Abstract

The embodiments of the disclosure relates to a method, apparatus, device, and medium for item recommendation processing, wherein the method includes: in response to a recommendation request for an item recommendation initiation object, determining at least one candidate recommendation initiation object and a superior recommendation item category of each candidate recommendation initiation object; computing a recommendation matching degree between an item to be recommended and each candidate recommendation initiation object, respectively; determining a target recommendation initiation object for the item to be recommended in the at least one candidate recommendation initiation object according to the superior recommendation item category and the recommendation matching degree of each candidate recommendation initiation object; recommending the item to be recommended to the target recommendation initiation object, so that the target recommendation initiation object performs recommendation processing on the item to be recommended.