

REFERENCES

- [1] Suman Banerjee, Mamata Jenamani, and Dilip Kumar Pratihar. 2018. A survey on influence maximization in a social network. *arXiv preprint arXiv:1808.05502* (2018).
- [2] Nicola Barbieri, Francesco Bonchi, and Giuseppe Manco. 2013. Topic-aware social influence propagation models. *Knowledge and information systems* 37, 3 (2013), 555–584.
- [3] Allan Borodin, Yuval Filmus, and Joel Oren. 2010. Threshold models for competitive influence in social networks. In *International workshop on internet and network economics*. Springer, 539–550.
- [4] Wei Chen, Tian Lin, and Cheng Yang. 2014. Efficient topic-aware influence maximization using preprocessing. *CoRR, abs/1403.0057* (2014).
- [5] Samik Datta, Anirban Majumder, and Nisheeth Shrivastava. 2010. Viral marketing for multiple products. In *2010 IEEE International Conference on Data Mining*. IEEE, 118–127.
- [6] Mario Diani. 2003. Social movements, contentious actions, and social networks: ‘From metaphor to substance’. *Social movements and networks: Relational approaches to collective action* (2003), 1–20.
- [7] Pedro Domingos and Matt Richardson. 2001. Mining the network value of customers. In *Proceedings of the seventh ACM SIGKDD international conference on Knowledge discovery and data mining*. ACM, 57–66.
- [8] David Kempe, Jon Kleinberg, and Éva Tardos. 2003. Maximizing the spread of influence through a social network. In *Proceedings of the ninth ACM SIGKDD international conference on Knowledge discovery and data mining*. ACM, 137–146.
- [9] Jure Leskovec, Andreas Krause, Carlos Guestrin, Christos Faloutsos, Christos Faloutsos, Jeanne VanBriessen, and Natalie Glance. 2007. Cost-effective outbreak detection in networks. In *Proceedings of the 13th ACM SIGKDD international conference on Knowledge discovery and data mining*. ACM, 420–429.
- [10] Weihua Li, Quan Bai, Minjie Zhang, and Tung Doan Nguyen. 2018. Modelling multiple influences diffusion in on-line social networks. In *Proceedings of the 17th International Conference on Autonomous Agents and MultiAgent Systems*. International Foundation for Autonomous Agents and Multiagent Systems, 1053–1061.
- [11] Yuchen Li, Ju Fan, Yanhao Wang, and Kian-Lee Tan. 2018. Influence maximization on social graphs: A survey. *IEEE Transactions on Knowledge and Data Engineering* 30, 10 (2018), 1852–1872.
- [12] Michel Minoux. 1978. Accelerated greedy algorithms for maximizing submodular set functions. In *Optimization techniques*. Springer, 234–243.
- [13] Ramasuri Narayanam and Amit A Nanavati. 2012. Viral marketing for product cross-sell through social networks. In *Joint European Conference on Machine Learning and Knowledge Discovery in Databases*. Springer, 581–596.
- [14] George L Nemhauser, Laurence A Wolsey, and Marshall L Fisher. 1978. An analysis of approximations for maximizing submodular set functions—I. *Mathematical programming* 14, 1 (1978), 265–294.
- [15] Naoto Ohsaka and Yuichi Yoshida. 2015. Monotone k-submodular function maximization with size constraints. In *Advances in Neural Information Processing Systems*. 694–702.
- [16] Sonja Utz. 2009. The (potential) benefits of campaigning via social network sites. *Journal of computer-mediated communication* 14, 2 (2009), 221–243.
- [17] Justin Ward and Stanislav Živný. 2016. Maximizing k-submodular functions and beyond. *ACM Transactions on Algorithms (TALG)* 12, 4 (2016), 47.
- [18] David Wills and Stuart Reeves. 2009. Facebook as a political weapon: Information in social networks. *British Politics* 4, 2 (2009), 265–281.
- [19] Wan-Shiou Yang, Jia-Ben Dia, Hung-Chi Cheng, and Hsing-Tzu Lin. 2006. Mining social networks for targeted advertising. In *Proceedings of the 39th Annual Hawaii International Conference on System Sciences (HICSS’06)*, Vol. 6. IEEE, 137a–137a.