Panel

Exploiting the Dynamic Networking Effects of the Web

Moderator:
Ramesh Sarukkai
Yahoo, USA

Panelists:

Prof. Soumen Chakrabarti
Professor, IIT Bombay

Dr. Gary William Flake
Head of Research Labs, Yahoo!

Dr. Narayanan Shivakumar
Director of Ad Systems, Google

Prof. Asim M. Ansari
Professor, Columbia Business School

Abstract

This panel aims to explore the dynamic networking effects of the Web. Today, linkages on the Web are augmented with dynamic connectivities based on various monetization strategies: e.g. ads and sponsored links. Such linkages change the dynamics of user click/flow on the Web. The key focus of this panel is to debate whether/how such dynamic effects on the Web can be modeled and best exploited. How can we derive cooperative placement strategies that are optimal from a customer perspective? As the World Wide Web becomes more dynamic with fluid link placements guided by different factors, optimizing link placement in a cooperative fashion across the Web will be an integral and crucial component. URL: http://research.yahoo.com/workshops/www2005/NetworkingEffectsWeb/