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Seed Activation Scheduling for Influence Maximization in Social Networks

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Highlights

- Presented a new problem: influential Seed Activation Scheduling over a campaign horizon
- Blogger-centric marketing application is studied on two-level social networks
- Demonstrated the benefit of delayed seeds activation, even with unlimited budget
- Optimal policies investigated in the presence and absence of competition
- Column generation heuristic provides near-optimal solutions to large problems

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