

(54) Title of the invention : A GLOBAL CENTRALITY MEASURING SYSTEM TO IDENTIFY THE BEST SOCIAL SPREADER FROM DIRECTED COMPLEX NETWORK

<p>(51) International classification :G06Q0050000000, G06Q0030020000, G06N0005040000, G06F0016340000, G16H0050800000</p> <p>(86) International Application No Filing Date :PCT// :01/01/1900</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number Filing Date :NA :NA</p> <p>(62) Divisional to Application Number Filing Date :NA :NA</p>	<p>(71)Name of Applicant : 1)Brainware University, Kolkata Address of Applicant :398, Ramkrishnapur Rd, Near Jagadighata Market, Barasat, Kolkata, West Bengal 700125. -----</p> <p>Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor : 1)Ms. Anudeepa Gon Address of Applicant :Assistant Professor, Dept. of Computational Sciences, Brainware University, 398 Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125. -----</p> <p>2)Mrs. Nitu Saha Address of Applicant :Assistant Professor, Dept. of Computational Sciences, Brainware University, 398 Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125. -----</p> <p>3)Dr. Kaushik Chanda Address of Applicant :Associate Professor, Dept. of Computational Sciences, Brainware University, 398 Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125. -----</p> <p>4)Ms. Shyamashree Singha Address of Applicant :Assistant Professor, Dept. of Computational Sciences, Brainware University, 398 Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125. -----</p> <p>5)Mrs. Dibita Roy Address of Applicant :Assistant Professor, Dept. of Computational Sciences, Brainware University, 398 Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125. -----</p> <p>6)Mr. Aryabhatta Ganguly Address of Applicant :Assistant Professor, Dept. of Computational Sciences, Brainware University, 398 Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125. -----</p> <p>7)Mr. Subhadip Nandi Address of Applicant :Assistant Professor, Dept. of Computational Sciences, Brainware University, 398 Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125. -----</p> <p>8)Mr. Sudip Samanta Address of Applicant :Assistant Professor, Dept. of Computational Sciences, Brainware University, 398 Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125. -----</p>
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(57) Abstract :

The present invention pertains to a Global centrality measuring system to identify the best social spreader from directed complex network. This invention introduces global centrality measures to identify prime social spreaders in directed complex networks. Addressing the challenge of pinpointing influential nodes, it provides a quantitative solution to assess information dissemination potential. Beyond mere node connections, these measures consider network structure and interdependencies, ensuring recognition of nodes with maximum outreach. Applications span marketing, public health, and social media, promoting resource-optimized strategies. By emphasizing both quantitative and qualitative aspects of networks, this innovation ensures impactful and efficient information, product, or idea propagation, maximizing reach and influence in various domains.

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