



УНИВЕРЗИТЕТ
У НОВОМ САДУ



ФАКУЛТЕТ
ТЕХНИЧКИХ НАУКА

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ИНТЕГРИСАНИ
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159. Sastanak IEEE u Novom Sadu /159th IEEE Meeting
in Novi Sad
Obaveštenje / Announcement

Prof. Dr Miklós Krész

**University of Szeged, Department of Applied
Informatics, Szeged, Hungary**



е у **utorak, 27. 6. 2017.** у **Sve anoj**
Sali Fakulteta tehni kih nauka u Novom
Sadu, sa po etkom у **12:00h**, održati

On **Tuesday, June 27, 2017**, in the
Ceremony Hall of the Faculty of Technical
Sciences Novi Sad at **12:00pm** will deliver

P R E D A V A N J E L E C T U R E

DIFFUSION ON SOCIAL NETWORKS AND BUSINESS INTELLIGENCE

(joint work with András Bóta, András Csernenszky, Lajos Gy rffy, László Hajdú, Gyula Kovács, András Pluhár and László Tóth)

Abstract: During the last decade social network analysis and mining became a key research area. Apart from the obvious applications in on-line social network services, the field plays central role in many classical business intelligence tasks such as customer attrition, risk analysis and campaign management. In order to capture the characteristics of the above problems, the dynamics of the corresponding network processes needs to be studied. In this talk we will consider the diffusion processes on social networks which pose several algorithmic and modelling questions such as maximizing the spread of influence or approximating the real infection values. In addition to reviewing the applied models and methods, real-world applications will be also presented.

Odsek za Primenjene ra unarske nauke i informatiku i



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