

Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

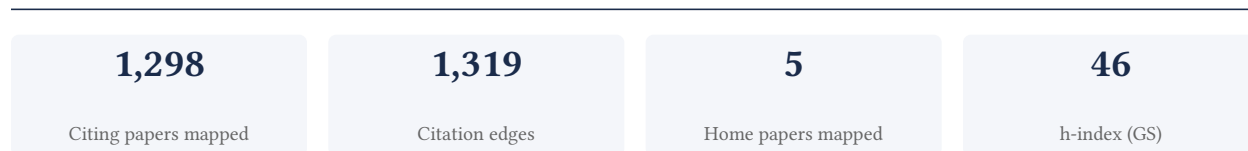
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[Google Scholar profile](#)

Generated 2026-06-07 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.

96.6% independent of 1,178 classified citing papers

Citation type	Count
Independent	1,138
Self-citation	13
Co-author	27
Same-institution	0

120 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 longitudinal framework linking net promoter scores to firm revenue growth, subsequently expanding this model to capture total customer engagement value.

CLAIM: The researcher’s foundational contribution involves establishing a longitudinal examination of the relationship between net promoter metrics and firm revenue growth, as detailed in a 2007 paper published in the Journal of Marketing. This work serves as the core anchor for a subsequent line of inquiry into customer valuation.

ORIGINALITY: This line of work appears to address the gap in understanding how customer advocacy metrics translate into tangible financial outcomes over time. The 2010 follow-up paper in the Journal of Service Research suggests an expansion of this framework, moving beyond simple promotion metrics to capture the broader, potentially undervalued or overvalued aspects of total customer engagement.

SIGNIFICANCE: The impact of this research is evidenced by substantial citation counts, with the core paper accumulating 706 citations and the follow-up work reaching 2,485 citations. Furthermore, analysis indicates that 96.6% of citing papers originate from independent researchers, suggesting that this framework has been widely adopted and validated by the broader academic community rather than just the researcher’s immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 441 · 42 flagged influential by Semantic Scholar

CORE PAPER

[A longitudinal examination of net promoter and firm revenue growth](#)

2007 · Journal of Marketing 71 (3), 39-51, 2007 · 706 citations (GS)

Field-normalised: 380 Semantic Scholar citations place it in the top 5% of Business papers from 2007 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Social interactions in the metaverse: Framework, initial evidence, and research roadmap	ESSEC Business School, University of Hanover, University of Münster	Germany	—
2	Understanding customer experience throughout the customer journey	Boston College, University of Groningen	Netherlands, United States	—
3	Customer engagement behavior: Theoretical foundations and research directions	Boston College, Freie Universität Berlin, Rice University	Germany, Netherlands, United States	—
4	Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer	—	—	—
5	Customer experience management: toward implementing an evolving marketing concept	University of Mannheim	Germany	Background
6	Towards a better measure of customer experience	Cranfield University, ESCE International Business School	France, United Kingdom	Background
7	The use of Net Promoter Score (NPS) to predict sales growth: insights from an empirical investigation	University of Limerick, University of Warwick	Ireland, United Kingdom	—

No.	Citing paper	Citing institution(s)	Country	S2
8	Open science: a review of its effectiveness and implications for service research	Eindhoven University of Technology, KU Leuven, UCLouvain	Belgium, Netherlands	—
9	Building, measuring, and profiting from customer loyalty	University of Cincinnati, University of Oregon, University of Washington	United States	Influential
10	Customer experience, satisfaction and loyalty in business-to-business markets: Does the chain hold across customer segments?	—	—	Influential
11	Étude du lien entre l'intention de recommander une entreprise et la valeur à vie de ses clients	Goethe-Institute United Kingdom, Goethe University Frankfurt	Germany, United Kingdom	—
12	Governance and customer value creation in business solutions	Philips, The University of Melbourne, University of Graz	Australia, Austria, Netherlands	—
13	The Effect of Word of Mouth in Customer Equity and Brand Equity	—	—	—
14	Thriving through turbulence lessons from marketing academia and marketing practice	—	—	—
15	Creativity in customer care teams : differences between top and bottom performing teams	—	—	—
16	Examining the role of expectations in outsourcing success utilizing the hierarchy of effects model	—	—	—
17	The impact of service bundles on the mechanism through which functional value and price value affect WOM intent	—	—	—
18	Towards the 'perfect' customer experience	—	—	—
19	NPS spillover in brand extensions: An empirical study	—	—	Influential
20	THE ROLE OF SERVICE MARKETING MIX AND SHIP SERVICE QUALITY TOWARDS PERCEIVED VALUE AND ITS IMPACT TO SHIP PASSENGER'S SATISFACTION IN INDONESIA	—	—	—
21	Verfahren zum Controlling von Direktmarketing-Maßnahmen	—	—	—
22	Same-Day Patient Consultation and Cochlear Implantation: Patient Experiences and Barriers to Implementation	—	—	—
23	Small Enterprises' Digital Competencies and Financial Performance	—	—	—
24	The Untested Assumption: Can a Net Promoter Study Be Used to Improve Net Promoter Score?	—	—	—
25	The interplay of conscious and automatic mechanisms in the context of routine use:	—	—	—

No.	Citing paper	Citing institution(s)	Country	S2
	An integrative and comparative study of contrasting mechanisms			
26	The Net Promoter Score debate and the meaning of customer loyalty	—	—	Influential
27	Do retail alliances enhance customer experience? Examining the relationship between alliance value and customer satisfaction with the alliance	—	—	—
28	NPS and Online WOM	—	—	Influential
29	To recommend or not recommend is the question: Does NPS predict word-of-mouth?	—	—	—
30	Opinions of citizen scientists on open access to UK butterfly and moth occurrence data	—	—	—

Showing the 30 most-cited of 107 independent citing papers.

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

Undervalued or overvalued customers: Capturing total customer engagement value

2010 · Journal of service research 13 (3), 297-310, 2010 · 2,485 citations (GS)

Field-normalised: 1,331 Semantic Scholar citations place it in the top 1% of Business papers from 2010 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House (2013)	ESCP Europe, Goethe-University, Hong Kong University of Science and Technology	France, Germany, United States	—
2	Understanding customer experience throughout the customer journey	Boston College, University of Groningen	Netherlands, United States	—
3	Customer engagement in social media: a framework and meta-analysis	Pontificia Universidade Católica do Rio Grande do Sul, Universidade do Vale do Rio dos Sinos, Universidade Europeia	Brazil, Portugal, United States	—
4	How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective	Wonkwang University	South Korea	—
5	Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda	University of Cyprus, University of Vaasa	Cyprus	—
6	Past, present, and future of customer engagement	Australian Institute of Business, Indian Institute of Management Ahmedabad, Swinburne University of Technology Sarawak Campus	Australia, India, Malaysia	—

No.	Citing paper	Citing institution(s)	Country	S2
7	Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications	Manukau Institute of Technology, Tallinn University of Technology	Estonia, New Zealand	—
8	Setting the future of digital and social media marketing research: Perspectives and research propositions	Audencia Business School, Florida Gulf Coast University, Manchester Metropolitan University	Australia, Canada, Finland	Background
9	Customer engagement and social media: Revisiting the past to inform the future	Australian Institute of Business, Swinburne University of Technology Sarawak Campus	Australia, Malaysia	—
10	Tourist engagement: Toward an integrated framework using meta-analysis (2025)	Australian Institute of Business, Bournemouth University, British Academy of Management	Australia, India, Malaysia	—
11	Customer-to-customer interactions: broadening the scope of word of mouth research (2010)	INSEAD, Maastricht University, Marketing Intelligence company	Germany, Israel, Netherlands	—
12	Customer loyalty: a review and future directions with a special focus on the hospitality industry (2015)	Florida Atlantic University, The Ohio State University	United States	—
13	Seamless experience in the context of omnichannel shopping: scale development and empirical validation (2022)	Huazhong University of Science and Technology	China	—
14	Understanding and managing engagement journeys (2024)	University of Strathclyde, University of Turku	Finland, United Kingdom	—
15	Consumer engagement in online brand communities: a social media perspective (2015)	University of Glasgow	United Kingdom	—
16	Gaining customer engagement in social media recovery: the moderating roles of timeliness and personalization (2024)	—	—	—
17	Toward a theory of customer engagement marketing (2017)	Florida State University, Louisiana State University, Saint Louis University	United States	—
18	Customer engagement: Conceptual domain, fundamental propositions, and implications for research (2011)	The University of Auckland	New Zealand	—
19	Consumer engagement in a virtual brand community: An exploratory analysis (2013)	University of Auckland	New Zealand	—
20	Customer engagement: Exploring customer relationships beyond purchase (2012)	Eastern Michigan University, University of Alabama	United States	—
21	Enhancing consumer engagement in e-commerce live streaming via relational bonds (2020)	Beijing University of Posts and Telecommunications, Vilanova University	China, United States	—
22	SD logic-informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM (2019)	University of Auckland	New Zealand	Influential

No.	Citing paper	Citing institution(s)	Country	S2
23	Consumer brand engagement in social media: Conceptualization, scale development and validation (2014)	AUT University, The University of Waikato, University of Auckland	New Zealand	—
24	Optimizing live streaming features to enhance customer immersion and engagement: A comparative study of live streaming genres in China (2024)	Waseda University	Japan	—
25	Customer engagement with tourism social media brands (2017)	The University of Western Australia, United Arab Emirates University, University of Canterbury	Australia, New Zealand, United Arab Emirates	—
26	The role of customer engagement behavior in value co-creation: a service system perspective (2014)	University of Strathclyde, University of Turku	Finland, United Kingdom	Influential
27	Metaverse meets branding: examining consumer responses to immersive brand experiences (2024)	Mahidol University International College	Thailand	—
28	Social media in marketing research: Theoretical bases, methodological aspects, and thematic focus (2023)	University of Cyprus, University of Vaasa	Cyprus	—
29	Consumer engagement in social media brand communities: A literature review (2022)	Hong Kong Baptist University, Sport Lisboa e Benfica, Universidade NOVA de Lisboa	China, Portugal	—
30	Exploring customer brand engagement: definition and themes (2011)	The University of Auckland	New Zealand	—

Showing the 30 most-cited of 334 independent citing papers.

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).

Contribution 2

Claim – Contribution 2

The researcher established a foundational longitudinal framework for analyzing how customer characteristics moderate the relationship between satisfaction and share of wallet.

The researcher's contribution centers on a seminal 2007 paper published in the *Journal of Marketing*, which investigates the moderating effect of customer characteristics on the link between satisfaction and share of wallet. This work stands as a core pillar of the researcher's portfolio, with no subsequent follow-up papers by the same author building directly upon it.

This line of work appears to address a critical gap in understanding the dynamic, longitudinal nature of customer behavior. By focusing on moderation effects, the research suggests a move beyond static correlations to explore how individual traits influence the translation of satisfaction into financial loyalty over time.

The significance of this contribution is evidenced by its substantial citation count of 1,160. Notably, 96.6% of these citations originate from independent researchers, indicating that the work has been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional bias.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 300 · 16 flagged influential by Semantic Scholar

CORE PAPER

A longitudinal analysis of customer satisfaction and share of wallet: investigating the moderating effect of customer characteristics

2007 · Journal of marketing 71 (1), 67-83, 2007 · 1,160 citations (GS)

Field-normalised: 742 Semantic Scholar citations place it in the top 1% of Business papers from 2007 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Customer engagement behavior: Theoretical foundations and research directions	Boston College, Freie Universität Berlin, Rice University	Germany, Netherlands, United States	—
2	Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer	—	—	—
3	Fifteen years of research on customer loyalty formation: A meta-analytic structural equation model	Purdue University, Temple University	United States	—
4	The role of perceived usefulness and perceived ease-of-use toward satisfaction and trust which influence computer consumers' loyalty in China	Pelita Harapan University, Tarumanagara University, University of Bunda Mulia	Indonesia	Background
5	Customer satisfaction in the digital era: evidence from Islamic banking	Faculty of Economics and Management of Sfax	Tunisia	—
6	The interplay between internal communication, employee engagement, job satisfaction, and employee loyalty in higher education institutions in Vietnam	Eastern International University	Vietnam	Background
7	Customers' service-related engagement, experience, and behavioral intent: Moderating role of age	Tallinn University of Technology, University of Kashmir	Estonia, India	—
8	Brand equity, brand loyalty and consumer satisfaction	Kyungnam University, Oxford Brookes University	South Korea, United Kingdom	—
9	The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image	Griffith University, Swinburne University of Technology	Australia	Background
10	Decoding customer–firm relationships: how attachment styles help explain customers' preferences for closeness, repurchase intentions, and changes in relationship breadth (2013)	University of Kentucky	United States	—
11	Customer satisfaction, loyalty behaviors, and firm financial performance: what 40 years of research tells us (2023)	Durham University, Indiana University Bloomington, Korea University	South Korea, United Kingdom, United States	—
12	Customer satisfaction and customer perceived value and its impact on customer loyalty: the mediational role of customer relationship management (2017)	—	—	—

No.	Citing paper	Citing institution(s)	Country	S2
13	How smart tourism technologies affect tourist destination loyalty (2020)	Taylor's University, Universitas Syiah Kuala	Indonesia, Malaysia	—
14	Brand love and positive word of mouth: the moderating effects of experience and price (2016)	University of Jyväskylä	Finland	—
15	Predicting the antecedents of trust in social commerce—A hybrid structural equation modeling with neural network approach (2020)	UCSI University, Universiti Tunku Abdul Rahman, University of Malaya	China, Malaysia	—
16	Investigating the impact of brand image and brand loyalty on brand equity: the mediating role of brand awareness (2021)	Perbanas Institute, Universitas Suryadarma	Indonesia	—
17	Customer-to-customer interactions: broadening the scope of word of mouth research (2010)	INSEAD, Maastricht University, Marketing Intelligence company	Germany, Israel, Netherlands	—
18	Exploring the online doctor-patient interaction on patient satisfaction based on text mining and empirical analysis (2020)	Harbin Institute of Technology	China	—
19	Customer satisfaction, service quality, and customer value: years 2000-2015 (2017)	University of Massachusetts Amherst, University of South Carolina	United States	—
20	Customer relationship building: The role of brand attractiveness and consumer-brand identification (2016)	Cairo University, University of Hull	Egypt, United Kingdom	—
21	Brand loyalty brand image and brand equity: the mediating role of brand awareness (2017)	Mirpur University of Science and Technology, National University of Modern Languages	Pakistan	—
22	e-Learning continuance intention: Moderating effects of user e-learning experience (2011)	Ling Tung University	Taiwan	—
23	Protective measures against COVID-19 and the business strategies of the retail enterprises: Differences in gender, age, education, and income among shoppers (2021)	Sejong University, Transylvania University of Braşov	Romania, South Korea	—
24	The link between customer satisfaction and loyalty: the moderating role of customer characteristics (2018)	Hamburg University of Technology, Ludwig-Maximilians-Universität München, University of Hamburg	Australia, Germany	—
25	Building customer loyalty in retail banking: a serial-mediation approach (2020)	Manipal Academy of Higher Education	India	—
26	The influence of brand experience on brand satisfaction, trust and attachment in South Africa (2013)	Vaal University of Technology	South Africa	—
27	Is corporate social responsibility a motivator or hygiene factor? Insights into its bivalent nature (2015)	University of New Orleans, Xavier University	United States	—

No.	Citing paper	Citing institution(s)	Country	S2
28	Reciprocity norms and information-sharing behavior in online consumption communities: An empirical investigation of antecedents and moderators (2016)	National Chengchi University, National Taipei University	Taiwan	—
29	A systematic mapping study on customer loyalty and brand management (2019)	Università degli studi di Cassino e del Lazio Meridionale	Italy	Influential
30	Opportunities for innovation in the delivery of interactive retail services (2010)	Boston College, Marketing Science Institute, Texas A&M University	United States	—

Showing the 30 most-cited of 300 independent citing papers.

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 evaluating how distinct customer satisfaction and loyalty metrics predict retention, recommendation, and share-of-wallet.

CLAIM: The researcher's seminal 2007 contribution, published in *Managing Service Quality*, provides a critical analysis of the predictive value of various customer satisfaction and loyalty metrics regarding retention, recommendation, and share-of-wallet. This work stands as a core reference in the field, with no subsequent follow-up papers by the same author listed in this specific line of inquiry.

ORIGINALITY: The titles suggest this work addresses the need to differentiate between various metrics often conflated in service quality research. By isolating the predictive power of specific indicators for distinct business outcomes, the researcher appears to have clarified methodological approaches for measuring customer loyalty, offering a nuanced perspective that likely filled a gap in understanding which metrics drive specific commercial results.

SIGNIFICANCE: The work has achieved substantial impact, evidenced by 813 citations. Notably, 96.6% of the citing papers originate from independent researchers, indicating that the findings have been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional clustering. This high degree of independent uptake underscores the work's status as a standard reference in service quality literature.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 314 · 14 flagged influential by Semantic Scholar

CORE PAPER

[The value of different customer satisfaction and loyalty metrics in predicting customer retention, recommendation, and share-of-wallet](#)

2007 · *Managing service quality: An international Journal* 17 (4), 361-384, 2007 · 813 citations (GS)

Field-normalised: 459 Semantic Scholar citations place it in the top 5% of Business papers from 2007 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer	—	—	—
2	Personalization and hedonic motivation in creating customer experiences and loyalty in omnichannel retail	Tampere University, University of Jyväskylä	Finland	—
3	Customer loyalty: a review and future directions with a special focus on the hospitality industry	Florida Atlantic University, Florida International University	United States	—
4	CNN with depthwise separable convolutions and combined kernels for rating prediction	University of Azad Jammu and Kashmir, University of Pittsburgh	Pakistan, United States	—
5	Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions	Madda Walabu University, Punjabi University	Ethiopia, India	Background
6	Towards a better measure of customer experience	Cranfield University, ESCE International Business School	France, United Kingdom	Background
7	Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators	Universidade Federal do Rio Grande do Sul	Brazil	Result
8	The use of Net Promoter Score (NPS) to predict sales growth: insights from an empirical investigation	University of Limerick, University of Warwick	Ireland, United Kingdom	—
9	Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory	Central University of Kashmir, Chaudhary Charan Singh University, Indian Institute of Technology Roorkee	India, Saudi Arabia	—
10	Client Happiness as a Predictive Economic Variable in Revenue Systems (2026)	—	—	—
11	Performance-Based Franchisee Segmentation (2026)	Aston University, Deakin University, Southern Cross University	Australia, United Kingdom	—
12	The role of relationship quality and loyalty programs in building customer loyalty (2020)	American University of the Middle East	Kuwait	—
13	The role of relationship quality and loyalty program in tourism shopping: a multilevel investigation (2020)	Macao University of Tourism, Sun Yat-sen University	China, Macao	—
14	Unlocking behaviors of long-term service consumers: the role of action inertia (2017)	University of Hull, University of Jyväskylä	Finland, United Kingdom	—
15	Measuring the impact of positive and negative word of mouth on brand purchase probability (2008)	—	—	—
16	Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure (2022)	Centre d'Etudes et de Recherches Appliquées à la Gestion, Communauté Université Grenoble Alpes, Université Lyon 2	France, United States	—

No.	Citing paper	Citing institution(s)	Country	S2
17	Making sense of higher education: Students as consumers and the value of the university experience (2014)	Nottingham Trent University	United Kingdom	—
18	Recipes for achieving customer loyalty: A qualitative comparative analysis of the dimensions of customer experience (2020)	Université Paris Dauphine-PSL, University of Montenegro	France, Montenegro	—
19	Brand image as the competitive edge for hospitals in medical tourism (2021)	Sunway University, Universiti Tunku Abdul Rahman	Malaysia	—
20	Relationship quality determinants and outcomes in retail banking services: The role of customer experience (2019)	Universidade do Porto	Portugal	—
21	Exploring customer experience, commitment, and engagement behaviours (2022)	The University of Western Australia	Australia	Influential
22	Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars (2016)	Universidade do Porto	Portugal	—
23	Data quality assurance begins before data collection and never ends: What marketing researchers absolutely need to remember (2021)	East Tennessee State University, University of Louisiana at Monroe, University of South Alabama	United States	—
24	Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations (2020)	Universitat de València	Spain	—
25	The net promoter score: What should managers know? (2024)	University of South Australia	Australia	Influential
26	Service quality and student/customer satisfaction in the private tertiary education sector in Singapore (2017)	Mount Saint Vincent University, Newcastle University Singapore, Ngee Ann Polytechnic	Canada, Singapore	—
27	Artificial intelligence in customer retention: a bibliometric analysis and future research framework (2024)	Atal Bihari Vajpayee Indian Institute of Information Technology and Management, London Metropolitan University	India, United Kingdom	—
28	Assessing the moderating effect of consumer product knowledge and online shopping experience on using recommendation agents for customer loyalty (2013)	City University of Hong Kong, Tennessee Technological University, Virginia Commonwealth University	China, United States	—
29	User satisfaction with battery electric vehicles in South Korea (2020)	Korea Advanced Institute of Science and Technology	South Korea	—
30	Effects of customer experience across service types, customer types and time (2018)	Indian Institute of Management Udaipur	India	—

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D. Citing-Institution Prestige & Geography

Top citing institutions

Institution	Country	World ranking	Citing papers
Georgia State University	United States	SCImago #1626 · THE 501–600 · QS 781-790	16
University of Groningen	Netherlands	SCImago #232 · THE 82 · QS =147	15
Griffith University	Australia	SCImago #869 · THE 251–300 · QS 268	15
University of Auckland	New Zealand	SCImago #618 · THE =156 · QS 65	11
Northwestern University	United States	THE 30 · QS =42	10
Audax ISCTE	Portugal	–	9
St. John's University	United States	–	9
Fordham University	United States	SCImago #4802 · QS 1001-1200	9
The University of Western Australia	Australia	SCImago #646 · THE 153 · QS 77	9
Montpellier Business School	France	SCImago #8168	8
Indian Institute of Technology Roorkee	India	SCImago #3065 · QS =339	8
University of Jyväskylä	Finland	SCImago #2621 · THE 401–500 · QS 498	8
Sun Yat-sen University	China	SCImago #40 · THE 201–250 · QS =276	8
University of Turku	Finland	SCImago #1389 · THE 301–350 · QS 366	8
University of Strathclyde	United Kingdom	SCImago #1102 · THE 351–400 · QS =251	8

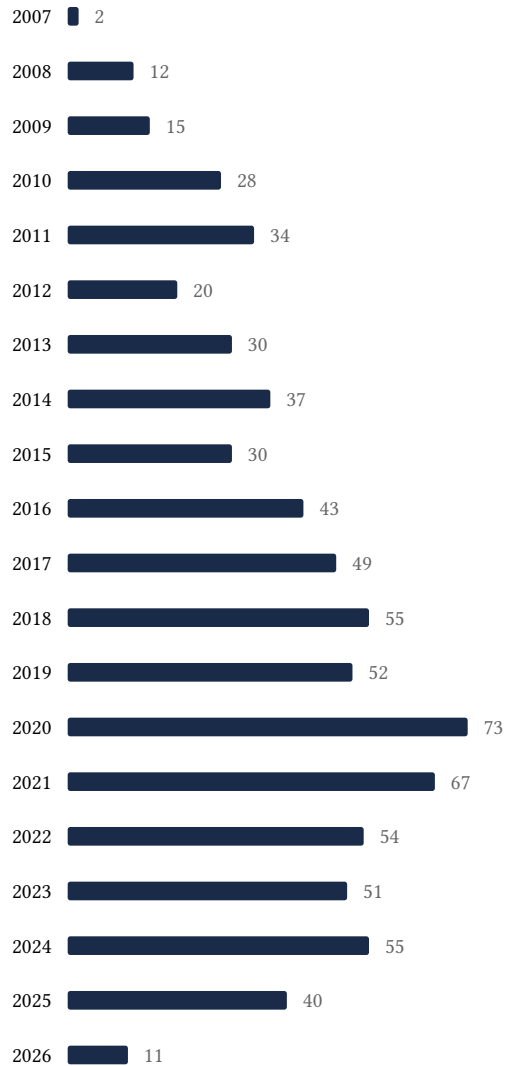
Geographic distribution of citing authors

Country	Citing papers
United States	190
Australia	78
United Kingdom	77
China	76
India	61
Germany	49
France	48
Netherlands	35
Spain	34
Indonesia	31
Portugal	26
Malaysia	24

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	A longitudinal examination of net promoter and firm revenue growth	441	Dhanasar – Prong 2 (well-positioned)
Contribution 2	A longitudinal analysis of customer satisfaction and share of wallet: investigating the moderating effect of customer characteristics	300	Dhanasar – Prong 2 (well-positioned)
Contribution 3	The value of different customer satisfaction and loyalty metrics in predicting customer retention, recommendation, and share-of-wallet	314	Dhanasar – Prong 2 (well-positioned)