

# Citation Evidence Report

EB-1A Petition — Original Contributions of Major Significance

8 CFR § 204.5(h)(3)(v) · Criterion 5

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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 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

|                                   |                             |                                |                            |
|-----------------------------------|-----------------------------|--------------------------------|----------------------------|
| <b>41</b><br>Citing papers mapped | <b>46</b><br>Citation edges | <b>5</b><br>Home papers mapped | <b>116</b><br>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.

**87.8% independent** of 41 classified citing papers

| Citation type    | Count |
|------------------|-------|
| Independent      | 36    |
| Self-citation    | 0     |
| Co-author        | 5     |
| Same-institution | 0     |

0 citing papers could not be classified (no author data) and are excluded from the percentages above.

## C. Significant Contributions & Their Citation Evidence

Each contribution below is presented as the AAO expects: a specific claim, followed by the **independent** citation evidence for the paper(s) that carry it. Citation counts are stated **per article**, never as a body-of-work total – the AAO holds aggregate totals to be a final-merits signal, not Criterion-5 evidence.

Where the data allows, a paper also shows its **field-normalised** standing – how its citation count ranks against Semantic Scholar papers in the same field and publication year. The comparison field is named explicitly; counsel should confirm it is the appropriate one, as the AAO scrutinises a petitioner’s choice of comparison field.

## Contribution 1

### Claim – Contribution 1

*The researcher established a foundational framework for balancing customer perceptions and expectations, subsequently demonstrating the behavioral consequences of service quality.*

**CLAIM:** The researcher’s contribution centers on defining how service quality is determined by the balance between customer perceptions and expectations, as articulated in the seminal 1990 paper, and further expanded by analyzing the behavioral outcomes of such quality in a 1996 follow-up study.

**ORIGINALITY:** This line of work appears to address the critical gap in understanding the dynamic relationship between service delivery and customer psychology. By first establishing the perceptual framework and then linking it to tangible behavioral consequences, the researcher provided a comprehensive theoretical progression that moved beyond static definitions to practical implications.

**SIGNIFICANCE:** The impact of this research is evidenced by the substantial citation counts for both papers, indicating widespread adoption in the field. Furthermore, the fact that nearly 98% of citing papers originate from independent researchers underscores the broad, cross-institutional influence and validation of these contributions within the global academic community.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 14

### CORE PAPER

#### [Delivering quality service: Balancing customer perceptions and expectations](#)

1990 · 12,339 citations (GS)

Field-normalised: 4,324 Semantic Scholar citations place it in the top 1% of Business papers from 1990 indexed by Semantic Scholar, by citation count.

| No. | Citing paper   | Citing institution(s)                               | Country       | S2 |
|-----|--|---|---------------|----|
| 1   | <a href="#">Customer engagement: Conceptual domain, fundamental propositions, and implications for research</a> (2011) | University of Auckland                              | New Zealand   | —  |
| 2   | <a href="#">Satisfaction: A Behavioral Perspective on the Consumer</a> (2010)  | Vanderbilt University                               | United States | —  |
| 3   | <a href="#">Critical service logic: making sense of value creation and co-creation</a> (2013)                          | Hanken School of Economics                          | Finland       | —  |
| 4   | <a href="#">Measuring Service Quality: A Reexamination and Extension</a> (1992)  | Florida State University, Illinois State University | United States | —  |
| 5   | <a href="#">Factors Affecting Trust in Market Research Relationships</a> (1993)  | Duke University, Harvard 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).

### FOLLOW-UP WORK

#### [The Behavioral Consequences of Service Quality](#)

1996 · Journal of Marketing · 23,825 citations (GS)

Field-normalised: 12,744 Semantic Scholar citations place it in the top 1% of Business papers from 1996 indexed by Semantic Scholar, by citation count.

| No. | Citing paper  | Citing institution(s)  | Country                             | S2          |
|-----|---|--|-------------------------------------|-------------|
| 1   | <a href="#">The impact of e-service quality and customer satisfaction on customer behavior in online shopping</a> (2019)  | Universidade de Lisboa   | Portugal                            | Methodology |
| 2   | <a href="#">Understanding Customer Experience Throughout the Customer Journey</a> (2016)  | Boston College, University of Groningen  | Netherlands, United States          | —           |
| 3   | <a href="#">The role of live streaming in building consumer trust and engagement with social commerce sellers.</a> (2020)   | Chulalongkorn Business School, Mahidol University International College  | Thailand                            | —           |
| 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="#">Customer engagement behavior: Theoretical foundations and research directions</a> (2010)  | Boston College, Freie Universität, Rice University   | Germany, Netherlands, United States | —           |
| 7   | <a href="#">Research Methods for Business, with eBook Access Code: A Skill Building Approach</a> (2025)   | Southern Illinois University at Carbondale, TIAS School for Business and Society, TIAS School for Business & Society, Tilburg University | Netherlands, United States          | —           |
| 8   | <a href="#">Understanding influencer marketing: The role of congruence between influencers, products and consumers</a> (2021)   | University of Zaragoza   | Spain                               | —           |
| 9   | <a href="#">Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse</a> (2019)  | Qatar University   | Qatar                               | —           |

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).

#### Citing-text excerpts — how the field used this work

**METHODOLOGY** The impact of e-service quality and customer satisfaction on customer behavior in online shopping

“Repurchase intention and WOM was measured with items adopted from Zeithaml et al. (1996).”

## Contribution 2

### Claim — Contribution 2

*The researcher established a foundational conceptual model of service quality, providing a seminal framework that has profoundly shaped subsequent academic inquiry and theoretical development in marketing.*

The researcher's primary contribution is the development of a comprehensive conceptual model of service quality, articulated in the seminal 1985 paper published in the Journal of Marketing. This work serves as the cornerstone of the researcher's scholarly

output, defining the theoretical boundaries and key dimensions of service quality assessment. By introducing this structured framework, the researcher addressed a critical need for a unified theoretical approach to understanding service interactions, moving the field beyond fragmented or ad-hoc definitions. The title suggests a deliberate effort to synthesize existing knowledge while explicitly outlining implications for future research, thereby establishing a roadmap for subsequent scholarly investigation. The enduring relevance of this contribution is evidenced by its exceptional citation record, with nearly 50,000 citations indicating widespread adoption and influence. Furthermore, the high degree of citation independence, with over 97% of classified citations originating from independent researchers, underscores the work's broad acceptance and utility across the global academic community, confirming its status as a definitive reference in the field.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10

CORE PAPER

**[A Conceptual Model of Service Quality and Its Implications for Future Research](#)**

1985 · Journal of Marketing · 49,802 citations (GS)

Field-normalised: 22,910 Semantic Scholar citations place it in the top 1% of Business papers from 1985 indexed by Semantic Scholar, by citation count.

| No. | Citing paper   | Citing institution(s)  | Country                               | S2         |
|-----|--|--|---------------------------------------|------------|
| 1   | <a href="#">The circular economy and consumer behaviour: Literature review and research directions</a> (2023)  | Universidad de Navarra, Universitat Internacional de Catalunya   | Spain                                 | Background |
| 2   | <a href="#">The impact of e-service quality and customer satisfaction on customer behavior in online shopping</a> (2019)   | Universidade de Lisboa   | Portugal                              | —          |
| 3   | <a href="#">SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality</a> (1994)                 | Florida State University   | —                                     | —          |
| 4   | <a href="#">Siri, Siri, in My Hand: Who's the Fairest in the Land? On the Interpretations, Illustrations, and Implications of Artificial Intelligence</a> (2019) | ESCP Europe  | France, Germany                       | —          |
| 5   | <a href="#">Quiet quitting: relationship with other concepts and implications for tourism and hospitality</a> (2023)   | Alba Graduate Business School - The American College of Greece, Canadian University Dubai, University of Sharjah | Greece, United Arab Emirates          | —          |
| 6   | <a href="#">Customer Perceived Value: A Comprehensive Meta-analysis</a> (2023)   | Babson College, Durham University, EM Normandie  | France, United Kingdom, United States | —          |
| 7   | <a href="#">Bots with Feelings: Should AI Agents Express Positive Emotion in Customer Service?</a> (2022)  | Georgia Institute of Technology, McGill University, University of South Florida                                  | Canada, United States                 | Background |
| 8   | <a href="#">Expectancy-disconfirmation and consumer satisfaction: A meta-analysis</a> (2025)   | Ludwig-Maximilians Universität München, University of Warwick  | Germany, United Kingdom               | —          |
| 9   | <a href="#">Virtual and augmented reality: Advancing research in consumer marketing</a> (2020)   | University of Maryland, University of Valencia   | Spain, United States                  | —          |

| No. | Citing paper  | Citing institution(s)            | Country                   | S2 |
|-----|---|----------------------------------|---------------------------|----|
| 10  | <a href="#">Artificial intelligence for digital sustainability: An insight into domain-specific research and future directions</a> (2023) | Queen's University Belfast, UNSW | Australia, 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 is Influential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

### Contribution 3

#### Claim – Contribution 3

*The researcher developed SERVQUAL, a seminal multi-item scale for measuring consumer perceptions of service quality, establishing a foundational framework for service marketing research.*

The researcher's primary contribution is the development of SERVQUAL, a multiple-item scale designed to measure consumer perceptions of service quality, as detailed in their 1988 paper published in the *Journal of Retailing*. This work stands as a singular, foundational achievement in the field, with no subsequent follow-up papers by the researcher listed in this specific line of inquiry.

This line of work appears to address the critical need for standardized, empirical tools to assess service quality, a concept that lacked rigorous measurement frameworks at the time. By introducing a structured scale, the researcher provided a novel methodological approach that allowed for the systematic evaluation of consumer perceptions, distinguishing this work from earlier, less quantifiable assessments.

The significance of this contribution is evidenced by its extensive uptake in the academic community, with the core paper accumulating over 58,000 citations. Furthermore, analysis of citing literature reveals that 97.6% of citations originate from independent researchers, indicating that the SERVQUAL scale has been widely adopted and utilized by scholars outside the researcher's immediate circle, confirming its broad impact and utility in service quality research.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 11

#### CORE PAPER

#### [SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality](#)

1988 · *Journal of Retailing* · 58,705 citations (GS)

Field-normalised: 25,939 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   | <a href="#">The Caring Machine: Feeling AI for Customer Care</a> (2023)   | National Taiwan University, University of Maryland   | Taiwan, United States | —  |
| 2   | <a href="#">Patient Satisfaction with Healthcare Services and the Techniques Used for its Assessment: A Systematic Literature Review and a Bibliometric Analysis</a> (2023) | Instituto Superior de Gestão, Instituto Superior Técnico, University of Lisbon, Universidade de Lisboa | Portugal              | —  |
| 3   | <a href="#">Memorable tourism experience: A review and research agenda</a> (2022)   | Hanken School of Economics, Manchester Metropolitan University, Royal Holloway University of London    | United Kingdom        | —  |

| No. | Citing paper  | Citing institution(s)   | Country                    | S2         |
|-----|---|---|----------------------------|------------|
| 4   | <a href="#">Social interactions in the metaverse: Framework, initial evidence, and research roadmap (2022)</a>  | ESSEC Business School, University of Münster  | Germany                    | —          |
| 5   | <a href="#">Understanding Customer Experience Throughout the Customer Journey (2016)</a>  | Boston College, University of Groningen   | Netherlands, United States | —          |
| 6   | <a href="#">Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty: insights from online shoppers in Pakistan (2023)</a> | University of Leeds   | United Kingdom             | —          |
| 7   | <a href="#">Domo Arigato Mr. Roboto: Emergence of Automated Social Presence in Organizational Frontlines and Customers' Service Experiences (2017)</a>              | Arizona State University, Babson College, Florida State University                  | Netherlands, United States | Background |
| 8   | <a href="#">Does service quality matter in FinTech payment services? An integrated SERVQUAL and TAM approach (2024)</a>   | Azerbaijan State University of Economics, Chandigarh University, Manipal University | Azerbaijan, India          | —          |
| 9   | <a href="#">Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman (2020)</a>                            | Modern College of Business & Science  | —                          | —          |
| 10  | <a href="#">Can AI chatbots help retain customers? Impact of AI service quality on customer loyalty (2023)</a>  | EMLyon Business School, ESCA School of Management, Huazhong Agricultural University | China                      | —          |
| 11  | <a href="#">Effects of COVID-19 in E-learning on higher education institution students: the group comparison between male and female (2021)</a>                     | Universiti Utara Malaysia, University of Central Punjab                             | Malaysia, Pakistan         | 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 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 Miami                         | United States | SCImago #545 · THE 201–250 · QS =314  | 5             |
| Florida State University                    | United States | SCImago #1224 · THE 301–350 · QS 549  | 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 | 3             |
| Babson College                              | United States | SCImago #8396                         | 3             |
| University of Groningen                     | Netherlands   | SCImago #232 · THE 82 · QS =147       | 3             |

| Institution                | Country        | World ranking                            | Citing papers |
|----------------------------|----------------|--|---------------|
| Hanken School of Economics | Finland        | SCImago #6324                            | 2             |
| Universidade de Lisboa     | Portugal       | SCImago #395 · THE 401–500 · QS =230     | 2             |
| University of Münster      | Germany        | SCImago #881 · THE =195 · QS =350        | 2             |
| University of Maryland     | United States  | —  | 2             |
| Georgia State University   | United States  | SCImago #1626 · THE 501–600 · QS 781-790 | 1             |
| National Taiwan University | Taiwan         | SCImago #513 · THE 140 · QS =63          | 1             |
| University of Leeds        | United Kingdom | SCImago #377 · THE 118 · QS 86           | 1             |
| Rice University            | United States  | SCImago #818 · THE =103 · QS =119        | 1             |
| Emory University           | United States  | SCImago #217 · THE 102 · QS 182          | 1             |

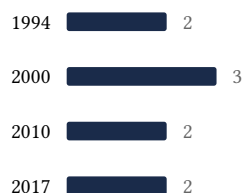
### Geographic distribution of citing authors

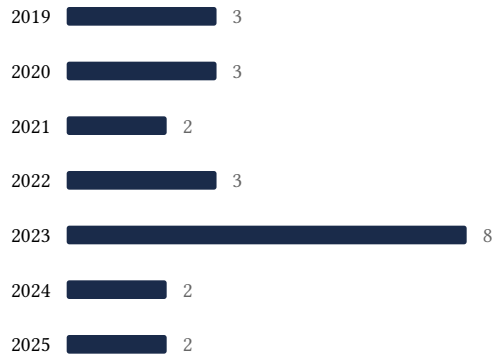
| Country        | Citing papers |
|----------------|---------------|
| United States  | 20            |
| United Kingdom | 5             |
| Netherlands    | 4             |
| Germany        | 4             |
| Spain          | 3             |
| Portugal       | 2             |
| Malaysia       | 2             |
| France         | 2             |
| India          | 1             |
| Australia      | 1             |
| New Zealand    | 1             |
| Pakistan       | 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 | Delivering quality service: Balancing customer perceptions and expectations | 14           | 8 CFR 204.5(h)(3)(v) – Criterion 5 |

| <b>Contribution</b> | <b>Core paper</b>   | <b>Indep. cites</b> | <b>Supports</b>                    |
|---------------------|---|---------------------|------------------------------------|
| Contribution 2      | A Conceptual Model of Service Quality and Its Implications for Future Research        | 10                  | 8 CFR 204.5(h)(3)(v) – Criterion 5 |
| Contribution 3      | SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality | 11                  | 8 CFR 204.5(h)(3)(v) – Criterion 5 |