

Online Adwords Auction: From Theory to Practice



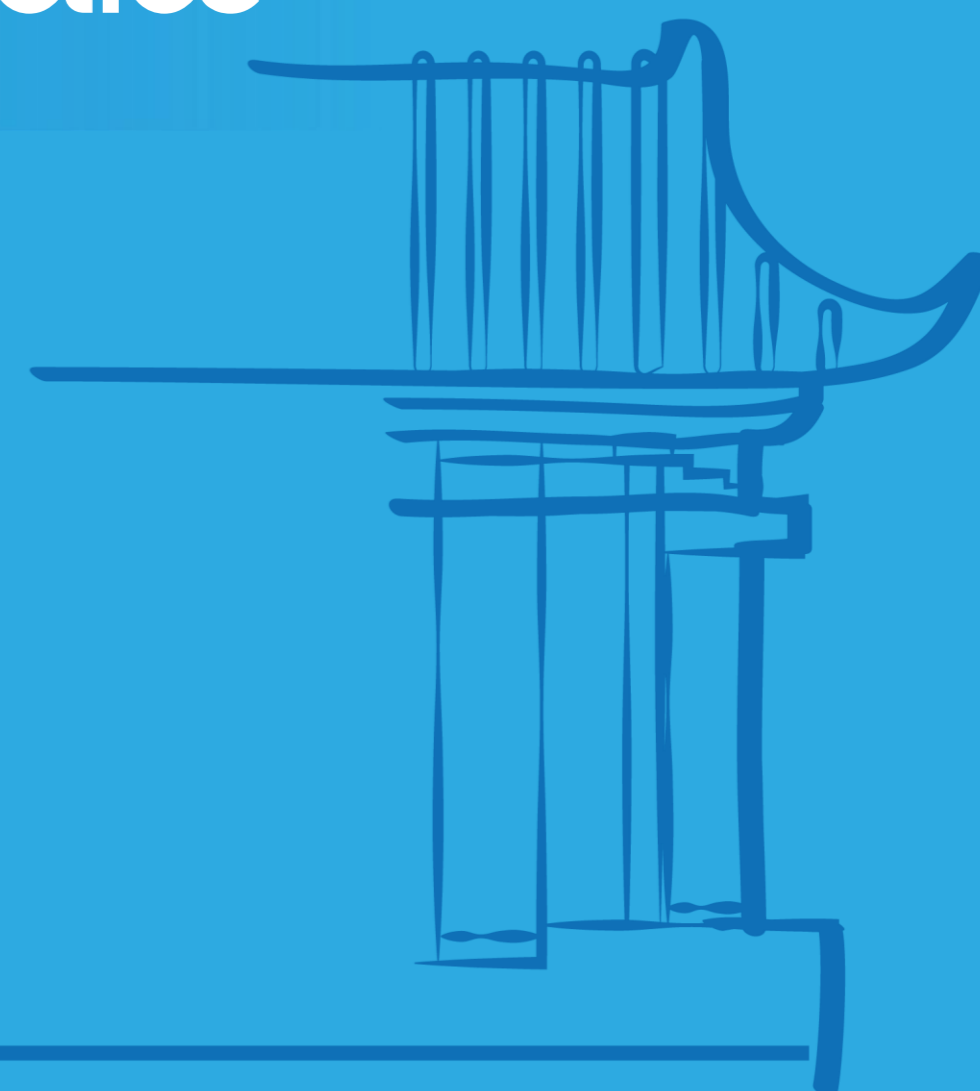
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📍 静园五院204室



Abstract

As a means to facilitate efficient resource allocation, auctions are a fundamental tool in the modern economy and play a pivotal role in mechanism design theory. This talk will delve into one of the most successful applications of auction theory in modern online markets - the online Adwords auction. We will discuss a bidder selection problem in the Adwords auction from a theoretical perspective, and also share practical case studies to illustrate the challenges encountered in the actual industry implementation of Adwords auctions.

Biography

Xiaohui Bei is an Associate Professor in the Division of Mathematical Sciences at Nanyang Technological University. He obtained his Ph.D. from Tsinghua University in 2012. His research interests include topics in resource allocation, computational economics, and general algorithm design. He has published more than 40 publications at top-tier computer science conferences and journals. He is also the recipient of the Microsoft Research Asia Fellowship and the Nanyang Assistant Professorship.