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*Geodetic and hull numbers in strong product graphs*

Classical convexity can be extended in a natural way to graphs by considering shortest paths. Geodetic and hull sets play an important role in this approach. In this talk I will present some results concerning geodetic and hull sets. More concretely, we prove upper and lower tight bounds of the geodetic and hull numbers of strong product graphs. We give also exact values for some concrete families of strong product graphs.