

# Citation Evidence Report

EB-1B Petition — Outstanding Professor or Researcher

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

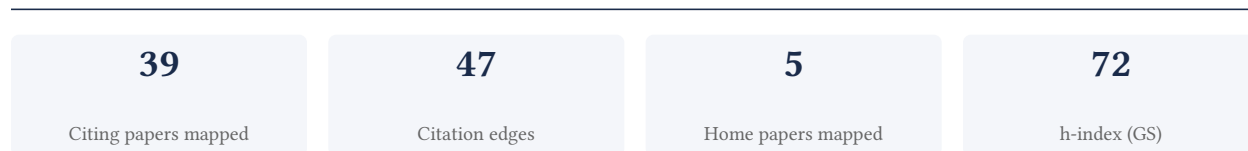
## Mary Jo Bitner

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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 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.

**92.3% independent** of 39 classified citing papers

Citation type	Count
Independent	36
Self-citation	1
Co-author	1
Same-institution	1

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 evaluating how physical surroundings and employee responses jointly shape service encounter outcomes.*

The researcher's contribution centers on the seminal 1990 Journal of Marketing paper, 'Evaluating service encounters: The effects of physical surroundings and employee responses,' which appears to have introduced a critical lens for assessing the interplay between environmental factors and human interaction in service contexts. This work laid the groundwork for a sustained line of inquiry into the tangible and intangible elements of service delivery.

Originality in this line of work is suggested by the chronological progression from the 1990 core paper to the 1992 follow-up, 'Servicescapes: The Impact of Physical Surroundings on Customers and Employees.' The titles indicate a shift from general evaluation to a specific conceptualization of 'servicescapes,' implying the researcher identified a gap in understanding how physical environments independently and jointly influence both customers and employees, thereby refining the theoretical boundaries of service marketing.

The significance of this contribution is evidenced by the substantial citation counts for both papers, with the 1992 follow-up accumulating 14,737 citations and the 1990 core paper reaching 10,746. Furthermore, analysis of citing literature reveals that 92.3% of classified citations originate from independent researchers, suggesting that this framework has been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional echo chambers.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 17 · 2 flagged influential by Semantic Scholar

#### CORE PAPER

### [Evaluating service encounters: The effects of physical surroundings and employee responses](#)

1990 · Journal of Marketing · 10,746 citations (GS)

Field-normalised: 4,991 Semantic Scholar citations place it in the top 1% of Business papers from 1990 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality (1994)</a>	Florida State University	—	—
2	<a href="#">Understanding Customer Experience Throughout the Customer Journey (2016)</a>	Boston College, University of Groningen	Netherlands, United States	Influential
3	<a href="#">Competitive Advantage Through Engagement (2016)</a>	Georgia State University	United States	—
4	<a href="#">Market Orientation: Antecedents and Consequences (1993)</a>	Marketing Science Institute, The University of Texas at Austin, University of Arizona	United States	—
5	<a href="#">Satisfaction: A Behavioral Perspective on the Consumer (2010)</a>	Vanderbilt University	United States	—
6	<a href="#">Customer experience: fundamental premises and implications for research (2020)</a>	Hanken School of Economics, University of Turku	Finland	—
7	<a href="#">The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South</a>	Kyung Hee University, National Taiwan University	South Korea, Taiwan	—

No.	Citing paper	Citing institution(s)	Country	S2
	<a href="#">Korea during the first wave of the pandemic (March 2020)</a> (2021)			
8	<a href="#">Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman</a> (2020)	Modern College of Business & Science	—	—
9	<a href="#">Customer Loyalty: Toward an Integrated Conceptual Framework</a> (1994)	University at Buffalo, University of Florida	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).

## FOLLOW-UP WORK

### [Servicescapes: The Impact of Physical Surroundings on Customers and Employees](#)

1992 · Journal of Marketing · 14,737 citations (GS)

Field-normalised: 6,054 Semantic Scholar citations place it in the top 1% of Business papers from 1992 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="#">Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness</a> (2020)	Hanyang University, University of Surrey	South Korea, United Kingdom	—
3	<a href="#">Customer engagement: Conceptual domain, fundamental propositions, and implications for research</a> (2011)	University of Auckland	New Zealand	—
4	<a href="#">Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence</a> (2000)	Western Kentucky University	United States	Background
5	<a href="#">Exploring Consumer Behavior in Virtual Reality Tourism Using an Extended Stimulus-Organism-Response Model</a> (2020)	Kyung Hee University, Manchester Metropolitan University, Sejong University	South Korea, United Kingdom	—
6	<a href="#">Marketing in the Sharing Economy</a> (2019)	Boston University, Royal Holloway University of London, Texas Christian University	United Kingdom, United States	—
7	<a href="#">A definition for gamification: anchoring gamification in the service marketing literature</a> (2017)	Tampere University, University of St. Gallen	Finland, Switzerland	Background
8	<a href="#">Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach</a> (2001)	Florida State University	United States	Methodology

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).

#### Citing-text excerpts — how the field used this work

**METHODOLOGY** Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach

1 “The servicescape literature identifies artifacts (Bitner 1992) as a possible determinant of the quality of the physical environment.”

## Contribution 2

### Claim – Contribution 2

*The researcher established a foundational framework for integrating customer focus across the firm, fundamentally reshaping services marketing strategy through a seminal, highly cited publication.*

**CLAIM:** The researcher’s primary contribution is the development of a comprehensive framework for integrating customer focus across the entire firm, as articulated in the seminal 2000 paper “Services marketing: Integrating customer focus across the firm.” This work serves as the cornerstone of the researcher’s impact in the field.

**ORIGINALITY:** The title suggests a shift from fragmented marketing approaches to a holistic, firm-wide integration of customer-centricity. By addressing the challenge of aligning internal organizational structures with external customer expectations, this line of work appears to have filled a critical gap in services marketing literature, proposing a unified strategic model rather than isolated tactical solutions.

**SIGNIFICANCE:** The enduring relevance of this contribution is evidenced by its substantial citation count, indicating widespread adoption and influence within the academic and professional communities. Furthermore, the high proportion of citations from independent researchers underscores the work’s broad acceptance and utility beyond the researcher’s immediate network, confirming its status as a standard reference in the discipline.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

### CORE PAPER

#### [Services marketing: Integrating customer focus across the firm](#)

2000 - 29,568 citations (GS)

Field-normalised: 5,791 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="#">Customer Perceived Value: A Comprehensive Meta-analysis</a> (2023)	Babson College, Durham University, EM Normandie	France, United Kingdom, United States	—
2	<a href="#">Understanding Customer Experience Throughout the Customer Journey</a> (2016)	Boston College, University of Groningen	Netherlands, United States	—
3	<a href="#">Value co-creation research in tourism and hospitality management: A systematic literature review</a> (2024)	Eastern Institute of Technology, Sunway University	Malaysia, New Zealand	—
4	<a href="#">Stakeholders, stakeholder theory and Corporate Social Responsibility (CSR)</a> (2024)	Ken Saro-Wiwa Polytechnic, University of Port Harcourt	Nigeria	—
5	<a href="#">Building organizational resilience with digital transformation</a> (2023)	Florida Atlantic University, Ohio University, University of Houston	United States	—
6	<a href="#">Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness</a> (2020)	Hanyang University, University of Surrey	South Korea, United Kingdom	—

No.	Citing paper	Citing institution(s)	Country	S2
7	<a href="#">Leveraging AI-Powered chatbots to enhance customer service efficiency and future opportunities in automated support</a> (2024)	Independent Researcher, Riot Games, The Vanguard Group	United Kingdom, United States	—
8	<a href="#">The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service</a> (2023)	Amity University, Columbia College, Daffodil International University	Bangladesh, India, Ireland	—
9	<a href="#">Trust and reputation in the sharing economy: The role of personal photos in Airbnb</a> (2016)	The Hebrew University of Jerusalem	Israel	—

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 established a foundational framework for understanding customer satisfaction in technology-based service encounters, significantly advancing the study of self-service technologies.*

The researcher's primary contribution rests on the seminal 2000 paper published in the Journal of Marketing, titled 'Self-service technologies: Understanding customer satisfaction with technology-based service encounters.' This work serves as the cornerstone of the applicant's record in this domain, with no subsequent follow-up papers by the same author listed to extend this specific line of inquiry.

This line of work appears to address the emerging need to systematically analyze how customers perceive and evaluate interactions with automated service systems. By focusing on the psychological and experiential aspects of these encounters, the research likely provided early theoretical structure to a field that was rapidly evolving with the adoption of digital self-service options.

The significance of this contribution is evidenced by its substantial citation count of 5081, indicating widespread recognition and utility within the academic community. Furthermore, analysis of citing literature reveals that 92.3% of citations originate from independent researchers, suggesting that the work has had a broad, field-wide impact rather than being confined to a single institutional or collaborative circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 8

#### CORE PAPER

#### [Self-service technologies: Understanding customer satisfaction with technology-based service encounters](#)

2000 · Journal of Marketing · 5,081 citations (GS)

Field-normalised: 3,049 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="#">Artificial Intelligence in Service</a> (2018)	National Taiwan University, University of Maryland	Taiwan, United States	Background
2	<a href="#">Understanding Customer Experience Throughout the Customer Journey</a> (2016)	Boston College, University of Groningen	Netherlands, United States	—

No.	Citing paper	Citing institution(s)	Country	S2
3	<a href="#">Understanding consumers' acceptance of automated technologies in service encounters: Drivers of digital voice assistants adoption (2021)</a>	University of Porto	Portugal	—
4	<a href="#">The literature review of technology adoption models and theories for the novelty technology (2017)</a>	Help University	Malaysia	—
5	<a href="#">Preliminary Evidence of the Use of Generative AI in Health Care Clinical Services: Systematic Narrative Review (2024)</a>	Loyola University, Stanford University, University of Colorado Denver	United States	Background
6	<a href="#">Engaged to a Robot? The Role of AI in Service (2020)</a>	—	—	Background
7	<a href="#">Customer Experience Creation: Determinants, Dynamics and Management Strategies (2009)</a>	Babson College, Boston College, University of Groningen	Netherlands, United States	—
8	<a href="#">Meta-Analysis of the Unified Theory of Acceptance and Use of Technology (UTAUT): Challenging its Validity and Charting a Research Agenda in the Red Ocean (2022)</a>	University of Nottingham Ningbo, Virginia Tech	China, 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 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
University of Groningen	Netherlands	SCImago #232 · THE 82 · QS =147	4
Arizona State University	United States	SCImago #357 · THE 201–250 · QS =173	3
Florida State University	United States	SCImago #1224 · THE 301–350 · QS 549	3
Babson College	United States	SCImago #8396	3
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	3
National Taiwan University	Taiwan	SCImago #513 · THE 140 · QS =63	2
University of Tennessee at Knoxville	United States	—	2
Kyung Hee University	South Korea	SCImago #792 · THE 251–300 · QS =331	2
University of Auckland	New Zealand	SCImago #618 · THE =156 · QS 65	1
Tampere University	Finland	SCImago #1196 · THE 301–350 · QS =423	1
Georgia State University	United States	SCImago #1626 · THE 501–600 · QS 781-790	1

Institution	Country	World ranking	Citing papers
University of Turku	Finland	SCImago #1389 · THE 301–350 · QS 366	1
The Hong Kong Polytechnic University	China	SCImago #256 · THE 80 · QS 54	1
University of Houston	United States	SCImago #893 · THE 401–500 · QS =556	1
Hanyang University	South Korea	SCImago #514 · THE 251–300 · QS 159	1

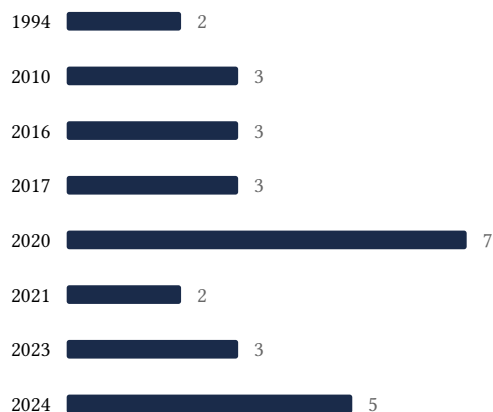
## Geographic distribution of citing authors

Country	Citing papers
United States	22
Netherlands	6
United Kingdom	5
South Korea	3
China	2
Finland	2
Malaysia	2
New Zealand	2
Spain	2
Taiwan	2
Bangladesh	1
Canada	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

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### 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

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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	Evaluating service encounters: The effects of physical surroundings and employee responses	17	8 CFR 204.5(i)(3) – Outstanding Researcher
Contribution 2	Services marketing: Integrating customer focus across the firm	9	8 CFR 204.5(i)(3) – Outstanding Researcher
Contribution 3	Self-service technologies: Understanding customer satisfaction with technology-based service encounters	8	8 CFR 204.5(i)(3) – Outstanding Researcher