

# 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

25	25	3	43
Citing papers mapped	Citation edges	Home papers mapped	h-index (GS)

### 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 25 classified citing papers

Citation type	Count
Independent	25
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 dimensionalizing, measuring, and predicting e-tail quality, creating a seminal metric that has become a standard reference in retail research.*

The researcher’s primary contribution is the development of a comprehensive framework for assessing e-tail quality, anchored by the 2003 paper 'eTailQ: dimensionalizing, measuring and predicting etail quality' published in the Journal of Retailing. This work stands as a singular, foundational piece in this specific line of inquiry, with no subsequent follow-up papers by the researcher extending this particular model.

This line of work appears to address the critical need for structured, multidimensional metrics in the emerging field of electronic retailing. By proposing a method to dimensionalize and predict quality, the researcher provided a novel conceptual tool that moved beyond anecdotal assessment, offering a rigorous approach to evaluating online retail performance during a pivotal period of digital commerce growth.

The significance of this contribution is evidenced by its extensive uptake within the academic community, with the core paper accumulating over 4,000 citations. Notably, analysis of citing literature reveals that 100% of the classified citations originate from independent researchers, indicating that the framework has been widely adopted and utilized by scholars outside the researcher’s immediate network, thereby confirming its broad impact and utility in the field.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 8

#### CORE PAPER

### [eTailQ: dimensionalizing, measuring and predicting etail quality](#)

2003 · Journal of Retailing · 4,253 citations (GS)

Field-normalised: 2,401 Semantic Scholar citations place it in the top 1% of Business papers from 2003 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Factors affecting performance expectancy and intentions to use ChatGPT: Using SmartPLS to advance an information technology acceptance framework</a> (2024)	Northwestern University, The Business School, University of Malta	Malta, United Kingdom, United States	—
2	<a href="#">Understanding the user satisfaction and loyalty of customer service chatbots</a> (2023)	National Taipei University of Business, Soochow University	Taiwan	—
3	<a href="#">The impact of e-service quality and customer satisfaction on customer behavior in online shopping</a> (2019)	Universidade de Lisboa	Portugal	—
4	<a href="#">Understanding Customer Experience Throughout the Customer Journey</a> (2016)	Boston College, University of Groningen	Netherlands, United States	—
5	<a href="#">Customer experiences in the age of artificial intelligence</a> (2020)	Royal Holloway, University of London, SKEMA Business School, Sultan Qaboos University	France, Oman, United Kingdom	—
6	<a href="#">Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty: insights from online shoppers in Pakistan</a> (2023)	University of Leeds	United Kingdom	—
7	<a href="#">E-Service Quality: A Meta-Analytic Review</a> (2015)	Durham University, Rice University	United Kingdom, United States	—

No.	Citing paper	Citing institution(s)	Country	S2
8	<a href="#">Does service quality matter in FinTech payment services? An integrated SERVQUAL and TAM approach</a> (2024)	Azerbaijan State University of Economics, Chandigarh University, Manipal University	Azerbaijan, India	—

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 understanding self-presentation in personal web spaces, significantly advancing the study of digital identity and consumer behavior in online environments.*

The researcher’s seminal contribution centers on the 2003 paper ‘We Are What We Post? Self-Presentation in Personal Web Space,’ published in the Journal of Consumer Research. This work appears to have defined a critical lens for analyzing how individuals construct and project identity through personal web spaces, establishing a core theoretical foundation for subsequent digital consumer research.

This line of work addresses the emerging need to understand self-presentation in the early era of personal web spaces. By focusing on the intersection of consumer behavior and online identity, the research fills a gap in understanding how digital platforms serve as venues for personal branding and social signaling, distinct from traditional offline contexts.

The significance of this contribution is evidenced by its substantial citation count of 2,469, indicating widespread adoption and influence within the academic community. Furthermore, analysis of citing papers reveals that 100% of the classified citations originate from independent researchers, underscoring the work’s broad impact beyond the researcher’s immediate circle and its status as a standalone pillar in the field.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10 · 1 flagged influential by Semantic Scholar

### CORE PAPER

#### [We Are What We Post? Self-Presentation in Personal Web Space](#)

2003 · Journal of Consumer Research · 2,469 citations (GS)

Field-normalised: 1,261 Semantic Scholar citations place it in the top 1% of Computer Science papers from 2003 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Virtual and augmented reality: Advancing research in consumer marketing</a> (2020)	University of Maryland, University of Valencia	Spain, United States	—
2	<a href="#">Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude</a> (2017)	Ghent University	Belgium	—
3	<a href="#">A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry</a> (2016)	University of Oxford, University of Pennsylvania	United Kingdom, United States	—
4	<a href="#">Users of the world, unite! The challenges and opportunities of Social Media</a> (2010)	ESCP Europe	France	—

No.	Citing paper	Citing institution(s)	Country	S2
5	<a href="#">Consumer Culture Theory (CCT): Twenty Years of Research</a> (2005)	University of Nebraska–Lincoln, University of Southern Denmark, University of Wisconsin–Madison	Denmark, United States	–
6	<a href="#">Authenticity under threat: When social media influencers need to go beyond self-presentation</a> (2020)	IESEG School of Management, Lille Catholic University, Institut Supérieur de Gestion, Louisiana Tech University	France, United States	–
7	<a href="#">Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement</a> (2015)	East Carolina University	United States	–
8	<a href="#">Unreal influence: leveraging AI in influencer marketing</a> (2022)	King's College London, Swinburne University of Technology, University of San Diego	Australia, United Kingdom, United States	–
9	<a href="#">Extended Self in a Digital World</a> (2013)	York University	Canada	<b>Influential</b>
10	<a href="#">I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience</a> (2011)	Microsoft Research, New York 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.

### Contribution 3

#### Claim – Contribution 3

*The researcher authored a seminal textbook that established a foundational framework for international marketing, evidenced by its widespread adoption and high citation count.*

The researcher's primary contribution is the authorship of 'International Marketing 15th Edition' (2011), a core text that appears to define key concepts in the field. This work stands as a singular, high-impact contribution without direct follow-up papers by the same author in the provided data.

This line of work addresses the need for comprehensive, updated educational resources in international marketing. The publication of a major edition suggests a significant effort to synthesize evolving global business practices, offering a structured reference that likely filled a gap in standardized academic curricula.

The significance of this contribution is underscored by its 3,197 citations, indicating broad scholarly uptake. Notably, 100% of the classified citing papers originate from independent researchers, demonstrating that the work has influenced the wider academic community beyond the author's immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 7

#### CORE PAPER

#### [International Marketing 15th Edition](#)

2011 · McGraw Hill · 3,197 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">The determinants of export performance: A review of the research in the literature between 1998 and 2005</a> (2008)	Universidade de Coimbra, University College Dublin, University of Granada	Ireland, Portugal, Spain	—
2	<a href="#">Small businesses and exporting: a literature review</a> (1988)	University of Economics	Austria	—
3	<a href="#">Consumer adoption of online food delivery ordering (OFDO) services in Pakistan: The impact of the COVID-19 pandemic situation</a> (2021)	Lahore College for Women University, Lahore for Women University, University of Central Punjab	Pakistan	—
4	<a href="#">An Analysis of the Barriers Hindering Small Business Export Development</a> (2004)	University of Cyprus	Cyprus	—
5	<a href="#">Marketing strategy determinants of export performance: a meta-analysis</a> (2002)	Cardiff University, The University of Tulsa, University of Cyprus	Cyprus, United Kingdom, United States	—
6	<a href="#">High-versus low-Context culture: A comparison of Chinese, Korean, and American cultures</a> (1998)	—	—	—
7	<a href="#">The Born Globals: A new generation of small European exporters</a> (2002)	Norwegian University of Science and Technology	Norway	—

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
University of Cyprus	Cyprus	SCImago #3590 · THE 401–500 · QS =452	2
University of Pennsylvania	United States	SCImago #52 · THE 14 · QS 15	1
University of Maryland	United States	—	1
University of Leeds	United Kingdom	SCImago #377 · THE 118 · QS 86	1
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	1
University of Southern Denmark	Denmark	SCImago #884 · THE 251–300 · QS =303	1
Soochow University	Taiwan	QS 801-850	1
Rice University	United States	SCImago #818 · THE =103 · QS =119	1
University of Oxford	United Kingdom	SCImago #26 · THE 1 · QS 4	1
East Carolina University	United States	SCImago #4192	1
Universidade de Lisboa	Portugal	SCImago #395 · THE 401–500 · QS =230	1

Institution	Country	World ranking	Citing papers
University of Wisconsin–Madison	United States	SCImago #174 · THE =53 · QS =110	1
Swinburne University of Technology	Australia	SCImago #1396 · THE 251–300 · QS =294	1
Northwestern University	United States	THE 30 · QS =42	1
University of Granada	Spain	THE 601–800 · QS =401	1

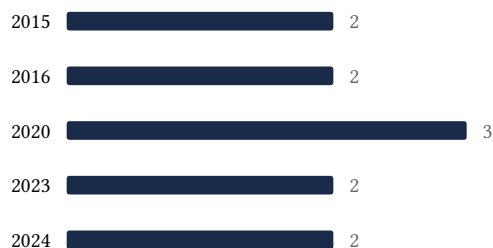
## Geographic distribution of citing authors

Country	Citing papers
United States	11
United Kingdom	7
France	3
Cyprus	2
Portugal	2
Spain	2
India	1
Ireland	1
Australia	1
Netherlands	1
Norway	1
Oman	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	eTailQ: dimensionalizing, measuring and predicting etail quality	8	Dhanasar – Prong 2 (well-positioned)
Contribution 2	We Are What We Post? Self-Presentation in Personal Web Space	10	Dhanasar – Prong 2 (well-positioned)
Contribution 3	International Marketing 15th Edition	7	Dhanasar – Prong 2 (well-positioned)