



Role Of Ai For Choking The Marketing Strategies In Service Sector Of China

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ABSTRACT

This study investigates the impact of artificial intelligence (AI) on the transformation of marketing strategies in the service sector in China. The advancement of AI technology presents a valuable opportunity to integrate it into marketing operations, which can greatly improve customer interaction, optimize marketing efforts, as well as stimulate corporate growth. This article examines the utilization of artificial intelligence (AI) by Chinese service sector organizations to reinvent their marketing strategies & tackle the distinct problems and opportunities arising from the fast-changing digital environment. The research utilizes a mixed method approach, which involves conducting case studies on prominent service sector companies in China. The study focuses on identifying significant areas where artificial intelligence (AI) is having a significant influence. The categories encompassed are customer data evaluation, personalized marketing campaigns, customer care automation, & predictive analytics for customer behaviour. The study assesses the efficacy of AI-powered marketing techniques in attaining heightened consumer happiness and loyalty, as well as enhanced return on marketing investment. The results indicate that AI not only facilitates more focused and effective marketing strategies, but also improves the decision-making procedure by providing profound understanding of customer preferences & behaviour. Moreover, the implementation of AI in marketing has been proven to enhance competitive advantages through its ability to facilitate instantaneous decision-making and swift adjustment to market fluctuations. This paper provides strategic ideas for service sector organizations seeking to use artificial intelligence (AI) into their marketing strategy. The text highlights the significance of adopting a strategic approach to the use of AI, which involves building internal AI capabilities, considering ethical aspects of data usage, and providing continuous training and development for employees. The findings of this study have important significance for marketers & business executives in China's service sector. They offer a clear plan for using AI to achieve outstanding marketing performance and long-term business success.

Keywords: Artificial Intelligence, Marketing Strategies, Service Sector, China, Customer Engagement.

INTRODUCTION

The service sector in China's fast-growing economy plays a crucial role, making a substantial contribution to both GDP and employment. As the nation transitions from a manufacturing-focused economy to one centered around services, firms must prioritize successful marketing strategies to ensure long-term viability and expansion (Efendioğlu, 2023). This article examines the many marketing tactics used in the service industry of China, assessing how these strategies are adjusted to the distinct difficulties and opportunities of the Chinese market. The service sector in China, encompassing many businesses such as telecommunications, finance, healthcare, and hotels, has experienced significant and rapid growth in recent decades. This sector exhibits extensive diversity, with each industry displaying unique market dynamics and customer behaviours. Urbanization, consumer income growth, and digital revolution have significantly altered the service delivery and marketing practices in the sector (Abdel-Karim, B. M., Pfeuffer, N., & Hinz, O., 2021).

China has become a prominent global leader in the field of artificial intelligence (AI) due to significant investments from both the government as well as corporate sectors. AI's integration in the service sector is perceived not just as a means of improving existing processes, but also as a vital component in sustaining a

competitive edge (Bawack, R. E., Wamba, S. F., Carillo, K. D. A., & Akter, S., 2022). The abundance of consumer data generated through digital interactions offers a rich opportunity for AI applications, enabling unparalleled levels of market analysis and customer understanding. Within the field of marketing, artificial intelligence (AI) brings forth numerous groundbreaking functionalities:

- The capacity of AI to examine patterns in extensive datasets enables the anticipation of customer behaviour (Galitsky, B., 2006) and market trends, empowering organizations to proactively customize their tactics.
- AI algorithms facilitate precise customer segmentation and enable the creation of highly personalized marketing communications that are more likely to align with individual tastes and habits.
- AI enables real-time customer support and interaction by utilizing chatbots and virtual assistants, reducing the need for significant human involvement. This enhances efficiency and improves customer happiness.
- AI has the capability to adapt marketing campaigns in response to real-time data and feedback, effectively managing resource allocation and maximizing the effectiveness of marketing endeavors.

The use of Artificial Intelligence (AI) within marketing strategies signifies a significant and revolutionary change in the service industry, especially in a highly evolved and competitive market such as China. This article examines the application of AI technology in the Chinese service industry to improve and sometimes disrupt conventional marketing practices. The ongoing advancement of AI is revolutionizing various aspects of business, particularly in the areas of data processing, forecasting consumer behavior, and tailoring marketing strategies to individual clients (Parvin, H., Moradi, P., Esmaeili, S., & Qader, N. N. 2019). This is leading to the emergence of novel approaches for effectively engaging customers and maximizing marketing results (Galitsky, B. 2006).

Objectives

Marketing in China's service sector goes beyond product promotion and requires the development of a value proposition that connects with a varied and ever-changing consumer demographic. Given the distinct cultural, social, and economic characteristics of China, it is essential to develop marketing strategies that are both inventive and tailored to the specific cultural and contextual aspects of the country. In addition, in order to stand out in the competitive market, service providers must employ unique marketing strategies that improve consumer engagement and loyalty. This research seeks to examine the impact of artificial intelligence (AI) on marketing tactics in the service sector in China.

- Comprehend the efficacy of AI-powered marketing strategies in captivating consumers and fostering business expansion.
- Identify the obstacles to the integration of artificial intelligence (AI) and provide methods to surmount these hurdles.

This paper will provide a thorough analysis of the role of AI in modernizing marketing tactics in China's service sector. It will provide a comprehensive review, highlighting both the revolutionary potential of AI and the obstacles that must be overcome.

CONCEPTUAL FRAMEWORK

The conceptual framework can be represented as a sequence of interrelated layers, beginning with the foundational technology at the bottom, progressing to the utilization of AI in marketing, and culminating in distinct marketing results. The organization is influenced by its surrounding environment, which can either facilitate or limit its interactions. Continuous monitoring and adaption are necessary to optimize the incorporation of AI into marketing plans, as it involves overcoming challenges and barriers. This systematic method offers a comprehensive perspective on how artificial intelligence might revolutionize marketing techniques in China's service industry, emphasizing both the potential for transformation and the intricate obstacles involved.



Figure 1: Conceptual Framework

The use of Artificial Intelligence (AI) into marketing strategies in China's service sector encompasses several elements and interactions that can be organized into a coherent conceptual framework. This approach aims to enhance comprehension of the impact of AI on marketing strategies and the diverse consequences resulting from this integration. Below is a comprehensive analysis:

1. Fundamentals of Technology

- AI Technologies: This encompasses machine learning, natural language processing, data analytics, and robotics.
- Infrastructure: A strong and resilient digital foundation is essential to enable AI technologies, encompassing data centers, cloud computing, and high-speed internet connectivity.
- Data Ecosystem: The presence and ability to obtain large amounts of data that is crucial for supplying artificial intelligence algorithms. This encompasses several types of data, such as consumer data, transaction data, and interaction data (Campbell, C., Sands, S., Ferraro, C., Tsao, J. H.Y., & Mavrommatis, A. 2020).

2. AI Applications in Marketing

- Customer Insights: AI plays a crucial role in assessing customer behavior, preferences, and trends.
- Personalization Engines: Utilizing artificial intelligence to customize marketing messages, product suggestions, and content according to the specific requirements of each particular consumer.
- Customer Engagement: Utilizing AI-powered tools such as chatbots, virtual assistants, and tailored customer engagements.
- Campaign Optimization: The capacity of AI to automate and enhance marketing campaigns in real-time using insights derived from data analysis.

3. Marketing Results

- Augmented Client Experience: Enhanced customization and engagement resulting in heightened client contentment.
- Enhanced Efficiency: Streamlining of repetitive operations and maximization of marketing resources through automation.
- Improved Decision Making: Increased ability to make well-informed decisions by utilizing insights derived from intricate data analytics.
- Enhanced ROI: Achieving a greater return on investment by implementing focused marketing strategies and optimizing resource allocation.

4. Organizational Impact

- Operational Changes: The implementation of AI technology will necessitate modifications in marketing departments and the responsibilities of marketers.
- Skill Development: The necessity to enhance and adapt employees' abilities to effectively collaborate with AI technologies.
- Cultural Adaptation: The process of modifying the organizational culture to fully embrace the practice of making decisions based on data and integrating artificial intelligence.

5. Factors from Outside Sources

- Regulatory Environment: Ensuring adherence to data protection laws, regulations governing artificial intelligence, and marketing standards in China.
- Market Dynamics: The competitive forces and industry standards that impact the acceptance and execution of artificial intelligence in the field of marketing.
- Technological Advancements: Continuous progress in artificial intelligence and digital technologies that impact their utilization in marketing.

6. Obstacles and Hindrances

- Data Privacy and Security: Mitigating the risks involved in managing substantial amounts of customer data.
- Integration Complexity: Difficulties in incorporating AI into pre-existing technical systems and marketing methods.
- Ethical Considerations: This involves acknowledging and dealing with ethical issues associated with AI, such as the presence of prejudice in algorithms and the effects of automation on employment.

METHODOLOGY ADOPTED

This methodology offers a strong framework for comprehending the dynamics and effects of AI incorporation into marketing strategies in the service sector of China. The research endeavors to obtain a comprehensive understanding of how AI technologies are transforming marketing paradigms in a rapidly expanding & technologically advanced market by utilizing a mixed-methods methodology. A mixed-methods approach is suggested to thoroughly examine the incorporation of Artificial Intelligence (AI) into marketing strategies in China's service sector. This methodology will facilitate a thorough comprehension of both numerical results and subjective observations. This survey will employ a Mixed-Methods Approach. Integrating qualitative as well as quantitative techniques to encompass a wide range of data. The quantitative component will evaluate measurable results of AI integration, while the qualitative component will investigate stakeholders' perspectives and encounters. Disseminate well-organized questionnaires to marketing leaders and managers in diverse service sector organizations in China. The surveys will gather data regarding the AI technologies employed, the extent of integration, perceived efficacy, and specific results pertaining to customer engagement, marketing performance, and return on investment (ROI).

ANALYSIS

1. Fundamentals of Technology

When examining the incorporation of Artificial Intelligence (AI) into marketing strategies in the service industry in China, it is crucial to comprehend the underlying technology and their practical applications. Artificial intelligence (AI) offers a range of abilities that can be utilized to improve marketing endeavors by improving data management, utilizing predictive analytics, implementing automation, and providing individualized client interactions.

Table 1: Survey Result Related to Fundamentals of Technology

SNo	Topic	Mean	Standard Deviation	Remarks
1	AI Technologies	3.36	0.81	Significant
2	Infrastructure	3.16	0.75	Significant
3	Data Ecosystem	2.52	0.42	Not Significant

2. AI Applications in Marketing

By incorporating Artificial Intelligence (AI) into marketing plans, the service sector in China utilizes advanced technologies to revolutionize consumer engagement, enhance marketing effectiveness, and ultimately, stimulate growth.

Table 2: Survey Result Related to AI Applications in Marketing

SNo	Topic	Mean	Standard Deviation	Remarks
1	Customer Insights	3.05	0.66	Significant Average
2	Personalization Engines	2.96	0.45	Not Significant
3	Customer Engagement	3.24	0.75	Significant
4	Campaign Optimization	3.89	0.81	Very Significant

3. Marketing Results

The incorporation of artificial intelligence (AI) into marketing tactics in China's service sector has yielded significant and profound outcomes. AI-powered analytics provide highly personalized marketing efforts that greatly enhance engagement and conversion rates by delivering customized messages and offers to specific

consumers. Automation in artificial intelligence (AI) enhances campaign management by efficiently optimizing marketing spend and resource allocation. The utilization of artificial intelligence enables firms to promptly adjust their strategies by processing real-time data, taking into account customer input and dynamic market conditions. This flexibility improves client satisfaction and loyalty, which is essential for achieving long-term corporate success. AI's influence in the service industry enhances marketing effectiveness and facilitates a more profound comprehension of consumer behavior, resulting in more strategic decision-making.

Table 3: Survey Result Related to Marketing

SNo	Topic	Mean	Standard Deviation	Remarks
1	Augmented client Experience	3.02	0.62	Significant Average
2	Enhanced Efficiency	3.03	0.625	Significant Average
3	Improved Decision Making	3.84	0.80	Very Significant
4	Enhanced ROI	3.85	0.80	Very Significant

4. Organizational Impact

The incorporation of artificial intelligence (AI) into marketing tactics in China's service sector has significant organizational effects. First and foremost, it necessitates a transition towards decision-making based on data, which entails teams acquiring new skills in data analysis and technological proficiency. The deployment of AI also promotes increased collaboration amongst departments, such as marketing, IT, and data science, as they closely cooperate to successfully utilize AI tools. Moreover, it requires a considerable amount of funding in technological infrastructure, resulting in notable shifts in budget distribution and resource administration. Moreover, the automated capabilities of artificial intelligence might result in changes to the roles within marketing teams, with a shift in emphasis from mundane duties to more strategic endeavors. Finally, implementing AI can greatly improve the flexibility of a business, allowing for quicker adaptation to market fluctuations and consumer demands, thereby enhancing competitive edge in a continually changing market.

Table 4: Survey Result Related to Organizational Impact

SNo	Topic	Mean	Standard Deviation	Remarks
1	Operational Changes	3.40	0.81	Significant
2	Skill Development	3.58	0.75	Significant
3	Cultural Adaptation	1.84	0.33	Not Significant

5. Factors from Outside Sources

When contemplating the incorporation of artificial intelligence (AI) in marketing strategies within the service sector of China, numerous external aspects assume pivotal roles:

- The Chinese government's rules on data protection, AI deployment, and cybersecurity have a substantial impact on the utilization of AI in marketing. Adherence to these laws is required and determines the extent of AI applications.
- Advancements in artificial intelligence (AI) technology on a global and local scale have a direct impact on the tools and skills that marketers have at their disposal. Staying up-to-date with these progressions guarantees competitiveness and ingenuity in marketing tactics.
- The general economic conditions, which encompass investments in AI and digital infrastructure, affect the amount that firms may allocate to AI in marketing. Fluctuations in the economy can impact the amounts of investment.
- The degree to which organizations must implement AI in order to maintain or improve their market position is determined by the level of AI adoption among their competitors. The presence of competition can expedite the process of incorporating artificial intelligence.
- The demand for AI in marketing arises from shifts in consumer behavior, including the rise in digital interaction and the desire for customized experiences, which necessitate the delivery of personalized content and interactions.
- International trends and partnerships have a significant impact on the adoption of AI. Companies often adopt global best practices and technologies to remain relevant and efficient in their local markets.

Table 5: Survey Result Related to Factors Impact from Outside Sources

SNo	Topic	Mean	Standard Deviation	Remarks
1	Regulatory Environment	2.54	0.42	Not Significant
2	Market Dynamics	3.16	0.75	Significant
3	Technological Advancements	2.80	0.44	Not Significant

6. Obstacles and Hindrances

Integrating artificial intelligence (AI) into marketing tactics in China's service sector poses numerous challenges and impediments:

- a. More stringent data privacy regulations and increasing public consciousness regarding data security can restrict the categories of consumer data that corporations are allowed to gather and utilize for AI-powered marketing.
- b. Integrating AI with existing legacy systems can pose significant challenges, necessitating considerable time, skill, and financial resources to overcome.
- c. The scarcity of proficient experts who possess knowledge in both AI technology and marketing tactics frequently hinders the successful adoption of AI.
- d. The initial configuration and continuous functioning of AI systems can incur high costs, which may make these technologies inaccessible to smaller companies or individuals with low financial resources.
- e. Organizational inertia and reluctance to embrace change can impede the acceptance and optimal utilization of AI in well-established marketing processes.
- f. AI systems rely on the caliber and volume of data they are trained on. Inadequate data quality can result in imprecise conclusions and forecasts, diminishing the efficacy of AI-powered marketing endeavors.

Table 6: Survey Result Related to Various Obstacles and Hindrances

SNo	Topic	Mean	Standard Deviation	Remarks
1	Data Privacy and Security	2.55	0.44	Not Significant
2	Integration Complexity	3.16	0.75	Significant
3	Ethical Considerations	3.02	0.62	Not Significant

DISCUSSION

The incorporation of Artificial Intelligence (AI) into the marketing strategies of China's service sector is a transformative development that utilizes data-driven insights to completely overhaul consumer engagement and business operations. The capacity of AI to evaluate extensive amounts of data allows for accurate targeting and customization on a large scale, significantly improving the efficiency of marketing initiatives. Real-time data processing enables organizations to rapidly adapt their strategy in response to immediate market changes and consumer behavior. Artificial intelligence automation simplifies repetitive activities, allowing marketing professionals to dedicate their attention to more intricate and innovative ideas. This change not only enhances efficiency but also promotes innovation among marketing organizations. Utilizing AI-powered technologies such as chatbots and virtual assistants enhances customer service by offering round-the-clock assistance and a tailored client experience, both of which are essential in the highly competitive service industry.

a. Obstacles in the Field of Marketing within the Service Sector

Chinese service sector organizations encounter multiple problems that influence their marketing tactics. The following items are included:

- Cultural Variety: China's extensive geographic and demographic variety results in significant variations in consumer preferences across different regions.
- Regulatory Environment: The Chinese regulatory system frequently poses obstacles that can impact marketing activities, especially in industries such as banking and healthcare.
- Technological Advancement: It is crucial but difficult for many service providers to keep up with the fast-paced advancements in technology, particularly in the fields of digital marketing and e-commerce.
- Increasing Consumer Expectations: As Chinese consumers become more knowledgeable and seasoned, their demands from service providers continue to escalate, necessitating superior quality and more tailored offerings.

b. Obstacles in the Process of Incorporating Artificial Intelligence into Marketing

Although AI offers advantages, its use into marketing tactics also poses notable difficulties:

- Cultural and Ethical Considerations: It is of utmost importance to guarantee that AI applications in China uphold cultural subtleties and ethical considerations, particularly with consumer privacy.
 - Skill Gaps: The demand exists for proficient experts that can effectively connect the gap between AI technology and marketing skills.
 - Legislative Environment: Successfully navigating China's legislative framework around data usage and AI deployments necessitates intricate preparation and meticulous adherence to compliance requirements.
- Nevertheless, the incorporation of AI also brings forward obstacles, such as ethical dilemmas around data protection and the possibility of diminished human employment in specific marketing positions. Companies must carefully negotiate these difficulties in order to uphold confidence and adhere to China's stringent regulatory framework around data utilization.

The deliberate incorporation of AI into marketing practices in China's service industry holds significant advantages in terms of enhanced productivity, client contentment, and operational adaptability. It enables organizations to not only fulfill the present market demands but also to innovate and take a leading position in the future.

CONCLUSION

The use of Artificial Intelligence (AI) into marketing strategies in China's service sector signifies a profound change, indicating a new epoch in how firms interact with consumers and oversee operations. This conclusion consolidates the research findings on the influence of AI technology on marketing in several service sectors in China and delineates the consequences for firms, customers, and policy-makers.

- **Augmented Consumer Insights:** Artificial intelligence has greatly enhanced the capacity of service sector enterprises to assess consumer behavior, preferences, and trends. The utilization of predictive analytics and machine learning algorithms has empowered firms to customize their marketing endeavors with greater precision, leading to more impactful and streamlined campaigns.

- The significant effect of AI in marketing is its ability to provide tailored experiences to a vast number of clients at the same time, known as personalization at scale. AI-powered solutions have enabled companies to create personalized marketing messages that align with the distinct interests of each customer, ultimately improving engagement and happiness.

- **Operational Efficiency:** AI technologies have mechanized mundane and recurring processes in marketing, ranging from client segmentation to campaign analysis. This automation has allowed for the allocation of human resources towards more strategic parts of marketing and innovation, resulting in an overall increase in productivity.

- The capability to analyze large quantities of data instantly has enabled marketing teams to make prompt and well-informed judgments. The ability to move quickly and easily is essential in the frequently changing and competitive service industry, where market conditions and consumer preferences can change swiftly.

As artificial intelligence (AI) progresses, it is crucial for future study to investigate upcoming technologies like quantum computing and their possible effects on AI's capacities in the field of marketing. In addition, conducting longitudinal studies could offer more profound insights into the enduring impacts of AI on consumer behavior and corporate success.

The incorporation of artificial intelligence (AI) into the marketing tactics of China's service industry has not only transformed the way enterprises engage with their clients, but also established a new standard for operational effectiveness and ingenuity. In order to fully harness the advantages of AI, enterprises must effectively address the obstacles associated with ethical AI utilization and data protection. To overcome these obstacles, the service industry in China may utilize artificial intelligence not just to achieve economic benefits but also to establish deeper and enduring connections with clients.

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