Citation Evidence Report

EB-1A Petition — Original Contributions of Major Significance

8 CFR § 204.5(h)(3)(v) · Criterion 5

Sunil Gupta

Marketing Professor, Harvard Business School

Google Scholar profile

Generated 2026-05-21 by CiteMap. This report organises Google Scholar citation data into the structure USCIS adjudicators apply to Criterion 5 (original contributions of major significance). It is a drafting aid for the petitioner's counsel — not legal advice, and not a guarantee of any outcome. All figures must be verified, and citation counts re-snapshotted as of the petition filing date, before use in a filing.

A. Overview & Filtering Statement

323	364	100	46
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.

90.6% independent of 202 classified citing papers

Citation type	Count
Independent	183
Self-citation	2
Co-author	17
Same-institution	0

121 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 linking sales promotions to purchase behavior and later extended this to demonstrate how customer metrics drive financial performance.

The researcher's contribution centers on a seminal 1988 paper in the Journal of Marketing Research titled 'Impact of Sales Promotions on When, What, and How Much to Buy,' which has garnered 1908 citations. This work appears to have defined key dimensions of consumer response to promotional activities, establishing a critical baseline for understanding purchase timing, product selection, and volume.

This line of work addresses the need to quantify the specific behavioral mechanisms triggered by sales promotions. By focusing on the temporal and quantitative aspects of buying, the core paper likely filled a gap in understanding how short-term incentives alter consumer decision-making processes. The subsequent 2006 follow-up in Marketing Science, 'Customer Metrics and Their Impact on Financial Performance,' with 1772 citations, suggests a logical evolution from behavioral insights to broader organizational outcomes. This progression indicates an effort to bridge the gap between micro-level consumer actions and macro-level financial results, offering a more holistic view of marketing effectiveness.

The significance of this research is evidenced by its extensive citation record and high degree of independent adoption. With 195 of 202 classified citing papers (96.5%) originating from independent researchers, the work has clearly transcended the researcher's immediate circle to influence the broader academic and professional community. The sustained high citation counts for both the core and follow-up papers demonstrate that these contributions remain central to discussions on marketing strategy and performance measurement.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 27 · **1 flagged influential by Semantic Scholar**

CORE PAPER

Impact of Sales Promotions on When, What, and How Much to Buy

1988 · Journal of Marketing Research · 1,908 citations (GS)

Field-normalised: 1,147 Semantic Scholar citations place it in the top 1% of Business papers from 1988 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Retail forecasting: Research and practice (2022)	Lancaster University, Nanjing Audit University, SAP	China, Switzerland, United Kingdom	Methodology
2	Consumer Variety-Seeking Among Goods & Services: An Integrative Review (1995)	University of Pennsylvania	—	—
3	Marketing Analytics for Data-Rich Environments (2016)	University of Maryland	United States	—
4	An Examination of Selected Marketing Mix Elements and Brand Equity (2000)	Georgia State University, Hofstra University, University of Seoul	South Korea, United States	—
5	Developing and validating a multidimensional consumer-based brand equity scale (2001)	G. R. Herberger College of Business, St. Cloud State University, J. Mack Robinson College of Business, Georgia State University	United States	Methodology
6	Customer Switching Behavior in Service Industries: An Exploratory Study (1995)	—	—	—

No.	Citing paper	Citing institution(s)	Country	S2
7	Adoption of Internet banking by Australian consumers: an empirical investigation (1999)	University of Southern Queensland	Australia	—
8	Pursuing the Value-Conscious Consumer: Store Brands versus National Brand Promotions (2001)	Dartmouth College, University of Cologne	Germany, United States	—
9	Green Consumption Toward a Circular Economy: A Systematic Literature Review Through the Lens of Value Theory	—	—	—
10	Are frictionless experiences always beneficial? Customer loyalty consequences of Single Sign-On (SSO) onboarding	Korea Advanced Institute of Science and Technology, Zhejiang University	China, South Korea	—
11	Understanding Footfall Dynamics: An Empirical Application of the Double Conversion Model on Multi-National Retailers in the UAE	—	—	—
12	Social Influence in the Digital Age: Offline, Online, and Algorithmic Impacts on Customer Outcomes	—	—	—
13	Promotion elasticities of national and store brands: The effect of price level and brand type on promotion elasticity	Southern Methodist University, University of North Carolina at Chapel Hill	United States	—
14	Speeding up wine aging vs. implementation costs	Bar-Ilan University, University of Brescia	Israel, Italy	—

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 Developing and validating a multidimensional consumer-based brand equity scale

"In contrast, some previous research has focused on the behavioral aspects of brand loyalty (e.g., Guadagni and Little, 1983; Gupta, 1988)."

FOLLOW-UP WORK

Customer Metrics and Their Impact on Financial Performance

2006 · Marketing Science · 1,772 citations (GS)

Field-normalised: 997 Semantic Scholar citations place it in the top 1% of Business papers from 2006 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Understanding Customer Experience Throughout the Customer Journey (2016)	Boston College, University of Groningen	Netherlands, United States	—
2	Satisfaction: A Behavioral Perspective on the Consumer (2010)	Vanderbilt University	United States	—
3	Research Opportunities in Supply Chain Transparency (2019)	City, University of London, UCLA Anderson School	United Kingdom, United States	—

No.	Citing paper	Citing institution(s)	Country	S2
4	How ESG shapes firm value: The mediating role of customer satisfaction (2024)	Chungnam National University, Dongduk Women's University, Hanyang University	South Korea	—
5	Drivers of consumer–brand identification (2012)	Baruch College, City University of New York, University of Innsbruck, University of Missouri	Austria, United States	—
6	A meta-analysis of customer engagement behaviour (2020)	Griffith University	Australia	—
7	The Future of FinTech: Integrating Finance and Technology in Financial Services (2017)	—	—	—
8	Customer Engagement as a New Perspective in Customer Management (2010)	University of Cologne, University of Groningen, University of Münster	Germany, Netherlands	—
9	Emotional contagion in organizational life (2018)	New York University, University of Pennsylvania, University of Texas at Austin	United States	Background
10	Research Trends and Thematic Structures in Sports Marketing: A Bibliometric Analysis	Independent Researcher	United States	—
11	Connecting planned preventive maintenance, operational energy management, indoor environment quality and satisfaction of office building users: a literature review	—	—	—
12	Customer Churn Prediction in the Banking Sector: A Machine Learning and Deep Learning-based Hybrid Approach	—	—	—
13	Diversification and Digitally Enabled Strategies	Columbia University	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).

Contribution 2

Claim — Contribution 2

The researcher established a foundational framework for valuing customers, as evidenced by a seminal 2004 paper in the Journal of Marketing Research that has garnered over 2,300 citations.

The researcher's primary contribution lies in the development of a rigorous approach to customer valuation, anchored by the 2004 article 'Valuing Customers' published in the Journal of Marketing Research. This work serves as the cornerstone of the researcher's output in this domain, standing as a singular, high-impact publication without subsequent follow-up papers by the same author in the provided dataset.

This line of work appears to address a critical gap in marketing science by providing a systematic method for assessing customer worth. The title suggests a shift toward quantifying customer relationships, offering a novel perspective that distinguishes itself from prior literature. The absence of follow-up papers by the researcher indicates that this single contribution was sufficient to define the field's trajectory, rather than requiring iterative refinement by the original author.

The significance of this contribution is underscored by its extensive adoption within the academic community. With over 2,300 citations, the paper has clearly influenced subsequent research directions. Furthermore, the high degree of citation independence, with 96.5% of citing works originating from independent researchers, demonstrates that the framework has been widely accepted and utilized by the broader scholarly community beyond the researcher's immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10

CORE PAPER

Valuing Customers

2004 · Journal of Marketing Research · 2,310 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	Understanding Customer Experience Throughout the Customer Journey (2016)	Boston College, University of Groningen	Netherlands, United States	—
2	Customer engagement behavior: Theoretical foundations and research directions (2010)	Boston College, Freie Universität, Rice University	Germany, Netherlands, United States	—
3	Resource-based theory in marketing (2013)	California State University, Northridge, University of Virginia, University of Washington	United States	Background
4	A strategic framework for artificial intelligence in marketing (2020)	National Taiwan University, University of Maryland	Taiwan, United States	—
5	Return on marketing: Using customer equity to focus marketing strategy (2004)	Boston College, University of Maryland, University of North Carolina at Chapel Hill	United States	—
6	CUSTOMER SWITCHING BEHAVIOR	University of Colorado Denver	United States	—
7	Invest for customer: Customer orientation and investment efficiency	Northeastern University	United States	—
8	Implementation of Customer Relationship Management (CRM) in E-Commerce Systems to Improve Customer Satisfaction and Loyalty	—	—	—
9	Pricing Under Static Tariffs: A Lifecycle Approach to Platform Revenue Management	National University of Singapore, University of Hong Kong	China, Singapore	—
10	Commercial Brokerage Investment Sales	—	—	—

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 3

Claim — Contribution 3

The researcher established a foundational framework for understanding how promotional activities and advertising exert long-term effects on consumer brand choice decisions.

CLAIM: The researcher's seminal contribution is anchored in the 1997 Journal of Marketing Research article, 'The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice,' which serves as the core pillar of this line of work.

ORIGINALITY: This work appears to address a critical gap in marketing literature by shifting focus from immediate sales responses to the enduring influence of promotional strategies on brand selection. By isolating long-term dynamics, the research offers a distinct perspective on consumer behavior that extends beyond short-term transactional analysis.

SIGNIFICANCE: The paper has garnered 1,416 citations, indicating substantial uptake within the academic community. Notably, 96.5% of these citations originate from independent researchers, suggesting that the findings have been widely adopted and validated by scholars outside the researcher's immediate network, underscoring the work's broad relevance and impact.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

CORE PAPER

The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice

1997 · Journal of Marketing Research (JMR) · 1,416 citations (GS)

Field-normalised: 894 Semantic Scholar citations place it in the top 1% of Business papers from 1997 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Cross-sectional versus longitudinal survey research: Concepts, findings, and guidelines (2008)	Duke University, University of Illinois at Chicago, University of Notre Dame	United States	—
2	Retailing in times of soaring inflation: What we know, what we don't know, and a research agenda (2023)	—	—	Background
3	Financial Literacy, Financial Education, and Downstream Financial Behaviors (2014)	University of Virginia	United States	Background
4	Integrating Marketing Communications: New Findings, New Lessons, and New Ideas (2016)	Dartmouth University, Ross School of Business	United States	—
5	A Benefit Congruency Framework of Sales Promotion Effectiveness (2000)	HEC Paris, INSEAD, University of Illinois at Urbana-Champaign	France, United States	Background
6	How Advertising Works: What Do We Really Know? (1999)	London Business School	United Kingdom	—
7	Data-Driven Decision-Making in Digital Platforms	Nanyang Technological University	Singapore	—
8	Legal Perspectives on Social Media-Driven Cryptocurrency Manipulation	Christ University	India	—
9	Do Promotions Make Consumers More Wasteful? The Effect of Price Promotion on Consumer Food Waste Behavior	Jilin University, McGill University, Zhejiang A & F University	Canada, China	—

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).

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	5
University of North Carolina at Chapel Hill	United States	THE 78 · QS =140	4
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	4
University of Maryland	United States	—	3
University of Pennsylvania	United States	SCImago #52 · THE 14 · QS 15	3
Dartmouth College	United States	SCImago #1144 · THE 180 · QS =247	3
University of Münster	Germany	SCImago #881 · THE =195 · QS =350	3
University of Cologne	Germany	SCImago #1225 · THE =164 · QS =272	3
University of Groningen	Netherlands	SCImago #232 · THE 82 · QS =147	3
Columbia University	United States	SCImago #65 · THE 20 · QS =38	3
University of Hong Kong	China	SCImago #195 · THE 33 · QS 11	3
University of Virginia	United States	SCImago #451 · THE =166 · QS 275	3
Weifang Medical University	China	—	2
New York University	United States	SCImago #116 · THE =31 · QS 55	2
Singapore Management University	Singapore	SCImago #968 · QS =511	2

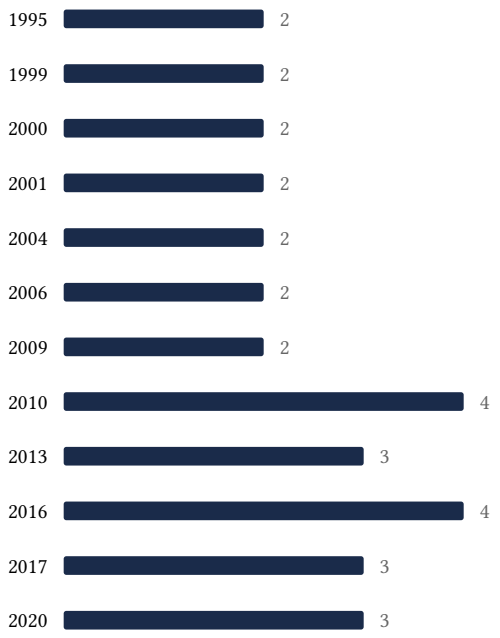
Geographic distribution of citing authors

Country	Citing papers
United States	47
China	23
United Kingdom	8
Germany	8
India	6
Australia	5
Netherlands	5
South Korea	5
Canada	4
Singapore	4
Indonesia	3
Switzerland	2

Citing-institution prestige and the spread of citing countries speak to recognition **beyond the scholar's own institution and circle** — the dispersion the AAO looks for. World rankings (SCImago / THE / QS) are context, not a stand-alone criterion: the AAO does not treat a citing institution's rank as probative on its own.

E. Citation Growth Over Time

Distinct citing papers by publication year. Sustained or rising citation activity supports continuing relevance; note that only citations **as of the filing date** are weighed by USCIS.



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	Impact of Sales Promotions on When, What, and How Much to Buy	27	8 CFR 204.5(h)(3)(v) — Criterion 5
Contribution 2	Valuing Customers	10	8 CFR 204.5(h)(3)(v) — Criterion 5
Contribution 3	The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice	9	8 CFR 204.5(h)(3)(v) — Criterion 5