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Using PageRank for Non-Personalized Default Rankings in Dynamic Markets

Michael Scholz, Jella Pfeiffer, Franz Rothlauf

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Highlights

- We develop a novel non-personalized product ranking algorithm for online-stores.
- Our algorithm uses the PageRank centrality of products in a product domination graph.
- Our algorithm is a generalization of single-attribute ranking algorithms.
- We compare our algorithm to state-of-the art algorithms in a laboratory experiment.
- Our algorithm leads to more accurate rankings as existing ranking algorithms.

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