

## Accepted Manuscript

Active Viral Marketing: Incorporating Continuous Active Seeding Efforts into the Diffusion Model

Alon Sela, Dmitri Goldenberg, Irad Ben-Gal, Erez Shmueli

PII: S0957-4174(18)30246-X  
DOI: [10.1016/j.eswa.2018.04.016](https://doi.org/10.1016/j.eswa.2018.04.016)  
Reference: ESWA 11930



To appear in: *Expert Systems With Applications*

Received date: 7 December 2017  
Revised date: 21 March 2018  
Accepted date: 11 April 2018

Please cite this article as: Alon Sela, Dmitri Goldenberg, Irad Ben-Gal, Erez Shmueli, Active Viral Marketing: Incorporating Continuous Active Seeding Efforts into the Diffusion Model, *Expert Systems With Applications* (2018), doi: [10.1016/j.eswa.2018.04.016](https://doi.org/10.1016/j.eswa.2018.04.016)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

**Highlights**

- A new diffusion model, which better fits real-world marketing scenarios, is proposed.
- Diffusion in this model relies on continuous active seeding efforts of the marketer.
- A scheduled seeding approach, which utilizes the states of nodes, is suggested.
- The importance of such an approach for the spread of products is demonstrated.

متن کامل مقاله

دریافت فوری ←

**ISI**Articles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات