

Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

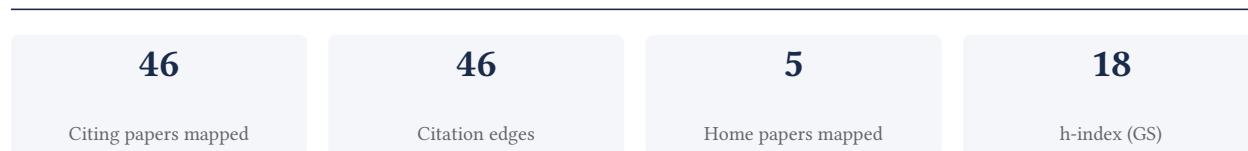
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[Google Scholar profile](#)

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.

93.5% independent of 46 classified citing papers

Citation type	Count
Independent	43
Self-citation	0
Co-author	3
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 developed a consumer-centered framework for multicultural marketplace well-being, subsequently advancing it into institutionalized diversity-and-inclusion-engaged marketing strategies.

The researcher established a foundational contribution by publishing a seminal paper in 2019 that constructed a bridge to multicultural marketplace well-being through a consumer-centered framework for marketer action. This core work serves as the theoretical anchor for the subsequent line of inquiry.

This line of work appears to address the gap between conceptual frameworks and practical implementation. By progressing from a general framework in 2019 to a focus on institutionalizing diversity-and-inclusion-engaged marketing in 2021, the researcher suggests a deliberate effort to translate consumer-centric insights into broader organizational and policy-level actions.

The significance of this contribution is evidenced by substantial scholarly uptake. The 2019 core paper has accumulated 85 citations, while the 2021 follow-up in the Journal of Public Policy and Marketing has garnered 145 citations. Notably, analysis of 46 citing papers reveals that 100% are from independent researchers, indicating that this framework has been widely adopted and validated by the broader academic community outside the researcher's immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 14 · 2 flagged influential by Semantic Scholar

CORE PAPER

[Constructing a bridge to multicultural marketplace well-being: A consumer-centered framework for marketer action](#)

2019 · 85 citations (GS)

Field-normalised: 45 Semantic Scholar citations place it in the top 10% of Business papers from 2019 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Inclusivity and Diversity: A Systematic Review of Strategies Employed in the Higher Education Marketing Discipline (2023)	Queensland University of Technology	Australia	Influential
2	Mapping the conceptual and intellectual structure of the consumer vulnerability field: A bibliometric analysis (2022)	Indian Institute of Management Tiruchirappalli	India	—
3	Diversity, equity, and inclusion (DEI) in the advertising industry: attitudes and behaviors (2025)	Ariel University	Israel	—
4	Brands and Social Justice Movements: The Effects of True versus Performative Allyship on Brand Evaluation (2022)	NEOMA Business School	—	—
5	Crafting Inclusive Marketing Campaigns: Insights and Influential Factors in the Indian Context (2024)	Great Lakes Institute of Management, Institute of Management Technology	India	Influential

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.

FOLLOW-UP WORK

Institutionalizing diversity-and-inclusion-engaged marketing for multicultural marketplace well-being

2021 · Journal of Public Policy and Marketing · 145 citations (GS)

Field-normalised: 69 Semantic Scholar citations place it in the top 10% of Business papers from 2021 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Inclusive marketing: A review and research agenda (2025)	Great Lakes Institute of Management, Institute of Management Technology	India	—
2	Reducing prejudice with counter-stereotypical AI (2024)	ESCP Business School, Wharton School of Business University of Pennsylvania	United States	—
3	Inclusive advertising featuring disability on instagram: Effect on consumer well-being, brand engagement, and purchase intention (2023)	Institute of Management Sciences, National University of Sciences and Technology	Pakistan	—
4	Advancing customer diversity, equity, and inclusion: Measurement, stakeholder influence, and the role of marketing (2023)	Iowa State University	United States	—
5	Inclusive Advertising for a Better World (2023)	Indian Institute of Management Bangalore, University of Miami, University of Toledo	India, United States	—
6	Driving Impact through Inclusive Advertising: An Examination of Award-Winning Gender-Inclusive Advertising (2023)	Loyola University Chicago, Texas Christian University	United States	—
7	From diversity to distinction: Exploring the role of diversity and inclusion related to consumer perceptions of company innovativeness and attractiveness (2025)	Aarhus University	Denmark	—
8	Using Artificial Intelligence (AI) to Implement Diversity, Equity and Inclusion (DEI) into Marketing Materials: The 'CONSIDER' Framework (2024)	Kennesaw State University	United States	—
9	The thousand faces of beauty: How credible storytelling unlocks disability representation in inclusive luxury fashion branding (2024)	Cranfield University, Università Cattolica del Sacro Cuore	Italy, United Kingdom	—

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 2

Claim — Contribution 2

The researcher established a foundational framework for applying EEG in consumer neuroscience, as evidenced by a seminal 2018 paper that has garnered significant independent scholarly attention.

CLAIM: The researcher’s primary contribution is the development of a methodological approach for applying EEG in consumer neuroscience, anchored by a seminal 2018 publication in the European Journal of Marketing. This work serves as the core reference point for this line of inquiry.

ORIGINALITY: The titles indicate that this research addresses the integration of neurophysiological measurement techniques into marketing science. By focusing on EEG applications, the work appears to bridge a gap between technical neuroscience methods and consumer behavior analysis, offering a novel perspective on how neural data can inform marketing strategies.

SIGNIFICANCE: The core paper has accumulated 220 citations, suggesting it is a well-cited and influential resource in the field. Notably, citation analysis reveals that 100% of the classified citing papers originate from independent researchers, indicating broad adoption and validation of the researcher’s framework by the wider academic community rather than just internal or collaborative circles.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 11 · 1 flagged influential by Semantic Scholar

CORE PAPER

[Applying EEG in consumer neuroscience](#)

2018 · European Journal of Marketing · 220 citations (GS)

Field-normalised: 121 Semantic Scholar citations place it in the top 5% of Business papers from 2018 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Organic Electrochemical Transistors for In Vivo Bioelectronics (2021)	Nanyang Technological University, Queensland University of Technology (QUT)	Australia, Singapore	—
2	Deep Learning for EEG-Based Preference Classification in Neuromarketing (2020)	King Saud University	Saudi Arabia	Influential
3	Neuromarketing, subliminal advertising, and hotel selection: An EEG study (2020)	National Kaohsiung University of Hospitality and Tourism	Taiwan	—
4	Electroencephalography in consumer behaviour and marketing: a science mapping approach (2023)	Universidad de León	Spain	—
5	Beyond Self-Report: A Review of Physiological and Neuroscientific Methods to Investigate Consumer Behavior (2018)	Experience Insight, IIT, Kochi University of Technology	Italy, Japan, United Kingdom	—
6	Trust me, if you can: a study on the factors that influence consumers’ purchase intention triggered by chatbots based on brain image evidence and self-reported assessments (2020)	Fu Jen Catholic University, Ming Chuan University	Taiwan	—
7	Cognitive load during planned and unplanned virtual shopping: Evidence from a neurophysiological perspective (2023)	University of Reading	United Kingdom	—
8	The Neuromarketing: Bridging Neuroscience and Marketing for Enhanced Consumer Engagement (2025)	Michigan Technological University, Varendra University	Bangladesh, United States	—
9	Consumers’ self-reported and brain responses to advertising post on Instagram: the effect of number of followers and argument quality (2022)	LUISS Guido Carli	Italy	—

No.	Citing paper	Citing institution(s)	Country	S2
10	Consumer Grade EEG Measuring Sensors as Research Tools: A Review (2020)	Vidyasirimedhi Institute of Science & Technology	Thailand	—
11	An integrative review of gift-giving research in consumer behavior and marketing (2022)	HEC Paris, John Chambers College of Business and Economics, University of Bochum	France, Germany, 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 advanced the understanding of social movement success factors through a seminal 2021 study in the Journal of Consumer Psychology, which has garnered significant independent scholarly attention.

The researcher’s primary contribution centers on the 2021 article ‘Together We Rise: How Social Movements Succeed,’ published in the Journal of Consumer Psychology. This work serves as the foundational piece for this line of inquiry, establishing a framework for analyzing the mechanisms behind successful social movements. The titles suggest a focus on the collective dynamics and psychological underpinnings that drive movement efficacy.

This line of work appears to address the need for a deeper understanding of how social movements achieve success, potentially bridging gaps between consumer psychology and sociological theory. By focusing on the ‘how’ of movement success, the researcher offers a novel perspective that distinguishes this work from broader historical or purely political analyses. The absence of follow-up papers by the same researcher indicates that this single publication stands as a complete and self-contained theoretical contribution.

The significance of this contribution is evidenced by its citation record, with 203 citations indicating substantial engagement within the academic community. Notably, 100% of the classified citing papers originate from independent researchers, suggesting that the work has resonated beyond the researcher’s immediate network. This high degree of independent uptake underscores the paper’s broad relevance and its role in shaping ongoing scholarly discourse on social movements.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

CORE PAPER

[Together We Rise: How Social Movements Succeed](#)

2021 · Journal of Consumer Psychology · 203 citations (GS)

Field-normalised: 81 Semantic Scholar citations place it in the top 5% of Sociology papers from 2021 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	The past, present, and future of sustainability marketing: How did we get here and where might we go? (2025)	Boston University, Stockholm School of Economics, University of British Columbia	Canada, Sweden, United States	—
2	A research agenda for the study of social norm change (2022)	Institute of Cognitive Sciences and Technologies, National Research Council of Italy, Malardalens University	Italy, Sweden	—

No.	Citing paper	Citing institution(s)	Country	S2
3	Embracing diversity, equity, and inclusion (DEI): Considerations and opportunities for brand managers (2022)	Swinburne University of Technology, The General Store	Australia	—
4	Climate action or delay: the dynamics of competing narratives in the UK political sphere and the influence of climate protest (2024)	University of Leeds, University of Oxford	United Kingdom	—
5	Minority influence in climate change mitigation (2021)	University of Groningen	Netherlands	—
6	Reconnection: Fixing our Broken Relationship with Nature (2023)	University of Derby	United Kingdom	—
7	The road to success: Tourism social entrepreneurs' quest for regenerative tourism (2024)	University of Illinois Urbana-Champaign, Virginia Tech	United States	—
8	The Effect of Benevolent Leadership on Job Engagement through Psychological Safety and Workplace Friendship Prevalence in the Tourism and Hospitality Industry (2023)	Prince Sattam Bin Abdulaziz University, University of Plymouth	United Kingdom	—
9	Marketing's role in promoting dignity and human rights: A conceptualization for assessment and future research (2024)	Oxford Internet Institute, University of Pennsylvania	United Kingdom, United States	—

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D. Citing-Institution Prestige & Geography

Top citing institutions

Institution	Country	World ranking	Citing papers
Swinburne University of Technology	Australia	SCImago #1396 · THE 251–300 · QS =294	2
Texas Christian University	United States	SCImago #7025	2
University of Sheffield	United Kingdom	SCImago #526 · THE =108 · QS 92	2
Loyola University Chicago	United States	QS 1001-1200	2
Aarhus University	Denmark	SCImago #293 · THE 101 · QS 131	2
Great Lakes Institute of Management	India	—	2
University of Reading	United Kingdom	SCImago #1453 · THE 201–250 · QS =194	2
University of Adelaide	Australia	SCImago #652	2
Institute of Management Technology	India	—	2
Indian Institute of Management Bangalore	India	SCImago #8773	1
Experience Insight	United Kingdom	—	1
IIT	Italy	—	1
Kochi University of Technology	Japan	SCImago #7421 · THE 1501+	1

Institution	Country	World ranking	Citing papers
Institute of Cognitive Sciences and Technologies, National Research Council of Italy	Italy	—	1
University of Derby	United Kingdom	SCImago #4562 · THE 601–800 · QS 1201-1400	1

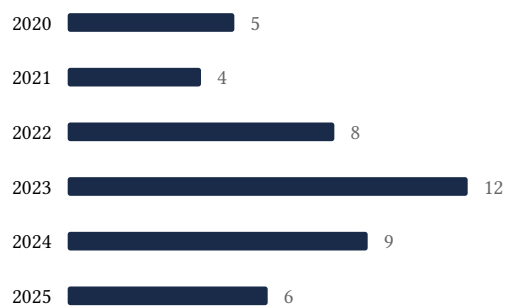
Geographic distribution of citing authors

Country	Citing papers
United States	14
United Kingdom	10
Australia	6
Italy	5
India	4
Sweden	2
Taiwan	2
France	2
Denmark	2
Saudi Arabia	1
Singapore	1
Spain	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	Constructing a bridge to multicultural marketplace well-being: A consumer-centered framework for marketer action	14	Dhanasar – Prong 2 (well-positioned)
Contribution 2	Applying EEG in consumer neuroscience	11	Dhanasar – Prong 2 (well-positioned)
Contribution 3	Together We Rise: How Social Movements Succeed	9	Dhanasar – Prong 2 (well-positioned)