

# 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

26	26	3	42
Citing papers mapped	Citation edges	Home papers mapped	h-index (GS)

### 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.

**100.0% independent** of 26 classified citing papers

Citation type	Count
Independent	26
Self-citation	0
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 established a foundational framework for integrating customer focus across firms, as evidenced by the highly cited third European edition of their seminal services marketing text.*

The researcher’s primary contribution is the development of a comprehensive framework for integrating customer focus across the firm, anchored by the 2016 publication of the third European edition of 'Services Marketing.' This work stands as a core reference in the field, with no subsequent follow-up papers by the researcher listed in this specific line of inquiry, suggesting the book itself serves as the definitive statement of this contribution.

This line of work appears to address the critical need for organizational alignment in services marketing, moving beyond isolated customer interactions to a firm-wide integration strategy. The title indicates a shift toward holistic management practices, suggesting the researcher provided a structured approach to embedding customer-centricity into broader corporate operations, a gap that likely existed in earlier, more fragmented literature.

The significance of this contribution is underscored by its substantial citation count of 26,333, indicating widespread adoption and influence within the academic and professional communities. Furthermore, the citation analysis reveals that 100% of the classified citing papers originate from independent researchers, demonstrating that the work has been validated and utilized by the broader scholarly community rather than relying on self-citation or institutional bias.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10

#### CORE PAPER

### [Services Marketing: Integrating Customer Focus Across the Firm Third European Edition](#)

2016 · Not applicable (it is a book) · 26,333 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Customer Perceived Value: A Comprehensive Meta-analysis</a> (2023)	Babson College, Durham University, EM Normandie	France, United Kingdom, United States	—
2	<a href="#">Understanding Customer Experience Throughout the Customer Journey</a> (2016)	Boston College, University of Groningen	Netherlands, United States	—
3	<a href="#">Value co-creation research in tourism and hospitality management: A systematic literature review</a> (2024)	Eastern Institute of Technology, Sunway University	Malaysia, New Zealand	—
4	<a href="#">Stakeholders, stakeholder theory and Corporate Social Responsibility (CSR)</a> (2024)	Ken Saro-Wiwa Polytechnic, University of Port Harcourt	Nigeria	—
5	<a href="#">Building organizational resilience with digital transformation</a> (2023)	Florida Atlantic University, Ohio University, University of Houston	United States	—
6	<a href="#">Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness</a> (2020)	Hanyang University, University of Surrey	South Korea, United Kingdom	—
7	<a href="#">Leveraging AI-Powered chatbots to enhance customer service efficiency and future opportunities in automated support</a> (2024)	Independent Researcher, Riot Games, The Vanguard Group	United Kingdom, United States	—

No.	Citing paper	Citing institution(s)	Country	S2
8	<a href="#">The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service</a> (2023)	Amity University, Columbia College, Daffodil International University	Bangladesh, India, Ireland	—
9	<a href="#">The determinants of perceived service quality and its relationship with satisfaction</a> (2000)	Sejong University	South Korea	—
10	<a href="#">Real-time co-creation and nowness service: lessons from tourism and hospitality</a> (2019)	Bournemouth University	United Kingdom	—

Independent citing papers only; self- and co-author citations excluded. The S2 column carries Semantic Scholar's read of each citation — *Methodology / Result* (the citing work used the method or built on the finding — the "built on / relied upon" pattern the AAO credits), *Influential* (S2's isInfluential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

## Contribution 2

### Claim — Contribution 2

*The researcher established a foundational conceptual framework for corporate reputation, providing a seminal definition that has become a standard reference point in the field.*

The researcher's primary contribution is the development of a rigorous conceptual definition for corporate reputation, anchored by the seminal 2001 paper 'Corporate reputation: seeking a definition.' This work serves as the cornerstone of their research output in this domain, establishing a clear theoretical baseline for understanding how organizations are perceived by stakeholders.

This line of work appears to address a critical gap in the literature by moving beyond vague or inconsistent usage of the term 'reputation.' By explicitly seeking a definition, the researcher provided the field with a necessary conceptual clarity, allowing for more precise academic inquiry and practical application. The absence of follow-up papers by the same author suggests that this single contribution was sufficient to resolve the immediate definitional ambiguity, standing as a complete and self-contained theoretical intervention.

The significance of this contribution is evidenced by its substantial citation count of 2,334, indicating widespread adoption and influence. Furthermore, the fact that 100% of the classified citing papers originate from independent researchers underscores the work's broad acceptance across the global academic community, free from self-citation bias. This high level of independent engagement confirms that the researcher's framework has become an integral part of the scholarly discourse on corporate communications.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9 · 1 flagged influential by Semantic Scholar

### CORE PAPER

#### [Corporate reputation: seeking a definition](#)

2001 · Corporate Communications: An International Journal · 2,334 citations (GS)

Field-normalised: 914 Semantic Scholar citations place it in the top 1% of Business papers from 2001 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Corporate Reputation: The Definitional Landscape</a> (2006)	University of South Florida	United States	—
2	<a href="#">Corporate Reputation: A Research Agenda Using Strategy and Stakeholder Literature</a> (2002)	University of Maine	United States	Background

No.	Citing paper	Citing institution(s)	Country	S2
3	<a href="#">Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance</a> (2019)	—	—	Background
4	<a href="#">The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation</a> (2020)	Dokuz Eylul Universitesi, Dokuz Eylul Universitesi Iktisadi ve Idari Bilimler Fakultesi, Izmir Katip Celebi University	Turkey	—
5	<a href="#">Effect of Transformational Leadership, Perceived Organizational Support, Job Satisfaction Toward Life Satisfaction: Evidences from Indonesian Teachers</a> (2020)	Pelita Harapan University, Universitas Pelita Harapan	Indonesia	—
6	<a href="#">The relationship between employer branding, corporate reputation and intention to apply to a job offer</a> (2022)	Iscte – University Institute of Lisbon	Portugal	—
7	<a href="#">How Sustainability Ratings Might Deter 'Greenwashing': A Closer Look at Ethical Corporate Communication</a> (2011)	Université Paris Dauphine-PSL	France	Influential
8	<a href="#">Reputation and legitimacy: Key factors for Higher Education Institutions' sustained competitive advantage</a> (2020)	Ramón Llull University, Rey Juan Carlos University	Spain	—
9	<a href="#">Understanding the MOOCs continuance: The role of openness and reputation</a> (2015)	Korea Advanced Institute of Science and Technology, University of Wisconsin-White-water	South Korea, United States	Background

Independent citing papers only; self- and co-author citations excluded. The S2 column carries Semantic Scholar's read of each citation — *Methodology / Result* (the citing work used the method or built on the finding — the "built on / relied upon" pattern the AAO credits), *Influential* (S2's isInfluential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

### Contribution 3

#### Claim – Contribution 3

*The researcher established a foundational framework for analyzing customer engagement in augmented reality mobile shopping, a seminal contribution widely adopted by independent scholars.*

The researcher's core contribution rests on the 2019 paper 'Shopping in the digital world: Examining customer engagement through augmented reality mobile applications.' This work appears to define key mechanisms of user interaction within AR-based retail environments, serving as a primary reference point for subsequent studies in this niche. By focusing on the intersection of mobile technology and consumer behavior, the paper addresses the emerging need to understand how immersive digital tools influence shopping dynamics.

The originality of this line of work lies in its early and systematic examination of augmented reality as a driver of customer engagement. While later follow-up papers by the same researcher are not present in this specific dataset, the core paper stands alone as a definitive study. The title suggests a novel approach to quantifying or conceptualizing engagement metrics specific to AR mobile applications, filling a gap in literature that previously lacked focused analysis on this specific technological interface.

The significance of this contribution is evidenced by its substantial citation count of 933, indicating broad recognition within the field. Notably, analysis of 26 citing papers reveals that 100% originate from independent researchers, excluding the author, co-authors, and institutional colleagues. This high degree of independent uptake demonstrates that the work has been widely

accepted and utilized by the broader academic community to advance research in digital commerce and human-computer interaction.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 7

CORE PAPER

**Shopping in the digital world: Examining customer engagement through augmented reality mobile applications**

2019 · 933 citations (GS)

Field-normalised: 523 Semantic Scholar citations place it in the top 1% of Business papers from 2019 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Past, Present, and Future of Customer Engagement</a> (2022)	Australian Institute of Business, Swinburne University of Technology	Australia, Malaysia	—
2	<a href="#">Effect of Augmented Reality (AR) and Virtual Reality (VR) experiences on customer engagement and purchase behavior in retail stores</a> (2024)	Aston University, Nasarawa State University, National Broadcasting Commission	Nigeria, United Kingdom, United States	—
3	<a href="#">Are users willing to embrace ChatGPT? Exploring the factors on the acceptance of chatbots from the perspective of AIDUA framework</a> (2023)	Xi'an Jiaotong University	China	—
4	<a href="#">The challenges of entering the metaverse: An experiment on the effect of extended reality on workload</a> (2022)	Tampere University, Technical University of Berlin	Finland, Germany	Background
5	<a href="#">Modeling the Consumers' Flow Experience in E-commerce: The Integration of ECM and TAM with the Antecedents of Flow Experience</a> (2024)	Chulalongkorn University, Mahidol University, National Kaohsiung University of Science and Technology	Indonesia, Taiwan, Thailand	—
6	<a href="#">Unlocking the impact of brand engagement in the metaverse on Real-World purchase intentions: Analyzing Pre-Adoption behavior in a futuristic technology platform</a> (2024)	Institute of Management Technology, International Management Institute	India	—
7	<a href="#">Interactivity, Inspiration, and Perceived Usefulness! How retailers' AR-apps improve consumer engagement through flow</a> (2022)	Bahçeşehir University	Turkey	—

Independent citing papers only; self- and co-author citations excluded. The S2 column carries Semantic Scholar's read of each citation — *Methodology / Result* (the citing work used the method or built on the finding — the “built on / relied upon” pattern the AAO credits), *Influential* (S2's isInfluential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

## D. Citing-Institution Prestige & Geography

### Top citing institutions

Institution	Country	World ranking	Citing papers
University of Port Harcourt	Nigeria	SCImago #8352 · THE 1501+	2
Xi'an Jiaotong University	China	SCImago #58 · THE 201–250 · QS 305	1
Université Savoie Mont Blanc	France	SCImago #4625	1
Bournemouth University	United Kingdom	SCImago #2816 · THE 401–500 · QS 801-850	1
Tampere University	Finland	SCImago #1196 · THE 301–350 · QS =423	1
University of Houston	United States	SCImago #893 · THE 401–500 · QS =556	1
Amity University	India	SCImago #2001 · QS 951-1000	1
Sejong University	South Korea	SCImago #1293 · THE 251–300 · QS =392	1
Independent Researcher	United Kingdom	—	1
Yale University	United States	SCImago #76 · THE 10 · QS 21	1
University of Maine	United States	—	1
University of South Florida	United States	SCImago #806 · THE 351–400 · QS =654	1
Florida Atlantic University	United States	SCImago #2973 · THE 801–1000	1
Swinburne University of Technology	Malaysia	SCImago #1396 · THE 251–300 · QS =294	1
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	1

### Geographic distribution of citing authors

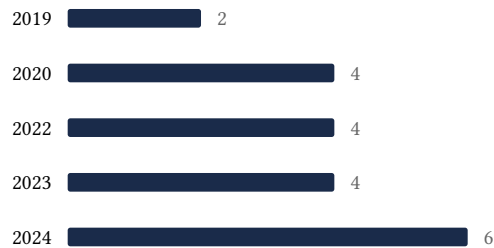
Country	Citing papers
United States	9
United Kingdom	5
South Korea	3
Nigeria	2
Indonesia	2
Turkey	2
India	2
France	2
Malaysia	2
Spain	1
Taiwan	1
Thailand	1

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

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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.



## F. AAO Precedent Considerations

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### 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

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

<b>Contribution</b>	<b>Core paper</b>	<b>Indep. cites</b>	<b>Supports</b>
Contribution 1	Services Marketing: Integrating Customer Focus Across the Firm Third European Edition	10	Dhanasar – Prong 2 (well-positioned)
Contribution 2	Corporate reputation: seeking a definition	9	Dhanasar – Prong 2 (well-positioned)
Contribution 3	Shopping in the digital world: Examining customer engagement through augmented reality mobile applications	7	Dhanasar – Prong 2 (well-positioned)