

Accepted Manuscript

Opinion Leader Detection: A Methodological Review

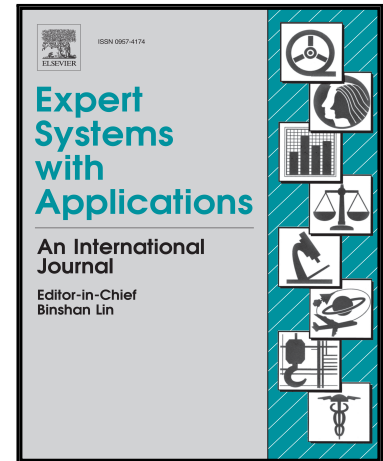
Seyed Mojtaba Hosseini Bamakan, Ildar Nurgaliev, Qiang Qu

PII: S0957-4174(18)30495-0
DOI: [10.1016/j.eswa.2018.07.069](https://doi.org/10.1016/j.eswa.2018.07.069)
Reference: ESWA 12123

To appear in: *Expert Systems With Applications*

Received date: 16 April 2018
Revised date: 8 June 2018
Accepted date: 30 July 2018

Please cite this article as: Seyed Mojtaba Hosseini Bamakan, Ildar Nurgaliev, Qiang Qu, Opinion Leader Detection: A Methodological Review, *Expert Systems With Applications* (2018), doi: [10.1016/j.eswa.2018.07.069](https://doi.org/10.1016/j.eswa.2018.07.069)



This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Highlights

- This survey states a systematic analysis of opinion leader detection methodologies.
- Present a deep insight into the existing research challenges, achievements, and their drawbacks.
- Discuss the role of opinion leaders in real problem such as marketing, politic, sociology and so forth.
- Define the direction of future trends in opinion leader detection studies.

ACCEPTED MANUSCRIPT

Download English Version:

<https://daneshyari.com/en/article/6854649>

Download Persian Version:

<https://daneshyari.com/article/6854649>

[Daneshyari.com](https://daneshyari.com)