

## Engineering Technologies and Algorithm Team at Alibaba Search Business Unit

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**TIME** 10:00 am - 11:00 am  
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**VENUE** Room 6209, 6/F  
Lau Ming Wai Academic Building  
City University of Hong Kong  
83 Tat Chee Avenue  
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### ABSTRACT

Product searching is the foundation and frame of Alibaba Group. Different from search on the entire network, search on E-commerce websites has many other challenges. The difference of user's searching demands is more and more obvious. The same query for the price, material, and location may have totally different implicit intents. Secondly, sellers need better service to serve their target groups, rather than getting to blows over lower and lower prices. Thirdly, the platform itself requires a variety of categories and sellers, which bring the platform energy as well as increased efficiency in flow matching. The core task of the search algorithm team is to design the ranking strategy, including mining users' profiles, recognizing query and users' intentions, modeling long-term as well as short-term personalized intentions, and building up the exploration system. Most of them are built with state-of-the-art machine learning and NLP techniques.

**All are welcome!**



In case of questions, please contact Dr Jianping WANG at Tel: 3442 7737, E-mail: [jjanwang@cityu.edu.hk](mailto:jjanwang@cityu.edu.hk), or visit the CS Departmental Seminar Web at <http://www.cs.cityu.edu.hk/news/seminars/seminars.html>.

