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**Algorithm 1** Generalized tensor response regression with multi-sided covariates

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**Input:** Response tensor  $\mathcal{Y} \in \mathbb{R}^{d_1 \times \cdots \times d_K}$ , covariate matrices  $\mathbf{X}_k \in \mathbb{R}^{d_k \times p_k}$  for  $k = 1, \dots, K$ , target Tucker rank  $(r_1, \dots, r_K)$ , link function  $f$ , entrywise bound  $\alpha$

**Output:** Estimated low-rank coefficient tensor  $\mathcal{B} \in \mathbb{R}^{p_1 \times \cdots \times p_K}$ .

- 1: Calculate  $\check{\mathcal{B}} = \mathcal{Y} \times_1 [(\mathbf{X}_1^T \mathbf{X}_1)^{-1} \mathbf{X}_1^T] \times_2 \cdots \times_K [(\mathbf{X}_K^T \mathbf{X}_K)^{-1} \mathbf{X}_K^T]$ .
  - 2: Initialize the iteration index  $t = 0$ .
  - 3: Initialize the core tensor  $\mathcal{C}^{(0)}$  and factor matrices  $\mathbf{M}_k^{(0)} \in \mathbb{R}^{p_k \times r_k}$  via rank- $(r_1, \dots, r_K)$  Tucker approximation of  $\check{\mathcal{B}}$ , in the least-square sense.
  - 4: **while** the relative increase in objective function  $\mathcal{L}_{\mathcal{Y}}(\mathcal{B})$  is less than the tolerance **do**
  - 5:     Update iteration index  $t \leftarrow t + 1$ .
  - 6:     **for**  $k = 1$  to  $K$  **do**
  - 7:         Obtain the factor matrix  $\mathbf{M}_k^{(t+1)} \in \mathbb{R}^{p_k \times r_k}$  by solving  $d_k$  separate GLMs with link function  $f$ .
  - 8:         Update the columns of  $\mathbf{M}_k^{(t+1)}$  by Gram-Schmidt orthogonalization.
  - 9:     **end for**
  - 10:     Obtain the core tensor  $\mathcal{C}^{(t+1)} \in \mathbb{R}^{r_1 \times \cdots \times r_K}$  by solving a GLM with  $\text{vec}(\mathcal{Y})$  as response,  $\odot_{k=1}^K [\mathbf{X}_k \mathbf{M}_k^{(t)}]$  as covariates, and  $f$  as link function.
  - 11:     Rescale the core tensor subject to the entrywise bound constraint.
  - 12:     Update  $\mathcal{B}^{(t+1)} \leftarrow \mathcal{C}^{(t+1)} \times_1 \mathbf{M}_1^{(t+1)} \times_2 \cdots \times_K \mathbf{M}_K^{(t+1)}$ .
  - 13: **end while**
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