

## Zero product determined algebras

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A not necessarily associative algebra  $A$  over a field  $F$  is said to be zero product determined if every bilinear functional  $\varphi : A \times A \rightarrow F$  with the property that  $xy = 0$  implies  $\varphi(x, y) = 0$  is of the form  $\varphi(x, y) = \tau(xy)$  for some linear functional  $\tau$  on  $A$ . These algebras have been studied in pure algebra as well as in functional analysis where one additionally assumes that  $\varphi$  and  $\tau$  are continuous.

The talk will survey the general theory and applications of zero product determined algebras.