Fakultet tehničkih nauka - Departman za računarstvo i automatiku
Odsek za primenjene računarske nauke i informatiku

u saradnji sa

Szegedi Tudományegyetem (Univerzitet u Segedinu)
(**https://www.u-szeged.hu/**)

organizuje predavanje

DIFFUSION ON SOCIAL NETWORKS AND BUSINESS INTELLIGENCE

Predavač:

Prof. Dr Miklós Krész[*]
University of Szeged, Department of Applied Informatics, Szeged, Hungary

[*]**joint work with András Bóta, András Csernenszky, Lajos Győrffy, László Hajdú, Gyula Kovács, András Pluhár and László Tóth**

Mesto i vreme:
FTN, Svečana sala, 27. jun 2017. u 12.00h

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.

Lecturer:

Miklós Krész is the Head of the Department of Applied Informatics at University of Szeged. His main research area is Graph-based Optimization and Data Science. Both fundamental and applied research in the above field is in the focus of his interest. He was leading expert in several interdisciplinary and industrial projects in cooperation with biologists, physicists, chemists, transport and telecommunication engineers, and business analysts.