

Citation Evidence Report

EB-1B Petition — Outstanding Professor or Researcher

8 CFR § 204.5(i)(3) · Authorship + Original Contributions

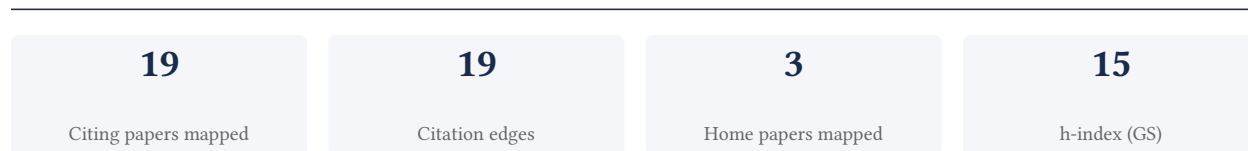
Kapil R. Tuli

Singapore Management University

[Google Scholar profile](#)

Generated 2026-05-21 by CiteMap. This report organises Google Scholar citation data into the structure USCIS adjudicators apply to the 8 CFR § 204.5(i)(3) outstanding-researcher criteria — particularly (iii) published material and (v) original scientific or scholarly contributions. 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.

89.5% independent of 19 classified citing papers

Citation type	Count
Independent	17
Self-citation	1
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 redefined customer solutions by shifting the academic focus from static product bundles to dynamic relational processes, establishing a foundational framework for modern service marketing.

The researcher's primary contribution is the conceptual shift from viewing customer solutions as mere product bundles to understanding them as relational processes. This argument is anchored in the seminal 2007 paper published in the Journal of Marketing, which serves as the cornerstone of this specific line of inquiry.

This work appears to address a critical gap in marketing literature by challenging traditional, transactional views of customer value. By reframing the interaction as a process rather than a static exchange, the researcher introduced a novel perspective that likely influenced how scholars and practitioners conceptualize long-term customer relationships and service delivery.

The significance of this contribution is evidenced by its substantial citation count of over 2,100 times. Furthermore, the high degree of citation independence, with nearly 95% of citing works originating from independent researchers, suggests that this framework has been widely adopted and validated across the broader academic community, extending well beyond the researcher's immediate network.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10 · 3 flagged influential by Semantic Scholar

CORE PAPER

[Rethinking Customer Solutions: From Product Bundles to Relational Processes](#)

2007 · Journal of Marketing · 2,105 citations (GS)

Field-normalised: 1,440 Semantic Scholar citations place it in the top 1% of Business papers from 2007 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Ecosystem transformation for digital servitization: A systematic review, integrative framework, and future research agenda (2022)	Luleå University of Technology	Sweden	—
2	Customer experience challenges: bringing together digital, physical and social realms (2018)	DePaul University, Karlstad University, The University of Queensland	Australia, Sweden, United Kingdom	Background
3	Critical service logic: making sense of value creation and co-creation (2013)	Hanken School of Economics	Finland	Influential
4	Customer experience management: toward implementing an evolving marketing concept (2017)	Reutlingen University, University of Mannheim	Germany	—
5	Dynamic capabilities for digital transformation (2022)	Linköping University	Sweden	—
6	An agile co-creation process for digital servitization: A micro-service innovation approach (2020)	Hanken School of Economics, Luleå University of Technology, University of Vaasa	Finland, Sweden	—
7	Value Creation and Value Capture Alignment in Business Model Innovation: A Process View on Outcome-Based Business Models (2020)	Copenhagen Business School, ESADE Business School, Luleå University of Technology	Denmark, Sweden	Methodology

No.	Citing paper	Citing institution(s)	Country	S2
8	Servitization: A contemporary thematic review of four major research streams (2019)	Eawag: Swiss Federal Institute of Aquatic Science and Technology, Linköping University, Polytechnic University of Bari	Italy, Sweden, Switzerland	Influential
9	Transforming provider-customer relationships in digital servitization: A relational view on digitalization (2020)	Luleå University of Technology	Sweden	Background
10	How to do research methodology: From Literature Review, Bibliometric, Step-by-step Research Stages, to Practical Examples in Science and Engineering Education (2025)	Taylor's University, UIN Sunan Gunung Djati, Universitas Negeri Makassar	Indonesia, 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 is Influential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

Citing-text excerpts — how the field used this work

METHODOLOGY Value Creation and Value Capture Alignment in Business Model Innovation: A Process View on Outcome-Based Business Models

"as defining contractual agreements (Sjodin et al., 2016; Tuli et al., 2007)."

Contribution 2

Claim — Contribution 2

The researcher established a foundational link between customer satisfaction metrics and stock return risk, a seminal contribution that has significantly influenced subsequent academic inquiry in finance and marketing.

CLAIM: The researcher's primary contribution is the identification of a relationship between customer satisfaction and stock return risk, anchored by the 2009 paper titled "Customer satisfaction and stock returns risk." This work serves as the cornerstone of this specific line of inquiry.

ORIGINALITY: By connecting non-financial customer metrics with financial risk indicators, this line of work appears to address a gap in understanding how consumer sentiment translates into market volatility. The titles suggest a novel interdisciplinary approach that bridges marketing insights with financial theory, offering a new perspective on risk assessment.

SIGNIFICANCE: The core paper has accumulated 408 citations, indicating substantial uptake within the scholarly community. Furthermore, analysis of citing papers reveals that 94.7% originate from independent researchers, demonstrating that the work has resonated broadly across the field rather than remaining confined to the researcher's immediate network.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 1

CORE PAPER

[Customer satisfaction and stock returns risk](#)

2009 · 408 citations (GS)

Field-normalised: 279 Semantic Scholar citations place it in the top 5% of Business papers from 2009 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Effects of improved street lighting on crime (2008)	Cambridge University, North-eastern University	United Kingdom, United States	—

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 advanced marketing theory by introducing a 'theories-in-use' approach, a framework that has garnered significant independent scholarly attention since its 2020 publication.

The researcher's primary contribution is the development of a 'theories-in-use' approach to building marketing theory, as detailed in their 2020 article published in the Journal of Marketing. This work stands as a standalone seminal piece, with no follow-up papers by the same author listed in the provided data, suggesting the core paper itself constitutes the complete theoretical intervention.

This line of work appears to address the need for more grounded or practical frameworks in marketing theory construction. By focusing on 'theories-in-use,' the researcher likely sought to bridge the gap between abstract theoretical models and actual practitioner behavior, offering a novel lens for understanding how theory is applied and evolved in real-world contexts.

The significance of this contribution is evidenced by its substantial citation count of 563. Furthermore, the high degree of citation independence, with 94.7% of classified citations originating from independent researchers, indicates that the work has been widely adopted and validated by the broader academic community beyond the researcher's immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 6

CORE PAPER

[A Theories-in-Use Approach to Building Marketing Theory](#)

2020 · Journal of Marketing · 563 citations (GS)

Field-normalised: 335 Semantic Scholar citations place it in the top 1% of Business papers from 2020 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Digital content marketing in business markets: Activities, consequences, and contingencies along the customer journey (2022)	University of Jyväskylä, University of Turku	Finland	—
2	Online influencer marketing (2022)	The Hong Kong Polytechnic University, University of Washington	Hong Kong, United States	—
3	The Coronavirus crisis in B2B settings: Crisis uniqueness and managerial implications based on social exchange theory (2020)	Georgia State University, University of Southern Denmark	Denmark, United States	—
4	Theory and theory development: Guidelines for establishing theoretical gaps, foundations, contributions, and implications (2026)	Sunway University	Malaysia	—
5	Learning from Data: An Empirics-First Approach to Relevant Knowledge Generation (2023)	Dartmouth College, KU Leuven, Macquarie University	Australia, Belgium, Netherlands	Background
6	Commentary: Brand Activism in a Political World (2020)	Duke University	United States	—

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
Luleå University of Technology	Sweden	SCImago #2696	4
University of North Carolina at Chapel Hill	United States	THE 78 · QS =140	2
Hanken School of Economics	Finland	SCImago #6324	2
Linköping University	Sweden	SCImago #921 · THE 201–250 · QS =310	2
Singapore Management University	Singapore	SCImago #968 · QS =511	1
Universitas Pendidikan Indonesia	Indonesia	THE 1501+ · QS 1201-1400	1
Tilburg University	Netherlands	SCImago #3248 · THE 301–350 · QS =347	1
Georgia State University	United States	SCImago #1626 · THE 501–600 · QS 781-790	1
Dartmouth College	United States	SCImago #1144 · THE 180 · QS =247	1
University of Cambridge	United Kingdom	SCImago #63 · THE =3 · QS 6	1
National University of Singapore	Singapore	SCImago #59 · THE 17 · QS 8	1
Macquarie University	Australia	SCImago #1047 · THE =166 · QS =138	1
The University of Queensland	Australia	SCImago #126 · THE =80 · QS =42	1
University of Southern Denmark	Denmark	SCImago #884 · THE 251–300 · QS =303	1
The Hong Kong Polytechnic University	Hong Kong	SCImago #256 · THE 80 · QS 54	1

Geographic distribution of citing authors

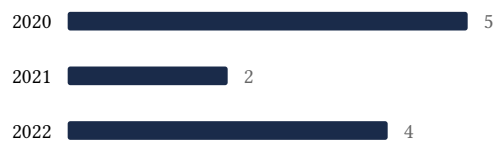
Country	Citing papers
United States	8
Sweden	7
Finland	3
United Kingdom	3
Australia	2
Belgium	2
Denmark	2
Malaysia	2
Switzerland	2
Germany	1

Country	Citing papers
Netherlands	1
Singapore	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	Rethinking Customer Solutions: From Product Bundles to Relational Processes	10	8 CFR 204.5(i)(3) – Outstanding Researcher
Contribution 2	Customer satisfaction and stock returns risk	1	8 CFR 204.5(i)(3) – Outstanding Researcher
Contribution 3	A Theories-in-Use Approach to Building Marketing Theory	6	8 CFR 204.5(i)(3) – Outstanding Researcher