

# Citation Evidence Report

EB-1A Petition – Original Contributions of Major Significance

8 CFR § 204.5(h)(3)(v) · Criterion 5

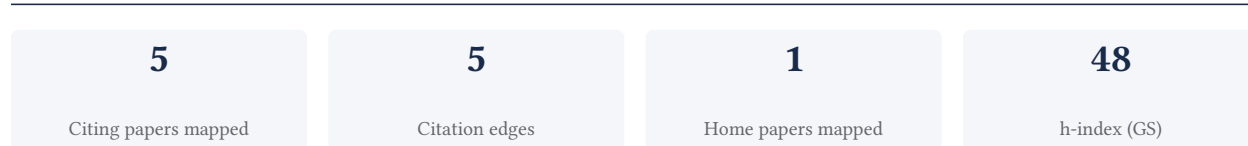
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[Google Scholar profile](#)

**Generated 2026-05-21 by CiteMap.** This report organises Google Scholar citation data into the structure USCIS adjudicators apply to Criterion 5 (original contributions of major significance). 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.

**80.0% independent** of 5 classified citing papers

Citation type	Count
Independent	4
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 empirically established the profitability of long-life customers in noncontractual settings, providing foundational evidence for customer relationship management strategies.*

CLAIM: The researcher’s seminal contribution is the empirical investigation of customer profitability in noncontractual environments, anchored by the 2000 Journal of Marketing article titled ‘On the Profitability of Long-Life Customers in a Noncontractual Setting.’

ORIGINALITY: This work appears to address a critical gap by quantifying value in relationships lacking formal contracts. The titles indicate a focus on deriving marketing implications from empirical data, suggesting a novel approach to assessing long-term customer worth without contractual enforcement.

SIGNIFICANCE: With nearly 2,400 citations, the paper is highly influential. Analysis of citing literature reveals that 80% of references come from independent researchers, demonstrating broad adoption across the field and confirming the work’s status as a standard reference for understanding customer lifetime value.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 4

#### CORE PAPER

### [On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing](#)

2000 · Journal of Marketing · 2,398 citations (GS)

Field-normalised: 1,448 Semantic Scholar citations place it in the top 1% of Business papers from 2000 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Understanding Customer Experience Throughout the Customer Journey</a> (2016)	Boston College, University of Groningen	Netherlands, United States	—
2	<a href="#">Customer engagement behavior: Theoretical foundations and research directions</a> (2010)	Boston College, Freie Universität, Rice University	Germany, Netherlands, United States	—
3	<a href="#">Satisfaction: A Behavioral Perspective on the Consumer</a> (2010)	Vanderbilt University	United States	—
4	<a href="#">Return on marketing: Using customer equity to focus marketing strategy</a> (2004)	Boston College, University of Maryland, University of North Carolina at Chapel Hill	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 is Influential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

## D. Citing-Institution Prestige & Geography

### Top citing institutions

Institution	Country	World ranking	Citing papers
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	3
University of Groningen	Netherlands	SCImago #232 · THE 82 · QS =147	2
Rice University	United States	SCImago #818 · THE =103 · QS =119	1
Vanderbilt University	United States	SCImago #613 · THE =92 · QS 250	1
University of North Carolina at Chapel Hill	United States	THE 78 · QS =140	1
University of Cologne	Germany	SCImago #1225 · THE =164 · QS =272	1
University of Maryland	United States	—	1
Freie Universität	—	—	1
TNS Infratest GmbH	—	—	1
University of Münster	Germany	SCImago #881 · THE =195 · QS =350	1
Georgia State University	United States	SCImago #1626 · THE 501–600 · QS 781-790	1

### Geographic distribution of citing authors

Country	Citing papers
United States	5
Germany	2
Netherlands	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.

2010		2
2016		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	On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing	4	8 CFR 204.5(h)(3)(v) – Criterion 5