

NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

IS Teaching SEMINAR

Title: **Introduction to Online Advertising**

Speaker: Mr. Shalinda Adikari, Ph.D. Candidate

Date/Time: 28 April 2017, Friday, 10:30 AM to 12:00 PM

Venue: Executive Classroom, COM2-04-02

Chaired by: Mr. Sangwook Ha (Student Discussant)
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ABSTRACT:

In digital advertising, online advertising has become the bandwagon which aids to improve advertisers' campaign effectiveness and to focus more on the user aspect aligned with the contextual factors. Unlike the traditional advertising practices, in online advertising, the impressions of a mobile application or a website are mapped to a particular advertiser either through a guaranteed contract or real-time auction. Understanding how the online advertising differs from other advertising techniques is important as it has the potential to increase both advertisers' and publishers' revenue. Also, the complexity and dynamic nature of online advertising have introduced many research gaps and unexplained behaviors. This presentation provides a comprehensive description about online advertising from both design science and behavioral science perspectives. Based on the limitations of the existing studies, some challenges and pertinent research questions are identified.

BIODATA:

Mr. Shalinda Adikari is a Ph.D. candidate at the Department of Information Systems in the School of Computing at National University of Singapore (NUS). His primary research interest lies within the field of Online advertising.

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