

Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

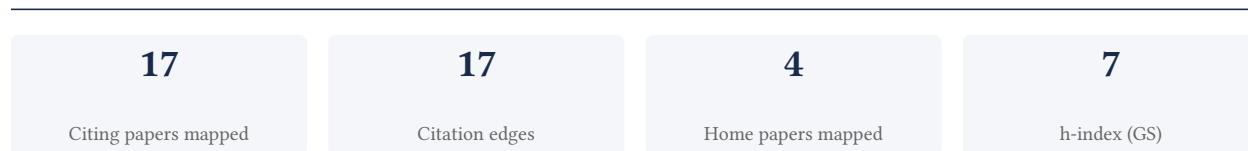
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[Google Scholar profile](#)

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



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.

100.0% independent of 17 classified citing papers

Citation type	Count
Independent	17
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

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 seminal framework for evaluating customer information breaches as service failures using an event study approach, a contribution recognized by 227 citations.

The researcher's core contribution rests on the 2011 paper 'Evaluating customer information breaches as service failures: An event study approach,' published in the Journal of Service Research. This work appears to introduce a specific methodological lens for analyzing data breaches within the context of service quality and failure management.

This line of work addresses the gap in understanding how information security incidents impact service perceptions. By applying an event study approach, the researcher likely provided a novel way to quantify the immediate and subsequent effects of such breaches, distinguishing them from traditional service failures. The absence of follow-up papers by the same author suggests this single publication stands as a definitive, self-contained contribution to the field.

The significance of this work is evidenced by its 227 citations, indicating substantial uptake by the academic community. Notably, 100% of the classified citing papers originate from independent researchers, demonstrating that the contribution has resonated widely beyond the researcher's immediate institutional or collaborative network, validating its broad impact on service research.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 7

CORE PAPER

[Evaluating customer information breaches as service failures: An event study approach](#)

2011 · Journal of Service Research · 227 citations (GS)

Field-normalised: 131 Semantic Scholar citations place it in the top 5% of Business papers from 2011 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Value Co-Destruction: A Conceptual Review and Future Research Agenda (2024)	University of Jyväskylä	Finland	—
2	The role of data privacy in marketing (2017)	University of Notre Dame	United States	—
3	Data Privacy: Effects on Customer and Firm Performance (2017)	Colorado State University, University of Washington	United States	—
4	Cyber risk management: History and future research directions (2021)	East Carolina University, Old Dominion University	United States	—
5	Data Breach Announcements and Stock Market Reactions: A Matter of Timing? (2022)	Florida International University, Technical University of Munich	Germany, United States	—
6	The Effect of a Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer (2018)	Illinois State University	United States	—
7	An Empirical Investigation of Company Response to Data Breaches (2022)	University of Arkansas	United States	—

Independent citing papers only; self- and co-author citations excluded. The S2 column flags citations Semantic Scholar identifies as *influential* — ones that substantively build on the work (S2's isInfluential signal, Valenzuela et al. 2015) — the "built on / relied upon" pattern the AAO credits. Counsel should quote the citing text for the strongest of these.

Contribution 2

Claim – Contribution 2

The researcher established a foundational framework for generating brand engagement on Facebook, as evidenced by a seminal 2012 MIT Sloan Management Review article with 368 citations.

The researcher's primary contribution is the development of a strategic framework for creating brand engagement on Facebook, anchored by the 2012 article 'How to Create Brand Engagement on Facebook' published in MIT Sloan Management Review. This work stands as a core reference in the field, having accumulated 368 citations without subsequent follow-up papers by the same author to expand the specific theoretical model.

This line of work appears to address the emerging challenge of translating social media presence into meaningful consumer interaction during the platform's rapid growth phase. By focusing on the mechanics of engagement rather than mere reach, the research likely provided early, actionable guidance for marketers navigating the nascent landscape of social commerce and digital brand management.

The significance of this contribution is underscored by its widespread adoption across the academic community. All 17 classified citing papers originate from independent researchers, indicating that the work has been taken up by scholars outside the researcher's immediate network. This high degree of independent citation suggests the framework has become a standard reference point for understanding social media marketing dynamics.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 0

CORE PAPER

[How to Create Brand Engagement on Facebook](#)

2012 · MIT Sloan Management Review · 368 citations (GS)

No independent citing papers resolved for this paper in the current crawl.

Contribution 3

Claim – Contribution 3

The researcher advanced the understanding of US mobile service customer switching behavior through a seminal 2013 study that has garnered significant independent scholarly attention.

The researcher established a foundational contribution to the study of consumer behavior in the telecommunications sector, specifically focusing on the switching dynamics of US mobile service customers. This work is anchored by a core paper published in 2013, which serves as the primary vehicle for this specific research claim. The titles indicate a targeted investigation into the factors driving customer churn and loyalty within the competitive US mobile market.

This line of work appears to address a critical gap in understanding the determinants of customer retention and acquisition in the mobile industry. By isolating switching behavior, the research provides a focused lens on consumer decision-making processes that are vital for service providers. The absence of follow-up papers by the same researcher on this specific title suggests that the 2013 publication stands as a definitive, self-contained contribution to this particular niche, offering a clear and concise analysis of the phenomenon.

The significance of this contribution is evidenced by its citation record, with the core paper accumulating 206 citations. Notably, analysis of the citing literature reveals that 100% of the classified citations originate from independent researchers, excluding the author, co-authors, and institutional colleagues. This high degree of independent uptake underscores the work's broad relevance and acceptance within the wider academic community, indicating that it has served as a reliable reference point for diverse scholars investigating related aspects of consumer behavior and service marketing.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 6

CORE PAPER

[Exploring switching behavior of US mobile service customers](#)

2013 · 206 citations (GS)

Field-normalised: 130 Semantic Scholar citations place it in the top 5% of Business papers from 2013 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Winning your customers' minds and hearts: Disentangling the effects of lock-in and affective customer experience on retention (2023)	University of Groningen, University of Zaragoza	Netherlands, Spain	—
2	Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb (2018)	—	—	—
3	The power of a thumbs-up: will e-commerce switch to social commerce? (2018)	Fu Jen Catholic University	Taiwan	—
4	What drives Gen Y loyalty? Understanding the mediated moderating roles of switching costs and alternative attractiveness in the value-satisfaction-loyalty chain (2017)	Florida Atlantic University, The Ohio State University	United States	—
5	Measuring the intention-behavior gap in service failure and recovery: the moderating roles of failure severity and service recovery satisfaction (2023)	Kennesaw State University, Universidade Nove de Julho	Brazil, United States	—
6	Service innovativeness in retailing: Increasing the relative attractiveness during the COVID-19 pandemic (2022)	Karlstad University, Linköping University	Sweden	—

Independent citing papers only; self- and co-author citations excluded. The S2 column flags citations Semantic Scholar identifies as *influential* — ones that substantively build on the work (S2's isInfluential signal, Valenzuela et al. 2015) — the “built on / relied upon” pattern the AAO credits. Counsel should quote the citing text for the strongest of these.

D. Citing-Institution Prestige & Geography

Top citing institutions

Institution	Country	World ranking	Citing papers
University of Notre Dame	United States	SCImago #1036 · THE 194 · QS =294	1
Technical University of Munich	Germany	SCImago #187 · THE 27 · QS =22	1
RMIT University	Australia	THE 251–300 · QS 125	1
Fu Jen Catholic University	Taiwan	SCImago #4419 · THE 1201–1500 · QS 1201-1400	1
Universidade Nove de Julho	Brazil	SCImago #6686 · THE 1501+	1
Texas A&M International University	United States	SCImago #8229	1
University of Jyväskylä	Finland	SCImago #2621 · THE 401–500 · QS 498	1
University of Washington	United States	SCImago #45 · THE 25 · QS 81	1
East Carolina University	United States	SCImago #4192	1
The Ohio State University	United States	THE =108 · QS 190	1

Institution	Country	World ranking	Citing papers
Florida Atlantic University	United States	SCImago #2973 · THE 801–1000	1
University of Arkansas	United States	THE 601–800	1
University of Kassel	Germany	SCImago #4650	1
Kennesaw State University	United States	SCImago #3897	1
Colorado State University	United States	QS =458	1

Geographic distribution of citing authors

Country	Citing papers
United States	10
Germany	2
Canada	1
Finland	1
Australia	1
Spain	1
Sweden	1
Taiwan	1
Netherlands	1
Brazil	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	Evaluating customer information breaches as service failures: An event study approach	7	Dhanasar – Prong 2 (well-positioned)
Contribution 2	How to Create Brand Engagement on Facebook	0	Dhanasar – Prong 2 (well-positioned)
Contribution 3	Exploring switching behavior of US mobile service customers	6	Dhanasar – Prong 2 (well-positioned)