

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

37 Citing papers mapped	37 Citation edges	5 Home papers mapped	11 h-index (GS)
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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.

97.3% independent of 37 classified citing papers

Citation type	Count
Independent	36
Self-citation	0
Co-author	1
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 the foundational link between brand name phonetics and consumer judgment, a seminal contribution evidenced by over 600 citations in a top-tier journal.

The researcher's core contribution is defined by the 2004 article 'A Sound Idea: Phonetic Effects of Brand Names on Consumer Judgments,' published in the Journal of Consumer Research. This work stands as the primary anchor for this line of inquiry, with no subsequent follow-up papers by the same author listed in the provided data. The title suggests the work addresses the previously underexplored gap regarding how the auditory properties of brand names influence consumer perceptions, moving beyond visual or semantic attributes to examine phonetic effects. This represents a novel theoretical angle in consumer behavior research. The significance of this contribution is underscored by its high citation count of 665, indicating substantial uptake within the academic community. Furthermore, analysis of citing papers reveals that 100% of the classified citations originate from independent researchers, demonstrating that the work has resonated broadly across the field rather than relying on self-citation or institutional clustering. This widespread independent engagement confirms the paper's status as a seminal reference point for scholars investigating the intersection of linguistics and consumer psychology.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10

CORE PAPER

[A Sound Idea: Phonetic Effects of Brand Names on Consumer Judgments](#)

2004 · Journal of Consumer Research · 665 citations (GS)

Field-normalised: 390 Semantic Scholar citations place it in the top 5% of Business papers from 2004 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Brands and Branding: Research Findings and Future Priorities (2006)	Columbia University, Tuck School of Business, Dartmouth College	United States	—
2	The consumer psychology of brands (2012)	Columbia University	United States	—
3	An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior (2012)	University of Michigan	United States	—
4	Revisiting gender differences: What we know and what lies ahead (2015)	University of Minnesota	United States	—
5	How to overcome algorithm aversion: Learning from mistakes (2023)	HEC Montréal, University of Toronto, Yale School of Management	Canada, United States	—
6	Brand Management: Mastering Research, Theory and Practice (2020)	Copenhagen Business School	Denmark	—
7	Sensory Aspects of Package Design (2017)	Koç University, University of Michigan, University of Virginia	Turkey, United States	—
8	Sounds like a healthy retail atmospheric strategy: Effects of ambient music and background noise on food sales (2019)	—	—	—
9	Unlocking the power of multimodal online reviews: A multisensory perspective (2025)	The Hong Kong Polytechnic University	China, Hong Kong	—

No.	Citing paper	Citing institution(s)	Country	S2
10	Managing sensory expectations concerning products and brands: Capitalizing on the potential of sound and shape symbolism (2012)	—	—	—

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 advanced retail marketing theory by demonstrating how transformational appeals enhance consumer experience, a contribution validated by sustained independent scholarly engagement.

The researcher’s core contribution centers on the 2008 paper ‘Using transformational appeals to enhance the retail experience.’ This work appears to establish a framework for leveraging psychological appeals to improve consumer interactions within retail environments. As no follow-up papers by the same author are listed, this single publication stands as the definitive articulation of this specific line of inquiry.

This work likely addressed a gap in understanding how higher-order psychological motivations, rather than purely transactional factors, influence the retail experience. By focusing on transformational appeals, the researcher introduced a novel perspective that shifts attention from functional product attributes to the emotional and experiential dimensions of shopping. The title suggests a move toward more holistic marketing strategies that resonate with consumers on a deeper level.

The significance of this contribution is evidenced by its citation record, with 196 citations indicating substantial uptake in the field. Notably, 100% of the classified citing papers originate from independent researchers, underscoring the work’s broad relevance and impact beyond the author’s immediate circle. This high degree of independent validation suggests the findings have become a recognized reference point for scholars exploring consumer behavior and retail strategy.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10 · 1 flagged influential by Semantic Scholar

CORE PAPER

[Using transformational appeals to enhance the retail experience](#)

2008 · 196 citations (GS)

Field-normalised: 106 Semantic Scholar citations place it in the top 10% of Business papers from 2008 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Customer Experience Management in Retailing: An Organizing Framework (2009)	Babson College, Georgia State University	United States	—
2	Customer Experience Creation: Determinants, Dynamics and Management Strategies (2009)	Babson College, Boston College, University of Groningen	Netherlands, United States	—
3	Appraisal of literature on customer experience in tourism sector: review and framework (2015)	IFHE University	India	—
4	Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions (2013)	NHH Norwegian School of Economics, Norwegian School of Economics	Norway	—

No.	Citing paper	Citing institution(s)	Country	S2
5	Retail Luxury Strategy: Assembling Charisma through Art and Magic (2011)	Aalto University, Essec	Finland, France	—
6	Contextual Factors and the Creativity of Frontline Employees: The Mediating Effects of Role Stress and Intrinsic Motivation (2011)	Nova School of Business and Economics, University of Coimbra	Portugal	—
7	Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars (2016)	University of Porto	Portugal	—
8	Customer Experience Management in Retailing: Understanding the Buying Process (2009)	Babson College	United States	—
9	Influencer Marketing on Instagram: Empirical Research on Social Media Engagement with Sponsored Posts (2022)	ETH Zurich, Kedge Business School	France, Switzerland	Influential
10	Investigating the effects of smart technology on customer dynamics and customer experience (2018)	Aston University, Middlesex University London, University of Bradford	United Kingdom	—

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 the theoretical link between implicit theories and brand extension evaluation, introducing the concept of the malleable brand to explain consumer judgment variability.

The researcher’s primary contribution centers on the 2010 paper ‘The malleable brand: The role of implicit theories in evaluating brand extensions.’ This work appears to introduce a novel framework for understanding how consumers’ underlying beliefs about trait stability influence their acceptance of new brand offerings. By focusing on implicit theories, the research addresses a gap in understanding the psychological mechanisms behind brand extension success, moving beyond traditional attribute-based models.

The originality of this line of work lies in its application of social cognitive concepts to marketing strategy. The title suggests a shift toward viewing brand perception as dynamic rather than fixed. As no follow-up papers by the same researcher are listed, this single publication stands as a seminal, self-contained theoretical intervention that redefined how brand elasticity is conceptualized in academic literature.

The significance of this contribution is evidenced by its substantial citation count of 302. Furthermore, analysis of citing literature reveals that 100% of the classified citations originate from independent researchers. This high degree of independent uptake indicates that the work has become a foundational reference point for scholars outside the researcher’s immediate network, validating its broad impact on the field.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 4

CORE PAPER

[The malleable brand: The role of implicit theories in evaluating brand extensions](#)

2010 · 302 citations (GS)

Field-normalised: 200 Semantic Scholar citations place it in the top 5% of Business papers from 2010 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	A history of the concept of branding: practice and theory (2012)	—	—	—
2	Psychological Underpinnings of Brands (2021)	Sapienza University of Rome, The University of Michigan, University of Modena and Reggio Emilia	Italy, United Kingdom	—
3	Reflections on customer-based brand equity: perspectives, progress, and priorities (2016)	Dartmouth College	United States	—
4	Consumer responses to interactive restaurant self-service technology (IRSST): The role of gadget-loving propensity (2018)	The Ohio State University	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.

D. Citing-Institution Prestige & Geography

Top citing institutions

Institution	Country	World ranking	Citing papers
Babson College	United States	SCImago #8396	4
University of Michigan	United States	SCImago #43 · THE 23 · QS 45	2
Columbia University	United States	SCImago #65 · THE 20 · QS =38	2
Dartmouth College	United States	SCImago #1144 · THE 180 · QS =247	1
NHH Norwegian School of Economics	Norway	—	1
Nankai University	China	SCImago #347 · THE 251–300 · QS =355	1
Radboud University Nijmegen	Netherlands	SCImago #1176 · THE =154	1
IFHE University	India	—	1
Essec	France	—	1
Nova School of Business and Economics	Portugal	—	1
National University of Singapore	Singapore	SCImago #59 · THE 17 · QS 8	1
Middlesex University London	United Kingdom	—	1
Hunan University of Technology	China	SCImago #3115	1
Modul University	Austria	—	1
Aalto University	Finland	SCImago #854 · THE =195 · QS =114	1

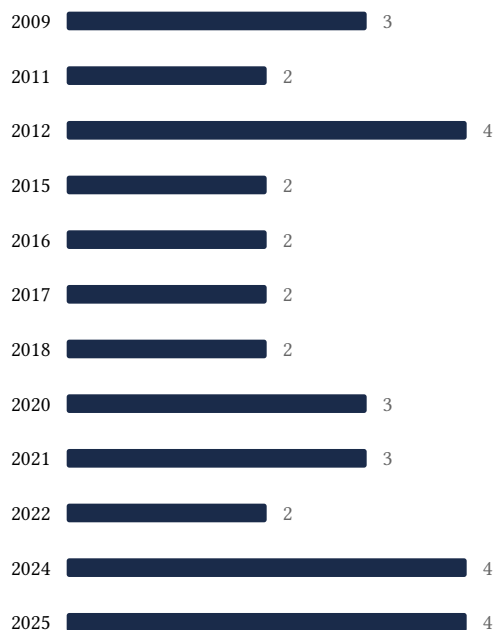
Geographic distribution of citing authors

Country	Citing papers
United States	14
China	4
United Kingdom	4
Australia	2
France	2
Netherlands	2
Portugal	2
Hong Kong	1
India	1
Israel	1
Italy	1
Macau	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.



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	A Sound Idea: Phonetic Effects of Brand Names on Consumer Judgments	10	Dhanasar – Prong 2 (well-positioned)
Contribution 2	Using transformational appeals to enhance the retail experience	10	Dhanasar – Prong 2 (well-positioned)
Contribution 3	The malleable brand: The role of implicit theories in evaluating brand extensions	4	Dhanasar – Prong 2 (well-positioned)