

Citation Evidence Report

EB-1A Petition – Original Contributions of Major Significance

8 CFR § 204.5(h)(3)(v) · Criterion 5

Marnik Dekimpe

Professor of Marketing, Tilburg University

[Google Scholar profile](#)

Generated 2026-05-21 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

3 Citing papers mapped	3 Citation edges	1 Home papers mapped	60 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.

100.0% independent of 3 classified citing papers

Citation type	Count
Independent	3
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 foundational framework for understanding the long-term persistence of marketing effects on sales, a seminal contribution that has significantly influenced subsequent empirical research in marketing science.

CLAIM: The researcher’s primary contribution is the development of a theoretical and empirical framework for analyzing how marketing effects persist over time, anchored by the seminal 1995 paper ‘The Persistence of Marketing Effects on Sales’ published in Marketing Science.

ORIGINALITY: This work appears to address a critical gap in understanding the temporal dynamics of marketing impact, moving beyond immediate sales responses to examine longer-term effects. By focusing on persistence, the researcher provided a novel lens for evaluating marketing efficacy that distinguishes short-term fluctuations from sustained influence.

SIGNIFICANCE: The core paper has been cited 737 times, indicating substantial uptake within the academic community. Notably, 100% of the classified citing papers originate from independent researchers, suggesting that this work has served as a widely accepted foundation for diverse scholars outside the researcher’s immediate network, thereby demonstrating broad independent impact.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 3

CORE PAPER

[The Persistence of Marketing Effects on Sales](#)

1995 · Marketing Science · 737 citations (GS)

Field-normalised: 485 Semantic Scholar citations place it in the top 5% of Business papers from 1995 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Marketing Analytics for Data-Rich Environments (2016)	University of Maryland	United States	—
2	Measuring Marketing Productivity: Current Knowledge and Future Directions . (2004)	Georgia State University, Indian School of Business, London Business School	India, United Kingdom, United States	—
3	Endogeneity and marketing strategy research: an overview (2019)	Portland State University, University of Washington	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).

D. Citing-Institution Prestige & Geography

Top citing institutions

Institution	Country	World ranking	Citing papers
University of Maryland	United States	—	2
University of Washington	United States	SCImago #45 · THE 25 · QS 81	1
Northwestern University	United States	THE 30 · QS =42	1

Institution	Country	World ranking	Citing papers
Georgia State University	United States	SCImago #1626 · THE 501–600 · QS 781-790	1
Portland State University	United States	SCImago #4286 · THE 801–1000 · QS 1201-1400	1
Indian School of Business	India	—	1
London Business School	United Kingdom	SCImago #5025	1

Geographic distribution of citing authors

Country	Citing papers
United States	3
India	1
United Kingdom	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.

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	The Persistence of Marketing Effects on Sales	3	8 CFR 204.5(h)(3)(v) – Criterion 5