A Discussion on “Improving Web Catalog Design for Easy Product Search”

Xiao Fang
University of Toledo
The Paper

- An interesting research problem: item-page assignment problem
- A rigorous math model: quadratic assignment problem
- A sub-optimal solution: A genetic algorithm based solution
Possible Extension (1)

- Undirected network vs. directed network

\[ D^B \]

\[ D^w \]

\[ F_{ij} \]
Possible Extension (2)

- Real data
  - Large amount of real-world data
  - Comparison with current performance

- Interaction between Quantitative Research and Technical Research
  - Math/OR modeling and data mining techniques