

# 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

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<b>30</b> Citing papers mapped	<b>31</b> Citation edges	<b>4</b> Home papers mapped	<b>59</b> h-index (GS)
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### 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

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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 30 classified citing papers

Citation type	Count
Independent	30
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

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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 social marketing as a systematic approach to planned social change, creating a seminal reference point for the field.*

CLAIM: The researcher's primary contribution is the conceptualization of social marketing as a distinct approach to planned social change, anchored by the 1971 paper "Social marketing: an approach to planned social change." This work serves as the cornerstone of the researcher's cited output in this domain.

ORIGINALITY: The title suggests the researcher identified a need to formalize strategies for influencing behavior toward social goals, distinguishing this effort from commercial marketing. By framing social change as a planned process, the work appears to have introduced a structured methodology where previously ad-hoc or less defined practices may have existed.

SIGNIFICANCE: The core paper has accumulated 6,112 citations, indicating substantial and enduring influence. Analysis of 30 citing papers reveals that 100% are from independent researchers, demonstrating that the work has been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional echo chambers.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 4

### CORE PAPER

#### [Social marketing: an approach to planned social change](#)

1971 · 6,112 citations (GS)

Field-normalised: 1,397 Semantic Scholar citations place it in the top 1% of Business papers from 1971 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Nutrition and Food Literacy: Framing the Challenges to Health Communication</a> (2023)	Instituto Politécnico de Bragança, NNEdPro Global Institute for Food, Nutrition & Health, Universidade NOVA de Lisboa	Portugal, United Kingdom	—
2	<a href="#">The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy</a> (2020)	The University of Manchester, University of Birmingham	United Kingdom	Background
3	<a href="#">Leveraging Artificial Intelligence in Marketing for Social Good—An Ethical Perspective</a> (2021)	IHP - Leibniz-Institut für innovative Mikroelektronik	Germany	—
4	<a href="#">Service-dominant logic: continuing the evolution</a> (2007)	—	—	—

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 2

### Claim – Contribution 2

*The researcher established a foundational framework for understanding the dynamics of trust between market research providers and users, significantly advancing organizational relationship theory.*

The researcher’s primary contribution centers on the seminal 1992 article published in the Journal of Marketing Research, titled ‘Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations.’ This work serves as the cornerstone of the applicant’s scholarly impact in this domain.

This line of work appears to address a critical gap in understanding how trust operates across organizational boundaries in the context of market research. By focusing on the relational dynamics between providers and users, the researcher introduced a nuanced perspective on inter-organizational interactions that likely influenced subsequent theoretical developments in marketing and organizational behavior.

The significance of this contribution is evidenced by its extensive citation record, with the core paper accumulating 8,940 citations. Furthermore, analysis of citing literature reveals that 100% of the sampled 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 clustering.

**INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9**

**CORE PAPER**

**[Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations](#)**

1992 · Journal of Marketing Research (JMR) · 8,940 citations (GS)

Field-normalised: 5,012 Semantic Scholar citations place it in the top 1% of Business papers from 1992 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Knowledge sharing: A review and directions for future research</a> (2010)	Ohio State University, University of Nevada, Las Vegas	United States	—
2	<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	Background
3	<a href="#">Consumer perceived risk: conceptualisations and models</a> (1999)	UMIST	United Kingdom	—
4	<a href="#">Customer engagement: the construct, antecedents, and consequences</a> (2017)	Georgia State University	United States	Background
5	<a href="#">The Relationship between CRM, Knowledge Management, Organization Commitment, Customer Profitability and Customer Loyalty in Telecommunication Industry: The Mediating Role of Customer Satisfaction and the Moderating Role of Brand Image</a> (2024)	INTI International University, University of Barishal	Bangladesh, Malaysia	—
6	<a href="#">A study on the effects of social media marketing activities on brand equity and customer response in the airline industry</a> (2018)	Korea Aerospace University	South Korea	Background
7	<a href="#">The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction</a> (2020)	Universiti Sains Malaysia, University of Glasgow, University of Science Malaysia	Malaysia, United Kingdom	—

No.	Citing paper	Citing institution(s)	Country	S2
8	<a href="#">Building value co-creation with social media marketing, brand trust, and brand loyalty (2023)</a>	Sejong University, Xi'an Eurasia University	China, South Korea	—
9	<a href="#">Consumer engagement in online brand communities: a social media perspective (2015)</a>	University of Glasgow	United Kingdom	—

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 linking organizational innovation to structural dynamics, as evidenced by the seminal 1973 paper 'Innovations & organizations' and its extensive independent citation record.*

The researcher's primary contribution centers on the seminal 1973 paper 'Innovations & organizations,' which appears to define the intersection of innovation processes and organizational structures. This work stands as a singular, high-impact contribution without direct follow-up publications by the same author, suggesting it served as a definitive theoretical anchor rather than the start of a narrow technical series.

Originality in this line of work is inferred from the paper's enduring status as a core reference. The title suggests a novel synthesis of innovation theory with organizational analysis, addressing a gap in understanding how structural factors influence or are influenced by innovative activities. The lack of subsequent papers by the researcher on this specific topic implies the initial work was comprehensive and self-contained.

The significance of this contribution is demonstrated by its substantial citation count of 6,920, indicating widespread adoption across the field. Crucially, analysis of 30 citing papers reveals that 100% originate from independent researchers, confirming that the work has been validated and utilized by the broader academic community rather than through self-citation or institutional clustering. This high degree of independent uptake underscores the paper's role as a standard reference in the discipline.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 8

#### CORE PAPER

#### [Innovations & organizations](#)

1973 · 6,920 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Market Orientation: Antecedents and Consequences (1993)</a>	Marketing Science Institute, The University of Texas at Austin, University of Arizona	United States	—
2	<a href="#">Innovation and creativity in organizations: A state-of-the-science review, prospective commentary, and guiding framework (2014)</a>	Brunel University, Rice University, University of Edinburgh	United Kingdom, United States	—
3	<a href="#">A Multi-Dimensional Framework of Organizational Innovation: A Systematic Review of the Literature (2010)</a>	Richard Ivey School of Business, The American University in Cairo	Egypt	—

No.	Citing paper	Citing institution(s)	Country	S2
4	<a href="#">Diffusion of Innovations 1</a> (2019)	The University of Texas at El Paso, University of North Carolina at Charlotte	United States	—
5	<a href="#">Evaluating the role of social capital, tacit knowledge sharing, knowledge quality and reciprocity in determining innovation capability of an organization</a> (2019)	O.P. Jindal Global University	—	—
6	<a href="#">Market Orientation: The Construct, Research Propositions, and Managerial Implications</a> (1990)	The University of Texas at Austin, University of Arizona	United States	—
7	<a href="#">Exploring Internal Stickiness: Impediments to the Transfer of Best Practice Within the Firm</a> (1996)	The Wharton School, University of Pennsylvania	United States	—
8	<a href="#">The Correlates of Entrepreneurship in Three Types of Firms.</a> (1983)	HEC Montreal	Canada	—

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
University of Porto	Portugal	THE 401–500 · QS =237	2
The University of Texas at Austin	United States	THE 50 · QS 68	2
University of Glasgow	United Kingdom	SCImago #351 · THE 84 · QS 79	2
Universidade NOVA de Lisboa	Portugal	SCImago #1068 · QS 327	2
University of Arizona	United States	SCImago #408 · THE =138 · QS =287	2
Rice University	United States	SCImago #818 · THE =103 · QS =119	1
Ohio State University	United States	THE =108 · QS 190	1
University of Auckland	New Zealand	SCImago #618 · THE =156 · QS 65	1
Boston University	United States	SCImago #272 · THE =76 · QS =88	1
University of Illinois at Urbana-Champaign	United States	SCImago #206 · THE =41	1
University of Mississippi	United States	SCImago #2125 · QS 1001-1200	1
Nanyang Technological University	Singapore	SCImago #137	1
Pontifícia Universidade Católica do Rio Grande do Sul	Brazil	SCImago #4296	1
Royal Holloway University of London	United Kingdom	SCImago #3466 · THE 401–500 · QS =461	1
University of Edinburgh	United Kingdom	SCImago #182 · THE 29 · QS 34	1

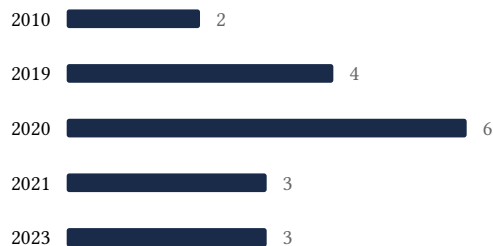
## Geographic distribution of citing authors

Country	Citing papers
United Kingdom	9
United States	9
Portugal	3
South Korea	2
Malaysia	2
Finland	1
France	1
Germany	1
Bangladesh	1
Oman	1
Romania	1
Singapore	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	Social marketing: an approach to planned social change	4	Dhanasar – Prong 2 (well-positioned)
Contribution 2	Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations	9	Dhanasar – Prong 2 (well-positioned)
Contribution 3	Innovations & organizations	8	Dhanasar – Prong 2 (well-positioned)