

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

41 Citing papers mapped	46 Citation edges	5 Home papers mapped	116 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

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	Customer engagement: Conceptual domain, fundamental propositions, and implications for research (2011)	University of Auckland	New Zealand	—
2	Satisfaction: A Behavioral Perspective on the Consumer (2010)	Vanderbilt University	United States	—
3	Critical service logic: making sense of value creation and co-creation (2013)	Hanken School of Economics	Finland	—
4	Measuring Service Quality: A Reexamination and Extension (1992)	Florida State University, Illinois State University	United States	—
5	Factors Affecting Trust in Market Research Relationships (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	The impact of e-service quality and customer satisfaction on customer behavior in online shopping (2019)	Universidade de Lisboa	Portugal	Methodology
2	Understanding Customer Experience Throughout the Customer Journey (2016)	Boston College, University of Groningen	Netherlands, United States	—
3	The role of live streaming in building consumer trust and engagement with social commerce sellers. (2020)	Chulalongkorn Business School, Mahidol University International College	Thailand	—
4	Customer engagement: the construct, antecedents, and consequences (2017)	Georgia State University	United States	Background
5	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 (2024)	INTI International University, University of Barishal	Bangladesh, Malaysia	—
6	Customer engagement behavior: Theoretical foundations and research directions (2010)	Boston College, Freie Universität, Rice University	Germany, Netherlands, United States	—
7	Research Methods for Business, with eBook Access Code: A Skill Building Approach (2025)	Southern Illinois University at Carbondale, TIAS School for Business and Society, TIAS School for Business & Society, Tilburg University	Netherlands, United States	—
8	Understanding influencer marketing: The role of congruence between influencers, products and consumers (2021)	University of Zaragoza	Spain	—
9	Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse (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	The circular economy and consumer behaviour: Literature review and research directions (2023)	Universidad de Navarra, Universitat Internacional de Catalunya	Spain	Background
2	The impact of e-service quality and customer satisfaction on customer behavior in online shopping (2019)	Universidade de Lisboa	Portugal	—
3	SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality (1994)	Florida State University	—	—
4	Siri, Siri, in My Hand: Who's the Fairest in the Land? On the Interpretations, Illustrations, and Implications of Artificial Intelligence (2019)	ESCP Europe	France, Germany	—
5	Quiet quitting: relationship with other concepts and implications for tourism and hospitality (2023)	Alba Graduate Business School - The American College of Greece, Canadian University Dubai, University of Sharjah	Greece, United Arab Emirates	—
6	Customer Perceived Value: A Comprehensive Meta-analysis (2023)	Babson College, Durham University, EM Normandie	France, United Kingdom, United States	—
7	Bots with Feelings: Should AI Agents Express Positive Emotion in Customer Service? (2022)	Georgia Institute of Technology, McGill University, University of South Florida	Canada, United States	Background
8	Expectancy-disconfirmation and consumer satisfaction: A meta-analysis (2025)	Ludwig-Maximilians Universität München, University of Warwick	Germany, United Kingdom	—
9	Virtual and augmented reality: Advancing research in consumer marketing (2020)	University of Maryland, University of Valencia	Spain, United States	—

No.	Citing paper	Citing institution(s)	Country	S2
10	Artificial intelligence for digital sustainability: An insight into domain-specific research and future directions (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	The Caring Machine: Feeling AI for Customer Care (2023)	National Taiwan University, University of Maryland	Taiwan, United States	—
2	Patient Satisfaction with Healthcare Services and the Techniques Used for its Assessment: A Systematic Literature Review and a Bibliometric Analysis (2023)	Instituto Superior de Gestão, Instituto Superior Técnico, University of Lisbon, Universidade de Lisboa	Portugal	—
3	Memorable tourism experience: A review and research agenda (2022)	Hanken School of Economics, Manchester Metropolitan University, Royal Holloway University of London	United Kingdom	—

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

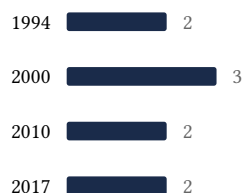
Geographic distribution of citing authors

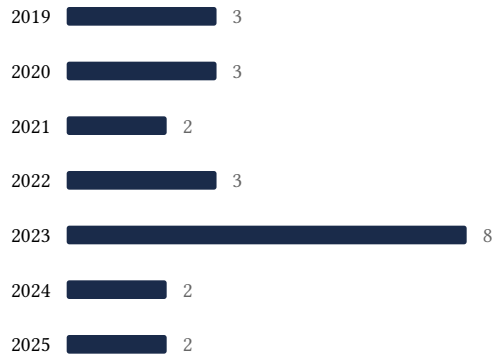
Country	Citing papers
United States	20
United Kingdom	5
Netherlands	4
Germany	4
Spain	3
Portugal	2
Malaysia	2
France	2
India	1
Australia	1
New Zealand	1
Pakistan	1

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	Dhanasar – Prong 2 (well-positioned)

Contribution	Core paper	Indep. cites	Supports
Contribution 2	A Conceptual Model of Service Quality and Its Implications for Future Research	10	Dhanasar – Prong 2 (well-positioned)
Contribution 3	SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality	11	Dhanasar – Prong 2 (well-positioned)