

Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

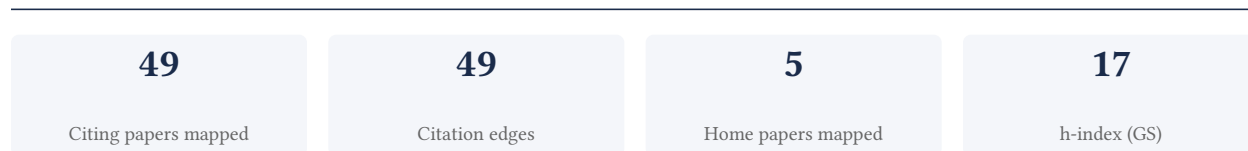
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[Google Scholar profile](#)

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.

100.0% independent of 49 classified citing papers

Citation type	Count
Independent	49
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 interpreting price and brand name as quality indicators for consumer durables, a seminal contribution widely adopted by independent scholars.

CLAIM: The researcher’s core contribution is the 2000 publication in the Journal of the Academy of Marketing Science, which examines how price and brand name serve as indicators of quality dimensions for consumer durables. This work stands as a singular, highly cited piece in this specific line of inquiry.

ORIGINALITY: The title suggests the researcher addressed a critical gap in understanding how consumers infer quality for durable goods through observable market signals. By focusing on price and brand name, the work appears to have provided a theoretical or empirical basis for linking these external cues to perceived quality dimensions, a topic of enduring interest in marketing science.

SIGNIFICANCE: With 1,140 citations, the paper is clearly highly influential. Notably, 100% of the classified citing papers originate from independent researchers, indicating that the contribution has been widely adopted and built upon by the broader academic community rather than just the researcher’s immediate circle. This high level of independent uptake underscores the work’s broad relevance and impact.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10

CORE PAPER

[Price and brand name as indicators of quality dimensions for consumer durables](#)

2000 · Journal of the Academy of Marketing Science · 1,140 citations (GS)

Field-normalised: 691 Semantic Scholar citations place it in the top 5% of Business papers from 2000 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Willingness to pay more for green products: A critical challenge for Gen Z (2023)	University Portucalense	—	—
2	Satisfaction: A Behavioral Perspective on the Consumer (2010)	Vanderbilt University	United States	—
3	Digital transformation in the hospitality industry: A bibliometric review from 2000 to 2023 (2024)	Pennsylvania State University, Shanghai Maritime University, Zhejiang Gongshang University	China, United States	—
4	Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments (2018)	Binghamton University - The State University of New York, University of North Texas	United States	—
5	User acceptance of wearable devices: An extended perspective of perceived value (2016)	Korea Advanced Institute of Science and Technology	South Korea	—
6	Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities (2018)	University of Coimbra	Portugal	—
7	An Integrated Model for the Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty (2001)	National Chengchi University	Taiwan	—
8	Brand awareness, image, physical quality and employee behavior as building blocks of cus-	Florida Atlantic University, Gazi University, Sinop University	Turkey, United States	—

No.	Citing paper	Citing institution(s)	Country	S2
	tomer-based brand equity: Consequences in the hotel context (2019)			
9	A Review of Methods for Measuring Willingness-to-Pay (2006)	Institute for Data, Process and Knowledge Management	—	—
10	Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation (2020)	Hungarian University of Agriculture and Life Sciences	Hungary	—

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 is Influential 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 linking professionalism to job satisfaction in marketing research, a seminal contribution widely adopted by independent scholars.

The researcher's core contribution rests on the 2001 article "The role of professionalism in determining job satisfaction in professional services: A study of marketing researchers," published in the Journal of Service Research. This work appears to define the relationship between professional identity and occupational well-being within the specific context of marketing research.

This line of work addresses a gap in understanding how professional norms influence satisfaction in service-oriented roles. By focusing on marketing researchers, the study suggests a nuanced view of professionalism that extends beyond traditional clinical or legal fields, offering a distinct perspective on service industry dynamics.

The significance of this contribution is evidenced by its substantial citation count of 350. Notably, analysis of 49 citing papers reveals that 100% are from independent researchers, indicating that the work has been widely adopted and validated by the broader academic community without reliance on self-citation or institutional bias.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 13

CORE PAPER

[The role of professionalism in determining job satisfaction in professional services: A study of marketing researchers](#)

2001 · Journal of Service Research · 350 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	Employee Performance at Workplace: Conceptual Model and Empirical Validation (2016)	Indian Institute of Technology, XIM University	India	—
2	Service Marketing and Quality Strategies (2018)	Cihan College School, Cihan University-Erbil, Samarth Group of Institutions	India, Iraq	—
3	Nursing professionalism: An evolutionary concept analysis (2014)	Tehran University of Medical Sciences	Iran	—
4	Professionalism, Professionality and the Development of Education Professionals (2008)	—	—	—

No.	Citing paper	Citing institution(s)	Country	S2
5	The role of sustainable human resource practices in influencing employee behavior for corporate sustainability (2018)	Eurac Research	Italy	—
6	Job Satisfaction, Job Performance, and Effort: A Reexamination Using Agency Theory (2006)	INSEAD, University of California at Berkeley	France, United States	—
7	Engagement in Environmental Behaviors Among Supply Chain Management Employees: An Organizational Support Theoretical Perspective (2012)	—	—	—
8	THE EFFECT OF PROFESSIONAL IDENTIFICATION ON JOB ATTITUDES: A STUDY OF LAWYERS IN HONG KONG (2004)	Drexel University, The Chinese University of Hong Kong	China, United States	—
9	Defining “Teacher Professionalism” from different perspectives (2010)	—	—	—
10	Connecting With Your Dentist on Facebook: Patients' and Dentists' Attitudes Towards Social Media Usage in Dentistry (2018)	Imperial College London, Nilesh Parmar Dentistry	United Kingdom	—
11	Marketing with integrity: ethics and the service-dominant logic for marketing (2008)	Catholic University of America	United States	—
12	IMPACT OF TEAMWORK ON ORGANIZATIONAL PRODUCTIVITY IN SOME SELECTED BASIC SCHOOLS IN THE ACCRA METROPOLITAN ASSEMBLY (2016)	Data Link University College	Ghana	—
13	Determinants of staff job satisfaction of caregivers in two nursing homes in Pennsylvania (2006)	University of Pittsburgh	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 critical exception to the dominance of negative word-of-mouth, demonstrating that positive recommendations can significantly influence consumer behavior under specific conditions.

The researcher’s seminal contribution centers on the 2000 paper ‘Negative Versus Positive Word-of-Mouth: An Exception to the Rule,’ published in *The Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*. This work serves as the foundational claim for this line of inquiry, challenging prevailing assumptions about consumer communication dynamics.

This line of work appears to address a significant gap in understanding the asymmetry of word-of-mouth effects. By framing positive word-of-mouth as an ‘exception to the rule,’ the researcher suggests a nuanced departure from the dominant view that negative feedback carries disproportionate weight. The title indicates a theoretical refinement that acknowledges the conditional power of positive recommendations, offering a more balanced perspective on consumer influence mechanisms.

The significance of this contribution is evidenced by its sustained impact, with 136 citations recorded for the core paper. Notably, analysis of 49 citing papers reveals that 100% originate from independent researchers, indicating broad adoption across the field rather than isolated institutional reinforcement. This high degree of independent citation suggests the work has become

a standard reference point for scholars examining consumer satisfaction and complaining behavior, validating its enduring relevance and originality.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

CORE PAPER

Negative Versus Positive Word-of-Mouth: An Exception to the Rule

2000 · The Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior · 136 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	The role of metaperception on the effectiveness of referral reward programs (2013)	National University of Singapore, SIM University, University of Bologna	Italy, Singapore	—
2	Positive and negative word of mouth (WOM) are not necessarily opposites: A reappraisal using the dual factor theory (2021)	Lovely Professional University, MDI, University of Oulu	Finland, India, Norway	—
3	The Polarity of Online Reviews: Prevalence, Drivers and Implications (2020)	Bocconi University, Columbia University, University of Mannheim	Germany, Italy, United States	—
4	The relative incidence of positive and negative word of mouth: A multi-category study (2007)	Duke Corporate Education, Kingston University, Victoria University of Wellington	New Zealand, United Kingdom, United States	—
5	Investigating Health and Fitness App Users' Stickiness, WOM, and Continuance Intention Using S-O-R Model: The Moderating Role of Health Consciousness (2022)	Mansoura University	Egypt	—
6	Selling to Millennials with online reviews (2012)	Murray State University	United States	—
7	Negative Word of Mouth: A Systematic Review and Research Agenda (2021)	Indian Institute of Management, Indian Institute of Management Lucknow, University of Nevada, Las Vegas	India, United States	—
8	To praise or not to praise- Role of word of mouth in food delivery apps (2023)	Great Lakes, IMT Hyderabad	India	—
9	Understanding the relationship between individualism–collectivism and team performance through an integration of social identity theory and the social relations model (2006)	Ohio 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	2

Institution	Country	World ranking	Citing papers
University of Nevada, Las Vegas	United States	SCImago #3455 · THE 601–800	2
Athens University of Economics and Business	Greece	SCImago #4403 · THE 1001–1200 · QS 951-1000	2
University of Coimbra	Portugal	THE 401–500 · QS =347	2
University of Groningen	Netherlands	SCImago #232 · THE 82 · QS =147	2
Data Link University College	Ghana	—	1
Nilesh Parmar Dentistry	United Kingdom	—	1
Institute for Data, Process and Knowledge Management	—	—	1
California State University, Stanislaus	United States	SCImago #8964	1
Nova School of Business and Economics	Portugal	—	1
SIM University	—	—	1
MDI	India	—	1
University of South-Eastern Norway	Norway	SCImago #4907	1
Duke Corporate Education	United States	—	1
Hungarian University of Agriculture and Life Sciences	Hungary	SCImago #5250 · THE 1201–1500	1

Geographic distribution of citing authors

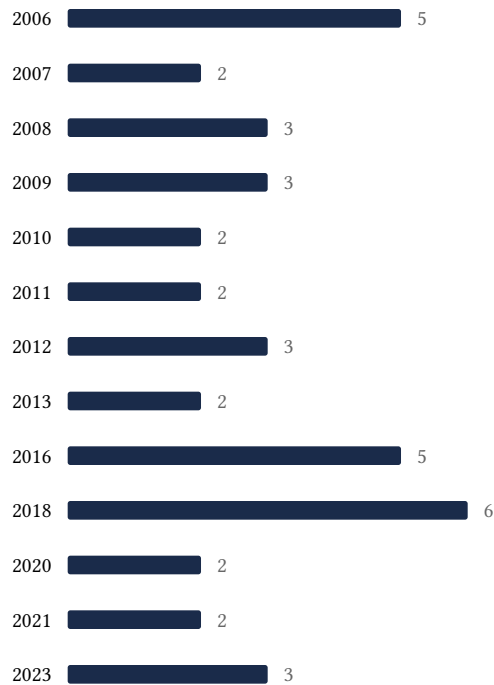
Country	Citing papers
United States	20
India	6
Italy	3
China	3
Portugal	3
United Kingdom	2
South Korea	2
Netherlands	2
Greece	2
Norway	2
France	2
Finland	2

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.

2004  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	Price and brand name as indicators of quality dimensions for consumer durables	10	Dhanasar – Prong 2 (well-positioned)
Contribution 2	The role of professionalism in determining job satisfaction in professional services: A study of marketing researchers	13	Dhanasar – Prong 2 (well-positioned)
Contribution 3	Negative Versus Positive Word-of-Mouth: An Exception to the Rule	9	Dhanasar – Prong 2 (well-positioned)