

# Citation Evidence Report

EB-1B Petition — Outstanding Professor or Researcher

8 CFR § 204.5(i)(3) · Authorship + Original Contributions

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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 the 8 CFR § 204.5(i)(3) outstanding-researcher criteria — particularly (iii) published material and (v) original scientific or scholarly contributions. 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

<b>3</b> Citing papers mapped	<b>3</b> Citation edges	<b>1</b> Home papers mapped	<b>60</b> h-index (GS)
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### 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	<a href="#">Marketing Analytics for Data-Rich Environments</a> (2016)	University of Maryland	United States	—
2	<a href="#">Measuring Marketing Productivity: Current Knowledge and Future Directions</a> . (2004)	Georgia State University, Indian School of Business, London Business School	India, United Kingdom, United States	—
3	<a href="#">Endogeneity and marketing strategy research: an overview</a> (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

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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.

<b>Contribution</b>	<b>Core paper</b>	<b>Indep. cites</b>	<b>Supports</b>
Contribution 1	The Persistence of Marketing Effects on Sales	3	8 CFR 204.5(i)(3) – Outstanding Researcher