Internet Ad Auctions: Algorithms and Directions

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Time: 4.00 pm – 5.00 pm
Venue: SPMS – LT4, SPMS-03-09
School of Physical and Mathematical Sciences

For over 5 years, internet companies have been selling ads via auctions and have enabled a fascinating market comprising millions of users and advertisers. This ad auctions market presents an unique opportunity to test and refine economic principles as applied to a very large number of interacting, dynamic, self-interested parties with myraid objectives; researchers in Economics, Computer Science, Game Theory, Marketing and Business Sciences are increasingly involved in defining, understanding and influencing it. This talk will be an overview of the underlying algorithmic and economic problems in internet ad auctions, and future directions.

For material relevant to this talk: http://algo.research.googlepages.com/home

Speaker Biography

S. Muthukrishnan (call him Muthu) is a Professor of Computer Science at Rutgers University. His research interest is in design and analysis of algorithms, databases, and networking. His recent research is algorithmic mechanism design for Internet ad auctions.

Host: Division of Mathematical Sciences, School of Physical and Mathematical Sciences

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