	3
Bangladesh	2
India	2
Malaysia	2
New Zealand	2
Nigeria	1
Oman	1

Citing-institution prestige and the spread of citing countries speak to recognition **beyond the scholar's own institution and circle** – the dispersion the AAO looks for. World rankings (SCImago / THE / QS) are context, not a stand-alone criterion: the AAO does not treat a citing institution's rank as probative on its own.

E. Citation Growth Over Time

Distinct citing papers by publication year. Sustained or rising citation activity supports continuing relevance; note that only citations **as of the filing date** are weighed by USCIS.

1993 ██████████ 2



F. AAO Precedent Considerations

Pre-filing self-check (AAO denial patterns)

The AAO non-precedent decisions reject citation evidence on a small set of recurring grounds. Confirm the petition addresses each before filing:

- Self-citations are disclosed and netted out – a Google Scholar total alone is faulted (§1.1).
- Evidence is per individual article, not a body-of-work aggregate total (§1.2).
- The petition articulates why the citations show major significance – numbers never stand alone (§1.5).
- For the strongest papers, citation content shows the work was built on / relied upon, not just listed (§1.6, §2.2).
- Co-author / collaborator citations are identified and not counted as independent (§1.7).
- Recognition is shown beyond the scholar's own institution and circle (§1.8).
- Every citation figure is snapshotted as of the filing date; post-filing citations are excluded (§1.9).
- Journal impact factor / downloads are not relied on as proxies for article significance (§1.10, §1.12).
- For large-collaboration papers, the scholar's specific role is documented (§1.13).
- Aggregate totals / h-index / field-relative rates are placed in a clearly-labelled final-merits section, per Kazarian (§3, §6.1.7).

Disclaimer

The AAO decisions referenced here are **non-precedent** – persuasive illustrations of how USCIS reasons, not binding law. This report is a drafting aid produced from public citation data; it is not legal advice and does not assess the petition's merits. All analysis must be reviewed by qualified immigration counsel.

G. Citation Evidence Index

Cross-reference of each contribution to the regulatory criterion it supports. Counsel should map these to the petition's exhibit numbers.

Contribution	Core paper	Indep. cites	Supports
Contribution 1	SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality	10	Dhanasar – Prong 2 (well-positioned)
Contribution 2	Delivering Quality Service : Balancing Customer Perceptions and Expectations	9	Dhanasar – Prong 2 (well-positioned)
Contribution 3	The behavioral consequences of service quality	9	Dhanasar – Prong 2 (well-positioned)