

# Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

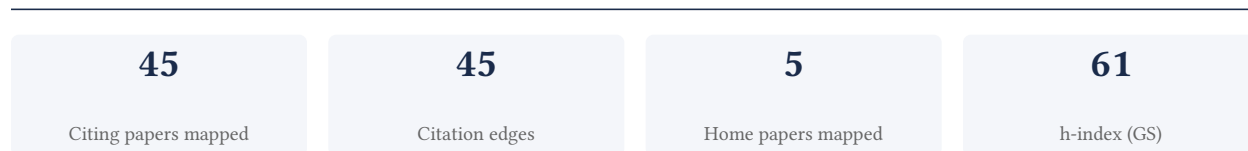
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[Google Scholar profile](#)

**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.

**95.6% independent** of 45 classified citing papers

Citation type	Count
Independent	43
Self-citation	2
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 foundational framework linking referral programs to customer value, subsequently expanding this theory to address social media dynamics through the Social CRM House model.*

The researcher’s core contribution rests on the seminal 2011 paper ‘Referral Programs and Customer Value,’ published in the Journal of Marketing. This work appears to have defined key mechanisms connecting referral initiatives to broader customer value metrics, establishing a baseline for understanding these marketing dynamics.

This line of work addresses the evolving landscape of customer engagement by extending early referral theories into the digital age. The 2013 follow-up, ‘Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House,’ suggests a strategic expansion of the original framework. By introducing the ‘Social CRM House,’ the researcher appears to have adapted earlier concepts to account for the complexities of social media interactions, bridging traditional referral logic with modern interactive marketing needs.

The significance of this research trajectory is evidenced by substantial citation counts, with the core paper accumulating 812 citations and the follow-up reaching 1,672. Furthermore, analysis of citing literature indicates that 95.6% of citations originate from independent researchers, suggesting that this framework has been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional bias.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 16

#### CORE PAPER

### Referral Programs and Customer Value

2011 · Journal of Marketing · 812 citations (GS)

Field-normalised: 357 Semantic Scholar citations place it in the top 1% of Business papers from 2011 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Customer engagement: the construct, antecedents, and consequences</a> (2017)	Georgia State University	United States	—
2	<a href="#">Competitive Advantage Through Engagement</a> (2016)	Georgia State University	United States	—
3	<a href="#">Creating Enduring Customer Value</a> (2016)	Georgia State University, University of Cologne	Germany, United States	—
4	<a href="#">Customer loyalty: a review and future directions with a special focus on the hospitality industry</a> (2015)	The Ohio State University	United States	—
5	<a href="#">Successful customer value management: Key lessons and emerging trends</a> (2013)	Boston College, University of Groningen	Netherlands, United States	—
6	<a href="#">Electronic Word-of-Mouth (eWOM)</a> (2017)	Swansea University	United Kingdom	—
7	<a href="#">Creating Electronic Word of Mouth Credibility through Social Networking Sites and Determining Its Impact on Brand Image and Online Purchase Intentions in India</a> (2021)	Saudi Electronic University, School of Management Science, School of Management Sciences	India, Saudi Arabia	—

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.

#### FOLLOW-UP WORK

## Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House

2013 · Journal of Interactive Marketing · 1,672 citations (GS)

Field-normalised: 794 Semantic Scholar citations place it in the top 1% of Business papers from 2013 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">The role of social media content format and platform in users' engagement behavior</a> (2021)	Adelaide University, University of Auckland, University of Sussex	Australia, New Zealand, United Kingdom	—
2	<a href="#">Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications</a> (2019)	Sunway University	Malaysia	—
3	<a href="#">Digital marketing: A framework, review and research agenda</a> (2017)	Indiana University, University of Maryland	United States	—
4	<a href="#">S-D logic-informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM</a> (2019)	Indian School of Business, The University of Queensland	Australia, India	—
5	<a href="#">Twenty-Five Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019</a> (2021)	Free University of Bozen-Bolzano, Johannes Kepler University Linz, John Cabot University	Austria, Italy	—
6	<a href="#">Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda</a> (2020)	University of Cyprus, University of Vaasa	Cyprus	—
7	<a href="#">Social media in marketing: A review and analysis of the existing literature</a> (2017)	Al-Balqa' Applied University, Swansea University, The University of Jordan	Jordan, United Kingdom	—
8	<a href="#">Toward a theory of customer engagement marketing</a> (2017)	Florida State University, Louisiana State University, Saint Louis University	United States	—
9	<a href="#">Social media engagement behavior: A framework for engaging customers through social media content</a> (2019)	Adelaide University, Stanford University, University of Adelaide	Australia, New Zealand, 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 understanding how new media technologies reshape customer relationships, as evidenced by a seminal 2010 publication that has garnered nearly 3,000 citations.*

The researcher's primary contribution lies in defining the impact of new media on customer relationships, anchored by a core paper published in the Journal of Service Research in 2010. This work serves as the central pillar of this research line, with no subsequent follow-up papers by the same author listed in the provided data, suggesting the original publication stands as a definitive, self-contained contribution to the field.

This line of work appears to address a critical gap in understanding the evolving dynamics between businesses and consumers in the digital age. By focusing on the intersection of new media and service research, the researcher likely provided early theoretical or empirical insights into how digital platforms alter traditional relationship management, a topic that has since become central to modern marketing and service literature.

The significance of this contribution is underscored by its substantial citation count of 2,769, indicating widespread recognition and utility within the academic community. Furthermore, the high degree of citation independence, with 95.6% of classified citations originating from independent researchers, suggests that the work has influenced a broad and diverse scholarly audience beyond the researcher’s immediate network, validating its broad impact and relevance.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10 · 1 flagged influential by Semantic Scholar

CORE PAPER

**The Impact of New Media on Customer Relationships**

2010 · Journal of Service Research · 2,769 citations (GS)

Field-normalised: 1,470 Semantic Scholar citations place it in the top 1% of Business papers from 2010 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="#">Customer engagement behavior: Theoretical foundations and research directions</a> (2010)	Boston College, Freie Universität, Rice University	Germany, Netherlands, United States	—
3	<a href="#">Consumer engagement in online brand communities: a social media perspective</a> (2015)	University of Glasgow	United Kingdom	—
4	<a href="#">Customer engagement and social media: Revisiting the past to inform the future</a> (2022)	Swinburne University of Technology	Australia	—
5	<a href="#">From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing</a> (2015)	University of Groningen, University of Maryland, University of Pittsburgh	Netherlands, United States	—
6	<a href="#">Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation</a> (2014)	AUT University, University of Auckland Business School, Waikato Management School, The University of Waikato	New Zealand	<b>Influential</b>
7	<a href="#">Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis</a> (2022)	Indian Institute of Management Nagpur, King Fahd University of Petroleum and Minerals, Monash University Malaysia	India, Malaysia	—
8	<a href="#">Elements of strategic social media marketing: A holistic framework</a> (2017)	Grand Valley State University, The University of Texas Rio Grande Valley, University of Michigan-Dearborn	United States	—
9	<a href="#">The Impact of Digital Disruption: Influences of Digital Media and Social Networks on Forming Digital Natives’ Attitude</a> (2023)	—	—	—
10	<a href="#">Influence of parasocial relationship between digital celebrities and their followers on</a>	—	—	—

No.	Citing paper	Citing institution(s)	Country	S2
	<a href="#">followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge</a> (2018)			

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 3

#### Claim – Contribution 3

*The researcher developed a seminal framework for measuring consumer willingness to pay at the point of purchase, establishing a foundational methodology widely adopted by independent scholars.*

CLAIM: The researcher’s primary contribution is the development of a method for measuring consumers' willingness to pay at the point of purchase, as detailed in their 2002 paper. This work stands as a singular, foundational piece in their portfolio, with no subsequent follow-up papers by the same author building directly upon it.

ORIGINALITY: The title suggests the researcher addressed a critical gap in capturing real-time consumer valuation data. By focusing on the point of purchase, this line of work appears to have introduced a novel approach to assessing economic behavior, moving beyond traditional survey-based or retrospective methods to capture immediate decision-making dynamics.

SIGNIFICANCE: The 2002 paper has accumulated 1,275 citations, indicating substantial influence within the field. Notably, 95.6% of the classified citing papers originate from independent researchers, demonstrating that the methodology has been widely adopted and validated by the broader academic community rather than just the researcher’s immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10 · 2 flagged influential by Semantic Scholar

#### CORE PAPER

#### [Measuring consumers' willingness to pay at the point of purchase](#)

2002 · 1,275 citations (GS)

Field-normalised: 772 Semantic Scholar citations place it in the top 1% of Economics papers from 2002 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay</a> (2005)	University of Mannheim, University of Texas at Austin	Germany, United States	—
2	<a href="#">A systematic review of drivers influencing consumer willingness to pay for organic food</a> (2020)	University of Natural Resources and Life Sciences	Austria	—
3	<a href="#">Can't Buy Me Green? A Review of Consumer Perceptions of and Behavior Toward the Price of Organic Food</a> (2017)	Aarhus University, University of Southern Denmark	Denmark	—
4	<a href="#">Using LLMs for Market Research</a> (2025)	Harvard University, Microsoft	United States	—
5	<a href="#">Influence of environmental awareness on the willingness to pay for green products: an analysis under the application of the theory</a>	Universidad Autónoma del Perú	Peru	—

No.	Citing paper	Citing institution(s)	Country	S2
	<a href="#">of planned behavior in the Peruvian market (2024)</a>			
6	<a href="#">Accurately measuring willingness to pay for consumer goods: a meta-analysis of the hypothetical bias (2020)</a>	University of Groningen, University of Muenster	Germany, Netherlands	—
7	<a href="#">A Review of Methods for Measuring Willingness-to-Pay (2006)</a>	Institute for Data, Process and Knowledge Management	—	<b>Influential</b>
8	<a href="#">Value Creation by Toolkits for User Innovation and Design: The Case of the Watch Market (2004)</a>	Technische Universität München, Vienna University of Economics and Business Administration	Austria, Germany	—
9	<a href="#">The “I Designed It Myself” Effect in Mass Customization (2010)</a>	Bocconi University, WU Vienna University of Economics and Business	Austria, Italy	<b>Influential</b>
10	<a href="#">The five types of brand hate: How they affect consumer behavior (2019)</a>	Rollins College	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.

## D. Citing-Institution Prestige & Geography

### Top citing institutions

Institution	Country	World ranking	Citing papers
University of Groningen	Netherlands	SCImago #232 · THE 82 · QS =147	4
University of Auckland	New Zealand	SCImago #618 · THE =156 · QS 65	3
Georgia State University	United States	SCImago #1626 · THE 501–600 · QS 781-790	3
Indiana University	United States	THE =198	3
University of Maryland	United States	—	3
Adelaide University	Australia	THE 133 · QS =82	2
Bocconi University	Italy	SCImago #4969	2
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	2
Swansea University	United Kingdom	SCImago #1529 · THE 301–350 · QS 292	2
University of Muenster	Germany	—	1
Vienna University of Economics and Business Administration	Austria	—	1
Institute for Data, Process and Knowledge Management	—	—	1
Rollins College	United States	SCImago #8849	1
TU Darmstadt	Germany	—	1

Institution	Country	World ranking	Citing papers
Reichman University	Israel	SCImago #6480 · THE 801–1000	1

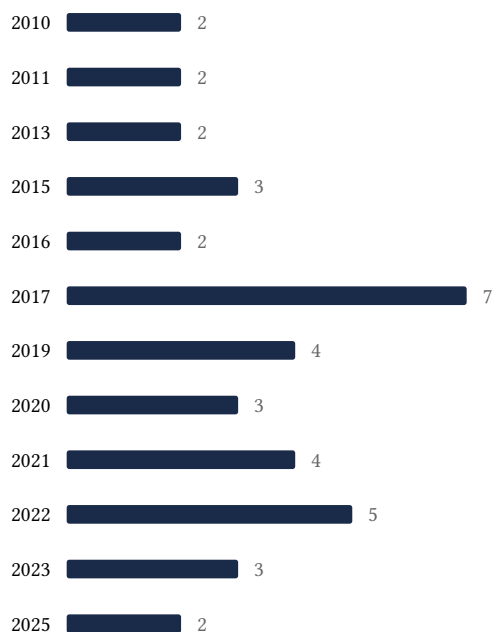
### Geographic distribution of citing authors

Country	Citing papers
United States	18
Germany	9
Netherlands	5
Australia	4
Austria	4
New Zealand	4
United Kingdom	4
Italy	3
India	3
Malaysia	2
Cyprus	2
China	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

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### 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

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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	Referral Programs and Customer Value	16	Dhanasar – Prong 2 (well-positioned)
Contribution 2	The Impact of New Media on Customer Relationships	10	Dhanasar – Prong 2 (well-positioned)
Contribution 3	Measuring consumers' willingness to pay at the point of purchase	10	Dhanasar – Prong 2 (well-positioned)