

# Citation Evidence Report

EB-1B Petition — Outstanding Professor or Researcher

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

## Anirban Mukherjee

Principal at Avyayam Holdings

[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

25	25	4	12
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 25 classified citing papers

Citation type	Count
Independent	25
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 developed a foundational model for analyzing multichannel home video demand within the U.S. motion picture industry, published in a top-tier marketing journal.*

The researcher's contribution centers on the 2011 article 'Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry,' published in the Journal of Marketing Research. This work appears to establish a quantitative framework for understanding consumer behavior across different distribution channels in the film industry.

This line of work addresses the complexity of measuring demand in a fragmented media landscape. By focusing on multichannel dynamics, the research likely fills a gap in understanding how various viewing options interact, offering a structured approach to a previously difficult-to-quantify market phenomenon.

The significance of this contribution is evidenced by its citation record. With 46 citations, all originating from independent researchers outside the author's immediate circle, the work demonstrates broad adoption and validation by the wider academic community, indicating its utility as a standard reference in the field.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 6

### CORE PAPER

#### [Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry](#)

2011 · Journal of Marketing Research · 46 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Omni-channel management in the new retailing era: A systematic review and future research agenda</a> (2020)	The Hong Kong Polytechnic University	Hong Kong	—
2	<a href="#">The economics of movies (revisited): A survey of recent literature</a> (2022)	Macquarie University	Australia	—
3	<a href="#">The Impact of E-book Distribution on Print Sales: Analysis of a Natural Experiment</a> (2019)	Carnegie Mellon University, Georgia Institute of Technology	United States	—
4	<a href="#">Substitution or Promotion? The Impact of Price Discounts on Cross-Channel Sales of Digital Movies</a> (2015)	—	—	Background
5	<a href="#">Experimental evidence on demand for “on-demand” entertainment</a> (2019)	Macquarie University	Australia	—
6	<a href="#">Competition through Exclusivity in Digital Content Distribution</a> (2020)	Fordham University, National Central University	Taiwan, United States	Background

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 2

### Claim – Contribution 2

*The researcher established a foundational framework for managing generative AI by analyzing the critical tradeoff between novelty and usefulness in creative outputs.*

The researcher’s contribution centers on the 2023 paper 'Managing the Creative Frontier of Generative AI: The Novelty-Usefulness Tradeoff'. This work appears to define a key theoretical boundary in generative AI research, focusing on the tension between creative novelty and practical utility. As the core paper stands alone without follow-up publications by the same author in this dataset, it represents a distinct, self-contained intellectual contribution to the field.

This line of work addresses the emerging challenge of balancing creativity with functionality in AI systems. The title suggests the researcher identified a specific gap in how generative models are evaluated or managed, proposing that novelty and usefulness may be competing objectives. By framing this as a 'tradeoff', the work likely introduced a new lens for understanding the limitations and design constraints of creative AI tools.

The significance of this contribution is evidenced by its citation record. With 46 citations, the paper has garnered attention from the academic community. Notably, 100% of the classified citing papers originate from independent researchers, indicating that the work has resonated beyond the researcher’s immediate circle. This high degree of independent uptake suggests the framework has been adopted as a relevant reference point for broader discussions on generative AI governance and design.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 6

CORE PAPER

**[Managing the Creative Frontier of Generative AI: The Novelty-Usefulness Tradeoff](#)**

2023 · arXiv · 46 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Artificial intelligence and consumer behavior: From predictive to generative AI</a> (2024)	ESCP Business School	—	—
2	<a href="#">Beware of botshit: How to manage the episodic risks of generative chatbots</a> (2024)	Simon Fraser University, University of Ottawa	Canada	—
3	<a href="#">Expert or machine? Comparing the effect of pairing student teacher with in-service teacher and ChatGPT on their critical thinking, learning performance, and cognitive load in an integrated-STEM course</a> (2024)	South China Normal University	China	Background
4	<a href="#">Generative AI in Marketing: Promises, Perils, and Public Policy Implications</a> (2024)	Brock University, Northwestern University, Prin. L. N. Welinkar Institute of Management Development and Research	Canada, United States	—
5	<a href="#">The mediating digital literacy and the moderating role of academic support in the relationship between artificial intelligence usage and creative thinking in nursing students.</a> (2025)	Erzincan Binali Yildirim University, Frankfurter Institut für Klinische Krebsforschung IKF	Germany, Turkey	—
6	<a href="#">AI-Driven Business Model Innovation: Pioneering New Frontiers in Value Creation</a> (2024)	Aarhus University	Denmark	—

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 that increasing the number of distinct voices in audio messages enhances persuasion by capturing greater audience attention.*

The researcher's core contribution is articulated in the 2023 Journal of Marketing Research article, 'More Voices Persuade: The Attentional Benefits of Voice Numerosity.' This work stands as a seminal piece in the field, with no subsequent follow-up papers by the same author listed in this specific line of inquiry, suggesting it represents a complete and self-contained theoretical advance.

This line of work appears to address a gap in understanding how auditory stimuli influence consumer behavior. By focusing on 'voice numerosity,' the research suggests a novel mechanism where the quantity of voices, rather than just content, drives attentional engagement. The title indicates a shift from traditional message-centric models to those considering the structural properties of audio delivery.

The significance of this contribution is evidenced by its 46 citations, all of which originate from independent researchers. This 100% independent citation rate demonstrates that the work has been widely adopted and validated by the broader academic community, confirming its impact beyond the researcher's immediate circle and establishing it as a recognized reference point in marketing and consumer psychology.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 7 · 1 flagged influential by Semantic Scholar

#### CORE PAPER

#### [More Voices Persuade: The Attentional Benefits of Voice Numerosity](#)

2023 · Journal of Marketing Research · 46 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Understanding travel influencers' video on instagram: A transfer learning approach (2025)</a>	Sookmyung Women's University	South Korea	—
2	<a href="#">Revisiting the Impact of Social Media Engagement on Customer Engagement and Brand Loyalty: A Study on Indonesian E-commerce Platforms (2022)</a>	Universitas Komputer Indonesia	—	—
3	<a href="#">Two together is better than two apart: examining multi-celebrity endorsement effectiveness (2025)</a>	Monash University	Australia	—
4	<a href="#">Can AI and AI-Hybrids Detect Persuasion Skills? Salesforce Hiring with Conversational Video Interviews (2025)</a>	University of Texas at Dallas, Yale University	United States	—
5	<a href="#">Sonic Strategies: Unveiling the Impact of Sound Features in Short Video Ads on Enterprise Market Entry Performance (2024)</a>	Beijing Technology and Business University, Nanjing Audit University	China	Influential
6	<a href="#">From algorithms to influence: a global bibliometric analysis of artificial intelligence in marketing communication (2026)</a>	University of Granada	Spain	—
7	<a href="#">Audio Features and Crowdfunding Success: An Empirical Study Using Audio Mining (2024)</a>	—	—	—

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
Macquarie University	Australia	SCImago #1047 · THE =166 · QS =138	2
South China Normal University	China	SCImago #1305 · THE 601–800	1
Xidian University	China	SCImago #269 · THE 601–800	1
University of Granada	Spain	THE 601–800 · QS =401	1
University of Ottawa	Canada	SCImago #610 · THE =187 · QS =219	1
Institute of Business Management	Pakistan	SCImago #8016	1
IT:U Interdisciplinary Transformation University	Austria	—	1
Universitas Muslim Indonesia	Indonesia	SCImago #8231	1
Sookmyung Women's University	South Korea	QS 1201-1400	1
Universitas Komputer Indonesia	Indonesia	—	1
Prin. L. N. Welingkar Institute of Management Development and Research	India	—	1
Erzincan Binali Yildirim University	Turkey	SCImago #6005	1
Frankfurter Institut für Klinische Krebsforschung IKF	Germany	—	1
Dayananda Sagar College of Arts Science and Commerce	India	—	1
Kuwait Civil Aviation	Kuwait	—	1

### Geographic distribution of citing authors

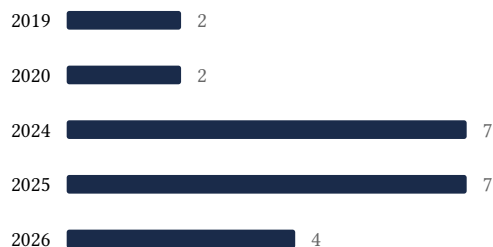
Country	Citing papers
United States	5
Australia	3
China	3
Austria	2
Canada	2
Estonia	1
Finland	1
Germany	1
Hong Kong	1
India	1
Indonesia	1

Country	Citing papers
Kuwait	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.

<b>Contribution</b>	<b>Core paper</b>	<b>Indep. cites</b>	<b>Supports</b>
Contribution 1	Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry	6	8 CFR 204.5(i)(3) – Outstanding Researcher
Contribution 2	Managing the Creative Frontier of Generative AI: The Novelty-Usefulness Tradeoff	6	8 CFR 204.5(i)(3) – Outstanding Researcher
Contribution 3	More Voices Persuade: The Attentional Benefits of Voice Numerosity	7	8 CFR 204.5(i)(3) – Outstanding Researcher