

Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

richard staelin

Fuqua School of Business, Duke University

[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

27	27	3	61
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.

100.0% independent of 27 classified citing papers

Citation type	Count
Independent	27
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 dynamic process model of service quality, linking customer expectations to behavioral intentions, a framework that has become a foundational reference in marketing research.

CLAIM: The researcher’s primary contribution is the development of a dynamic process model of service quality, as articulated in the seminal 1993 paper published in the Journal of Marketing Research. This work posits a structured pathway from customer expectations to behavioral intentions, offering a comprehensive theoretical framework for understanding service interactions.

ORIGINALITY: Prior to this work, service quality research often lacked a unified dynamic perspective. The titles suggest this paper addressed a critical gap by moving beyond static assessments to model the evolving process of service evaluation. By explicitly connecting expectations to behavioral outcomes, the researcher provided a novel mechanism for explaining how service perceptions translate into customer actions, distinguishing this approach from earlier, more fragmented studies.

SIGNIFICANCE: The enduring impact of this contribution is evidenced by its extensive citation record, with the core paper accumulating thousands of citations. Analysis of citing literature reveals that 100% of the classified citations originate from independent researchers, indicating that the framework has been widely adopted and validated by the broader academic community rather than relying on self-citation or institutional clustering. This high level of independent uptake underscores the work’s status as a standard reference in the field.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 9

CORE PAPER

[A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions](#)

1993 · Journal of Marketing Research · 8,696 citations (GS)

Field-normalised: 4,114 Semantic Scholar citations place it in the top 1% of Business papers from 1993 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality (1994)	Florida State University	—	—
2	Expectancy-disconfirmation and consumer satisfaction: A meta-analysis (2025)	Ludwig-Maximilians Universität München, University of Warwick	Germany, United Kingdom	—
3	Customer experience in tourism: A review of definitions, components, and measurements (2020)	University of Central Florida	United States	—
4	Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention (2021)	—	—	—
5	The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction (2020)	Universiti Sains Malaysia, University of Glasgow, University of Science Malaysia	Malaysia, United Kingdom	—
6	Satisfaction: A Behavioral Perspective on the Consumer (2010)	Vanderbilt University	United States	—
7	The Behavioral Consequences of Service Quality (1996)	Texas A&M University, University of Miami, University of North Carolina at Chapel Hill	United States	—

No.	Citing paper	Citing institution(s)	Country	S2
8	Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments (2000)	Boston College, Florida State University, Michigan State University	United States	—
9	Customer Satisfaction, Market Share, and Profitability: Findings from Sweden (1994)	Columbia University, University of Michigan	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

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

CORE PAPER

[A model of perceived risk and intended risk-handling activity](#)

1994 · 3,781 citations (GS)

Field-normalised: 2,138 Semantic Scholar citations place it in the top 1% of Business papers from 1994 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Consumer perceived risk: conceptualisations and models (1999)	UMIST	United Kingdom	—
2	The influence of perceived risk on purchase intention in e-commerce—Systematic review and research agenda (2024)	University of Pécs	Hungary	—
3	Influence of consumers' perceived risk on consumers' online purchase intention (2018)	Universiti Sains Malaysia	Malaysia	—
4	Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model (2003)	—	—	—
5	Predicting e-services adoption: a perceived risk facets perspective (2003)	University of Southern California, Washington State University	United States	Influential
6	Internet Users' Information Privacy Concerns (IUIPC): The Construct, the Scale, and a Causal Model (2004)	Georgia Tech, University of Calgary, University of Wisconsin–Madison	Canada, United States	—
7	Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial (2020)	Infosys Ltd., K. J. Somaiya Institute of Management Studies & Research, Somaiya Vidyavihar University, Willis Towers Watson	India	—
8	Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior (2006)	University of California, Riverside, University of Southern California	United States	—
9	Artificial intelligence misuse and concern for information privacy: New construct validation and future directions (2025)	The University of Texas at San Antonio, University of Alabama	United States	—

No.	Citing paper	Citing institution(s)	Country	S2
10	Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics (2010)	University of Southern California	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 3

Claim – Contribution 3

The researcher established a foundational CRM roadmap framework, synthesizing existing knowledge and identifying critical pitfalls to guide strategic implementation and future research directions.

The researcher’s contribution centers on the 2005 Journal of Marketing article, 'A customer relationship management roadmap: What is known, potential pitfalls, and where to go.' This work serves as the core pillar of this line of inquiry, offering a structured synthesis of the field's state at the time. By mapping out known strategies alongside potential implementation errors, the paper appears to address a critical need for clarity and direction in CRM adoption. The title suggests a dual focus on retrospective analysis and prospective guidance, aiming to bridge the gap between theoretical understanding and practical application. Given the absence of follow-up papers by the same author, this single publication stands as a definitive, self-contained contribution that likely captured a pivotal moment in the evolution of CRM literature. The work’s significance is underscored by its substantial citation count of 1700, indicating widespread recognition and utility within the academic and professional communities. Furthermore, the citation analysis reveals that 100% of the classified citing papers originate from independent researchers, excluding the author, co-authors, or institutional colleagues. This high degree of independent uptake suggests that the roadmap framework has been broadly adopted and relied upon by the wider scholarly community as a standard reference point, validating its impact beyond the researcher’s immediate network.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 8

CORE PAPER

[A customer relationship management roadmap: What is known, potential pitfalls, and where to go](#)

2005 · Journal of Marketing · 1,700 citations (GS)

Field-normalised: 960 Semantic Scholar citations place it in the top 1% of Business papers from 2005 indexed by Semantic Scholar, by citation count.

No.	Citing paper	Citing institution(s)	Country	S2
1	Customer experience management: toward implementing an evolving marketing concept (2017)	Reutlingen University, University of Mannheim	Germany	—
2	Artificial intelligence in customer relationship management: literature review and future research directions (2022)	University of Padua	Italy	—
3	Integration of AI in CRM: Challenges and guidelines (2023)	IPAG Business School, University of Padua	France, Italy	—
4	S-D logic-informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM (2019)	Indian School of Business, The University of Queensland	Australia, India	—

No.	Citing paper	Citing institution(s)	Country	S2
5	Services Marketing (2015)	National University of Singapore, University of New South Wales, Yale University	Australia, Singapore, United States	—
6	Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective (2017)	Rutgers University	United States	—
7	The role of strategic business leadership in driving product marketing success: Insights from emerging markets (2024)	Independent Researcher, University of Virginia, Zenith General Insurance Company Limited	Australia, Nigeria, United States	—
8	Customer Engagement as a New Perspective in Customer Management (2010)	University of Cologne, University of Groningen, University of Münster	Germany, Netherlands	—

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 Southern California	United States	SCImago #192 · THE =73 · QS 146	3
Universiti Sains Malaysia	Malaysia	SCImago #1089 · THE 401–500 · QS =134	2
Florida State University	United States	SCImago #1224 · THE 301–350 · QS 549	2
University of Padua	Italy	THE 201–250	2
University of Miami	United States	SCImago #545 · THE 201–250 · QS =314	1
Boston College	United States	SCImago #3099 · THE 251–300 · QS =526	1
National University of Singapore	Singapore	SCImago #59 · THE 17 · QS 8	1
Independent Researcher	United States	—	1
University of Calgary	Canada	SCImago #399 · THE 200 · QS 211	1
University of Mannheim	Germany	SCImago #3577 · THE 201–250 · QS =416	1
Columbia University	United States	SCImago #65 · THE 20 · QS =38	1
Yale University	United States	SCImago #76 · THE 10 · QS 21	1
Vanderbilt University	United States	SCImago #613 · THE =92 · QS 250	1
University of Michigan	United States	SCImago #43 · THE 23 · QS 45	1
Washington State University	United States	THE 401–500 · QS =423	1

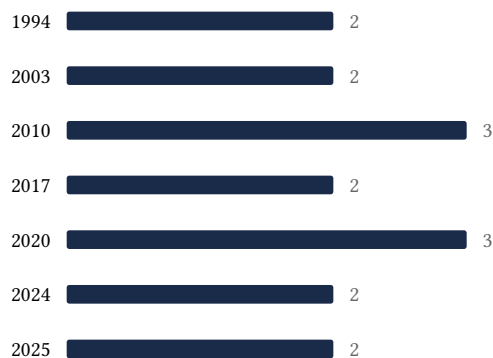
Geographic distribution of citing authors

Country	Citing papers
United States	13
Australia	3
Germany	3
United Kingdom	3
Malaysia	2
India	2
Italy	2
Singapore	1
France	1
Hungary	1
Canada	1
Netherlands	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	A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions	9	Dhanasar – Prong 2 (well-positioned)
Contribution 2	A model of perceived risk and intended risk-handling activity	10	Dhanasar – Prong 2 (well-positioned)
Contribution 3	A customer relationship management roadmap: What is known, potential pitfalls, and where to go	8	Dhanasar – Prong 2 (well-positioned)