CORA Cork Open Research Archive
Cartlann Taighde Oscailte Chorcaí

Title	Architecture of in-app ad recommender system
Authors	Mukherjee, Anik;Sundarraj, R. P.;Dutta, Kaushik
Publication date	2016-05
Original Citation	Mukherjee, A., Sundarraj, R. P. & Dutta, K. 2016. Architecture of in-app ad recommender system. In: Parsons, J., Tuunanen, T., Venable, J. R., Helfert, M., Donnellan, B., & Kenneally, J. (eds.) Breakthroughs and Emerging Insights from Ongoing Design Science Projects: Research-in-progress papers and poster presentations from the 11th International Conference on Design Science Research in Information Systems and Technology (DESRIST) 2016. St. John, Canada, 23-25 May. pp. 59-67
Type of publication	Conference item
Link to publisher's version	https://desrist2016.wordpress.com/
Rights	©2016, The Author(s).
Download date	2026-11-04 21:53:08
Item downloaded from	https://hdl.handle.net/10468/2567

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

All items in CORA University College Cork institutional repository are protected by copyright, with all rights reserved.

No item may be reproduced for commercial purposes.

For other possible restrictions on use please refer to the publisher's URL where this is made available, or to notes contained in the item itself.

DEPOSIT AGREEMENT
COVERED WORK
I would like to deposit my material in the University College Cork institutional repository. Research referred to below as "Work" is covered by this agreement and when I deposit my Work, whether personally or through an assistant or other agent, I agree to the following:

NON-EXCLUSIVE RIGHTS
Rights granted to the institutional repository through this agreement are entirely non-exclusive. I am free to publish the Work in its present version or future versions elsewhere.

I agree that University College Cork, or any third party with whom University College Cork has an agreement to do so, may electronically store, copy or translate the Work to any medium or format for the purpose of future preservation and accessibility. University College Cork is not under any obligation to reproduce or display the Work in the same formats or resolutions in which it was originally deposited.

DEPOSIT IN UNIVERSITY COLLEGE CORK INSTITUTIONAL REPOSITORY
I understand that work deposited in the digital repository will be accessible to a wide variety of people and institutions - including automated agents - via the World Wide Web.

I understand that once the Work is deposited, metadata will be incorporated into public access catalogues. This citation to the Work will always remain visible, although the author retains the right to update the Work. Removal of the item can be made after discussion with the University College Cork institutional repository administrators. The administrators shall make best efforts to ensure removal of the Work from any third party with whom University College Cork institutional repository has an agreement.

I AGREE AS FOLLOWS:
- That I am the author or co-author of the work and that I have the authority of the author or authors to make this agreement and to hereby give University College Cork institutional repository the right to make available the Work in the way described above.

- That I have exercised reasonable care to ensure that the Work is original, and does not to the best of my knowledge does not breach any laws including defamation, libel and copyright or infringe any third party's copyright or other Intellectual Property Right.

- University College Cork does not hold any obligation to take legal action on behalf of the Depositor, or other rights holders, in the event of breach of intellectual property rights, or any other right, in the material deposited.

