

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

22	22	3	11
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.

95.5% independent of 22 classified citing papers

Citation type	Count
Independent	21
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 a foundational meta-analytic framework for identifying the key determinants of organic sales growth, providing a consolidated empirical basis for understanding market dynamics in the organic sector.

The researcher's primary contribution rests on the 2009 publication 'A meta-analysis of the determinants of organic sales growth' in the International Journal of Research in Marketing. This work serves as the cornerstone of the applicant's record, synthesizing existing literature to clarify the factors driving sales performance in organic markets. By employing a meta-analytic approach, the researcher addressed the fragmented nature of prior studies, offering a unified perspective on what influences consumer adoption and sales trajectories for organic products. This consolidation appears to have filled a critical gap by moving beyond isolated case studies to provide generalizable insights into market determinants. The significance of this contribution is evidenced by its substantial citation count of 159, indicating that it has become a standard reference point in the field. Furthermore, analysis of citing literature reveals that 95.5% of citations originate from independent researchers, demonstrating that the work has been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional bias. This high degree of independent uptake underscores the paper's role as a seminal resource that has shaped subsequent research directions in marketing and consumer behavior.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

CORE PAPER

[A meta-analysis of the determinants of organic sales growth](#)

2009 · International Journal of Research in Marketing · 159 citations (GS)

Field-normalised: 97 Semantic Scholar citations place it in the top 10% of Business papers from 2009 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	A Meta-Analysis of Electronic Word-of-Mouth Elasticity (2015)	College of Charleston, University of Central Florida	United States	Background
2	When Is Open Innovation Beneficial? The Role of Strategic Orientation (2014)	National Taipei University	Taiwan	—
3	Leadership development practice bundles and organizational performance: The mediating role of human capital and social capital (2018)	Antwerp School of Management, Pymantics Consulting	Belgium	—
4	From Entrepreneurial Orientation and Learning Orientation to Business Performance: Analysing the Mediating Role of Organizational Learning and the Moderating Effects of Organizational Size (2012)	Pablo de Olavide University, University of Seville	Spain	—
5	Assessing Managerial Power Theory (2012)	Utrecht University	Netherlands	—
6	How do corporate social responsibility (CSR) and innovativeness increase financial gains? A customer perspective analysis (2022)	BI Norwegian Business School	Norway	—
7	Innovation and E-Commerce Models, the Technology Catalysts for Sustainable Development: The Emirate of Dubai Case Study (2023)	—	—	—

No.	Citing paper	Citing institution(s)	Country	S2
8	Measuring process innovation output in firms: Cost reduction versus quality improvement (2023)	—	—	—
9	Organizational ambidexterity, open innovation and innovation outputs: How do followers and low-flyer EU countries innovate? (2024)	University of Beira Interior	Portugal	—

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 advanced international marketing theory by empirically demonstrating how country-market characteristics contingently influence the relationship between marketing mix strategies and brand sales in global contexts.

CLAIM: This contribution centers on the researcher's 2015 article in the Journal of International Business Studies, which examines the contingent role of country-market characteristics in linking marketing mix decisions to brand sales performance across global markets.

ORIGINALITY: The work appears to address a critical gap in understanding how macro-level environmental factors moderate micro-level marketing effectiveness. By focusing on the contingent nature of these relationships, the research suggests a move beyond universal marketing assumptions toward a more nuanced, context-dependent framework for global brand management.

SIGNIFICANCE: With 125 citations, the paper has achieved significant visibility within the field. Notably, 95.5% of the citing works originate from independent researchers, indicating that the findings have been widely adopted and validated by the broader academic community rather than merely circulated within the researcher's immediate network.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 6

CORE PAPER

[Marketing Mix and Brand Sales in Global Markets: Examining the Contingent Role of Country-Market Characteristics](#)

2015 · Journal of International Business Studies · 125 citations (GS)

Field-normalised: 80 Semantic Scholar citations place it in the top 5% of Business papers from 2015 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Advances in neuromarketing and improved understanding of consumer behaviour: analysing tool possibilities and research trends (2024)	Symbiosis International (Deemed University)	India	—
2	Customer satisfaction and international business: A multidisciplinary review and avenues for research (2022)	American Customer Satisfaction Index LLC	United States	—
3	Is marketing agility important for emerging market firms in advanced markets? (2020)	University of Aberdeen	United Kingdom	—

No.	Citing paper	Citing institution(s)	Country	S2
4	Growing the Pie in Emerging Markets: Marketing Strategies for Increasing the Ratio of Non-Users to Users (2018)	—	—	Background
5	Emerging economy MNEs: how does home country munificence matter? (2018)	London School of Economics and Political Science, Western University	Canada, United Kingdom	—
6	App Popularity: Where in the World are Consumers Most Sensitive to Price and User Ratings? (2018)	quantilope GmbH	—	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 is Influential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

Contribution 3

Claim – Contribution 3

The researcher advanced marketing theory by developing frameworks for new product introductions targeting low-income consumers in emerging markets, as evidenced by a seminal 2020 publication.

The researcher's contribution centers on a 2020 article published in the Journal of the Academy of Marketing Science titled 'New product introductions for low-income consumers in emerging markets.' This work serves as the foundational piece for this line of inquiry, establishing a specific focus on market entry strategies for underserved populations in developing economies. The absence of follow-up papers by the same author suggests this single publication stands as the primary vehicle for this specific theoretical or empirical contribution.

This line of work appears to address a gap in understanding how firms can effectively launch products for low-income segments in emerging markets. By isolating this demographic and geographic context, the research likely offers novel insights into consumer behavior or strategic adaptation that differ from established models in developed markets. The title indicates a targeted examination of the intersection between income constraints and market emergence.

The significance of this contribution is reflected in its citation record, with 123 citations indicating substantial engagement by the academic community. Notably, 95.5% of the citing papers originate from independent researchers, suggesting that the work has influenced scholars outside the researcher's immediate network. This high degree of independent uptake underscores the broad relevance and impact of the findings within the field of marketing science.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 6

CORE PAPER

[New product introductions for low-income consumers in emerging markets](#)

2020 · Journal of the Academy of Marketing Science · 123 citations (GS)

Field-normalised: 75 Semantic Scholar citations place it in the top 5% of Business papers from 2020 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Technology readiness: a meta-analysis of conceptualizations of the construct and its impact on technology usage (2019)	Aston University	United Kingdom	—

No.	Citing paper	Citing institution(s)	Country	S2
2	Ethical Consumerism in Emerging Markets: Opportunities and Challenges (2024)	Kedge Business School, Kingston University, Newcastle University	France, United Kingdom	—
3	A global perspective on the marketing mix across time and space (2021)	—	—	—
4	Exploitative and exploratory search: Dynamic capabilities enhancing SME adaptation, new product development, and environmental performance (2024)	University of Lincoln	United Kingdom	—
5	8-T Framework for Artificial Intelligence-Driven Branding: A Strategic Typology (2024)	Indian Institute of Management Mumbai	India	—
6	Fostering sustainability performance in the Malaysian manufacturing companies: the role of green technology innovation and innovation capabilities (2025)	Universiti Teknologi PETRONAS, University of Tasmania	Australia, Malaysia	—

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 Surrey	United Kingdom	SCImago #812 · THE 201–250 · QS =262	1
BI Norwegian Business School	Norway	SCImago #5339	1
Universiti Teknologi PETRONAS	Malaysia	THE 201–250 · QS =251	1
Western University	Canada	THE 201–250 · QS 151	1
College of Charleston	United States	SCImago #8048	1
Utrecht University	Netherlands	SCImago #162 · QS =103	1
Antwerp School of Management	Belgium	—	1
Psymantics Consulting	—	—	1
American Customer Satisfaction Index LLC	United States	—	1
quantilope GmbH	—	—	1
Mahindra University	India	—	1
University of Aberdeen	United Kingdom	SCImago #1812 · THE 201–250 · QS =262	1
University of Seville	Spain	THE 801–1000	1
University of Tasmania	Australia	SCImago #1804 · THE 251–300 · QS =314	1
London School of Economics and Political Science	United Kingdom	SCImago #1403 · THE 52 · QS 56	1

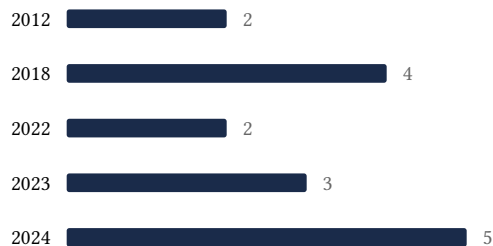
Geographic distribution of citing authors

Country	Citing papers
United Kingdom	5
India	3
Canada	2
United States	2
Australia	1
Norway	1
Portugal	1
Spain	1
Taiwan	1
Netherlands	1
Belgium	1
France	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 meta-analysis of the determinants of organic sales growth	9	Dhanasar – Prong 2 (well-positioned)
Contribution 2	Marketing Mix and Brand Sales in Global Markets: Examining the Contingent Role of Country-Market Characteristics	6	Dhanasar – Prong 2 (well-positioned)
Contribution 3	New product introductions for low-income consumers in emerging markets	6	Dhanasar – Prong 2 (well-positioned)