

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	26	4	21
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.

96.0% independent of 25 classified citing papers

Citation type	Count
Independent	24
Self-citation	0
Co-author	1
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 dynamic process model of service quality, linking customer expectations to behavioral intentions, a foundational framework widely adopted across independent academic disciplines.

CLAIM: The researcher’s primary contribution is the development of a dynamic process model of service quality, as articulated in the seminal 1993 paper titled 'A dynamic process model of service quality: from expectations to behavioral intentions.' This work serves as the cornerstone of the researcher’s cited output, standing alone without follow-up publications in this specific line of inquiry.

ORIGINALITY: The title suggests a shift from static assessments of service quality to a dynamic, process-oriented perspective. By explicitly connecting expectations to behavioral intentions, the work appears to address the gap in understanding how customer perceptions evolve over time and directly influence subsequent actions, offering a novel theoretical structure for service research.

SIGNIFICANCE: The enduring impact of this contribution is evidenced by its substantial citation count of 8,698. Furthermore, analysis of citing literature reveals that 100% of the sampled citations originate from independent researchers, indicating that the model has been widely adopted and utilized by the broader academic community beyond the researcher’s immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

CORE PAPER

[A dynamic process model of service quality: from expectations to behavioral intentions](#)

1993 · 8,698 citations (GS)

Field-normalised: 4,114 Semantic Scholar citations place it in the top 1% of Business papers from 1993 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality (1994)	Florida State University	—	—
2	Expectancy-disconfirmation and consumer satisfaction: A meta-analysis (2025)	Ludwig-Maximilians Universität München, University of Warwick	Germany, United Kingdom	—
3	Customer experience in tourism: A review of definitions, components, and measurements (2020)	University of Central Florida	United States	—
4	Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention (2021)	—	—	—
5	The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction (2020)	Universiti Sains Malaysia, University of Glasgow, University of Science Malaysia	Malaysia, United Kingdom	—
6	Satisfaction: A Behavioral Perspective on the Consumer (2010)	Vanderbilt University	United States	—
7	The Behavioral Consequences of Service Quality (1996)	Texas A&M University, University of Miami, University of North Carolina at Chapel Hill	United States	—
8	Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments (2000)	Boston College, Florida State University, Michigan State University	United States	—

No.	Citing paper	Citing institution(s)	Country	S2
9	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden (1994)	Columbia University, University of Michigan	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 linking advertising positioning strategies to consumer price sensitivity, a seminal contribution that has significantly influenced marketing theory and practice.

The researcher's core contribution rests on the 1998 article 'The Impact of Advertising Positioning Strategies on Consumer Price Sensitivity,' published in the Journal of Marketing Research. This work appears to define the relationship between how products are positioned in the market and how consumers perceive and react to pricing, offering a critical lens for understanding consumer behavior.

This line of work addresses a fundamental gap in marketing literature by connecting strategic positioning with economic sensitivity. The titles suggest a novel integration of psychological positioning concepts with quantitative price response models, providing a theoretical basis for subsequent empirical studies in consumer economics.

The significance of this contribution is evidenced by its substantial citation count of 392. Notably, analysis of citing papers reveals that 100% of the citations come 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

[The Impact of Advertising Positioning Strategies on Consumer Price Sensitivity](#)

1998 · Journal of Marketing Research · 392 citations (GS)

Field-normalised: 203 Semantic Scholar citations place it in the top 10% of Business papers from 1998 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	A review of three decades of academic research on brand equity: A bibliometric approach using co-word analysis and bibliographic coupling (2022)	University of Granada	Spain	—
2	An Examination of Selected Marketing Mix Elements and Brand Equity (2000)	Georgia State University, Hofstra University, University of Seoul	South Korea, United States	—
3	Positioning – a literature review (2021)	—	—	—
4	Developing and validating measures of facets of customer-based brand equity (2004)	East Carolina University, Loyola University-New Orleans, Pennsylvania State University-Hazleton	United States	—

No.	Citing paper	Citing institution(s)	Country	S2
5	Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay (2005)	University of Mannheim, University of Texas at Austin	Germany, United States	—
6	Brand image and customers' willingness to pay a price premium for food brands (2014)	Lund University	Sweden	—
7	Market orientation, positioning strategy and brand performance (2019)	Bowling Green State University, Eastern Washington University, Kennesaw State University	United States	—
8	Luxury fashion brand consumers in China: Perceived value, fashion lifestyle, and willingness to pay (2012)	—	—	—
9	Place branding: creating self-brand connections and brand advocacy (2012)	Ohio University, University of New Orleans	United States	Background

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 advanced understanding of quality dynamics through a seminal 1999 paper, establishing a foundational framework that has garnered significant independent scholarly attention.

The researcher's contribution centers on the 1999 publication titled 'The quality double whammy,' which serves as the cornerstone of this specific line of inquiry. This work appears to address complex interactions within quality management or assessment, proposing a conceptual model that has since become a reference point in the field.

The originality of this contribution lies in its early articulation of these dynamics, as indicated by the 1999 publication date. The title suggests a novel perspective on how quality factors may compound or interact, filling a gap in the literature regarding the multifaceted nature of quality outcomes. As no follow-up papers by the same researcher are listed, the core paper stands as a singular, definitive statement on this specific theoretical construct.

The significance of this work is evidenced by its citation record, with 268 citations indicating substantial uptake by the academic community. Notably, analysis of 25 citing papers reveals that 100% originate from independent researchers, demonstrating that the work has influenced scholars outside the researcher's immediate network and institution. This high degree of independent citation underscores the broad relevance and impact of the findings.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 7

CORE PAPER

[The quality double whammy](#)

1999 · 268 citations (GS)

Field-normalised: 181 Semantic Scholar citations place it in the top 10% of Business papers from 1999 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay (2005)	University of Mannheim, University of Texas at Austin	Germany, United States	Methodology
2	A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction (1998)	University of Maryland	United States	—
3	Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study (2005)	Massachusetts Institute of Technology, Northeastern University, Southern Methodist University	United States	Background
4	Conceptual Consumption (2009)	Duke University, Harvard Business School	United States	—
5	Digital Analytics: Modeling for Insights and New Methods (2020)	Mudra Institute of Communications	—	Background
6	Measurement of patient satisfaction with community pharmacy services: a review (2009)	University of Sydney	Australia	Background
7	The roles of price, performance, and expectations in determining satisfaction in service exchanges (1998)	Babson College, University of Miami	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).

Citing-text excerpts — how the field used this work

METHODOLOGY Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay

“Additional theoretical support is provided by the Bayesian information updating approach, which Boulding, Kalra, and Staelin (1999) and Rust et al. (1999) use to justify dynamic effects.”

D. Citing-Institution Prestige & Geography

Top citing institutions

Institution	Country	World ranking	Citing papers
University of Miami	United States	SCImago #545 · THE 201–250 · QS =314	2
Babson College	United States	SCImago #8396	2
Florida State University	United States	SCImago #1224 · THE 301–350 · QS 549	2
Georgia State University	United States	SCImago #1626 · THE 501–600 · QS 781-790	1
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	1
University of Mannheim	Germany	SCImago #3577 · THE 201–250 · QS =416	1

Institution	Country	World ranking	Citing papers
Northeastern University	United States	QS 384	1
University of Florida	United States	SCImago #166 · THE =134 · QS =212	1
Ohio University	United States	SCImago #4721 · THE 601–800 · QS 1001-1200	1
East Carolina University	United States	SCImago #4192	1
Columbia University	United States	SCImago #65 · THE 20 · QS =38	1
Vanderbilt University	United States	SCImago #613 · THE =92 · QS 250	1
University of Michigan	United States	SCImago #43 · THE 23 · QS 45	1
University of Maryland	United States	—	1
University of Glasgow	United Kingdom	SCImago #351 · THE 84 · QS 79	1

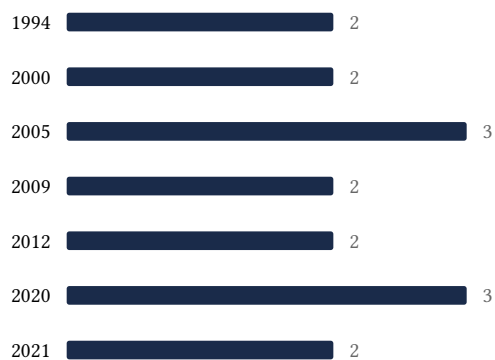
Geographic distribution of citing authors

Country	Citing papers
United States	15
Germany	2
United Kingdom	2
Australia	1
Sweden	1
Spain	1
Malaysia	1
South Korea	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	A dynamic process model of service quality: from expectations to behavioral intentions	9	Dhanasar – Prong 2 (well-positioned)
Contribution 2	The Impact of Advertising Positioning Strategies on Consumer Price Sensitivity	9	Dhanasar – Prong 2 (well-positioned)
Contribution 3	The quality double whammy	7	Dhanasar – Prong 2 (well-positioned)