Recommender systems with capacity

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1 Introduction

Let us start by a familiar example most readers can relate to. As a host, I prepared food for a group of friends whom I invited to my house. Since a few of my guests were vegetarian, I had to prepare two dishes; veggie option and non-veggie with some forecasts of how many of my guests are omnivore and how many are not. As usual, a margin of error was considered in my prediction and two dishes were prepared. On the night of the event, my omnivore guests were interested in the veggie dish more and ate the food they were not supposed to, let my vegetarian guests leave with empty plates. Many what if scenarios struck my mind after that event. But the main question was how to design a better mechanism that ensures a better outcome.

Through this example, we illustrate a central mechanism (the host) who recommends a set of available alternatives (dish(es)) to multiple agents (guests). Undoubtedly, this example is a simplified version of what organizations, firms and companies deal with as a decision making problem to understand how to design a recommendation system that guarantee systematic performance while their members, users, and customers preferences are also considered. In fact, the problem of our interest in this paper, applies to environments that share five fundamental characteristics which we highlight here. **(1)** ***Hierarchical decision making process***. The problem of our interest is similar to leader-follower game models in terms of the decision makers roles in which the leader (i.e., host in this case) should decide and move first (i.e., prepare dishes) with some perceptions of the follower(s) (i.e., agents) reactions. After the leader makes decisions, the agents decide and move afterwards (i.e., what to eat). Moreover, the leader has no control on the agents choice. (i.e., the host cannot force guests what to eat). **(2)** ***Limited available resources***. When infinite amount of a resource is available, recommendations by the system is only centered on the preferences of each agent isolatedly since even if all agents' first choice is alternative "a" for example, all can obtain their first choice. However, when a resource is relatively scarce to the number of agents interested, challenges arise as who should take priority among agents, and what are the associated costs to the system as the consequences. Study these challenges and consequences is to our interest. In the dinner party example, imagine if more food had been prepared, the outcome would not have been the same. However, it comes at a higher price of sacrificing host's budget for an ordinary dinner or a larger amount of food leftovers. **(3)** ***Simultaneous personalized recommendations***. Agents receive recommendations either all at the same time (simultaneous) or in an order (sequential) through a time horizon. In sequential recommendations, system recommends to each agent one at a time. The set system recommends to a new agent can be updated based on the choice(s) of the previous agent. Hence, the recommendation's context depends on the place of the agent in the queue. And so the problem boils down to what should the order of the queue be (imagine the host make a line at the dinner table and put vegetarian guests first) which is out of scope of this work and readers are encouraged to read [cite]. In simultaneous recommendations, system's decision-making process happens once and agents' choices come afterwards. The simultaneous recommendation set(s) to agents are often aggregate in the system. (i.e., single recommendation available for group(s) of agents). [or have zero overlaps]. E.g., one food table for all guests at the dinner party). We are interested in the simultaneous *personalized* recommendations problem which is very complicated specifically when resources are finite. Because in this case, the system needs to incorporate all agents' preferences in advance and thus need more accurate information about the agents choice. In the above example, the problem could have been solved if the food is served to each guest individually, however, guests should have filled a questionnaire in advance to provide information on their diet, preferences, food allergies, etc. **(4) *Myopic independent rational agents***. When you are at the table as a guest, your choice of food only depends on your personal preference and almost nobody considers how his/her choice can affect others as it was the case in this example, and what the omnivore guests did. However, the overall outcome could be improved if the system intervenes with it's holistic view. Here, limiting the omnivores choice to the non-veggie option (i.e. not offering them to the vegetarian dish) would be a proper example of system's intervention. Therefore, when agents are myopic independent rational individuals, the personalized recommendation set can be used as an intervention tool for the system to guarantee the achievement of some major concerns. **(5) *Two objectives are not necessarily aligned***. In these types of problems, leader's objective is to maximize benefit (minimize costs) while agents are utility maximizers and sometimes these two objectives do not agree. Here in this example, omnivore guests who ate veggie dish maximized their own utility while the host's objective was to satisfy all of his guests.

Underlying many applications in recommendation systems are these five characteristics. One of the emerging application is the "*sharing economy*" with market valued at $75 billion [3]. The sharing economy is where resources owned by independent entities are collectively shared through a central mechanism with internet-based platforms who owns no resources; instead operates a marketplace (e.g., companies like Uber, Airbnb, TaskRabbit, etc.). Critical to a central mechanism's success is its ability (1) to entice large participation by agents and (2) to accommodate their preferences to ensure repeat participation. Agents expect high-quality service (e.g., tasks completed to desired specifications within a given time). This is achieved when the central mechanism takes a systematic view of allocating limited resources to agents. Agents benefit from a large pool of alternatives and when the central mechanism retains some control to ensure service expectations are met. Agents desire autonomy and discretion to decide when and how they want to provide access to their resources based on their individual preferences. If discretion is not provided, this limits agent participation. Thus, success in sharing economy depends on agents satisfaction. However, agents preferences are not always aligned with system objectives. Take for example a ride-sharing application, like Uber or Lyft. The agents are drivers that prefer riders with destinations on their current route or to a high populated area (where another rider is likely). The central mechanism wants to maximize the number of successful matches by assigning the closest driver to a rider.

Another application is in the retail industry where, a company like Macy's wants to offer it's customers a personalized set of in-store coupons of limited inventory through emails. These coupons are tailored based on limited leftover inventory of some retail locations or regional clearances. Therefore, there are couple of products here and there that Macy's wants to offer to specific customers at a lower price. Crucial to maximize revenue is Macy's ability to offer the right set(s) of coupons to the right group(s) of customers such that no customer receive excessive list of in-store coupons which are not to her interest (guarantee her return to the store) and are not available in near-by locations (guarantee her satisfaction). Again worth noting that the inventory is limited and the challenge is limiting some customers to receive all coupons since Macy's cannot guarantee to satisfy all demand. Moreover, customers also have the discretion not to buy any products and hence, at the same time incentives exist for Macy's to offer same coupons to a larger group of customers.

One more application is in the emerging electric car industry, mobile application companies (e.g., PlugShare) recommend charging station alternatives to electric car users. However, the number of charging stations are limited and the charging process is not as fast as pumping your car at a gas station yet and each car occupies stations for a long period of time. PlugShare should also take the congestion factor of stations as well as your convenience preference of the nearest and fastest service into consideration when making recommendations.

In all fo these examples, all of the five mentioned characteristics are present. Therefore, this research is interested in determining the *optimal personalized assortment* to recommend to each agent in these environments. By optimality, we mean maximum systems benefit with regards to the decision behavior of rational utility maximizer agents. In deed, the agents' decisions create dependencies in the system that impact system benefit when limited resources are available. We describe two common approaches that currently exist for the central mechanism design of recommender systems which can be considered as two extreme cases for the spectrum which we study. **(1)** ***Centralized***, and **(2)** ***Decentralized*** approaches.

In the centralized approach, system is the only decision maker and the agents follow orders without any discretion. [System is the only player and the agents has no moves other than obey]. System performance is the only objective, the choices are dictated to the agents, and their preferences are not taken into account [either ignored by the system or the info on their preferences is not available to the system]. An example of this approach is the well-known Vehicle Routing Problem (VRP). In VRP, fleet dispatcher (central mechanism) matches the optimal set of destinations and corresponding routes to a fleet of vehicles in order to meet the demand of certain nodes with optimal systematic performance (e.g., minimum cost). In environments where agents are committed to the system and are employed by the company, the only objective is to improve the performance of the system, and the agents either do not have any preferences or their preferences are not taken into consideration in the solution space of the system. Moreover, the central decision making assures the solution to be optimal, no resource constraint is violated, double efforts and underutilization is minimized (i.e., two agents do not visit single node and empty travels are at the minimum possible). The decision making in the centralized approach often needs to be fast. In addition, achieving the optimal solution depends on the full compliance of the agents which is not a false assumption in this case. Another example would be job assignment problem where tasks are optimally assigned to machines for different time spans. Obviously machines have neither preferences over the jobs nor the ability to disobey the assigned jobs.

On the other end of this spectrum is the decentralized approach where agents are the only decision-making individuals with personal preferences. All alternatives are available to all agents who make selections based on their own preferences, and the system does not limit agent's options. A decentralized approach applies in environments where social welfare (i.e., sum of all agents' utilities) of the agent's are at the top priorities (e.g., customer satisfaction). This is due to the fact that agents often have no commitments to the system and hence, no dictatorship applies here. The central mechanism usually facilitates agents' decision making process through personalized recommendations which are very well-known as recommender systems (e.g., Google, Netflix, etc.). If you are searching for a hotel to spend two nights of your vacation in, of course Google can not force you to pick a choice but can navigate you through a list of endless choices. These types of recommender systems employ machine learning techniques (i.e., collaborative and content-based filtering are two extremely popular methods and interested readers are referred to[cite]) to presume agents preferences and increase agents participation to improve the chance of matching an agent with an alternative. In a decentralized approach, systematic performance is ignored, and high utilization is compromised due to multiple agents' common interests in some alternatives lead to other alternatives left unselected. Therefore, decentralized control can result in reduced systematic performance [47]. For example, decreasing the number of unoccupied room of a hotel, visitor's travel distances, city congestions are not a concern in Google recommender systems. Moreover, number of alternatives recommended are hypothetically infinite and decision making process for agents receives more effort compared to when the central mechanism makes decisions. Table 1) summarizes the advantages and disadvantages of these two approaches.

Neither of these two extreme approaches are applicable when the five mentioned characteristics exist in a recommendation system because neither are able to fully harness underutilized resources. For example, in a centralized approach, Uber's central mechanism takes a rider-centric view by recommending a single rider's alternative to the closest driver (ignoring driver's destination preferences). The driver has 15 seconds to either accept or reject the recommended alternative. Uber has policies to strongly encourage high driver acceptance rates. Uber's current centralized approach limits who can participate as a driver because drivers must be committed to Uber tasks. If drivers want to interleave a ride-share with their planned travels, they cannot because the central mechanism does not take into account driver preferences when recommending rides. In a centralized approach with limited discretion, agents preferences are not taken into account. Hence, it affects systematic performance negatively. Also, decentralize approach will not fit the Macy's example. All coupons cannot be offered to all customers. By the time they come to the store, the deal might not be available at that store, or some other customer might already have bought the specific product and either the customer leave the store dissatisfied or Macy's has to reduce the price of a substitute product which Macy's had not intended to do so. The reader can easily verify why a centralized is not applicable here. Also, for the charging station example, PlugShare company takes decentralized approach and shows the specification (e.g., locations, number of stations, charging adaptors, etc.) of all nearby stations to all drivers and lets them choose. Although it also shows customers the data on the number occupied slots, it does not have any control on drivers choice. For example if only one slot is available and two cars pick the same stations as their destination, one of them would be dissatisfied and has to either wait or pick another further station which adds to the inefficiency of the system. If the system recommended some other alternatives, higher utilization could be achieved. A smarter and more efficient way is to consider the user's preferences (e.g., the car type, convenient locations, etc.) as well as the overall systematic performance (e.g., demand of a particular station, congestion, other users preferences, etc.) when making recommendations.

Therefore, a new approach is needed to combine the advantages of a centralized approach (e.g., less participant effort, quicker time to match, systematic resource allocation) with the advantages of a decentralized approach (e.g., agent discretion and privacy, increased participation opportunities). We study a hybrid approach that provide agents with an assortment of limited personalized recommendations. This hybrid mechanism is a hierarchical approach in which the central mechanism considers agents' preferences, as well as systematic performance and interdependencies, when creating personalized recommendations. First, the central mechanism makes personalized recommendations consisting of a set of alternatives to multiple distributed independent agents. Then, agents have discretion to make selections or rejections based on their own unique valuation of the recommended set. Observed system outcomes are a function of what is recommended and decentralized selections. This approach enables holistic resource allocation and can enforce service level requirements. Also, agents retain autonomy and discretion. Personalized recommendations eliminates the need to evaluate a large numbers of alternatives, reduce the effort required from participants, and thus, can increase agents satisfaction. Our model facilitates this type of central mechanism design, and incorporates holistic allocation of decentralized agents' discretion opportunities into a systematic optimization framework.

In this research, we advocate for a more flexible recommendation scheme that is neither fully centralized nor decentralized; yet minimize participant effort, enable a quick time to match, and facilitate systematic resource allocation. It must also privilege agent discretion and privacy, and it

Table 1: *Central Mechanism Approaches*

	Centralized Approach	**Decentralized Approach**	**Our Hybrid Approach**
System's Performance	Considered	Not Considered	Considered
Agents' Preferences	Not Considered	Considered	Considered
Resource Utilization	a Concern	Not a Concern	a Concern
System	Dictates Choices	No Intervention	Partially Intervenes
Agents	Committed	No Commitment	No Commitment
Decision Making Process	Fast and Efficient	Takes Time and Effort	Moderate
Solution Technique	**Assignment Problem**	**Recommender Systems**	**Bilevel Optimization**

should increase participation opportunities. We study the role of the central mechanism as a facilitator of interactions via personalized recommendations from limited resources. [more description of the techniques used has yet to be added.]

2 Related literature

2.1 Matching problem

Matching problems are a well-studied area with numerous applications. Although the differed acceptance algorithm (Gale and Shapely, 1962) [cite] is the footstone of this work, different problems have different criteria and axiomatic properties (e.g., pareto optimality, stability, strategy proofness, social welfare). And it is not a one-fit all scenario. So, other solution methods (e.g., serial dictatorship, top trading cycles, etc.) have emerged with unique properties that address the needs of those specific problems.

While stability in the matching problem has attracted lots of attention, few works also consider other aspects of the matching problem. For example, Anshelevich [cite] argues that a stable match might not necessarily be a socially desirable outcome. It is backed up by the fact that stable matching problem only considers the ranking of agents and thus social welfare is not guaranteed to be optimal. In another work, Kadama and Kojima slightly modified the definition of the stability under existence of the distributional constraints (i.e., regional caps). One of the application of their model is allocation of medical match market of doctors and hospitals when the government enforces certain distributional constraints to overcome geographical imbalance. Although their main goal is still the stability, they allow certain blocking pairs to remain in what so called stable match because otherwise it may violate the caps. This is very similar to our work because the capacity constraints are imposed by a central system (global entity or enterprise). However this central system does not have any control over the choices of agents and thus no recommendation has been made to agents. Also this central system has no incentive to match certain agents.

To our knowledge, hierarchical approach in matching mechanisms has not been studied. Kamada and Kojima (2015) studied hierarchical. But their notion of hierarchical is different than ours. They consider hierarchical capacity constraints like regional caps and hospital caps.

Our problem is a combination of matching and assortment planning. In other words, it is specialized assortment optimization with revenue-maximizing and social welfare

[more to add:] How our work is different than dynamic assortment optimization? The world dynamic means re-optimizing? In assortment optimization different customer types are also considered. How this is different than ours?

2.2 Sharing economy

Existing sharing economy descriptive studies include qualitative studies [7, 8, 16, 18, 34, 38, 44], and econometric models [17, 24].

Prescriptive mathematical models to guide decisions in sharing economy is a new area of research. In [32], pricing and quality decisions are decided for a monopolist manufacturer's physical resource that can be used by its primary owner or made available via a sharing economy. In [9], an equilibrium model is developed for a two-sided market in which agents may not be able to find a alternative (and vice versa). Both consider a decentralized approach. An emerging area of sharing economy research is dynamic ride-sharing, which matches drivers with riders to share one-time trips [2, 26, 35, 39, 54, 59, 60] and peer-to-peer car sharing [30, 31, 52, 53]; all consider either a fully centralized or fully decentralized approach.

Multiple agents with discretion capabilities concerning recommendations from a central mechanism are unstudied. Related is [58], in which systematic and agent preferences are considered by enforcing dynamic ride-sharing matches to be stable. Also, in [46] a central mechanism recommends a single alternative to a single dispatcher who can accept or reject it. The acceptance probability is represented by an exogenous random variable. Neither incorporate discretion into the optimization model, capture the entire spectrum of discretion levels, nor consider dependencies in systematic performance due to multiple agents' decisions.

[Most people are focusing only on dynamic pricing, but fundamentally these systems started because of another outcome to use underutilized capacity.]

2.3 Recommender systems

Vast literature on how to create personalized recommendations exists. However, recommender systems research assumes what is being recommended has an infinite capacity, and does not consider users' selections interdependencies [1, 4, 15, 21, 41, 45, 51]. For example, personalized recommendations of articles to read, movies to stream, or ads to click all can be simultaneously consumed without impacting systematic performance. By contrast, this research seeks to create personalized recommendations to multiple decentralized users whose simultaneous selections impact systematic performance.

2.4 Bilevel optimization

The central mechanism must consider agents' likely selection behavior when making the personalized recommendations, because agents have discretion not to comply with the recommendations they do not prefer. Also, agents' selection is highly influenced by the recommendation. Thus, bi-level programming will be used. Bi-level programming problems, also known as Stackelberg leader-follower games [11, 57], model a hierarchy in which a leader makes decisions that effect the followers' feasible decision set [11, 13, 14]. Bi-level optimization problems are recognized as difficult [20]; even linear bi-level programming is NP-hard [5, 6, 25]. Generalized bi-level optimization approaches in which the followers' decision variables are discrete remains computationally challenging [43, 61, 62].

Bi-level research has mainly focused on developing specialized algorithms for specific problems. Prominent bi-level optimization problems include transportation network design, network interdiction, assortment optimization, and revenue management. The network interdiction problem models the attacker-defender problem and specialized approaches (e.g., decomposition approaches and step inequalities) have been shown effective in solving many different variants of this problem [19, 40, 50, 55]. In transportation network design problems, the network design and its capacities are leader decisions; followers solve shortest path problems [12, 22, 29, 42]. Assortment optimization determines what product assortment to offer to an aggregated set of shoppers, who then make consumer selection choices from the recommended assortment [36]. In all problem types, a single aggregate leader decision is made and shared among the followers. For example, all users make routing or interdiction decisions using the same shared network, and all consumers make purchasing selections from the same product assortment. Capacity constraints of a single shared assortment have been considered in assortment optimization [23, 28, 48]. Revenue management research considers what assortment of products (e.g., flight tickets) to display to what segment of users at varying times to sell remaining capacity of a finite resource [27, 37, 63, 64]. Existing revenue management work assumes demand selections occur sequentially and recommendations are independent of each other. Similarly, dynamic assortment optimization considers personalized recommendations of finite capacities to sequentially arriving customers [10, 33, 49, 56]. In contrast, this work makes multiple, *simultaneous* personalized recommendations of finite capacity alternatives.

Existing work in bi-level optimization either models the leader problem as deciding (i) a single aggregate recommendation, or (ii) multiple independent recommendations. The bi-level models proposed in this research are innovative because the leader problem has to make multiple personalized recommendations of finite capacity alternatives. Specialized solution approaches are required because the personalized recommendations cannot be made independently, as systematic performance is dependent on multiple agents' selection outcomes.

3 Model

The bilevel optimization framework consists of a central mechanism as a leader and agents as followers. The central mechanism leads by deciding what personalized set of alternatives to recommend to multiple decentralized independent agents. The agents' utility-maximizing selection processes follow from the personalized recommendations. The model considers two disjoint sets: $j \in S$, the set of agents (which have discretion capabilities), and $i \in R$, the set of alternatives, where $R = D \cup N$. The set D consists of alternatives; the set N consists of the no-choice selections, and $D \cap N = \emptyset$. The recommendations are made simultaneously to all agents and a single period model is presented. Alternatives are assumed to have a capacity of 1. Other notations are as follows.

Decision Variables:

- x_{ij} 1 if the central mechanism recommends alternative $i \in R$ to agent $j \in S$; 0 o.w.
- y_{ij} 1 if agent $j \in S$ selects alternative $i \in R$; 0 o.w.
- z_i 1 if more than one agent selects alternative $i \in D$ (duplicate); 0 o.w.
- w_i 1 if no agents select alternative $i \in D$ (full rejection); 0 o.w.

Parameters:

- C_{ij} Systematic benefit of recommending alternative $i \in R$ to agent $j \in S$.
- u_{ij} Agent $j \in S$ utility of alternative $i \in R$.
- a_i Maximum number of agents recommended alternative $i \in R$, where $a_i = |S|$ if $i \in N$, and $1 \leq a_i \leq |S|$ if $i \in R$.
- b_j Number of alternatives (including no-choice) recommended to agent $j \in S$.
- m_j Number of alternatives (including no-choice) agent $j \in S$ can select.
- d_i Duplication penalty if alternative $i \in D$ receives more than one selection.
- r_i Full rejection penalty if alternative $i \in D$ is not selected by all agents.

Bi-Level Optimization Formulation:

$$\max \sum_{i\in R}\sum_{j\in S} C_{ij}y_{ij} - \sum_{i\in D} d_i z_i - \sum_{i\in D} r_i w_i \tag{1}$$

$$s.t. \sum_{j\in S} x_{ij} \leq a_i \quad \forall i \in R \tag{2}$$

$$\sum_{i\in R} x_{ij} \leq b_j \quad \forall j \in S \tag{3}$$

$$\sum_{j\in S} y_{ij} \leq |D|z_i + 1 \quad \forall i \in D \tag{4}$$

$$1 - \sum_{j\in S} y_{ij} \leq w_i \quad \forall i \in D \tag{5}$$

$$x_{ij} \in \{0,1\} \quad \forall i \in R, j \in S \tag{6}$$

$$z_i \in \{0,1\}; w_i \in \{0,1\} \quad \forall i \in D \tag{7}$$

$$\max \sum_{i\in R}\sum_{j\in S} u_{ij}y_{ij} \tag{8}$$

$$s.t. \quad y_{ij} \leq x_{ij} \qquad \forall i \in R, j \in S \tag{9}$$

$$\sum_{i\in R} y_{ij} = m_j \quad \forall j \in S \tag{10}$$

$$y_{ij} \in \{0,1\} \quad \forall i \in R, j \in S \tag{11}$$

The central mechanism's leader problem is captured in (1)-(7). The objective function (1) is to maximize the expected systematic benefit by recommending sets of alternatives to multiple agents. It captures the dependencies among agents' selections by accounting for penalties of duplicate and fully rejected alternatives, which are a function of the agents' decisions (followers). Constraints (2) enforce at most a_i agents can be recommended alternative $i \in D$. Constraints (3) enforce b_j alternatives (including no-choice) are recommended to agent j. Constraints (4) and (5) capture the dependency among multiple agents, whether a alternative is selected by more than one agent (duplicate); or whether a alternative is not selected by any agents (full rejection), respectively.

The agents' follower problems are captured in (8)-(11). The agents are rational decision makers who make selections based on maximizing their own perceived utility of alternatives in the personalized recommendations (8), selecting the top m_j alternatives in descending order ranked on u_{ij} values. Constraints (9) enforce their selections to be a subset of system's recommendation. In this model, no-choice set $N \in R$ represents discretion in which agents do not have to select all alternatives. The leader and the followers decisions variables are binary in constraints (6)-(7), and (11) , respectively.

3.1 Solution method

The proposed bi-level framework is a discrete linear bilevel programming problem (DL-BLPP) [cite Bard book, page 240] and can be solved with off the shelf solver. [put MATLAB function]. However, the solution time is increasing exponentially and thus become intractable for large scale problems. [some results can be added here and the fact that even 6x6 takes hours to solve.] Due to integer values for m_j, the lower level problem is unimodular and hence the integrality for lower level variables can be relaxed to continuous. (i.e., constraints (11) are relaxed to $0 \leq y_{ij} \leq 1$). This makes the problem to be a discrete-continuous linear bilevel programing problem (DCL-BLPP) which is slightly easier to solve Although algorithms exists to deal with these types of problems [cite Bard book, page 240]. But challenge in solving large scale problems remains the same. [note: the specific algorithm introduced by Bard has yet to be studied]

The outcome of this optimization is two matrices: a recommendation matrix X and a agent selection matrix Y. While Y introduces an optimal solution, X only yields a feasible solution. Since x_{ij} variables have no coefficients in the objective function. Therefore, if ones interested in finding the maximum recommendation set (let us call it MR (max mock recommendations that do not affect Y)), an algorithm has to be designed to go over all possible selections and add recommendations to X that do not affect the agent's selection because they are least attractive to her among the assortment she receives. The reason we construct MR is to understand the structure of optimal recommendations. The algorithm is described in section (**??**). It worth noting that multiple optimal solutions exits.

3.2 Convert the problem to a Single level problem

1- One way would be Applying KKT conditions for lower level problem

2- Heuristics: Projection method [Describe the example in Figure 1]

One way of capturing this alignment in the model is employ the projection method that projects the agents' j's utility vector $\vec{U}_j$ onto the systematic benefit vector $\vec{C}_j$ associated with each agent j. Therefore, a projection matrix P captures the alignment of U on C by the well known projection function in (12).

$$\vec{P}_j = Proj_{\vec{C}_j}\vec{U}_j = \frac{\vec{U}_j.\vec{C}_j}{||\vec{C}_j||^2}\vec{C}_j \tag{12}$$

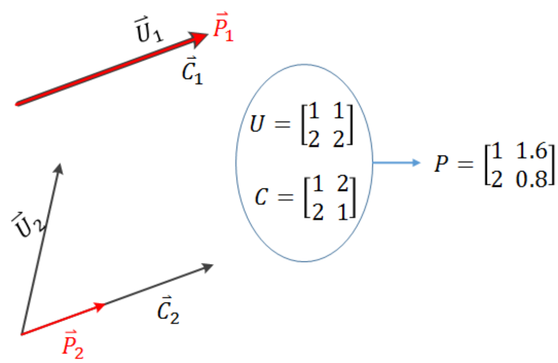

Figure 1: *Example of two vectors*

Single Level Optimization Formulation:

[Note: shall we eliminate x variables and corresponding constraints? in this formulation? Has yet to be tested]

$$\max \sum_{i\in R}\sum_{j\in S} P_{ij}y_{ij} - \sum_{i\in D} d_i z_i - \sum_{i\in D} r_i w_i \tag{13}$$

$$s.t. \sum_{j\in S} x_{ij} \leq a_i \quad \forall i \in R \tag{14}$$

$$\sum_{i\in R} x_{ij} \leq b_j \quad \forall j \in S \tag{15}$$

$$\sum_{j\in S} y_{ij} \leq |D|z_i + 1 \quad \forall i \in D \tag{16}$$

$$1 - \sum_{j\in S} y_{ij} \leq w_i \quad \forall i \in D \tag{17}$$

$$y_{ij} \leq x_{ij} \qquad \forall i \in R, j \in S \tag{18}$$

$$\sum_{i\in R} y_{ij} = m_j \quad \forall j \in S \tag{19}$$

$$x_{ij} \in \{0,1\}; y_{ij} \in \{0,1\} \quad \forall i \in R, j \in S \tag{20}$$

$$z_i \in \{0,1\}; w_i \in \{0,1\} \quad \forall i \in D \tag{21}$$

The result of this solution approach is an optimal selection matrix Y (multiple optimal exists). However, due to structure of the formulation, X contains no information and thus the MR matrix is constructed using MR-algorithm described in section (**??**).

set $x_{ij} = 1$ for $\{x_{ij} | u_{ij} \leq min\{u_{ij} | u_{ij}(y_{ij} = 1)\}\}$ $\forall j \in S$

4 Greedy heuristics

[Ander's writings]

4.1 insights

1- How much misalignment is ok to still get the same solution out of both methods

5 Conclusion and future steps

This research studies the case where system performance is a major concern when matches are assigned. However, this does not come at the price of ignoring agent's preferences in recommendations. So, the recommendations are made to agents considering their preferences under the priority of system's performance. Comparing the results of our greedy algorithm to DA stable matching algorithm, we conclude that the system performance in our greedy approach is more than or equal to DA stable matching and the social welfare in our greedy approach is less than or equal to the DA stable marching algorithm. For future works, we want to calculate the bound on this comparison and measure the maximum possible difference in system performance as well as social welfare in both algorithms. In order to do so, we need to consider worse case scenarios. Moreover, in this study, we set the alternatives to propose first to guarantee optimality for the system. However, to fully harness the characteristics of this problem, agent-proposing method still needs to be studied as well.

high level notes:

1- Central mechanism = social planner, match maker, recommender system (maybe)
2- Other motivations = Macys coupons, governmental distribution constraints, recommending nearest charging station for electrical vehicles
3- customized Assortment planing = menu design, incorporate customer choice behavior into revenue management
4- Shape customer demand

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