

Call for Sponsorship on Cross-Market Product Recommendation

I. Context

E-commerce companies often operate across markets to expand their operations and sales in various countries around the globe. The presence of an international e-commerce company can benefit users even more if these companies can utilize the experience and data gathered across several markets. The key challenge, however, is that data, such as user interaction data with products (clicks, purchases, reviews), convey certain biases of the individual markets. Therefore, the algorithms trained on a source market are not necessarily effective in a different target market.

Despite its significance, small progress has been made in Cross-Market Recommendation (CMR), mainly due to a lack of experimental data for the researchers. To this end, we construct a large-scale real-life product recommendation dataset, referred to as XMarket, drawn from 18 markets in 11 languages. Some parts of this dataset are used in [1]. Related to this competition, we organized XMRec [2], the first workshop on Cross-Market Recommendation at RecSys 2021.

II. Sponsorship Areas

Currently, we are looking for sponsors in the following areas:

- a) Prizes for the winning teams. The preferred form of prize is cash, but providing GPUs is also possible.
- b) Computing support for the participants: Running heavy models for recommendation algorithms requires compute resources. Any help in the form of compute that we can redistribute among participants is highly appreciated.
- c) Support of the hosting platforms.

III. Benefits Option

Our cross-market recommendation competition has the following benefits options for sponsor partners:

- a) Acknowledgment in a particular category (Bronze, Silver, Gold, or Platinum) and banner on our website
- b) Promotional material (you can decide what it can be, e.g. flyers or booklets) for the competition participants

c) 5 min ‘sponsored lighting talk’ at the workshop

IV. Sponsorship Category

The division and benefits (from section II above) between levels of sponsoring are as below:

- **Bronze:**
 - Supports **up to 1,500\$**
 - Benefits: III(a)

- **Silver:**
 - Supports **up to 2,500\$**
 - Benefits: III(a), III(b)

- **Gold:**
 - Supports **up to 5,000\$**
 - Benefits: III(a), III(b), III(c)

- **Platinum:**
 - Supports **above 5,000\$**
 - Benefits: III(a), III(b), III(c) + A tailored deal, for example, making you the sponsor for a workshop event.

If you are interested in sponsoring the competition or if you would like to know more, please feel free to reach out to Mohammad Aliannejadi <m.aliannejadi@uva.nl>

V. Additional Comments

Related to this event for the cross-market recommendation is research focusing on the application of various machine learning approaches for knowledge transfer such as domain adaptation, semi-supervised learning, transfer learning, data augmentation, meta-learning, and knowledge distillation.

References

[1] H. Bonab, M. Aliannejadi, A. Vardasbi, E. Kanoulas, and J. Allan. 2021. Cross-Market Product Recommendation. In Proceedings of the 30th ACM International Conference on Information and Knowledge Management (CIKM '21), November 1–5, 2021, <https://maroo.cs.umass.edu/pub/web/getpdf.php?id=1420>.

[2] <https://xmrec.github.io/>