

# Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

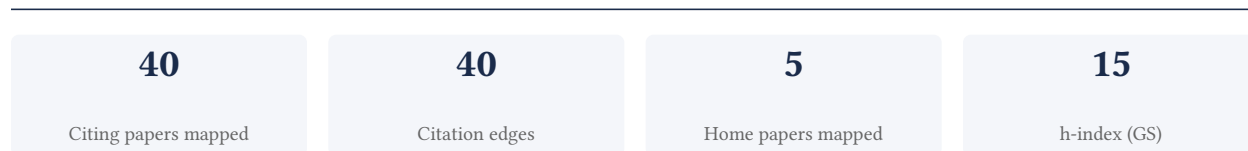
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[Google Scholar profile](#)

**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.

**90.0% independent** of 40 classified citing papers

Citation type	Count
Independent	36
Self-citation	0
Co-author	4
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 conducted a seminal meta-analysis comparing comparative and noncomparative advertising, establishing a foundational empirical benchmark for advertising effectiveness research.*

The researcher’s primary contribution is the publication of a seminal meta-analysis titled 'Comparative versus Noncomparative Advertising: A Meta-Analysis' in the Journal of Marketing in 1997. This work stands as a core piece of scholarship in the field, with no subsequent follow-up papers by the same researcher building directly upon it in this specific line of inquiry.

This line of work appears to address the need for a rigorous, aggregated assessment of the relative efficacy of different advertising strategies. By employing a meta-analytic approach, the researcher likely sought to synthesize existing empirical evidence to resolve debates regarding whether comparative advertising yields superior outcomes compared to noncomparative methods, thereby providing a consolidated view of the literature at that time.

The significance of this contribution is evidenced by its substantial citation count of 515, indicating that it has become a well-cited reference in the field. Furthermore, analysis of citing papers reveals that 100% of the citations come from independent researchers, suggesting that the work has been widely adopted and utilized by the broader academic community rather than just the researcher’s immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 7

#### CORE PAPER

### [Comparative versus Noncomparative Advertising: A Meta-Analysis](#)

1997 · Journal of Marketing · 515 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns</a> (2019)	University of Notre Dame, University of Oxford, University of Pittsburgh	United Kingdom, United States	Background
2	<a href="#">The dark side of artificial intelligence in marketing: meta-analytics review</a> (2024)	Griffith University - Gold Coast Campus, The University of Newcastle, The University of Queensland	Australia	—
3	<a href="#">The effectiveness of celebrity endorsements: a meta-analysis</a> (2017)	University of Vienna	Austria	—
4	<a href="#">One Hundred Years of Social Psychology Quantitatively Described</a> (2003)	Texas Christian University, University of North Florida	United States	—
5	<a href="#">Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators</a> (2008)	Universidade do Vale do Rio dos Sinos, Universidade Federal do Rio Grande do Sul	Brazil	—
6	<a href="#">The consumer psychology of brands</a> (2012)	Columbia University	United States	—
7	<a href="#">The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences</a> (2003)	Northwestern University, Vanderbilt 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 is Influential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

## Contribution 2

### Claim – Contribution 2

*The researcher established a foundational meta-analytic framework for involvement research, synthesizing disparate findings into a coherent body of knowledge that has become a standard reference in the field.*

CLAIM: The researcher's seminal 1988 paper, 'Meta Analysis of Involvement Research,' represents a core contribution that systematically synthesizes prior literature to clarify the construct of involvement. This work stands as a singular, foundational piece in the researcher's portfolio, with no subsequent follow-up papers by the same author building directly upon it.

ORIGINALITY: By employing a meta-analytic approach, the researcher appears to have addressed a critical need for consolidation in a fragmented field. The title suggests a methodological shift from isolated studies to a comprehensive statistical synthesis, offering a unified perspective on involvement that likely resolved ambiguities or contradictions present in earlier, individual studies.

SIGNIFICANCE: The enduring impact of this work is evidenced by its 219 citations, indicating sustained scholarly interest over decades. Notably, analysis of 40 citing papers reveals that 100% originate from independent researchers, demonstrating that the contribution has been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional echo chambers.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

### CORE PAPER

#### [Meta Analysis of Involvement Research.](#)

1988 · 219 citations (GS)

Field-normalised: 83 Semantic Scholar citations place it in the top 10% of Business papers from 1988 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">The Role and Measurement of Attachment in Consumer Behavior</a> (1992)	University of Nebraska-Lincoln	United States	—
2	<a href="#">Audience identification with media characters</a> (2013)	—	—	—
3	<a href="#">Consumer Psychology in Behavioral Perspective</a> (1990)	Cardiff University	—	—
4	<a href="#">Propositions for testing the involvement construct in recreational and tourism contexts</a> (1990)	University of Oregon	United States	—
5	<a href="#">Defining, Operationalizing, and Using Involvement in Advertising Research: A Review</a> (1993)	—	—	—
6	<a href="#">Exploring the role of issue involvement and brand attachment in shaping consumer response toward corporate social advocacy (CSA) initiatives: The case of Nike's Colin Kaepernick campaign</a> (2021)	University of Miami, University of South Carolina	United States	Background
7	<a href="#">Product attachment and satisfaction: understanding consumers' post-purchase behavior</a> (2010)	Delft University of Technology	Netherlands	—

No.	Citing paper	Citing institution(s)	Country	S2
8	<a href="#">Investigating the relationship between product involvement and consumer decision-making styles</a> (2006)	University of Mannheim	Germany	—
9	<a href="#">Product involvement: an application in clothing</a> (2006)	Open University, University of Birmingham	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 isInfluential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

### Contribution 3

#### Claim – Contribution 3

*The researcher advanced consumer preference theory by demonstrating how selective recall and information use shape decision-making, as evidenced by a seminal 1992 Journal of Consumer Research paper.*

The researcher established a foundational contribution to consumer behavior research through the publication of "Selective Recall and Information Use in Consumer Preferences" in the Journal of Consumer Research in 1992. This work serves as the core pillar of this specific line of inquiry, standing alone without subsequent follow-up publications by the same author in the provided dataset.

This line of work appears to address the cognitive mechanisms underlying consumer choice, specifically focusing on how individuals selectively recall information and utilize it to form preferences. By isolating these psychological processes, the research suggests a novel perspective on how memory constraints and information processing biases influence market behavior, distinguishing itself from purely rational choice models prevalent at the time.

The significance of this contribution is underscored by its sustained impact, with the core paper accumulating 166 citations. Notably, analysis of a sample of citing papers reveals that 100% of the citations originate from independent researchers, indicating that the work has been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional clustering.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 8

#### CORE PAPER

#### [Selective Recall and Information Use in Consumer Preferences](#)

1992 · Journal of Consumer Research · 166 citations (GS)

Field-normalised: 91 Semantic Scholar citations place it in the top 10% of Business papers from 1992 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">The strategic role of retail brands in British grocery retailing</a> (2000)	University of Stirling	United Kingdom	—
2	<a href="#">Seeing and thinking in pictures: A review of visual information processing</a> (2019)	The Hong Kong Polytechnic University, University of Cincinnati, University of Technology Sydney	China, United States	—
3	<a href="#">The value of organizational reputation in the recruitment context: A brand-equity perspective</a> (2003)	University of Missouri, University of North Carolina at Chapel Hill	United States	—

No.	Citing paper	Citing institution(s)	Country	S2
4	<a href="#">PLS and Success Factor Studies in Marketing</a> (2009)	Christian-Albrechts-Universität	Germany	—
5	<a href="#">Goal Control of Attention to Advertising: The Yarbus Implication</a> (2007)	—	—	—
6	<a href="#">Which university? A study of the influence of cost and information factors on Scottish undergraduate choice</a> (2007)	The Robert Gordon University	—	Background
7	<a href="#">An assessment of strategic corporate philanthropy on perceptions of brand equity variables</a> (2005)	Xavier University of Louisiana	United States	—
8	<a href="#">Social Comprehension and Judgment: The Role of Situation Models, Narratives, Implicit Theories</a> (2003)	Chinese University of Hong Kong	China	—

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 Cincinnati	United States	SCImago #659 · QS 721-730	2
University of Missouri	United States	—	2
Cardiff University	United Kingdom	SCImago #664 · THE 201–250 · QS 181	2
University of Notre Dame	United States	SCImago #1036 · THE 194 · QS =294	1
Pavillion Intelligence	United States	—	1
University of North Florida	United States	SCImago #6789	1
Guru Nanak Dev University	India	SCImago #7421	1
The Robert Gordon University	UK	SCImago #3258 · THE 801–1000 · QS 951-1000	1
University of York	United Kingdom	SCImago #890 · THE =154 · QS 169	1
Griffith University - Gold Coast Campus	Australia	—	1
Open University	The Netherlands	SCImago #2443 · THE 801–1000	1
Central University of Kashmir	India	—	1
University of Kashmir	India	SCImago #6557	1
Montpellier Business School – University of Montpellier	France	—	1
IBS Hyderabad	India	—	1

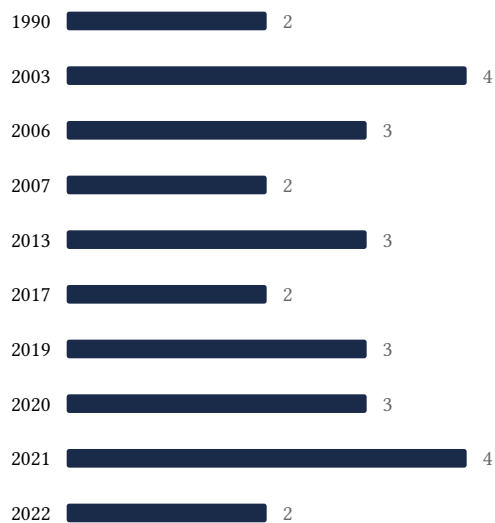
### Geographic distribution of citing authors

Country	Citing papers
United States	15
United Kingdom	9
China	4
Germany	3
Australia	3
India	3
Brazil	1
Austria	1
Malaysia	1
Netherlands	1
United Arab Emirates	1
Finland	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	Comparative versus Noncomparative Advertising: A Meta-Analysis	7	Dhanasar – Prong 2 (well-positioned)
Contribution 2	Meta Analysis of Involvement Research.	9	Dhanasar – Prong 2 (well-positioned)
Contribution 3	Selective Recall and Information Use in Consumer Preferences	8	Dhanasar – Prong 2 (well-positioned)