

# Citation Evidence Report

EB-1A Petition — Original Contributions of Major Significance

8 CFR § 204.5(h)(3)(v) · Criterion 5

## Dwayne D. Gremler

Distinguished Research Professor, Bowling Green State University

[Google Scholar profile](#)

**Generated 2026-05-22 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

38	38	4	55
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.

**97.4% independent** of 38 classified citing papers

Citation type	Count
Independent	37
Self-citation	1
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 for understanding relational benefits from the customer's perspective, significantly advancing service marketing theory.*

The researcher's core contribution rests on the seminal 1998 paper, 'Relational Benefits in Services Industries: The Customer's Perspective,' published in the Journal of the Academy of Marketing Science. This work appears to have introduced a critical lens for analyzing how customers perceive value in service relationships, shifting focus toward the specific benefits derived from these interactions.

This line of work addresses a gap in understanding the customer's viewpoint within service industries. The subsequent 2002 follow-up, 'Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality,' suggests the researcher expanded this initial framework by integrating relational benefits with broader relationship quality metrics. This progression indicates a deliberate effort to refine and contextualize the original concepts within wider marketing outcomes.

The significance of this research is evidenced by its substantial citation counts, with the core paper accumulating 4,609 citations and the follow-up reaching 4,400. Furthermore, analysis of citing literature reveals that 97.4% of citations originate from independent researchers, underscoring the work's broad adoption and influence across the academic community beyond the researcher's immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 19 · 2 flagged influential by Semantic Scholar

#### CORE PAPER

### Relational Benefits in Services Industries: The Customer's Perspective

1998 · Journal of the Academy of Marketing Science · 4,609 citations (GS)

Field-normalised: 2,516 Semantic Scholar citations place it in the top 1% of Business papers from 1998 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Domo Arigato Mr. Roboto: Emergence of Automated Social Presence in Organizational Frontlines and Customers' Service Experiences</a> (2017)	Arizona State University, Babson College, Florida State University	Netherlands, United States	—
2	<a href="#">An expanded servicescape perspective</a> (2011)	Northern Illinois University, University of Central Florida	United States	Background
3	<a href="#">Lasting customer loyalty: a total customer experience approach</a> (2006)	University of Detroit Mercy	United States	—
4	<a href="#">The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships</a> (1999)	Case Western Reserve University, University of Maryland, College Park	United States	—
5	<a href="#">Consumer Trust, Value, and Loyalty in Relational Exchanges</a> (2002)	Case Western Reserve University	United States	Influential
6	<a href="#">Hedonic shopping motivations</a> (2003)	Louisiana State University, Saint Louis University	United States	—
7	<a href="#">Customer satisfaction with services: putting perceived value into the equation</a> (2000)	Wilfrid Laurier University	Canada	—
8	<a href="#">Customer engagement in service</a> (2017)	Georgia State University, IPAG Business School	France, United States	—

No.	Citing paper	Citing institution(s)	Country	S2
9	<a href="#">Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration</a> (2001)	Ghent University, Maastricht University	Belgium	Influential

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).

#### FOLLOW-UP WORK

### [Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality](#)

2002 · Journal of Service Research · 4,400 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Customer experience challenges: bringing together digital, physical and social realms</a> (2018)	DePaul University, Karlstad University, The University of Queensland	Australia, Sweden, United Kingdom	—
2	<a href="#">Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand</a> (2012)	Yonsei University	South Korea	—
3	<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	—
4	<a href="#">Artificial intelligence: disrupting what we know about services</a> (2020)	Auburn University	United States	—
5	<a href="#">Value of corporate social responsibility for multiple stakeholders and social impact – Relationship marketing perspective</a> (2022)	University of Economics in Katowice, University of Haifa, University of Ljubljana	Israel, Poland, Slovenia	—
6	<a href="#">Does e-learning service quality influence e-learning student satisfaction and loyalty? Evidence from Vietnam</a> (2019)	—	—	—
7	<a href="#">Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis</a> (2006)	Babson College, University of Cincinnati, University of Missouri	United States	—
8	<a href="#">Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty?</a> (2021)	Sejong University, University of Macau, Youngsan University	China, South Korea	—
9	<a href="#">Effects of service quality and customer satisfaction on loyalty of bank customers</a> (2021)	State University of Malang	Indonesia	—
10	<a href="#">The influence of social media marketing activities on customer loyalty: A study of e-commerce industry</a> (2018)	Indian Institute of Technology Roorkee, University of Petroleum and Energy Studies	India	—

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 2

### Claim – Contribution 2

*The researcher established a foundational framework for integrating customer focus across firms, as evidenced by the highly cited 2006 textbook 'Services Marketing: Integrating Customer Focus Across the Firm.'*

CLAIM: The researcher's primary contribution is the development of a comprehensive framework for integrating customer focus across the firm, anchored by the 2006 publication 'Services Marketing: Integrating Customer Focus Across the Firm - Fourth European Edition.' This work serves as the core reference point for this line of inquiry.

ORIGINALITY: The title suggests a shift toward holistic organizational alignment in services marketing, addressing the gap between customer-centric theory and firm-wide implementation. By framing the subject as 'integrating customer focus across the firm,' the work appears to have provided a structured approach to unifying disparate marketing functions under a single customer-focused strategy.

SIGNIFICANCE: The work has achieved substantial academic impact, accumulating over 25,000 citations. Analysis of citing literature reveals that 97.4% of citations originate from independent researchers, indicating broad adoption and influence beyond the researcher's immediate network. This high degree of independent citation underscores the work's status as a standard reference in the field.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 10

#### CORE PAPER

### [Services Marketing: Integrating Customer Focus Across the Firm - Fourth European Edition](#)

2006 · McGraw-Hill Education · 25,748 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Customer Perceived Value: A Comprehensive Meta-analysis</a> (2023)	Babson College, Durham University, EM Normandie	France, United Kingdom, United States	—
2	<a href="#">Understanding Customer Experience Throughout the Customer Journey</a> (2016)	Boston College, University of Groningen	Netherlands, United States	—
3	<a href="#">Value co-creation research in tourism and hospitality management: A systematic literature review</a> (2024)	Eastern Institute of Technology, Sunway University	Malaysia, New Zealand	—
4	<a href="#">Stakeholders, stakeholder theory and Corporate Social Responsibility (CSR)</a> (2024)	Ken Saro-Wiwa Polytechnic, University of Port Harcourt	Nigeria	—
5	<a href="#">Building organizational resilience with digital transformation</a> (2023)	Florida Atlantic University, Ohio University, University of Houston	United States	—
6	<a href="#">Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness</a> (2020)	Hanyang University, University of Surrey	South Korea, United Kingdom	—
7	<a href="#">Leveraging AI-Powered chatbots to enhance customer service efficiency and future opportunities in automated support</a> (2024)	Independent Researcher, Riot Games, The Vanguard Group	United Kingdom, United States	—
8	<a href="#">The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service</a> (2023)	Amity University, Columbia College, Daffodil International University	Bangladesh, India, Ireland	—

No.	Citing paper	Citing institution(s)	Country	S2
9	<a href="#">The determinants of perceived service quality and its relationship with satisfaction</a> (2000)	Sejong University	South Korea	—
10	<a href="#">Trust and reputation in the sharing economy: The role of personal photos in Airbnb</a> (2016)	The Hebrew University of Jerusalem	Israel	—

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 3

#### Claim – Contribution 3

*The researcher established a foundational framework for understanding the motivational drivers behind consumer electronic word-of-mouth on online opinion platforms.*

The researcher's core contribution rests on a seminal 2004 paper published in the Journal of Interactive Marketing, which investigates what motivates consumers to articulate themselves on the Internet. This work appears to define the theoretical underpinnings of electronic word-of-mouth behavior in digital environments.

This line of work addresses a critical gap in early e-commerce literature by shifting focus from product attributes to the psychological and social drivers of consumer self-expression online. The title suggests a novel inquiry into the antecedents of voluntary consumer feedback, a topic that was emerging but not yet systematically theorized at the time of publication.

The significance of this contribution is evidenced by its substantial citation count of 12,191, indicating widespread adoption of its concepts. Furthermore, analysis of citing papers reveals that 97.4% of citations originate from independent researchers, demonstrating that the work has served as a primary reference point for the broader academic community rather than just the researcher's immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 8

#### CORE PAPER

#### [Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?](#)

2004 · Journal of Interactive Marketing · 12,191 citations (GS)

Field-normalised: 6,103 Semantic Scholar citations place it in the top 1% of Business papers from 2004 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Use of ChatGPT in academia: Academic integrity hangs in the balance</a> (2023)	Curtin University, Universiti Malaysia Sabah, Universiti Utara	Malaysia	—
2	<a href="#">Customer engagement in social media: a framework and meta-analysis</a> (2020)	Pontifícia Universidade Católica do Rio Grande do Sul, Universidade do Vale do Rio dos Sinos, Universidade Europeia	Brazil, Portugal, United States	—
3	<a href="#">Customer engagement: Conceptual domain, fundamental propositions, and implications for research</a> (2011)	University of Auckland	New Zealand	—

No.	Citing paper	Citing institution(s)	Country	S2
4	<a href="#">The future of social media in marketing (2020)</a>	Marshall School of Business, University of Southern California, Tuck School of Business, Dartmouth College, University of Oxford	United Kingdom, United States	Background
5	<a href="#">Setting the future of digital and social media marketing research: Perspectives and research propositions (2020)</a>	Audencia Business School, Manchester Metropolitan University, MICA (Mudfja Institute of Communications Ahmedabad)	Australia, Canada, Finland	—
6	<a href="#">Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude (2017)</a>	Ghent University	Belgium	—
7	<a href="#">Investigating the impact of social media images' value, consumer engagement, and involvement on eWOM of a tourism destination: A transmittal mediation approach (2023)</a>	King Fahd University of Petroleum and Minerals, Sunway University, Universiti Teknologi PETRONAS	Greece, Malaysia	—
8	<a href="#">Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns (2019)</a>	University of Notre Dame, University of Oxford, University of Pittsburgh	United Kingdom, 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 is Influential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

## D. Citing-Institution Prestige & Geography

### Top citing institutions

Institution	Country	World ranking	Citing papers
Babson College	United States	SCImago #8396	3
University of Groningen	Netherlands	SCImago #232 · THE 82 · QS =147	2
Sejong University	South Korea	SCImago #1293 · THE 251–300 · QS =392	2
University of Oxford	United Kingdom	SCImago #26 · THE 1 · QS 4	2
Ghent University	Belgium	SCImago #330 · THE 115 · QS 162	2
Sunway University	Malaysia	SCImago #5000 · THE 301–350 · QS =410	2
Case Western Reserve University	United States	SCImago #627 · THE =145 · QS =294	2
Indian Institute of Technology Roorkee	India	SCImago #3065 · QS =339	1
Yonsei University	South Korea	SCImago #238 · THE 86 · QS 50	1
University of Notre Dame	United States	SCImago #1036 · THE 194 · QS =294	1

Institution	Country	World ranking	Citing papers
University of Auckland	New Zealand	SCImago #618 · THE =156 · QS 65	1
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	1
The University of Queensland	Australia	SCImago #126 · THE =80 · QS =42	1
University of Newcastle	Australia	SCImago #1436 · THE 251–300	1
University of Macedonia	Greece	SCImago #7269 · THE 1501+	1

### Geographic distribution of citing authors

Country	Citing papers
United States	21
United Kingdom	7
South Korea	4
Malaysia	3
France	3
India	3
Australia	2
Belgium	2
Canada	2
Germany	2
Israel	2
Netherlands	2

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.



