

The Impact of HR Practices on the Services Innovation Behavior in the Pharmacy Sector of Thailand: Mediating Role of Organizational Commitment

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ABSTRACT

The aim of this work is to analyze the role of human resource practices (HRP) such as employee selection, performance appraisal, and reward system on the services innovation behavior of the employee working in pharmacy firm in Thailand. Additional purpose of this research is to examine the mediating role of organizational commitment on the nexus of HRP such as employee selection, performance appraisal, reward system and services innovation behavior. The current managers of HR and their selected employees are the respondents and data were gather through questionnaires by personal visit to the outlet of pharmacy situated in the Bangkok. The results indicated that HRP such as employee selection, performance appraisal, and reward system have positive association with the services innovation behavior and the findings also revealed that the organizational commitment positively mediates among the link of HRP such as employee selection, performance appraisal, reward system and services innovation

behavior. These outcomes provided the insight to the regulation making personals that they should developed and also making arrangement for the effective implementation of HRP in the business that enhance the organizational commitment and services innovation behavior.

Keywords: Services Innovation Behavior, Organizational Commitment, Employee Selection, Performance Appraisal, Employee Selection

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INTRODUCTION

In the current era where competition is the key to success in any business service industries like: pharmacy need to catch-up with the advance and unique way of providing services to satisfy their customers while meeting their demands and needs, along with a touch of innovation that makes them different from other on the same platform stated by Leonidou, Samiee, Aykol, and Talias (2014). Subsequently, pharmacy are presently compelled to acquaint better & special administrations withdraw in their clients and addition verbal exposure in their social networks in order to effectively endure the developing challenge. de Oliveira et al. (2013) and Garg and Dhar (2014) investigate so as to do as such, the pharmacy have begun to urge their workers to go through their inventive capacities to accompany imaginative administrations, eventually bringing about an expansion in their association's adequacy. The goal of this investigation is to conduct examination of the contacts that exist amid the quality of service, practices of HRM, satisfaction of employees, customer's loyalty and their satisfaction and conduct examination of their impact on the performance of pharmacy of Bangkok.

The research's result holds major importance for the managers of the pharmacy to set the priority in relation to the main factors that can determine the impact on performance of pharmacy and helps in to plan improvements for future that will help in making pharmacy more competitive (Chienwattanasook & Jermsittiparsert, 2019). In the view point of Åmo and Kolvereid (2005) they state innovative behavior as it's a plan or an idea from employees prospective that pharmacy must introduce new

products, new processes into organization, which extent high performance human resource practice (HPHRP) that signifies the employees that organization cares about you. In order to redefine and improves the relationship between organization and their employees, which significantly effects work related behavior. According to Allen, Vincent, Alsop, Ismail-zadeh, and Flecker (2003) narrates the pervasiveness of HSP that display the organization's supportive nature. Just a couple of the compelling human service practices have been tried, barring others which may prompt mistaken ends with respect to the impact of the human service applications on business-related worker conduct. Further, however, a portion of the investigations have attempted to feature the presence of a connection between a portion of the elements of a human service, for example, remuneration Kachelmeier and Williamson (2010) training Agogue, Lundqvist, and Middleton (2015); Streltsov, Singh, Dhar, Bera, and Adesso (2015) performance management (Koivunen et al., 2012). Cooke and Saini (2010) states that training, compensation and performance management all effects employee creativity as it shown a gap in literature in order to examine the role of HSP, which showcase service innovative behavior that influence employee capability.

Employee creativity and satisfaction are aligned with human resource practice and good behavior of organization as their motivation moral enhances that shows in their work outcomes (De Saa-Perez & Díaz-Díaz, 2010). In spite of the fact that it is found as a point of research for comprehending of the job of (HR) human resources in advancing employees' creativity skill, a great deal of task in such a manner is yet needed to be finished. Influential HSP can be viewed as key

supporters of a company's accomplishment in a intermediary nation (Garg & Dhar, 2014). Employee's skill development is powered by HPHRP that allows employees to be a part of decision-making processes that encourage employee self-esteem. Table 1 shows HR practices that shows high performance of employees in the form of

training and development by communicate effectively regarding to goals for success and as a result of this success the company provide him compensation, rewards and increments in the salary of employees to motivate them for consistence working.

TABLE 1. High Performance of HRP on OCB of Pharmacy

High-performance HR practices	Service oriented OCB of pharmacy
Selective hiring of employees	Loyal OCB
Effective Communication	Service delivery OCB
Performance Appraisal	Participation OCB
Compensation and Rewards	Values and Goals

LITERATURE REVIEW

High Performance Human Resource Practices (HPHRP). HPHRP alludes to a heap of HRP that assists in the advancement of abilities of a member of staff, indulging in an institutional basic leadership process; these practices encourage worker portability, give preparing to their expert improvement and routinely persuade them to utilize optional endeavors(Wang et al., 2010). Bangkok pharmacy Industry plays a crucial profitable role which keen to manage rapid changes, competition in market and ambiguity (Shrestha, Gautam, & Bawa, 2012). Moreover, various scholars (Shi, Zhang, Tang, & Jiao, 2012). have discovered that HPHRP are legitimately connected to durable viable advantage & can directly affect the association's general execution by making primary concern commitments to the firm's effectiveness. The current research determines an association linking HPHRP & service innovative behavior of pharmacy employees with concerning the predominance of HPHRP plays a vital role for type development of creativity between employees. A moderate mediator model has been established by De Saa-Perez and Díaz-Díaz (2010) that's monitor the impact of HRHRP on service innovative behavior of employees, the model states that organizational commitment works as bridge among HRHRP & service innovative behavior whereas climate for revolution works as moderator determine a mediating effects on organizational commitment the study recalls Cooke and Saini (2010) who have educated to proceed with the investigation regarding the mediating components through which powerful HSP sway work results like help creative conduct. Despite the fact that HRP is viewed as a perplexing procedure interactive in environment (Dotzel, Shankar, & Berry, 2013), very few studies elaborate the effective human resource practice which promotes service innovative behavior (Cooke & Saini, 2010).

This examination can be considered as one of only a handful of scarcely any investigations that have attempted to speculations HPHRP & service innovative behavior of the workers & can maybe is supposed to be primary examinations to receive employee's evaluations so as to estimate service creative behavior. From the hypothetical perspective, this investigation has attempted to unite two surges of research that have advanced independently. The examination has distinguished not just another predecessor

of service innovative behavior, yet additionally stretches out the features of HPHRP to incorporate SIB. Subsequently, this examination will make an endeavor to additionally propel the improvement of these both scholastic areas. A 2nd commitment of this examination state moderate mediation model features the character of any relationship that survives between HPHRP & SIB. This model gives roads to analyzing precursors of SIB & how the atmosphere for development can improve the conceivable way. It can be in a useful way that the model can assist the administration of the pharmacy to plan intercession/ intervention schemes that would innovative SIB among their own employees.

Higher level firm performance can be achieved by HPHRP practices that organizational practice at another level (Bamberger & Meshoulam, 2000). In Western nations sustainable competitive advantages used an effective tool (Witeck & Combs, 2006). Currently one cannot beat global competition, but Bangkok promptly adopts the best possible HSP that help them to attain enduring competitive advantage (Jaiswal & Dhar, 2015). HPHRP cultivates the employee's common impression of an organization that is steady in nature empowering productive work conduct that at last prompts the upgrading of organizational performance. Bangkok Pharmacy be supposed as superior arranged associations who attempt their level best to take care of the requirements and wants of their customers (Jaiswal & Dhar, 2015). The human service practices engaged with these kinds of execution arranged workplaces likewise should be structured so that the organization deals with its employees along these lines. Employees in the Pharmacy of Bangkok buckle down with insufficient labor principally because of high steady loss rates, the HSP should be custom-made to suit the prerequisites of its workers. Bamberger and Meshoulam (2000) some-how incorporate control-based and resource-based approaches & creates a prototype to bring forward the ideology of HPHRP.

In the view point of them workers are the most crucial factor that holds organizational success added some more detail to HPHRP are known to develop value and worth for organization. The different parts of HPHRP can be grouped into three principle parts, for example (a) progression of individuals, which incorporates specific staffing and preparing for improvement of the best accessible up-and-comers, giving employer stability just as versatility to shape the ideal profession ways of their workers, (b) a vigorous

evaluation and prize framework which incorporates convenient and successful execution examinations, pay and other related advantages, & (c) accentuation on solid relations of business which remembers structuring of the activity for a viable way and representative interest in the procedure of decision making (Zhang and Jia, 2010). The above mentioned process must be incorporate in Bangkok pharmacy, as it is very imperative to analyze all these aspects in order to achieve inclusive know how that effects of HPHRP on SIB of the workers.

In the past several years humongous number of studies took place to cognize the relationship between HRHRP & its impact on the commitment of organization. Sun, Ding, Hu, and Li (2007) The idea of HPHRP declares a heap of separate human resource practices that gives guidance for the organization executive just as employees so as to shape the example of collaborations flanked by them (MacDuffie, 1995). The human service practices engaged with these kinds of execution arranged workplaces likewise should be structured so that the organization deals with its employees along these lines. Employees in the Pharmacy of Bangkok buckle down with insufficient labor principally because of high steady loss rates, the HSP should be custom-made to suit the prerequisites of its workers. Bamberger and Meshoulam (2000) Bamberger and Meshoulam (2000) some-how incorporate control-based and resource-based approaches & creates a prototype to bring forward the ideology of HPHRP. In the view point labor are the most crucial factor that holds organizational success, more detail to HPHRP are known to develop value and worth for organization. It is viewed as a container of coordinated HR system wherein all the individual HRP are lined up with one another, prompting a high inside fit, just as being lined up with the strategies, goals, technique, and objectives of the association, grounds high outer fit (Jiang, Mu, Wang, & Zhao, 2016). Such way of HPHRP causes them for accomplishment of a more significant measure of authoritative execution when contrasted and singular HRP which are viewed as less integrative (Bowen & Ostroff, 2004).

The constructive outcome of the HPHRP on the level of accountability of the workers monitor through the social trade hypothesis Witt, Wheelless, and Allen (2004) which says that the representatives go into a trade affiliation in which the arrangement of advantages between parties makes commitments to respond (Yu & Egri, 2005). Investigations have indicated that the integrative idea of the HPHRP positively affects the responsibility & level of creativity of the employees. A significant relationship between a portion of the components of HPHRP, for example, execution reward possibilities (Mostafa et al., 2015). Surely, HPHRP, "encourage employees' shared impressions of a strong hierarchical condition that persuades optional practices that add to organizational performance" (Sun et al., 2007). For further studies, a number of sets have been directed to inspect an effect of HPHRP on the point of responsibility of workers (Jaiswal and Dhar, 2015). Consequently, in such manner, it is recommended that in light of the ventures that an association makes in HPHRP, the workers, thusly, respond

likewise by showing more significant ways of duty to their organization.

Hypothesis 1: High performance of HRP are positively correlated to organizational commitment in the pharmacy sector in Thailand.

There are several theorists in the past that briefly describes organizational theories (Lassk & Shepherd, 2013). Leaders are the one who motivate their followers push them ahead to showcase their caliber and capabilities. Especially leaders of service industry as Pharmacy; they encourage their employees to work in every dimension plus to utilize their creativity for gaining competitive edge (Robinson & Beesley, 2010). Earlier in 2010's it was notice by (Dhar, 2015) that organizational climates attract sufficient attention of organizational researcher as they can influence creative bug of employees.. Organizational climate could be characterized as, a lot of shared acknowledgements with respect to the practices, & methodology that pass on messages in regards to what is remunerated, bolstered & esteemed in an organization, and is regularly thought to rise through social cooperation forms at the gathering level (Kuenzi and Schminke, 2009). Consequently, in this point of view, an organization for development could be characterized as the degree to which the qualities and standards of an organization emphasize innovation (Mauer & King, 2007). Human practices involved with these kinds of implementation arranged workplaces likewise should be structured so that the organization deals with its employees along these lines. Employees in the pharmacy of Bangkok buckle down with insufficient labor principally because of high steady loss rates, the HSP should be custom-made to suit the prerequisites of its workers.

Some-how incorporate control-based and resource-based approaches & creates a prototype to bring forward the ideology of HPHRP. In the view point of them, employees are the most crucial factor that holds organizational success. Sun & Pan, (2011) added some more detail to HPHRP are known to develop value and worth for organization. The atmosphere of an association that fosters advancement lays substantial accentuation on getting the learning, sharing, new ideas & articulation of new thoughts and energizes elevated levels of adaptability. An innovative work atmosphere advances standards and practices that are energized and compensated by the organization which joins more prominent significance to the consistently changing content environment and to assuming on extra liability. In a domain where the business has been encountering hardened challenges to keep up practical development, the predominance of HPHRP probably gives the notion to employees that their firms is steady to them and thinks about their prosperity, prompting an ascent in their dedication level. Further, the commonness of an environment for innovation motivates the workers to respond to the commitment by showing positive business-related conduct In particular, an innovative work environment may characteristically spur the workers to **show the organization's supportive nature** as a by-product of the HPHRP which goes about as a sign of the organization's supportive character (Pare, 2007).

Subsequently, this can prompt the organization that the pervasiveness of a strong climate for advancement prompts the improvement of a behavior (Cole & Cole, 2006). Among the employees, further naturally propelling them to show service innovative behavior. Taking everything into account, the climate for innovative directs the connection between organizational commitment and organization service behavior with the end goal that R.L. Dhar (2015) the productive association is reinforced when climate for advancement is privileged.

Hypothesis 2: High performance of HRP are positively correlated to service innovative behavior in the pharmacy sector in Thailand.

It has been featured in the literature of viable HRP, HSP don't have an immediate association with employee work results, and rather they perform increment in the dedication measure of an employee that is a need for all employers/workers to show productive work conduct. By creating long term interests in the workers through actualizing HPHRP, an organization offers sign to its workers about the measure of worry that it contains for them, driving thus towards a more prominent degree of connection & belongingness for example a more elevated extent of responsibility (Pare, 2007). From the workers to their organization. Furthermore, the uniqueness of HPHRP may be seen as a solid sign of the support, help, trust, commitment, & responsibility the organization gives to its workers. This prompts the arrangement of a shared support of high speculation boss-employee affiliation that motivates the employees to create more noteworthy commitments to the development & advancement of their organization by showing optional endeavors, for example, service innovation behavior (Zhang & Bartol, 2010). The service practices engaged with these kinds of implementation of workplaces likewise should be structured so that the organization deals with its workers along these lines.

Employees in the Pharmacy of Bangkok buckle down with insufficient labor principally because of high steady loss rates, the HSP should be custom-made to suit the prerequisites of its workers, some-how join control-based and resource-based approaches & creates a prototype to bring forward the ideology of HPHRP. In the view point of them, labor are the most crucial factor that holds organizational success moreover some detail to HPHRP are known to develop value and worth for organization Various examinations featured the job describes by hierarchical responsibility as a standard through which effective HSP has an effect on the general execution of the organization (Agarwala, 2003). An ongoing report directed by Guchait and Cho (2010) uncovered the link amid HPHRP & goals to be left on the other, where responsibility went about as a middle person. Likewise, the research directed by Sun et al. (2007) demonstrated that the impact of HSP on solid execution was more prominent and elevated level of hierarchical commitment fostered amongst the workers. Furthermore, in his examination on generous organization, inferred that a basic job was played by hierarchical responsibility as go between in setting up a connection

linking effective HSP and its effect on the citizenship conduct of workers.

In the territory of hospitality research, scarcely any investigations have been led that feature the jobs that specific procuring & training (Dhar, 2015), which are a few of the parts of HPHRP, apply in advancing organizational innovation. Furthermore, a few investigations have attempted to display how effective HSP may advance environmental innovation practices in an assembling situation, be that as it may, a significant constraint of these examinations was that they just thought to be a couple of the measurements of the HPHRP build. Here it is essential to make reference to that according to Bamberger and Meshoulam (2000) every one of the sub-systems of HPHRP should be mulled over while assessing the impact of HPHRP on work-related results as it is an incorporated proportion of human resource. Consequently, so as to beat this confinement, it is recommended that the HPHRP would affect the dedication level of the workers which would additionally rouse the workers to show service innovative behavior in response. Thusly, organizational commitment develops as main variable that features interlink, as an intervening variable, making it conceivable to coordinate HPHRP & service innovative behavior.

Hypothesis 3: Organizational commitment act as mediator between high performance human resource practices and service innovative behavior in the pharmacy sector in Thailand.

RESEARCH METHODS

The aim of this research is to analyze the role of HRP such as employee selection, performance appraisal, and reward system on the services innovation behavior of the employee working in pharmacy firm in Thailand. Additional purpose of this research is to examine the mediating role of organizational commitment on the nexus of HRP such as employee selection, performance appraisal, reward system and services innovation behavior. The current managers of HR and their selected employees are the respondents and data were gather through questionnaires by personal visit to the outlet of pharmacy situated in the Bangkok. Approximately 650 questionnaires were sent to them by personal visit and after forty five days only 440 valid questionnaires were received that is only 67.69 percent rate of response.

Measures

The main construct of the articles is services innovation behavior (SIB) has eight items in its measurement while the predictors like HRP such as employee selection (ES) has six items in its measurement, performance appraisal (PA) has ten items in its measurement, and employee selection (ES) has eight items in its measurement. In addition, the mediating variable like organizational commitment (OC) has six items in its measurement.

Theoretical Framework

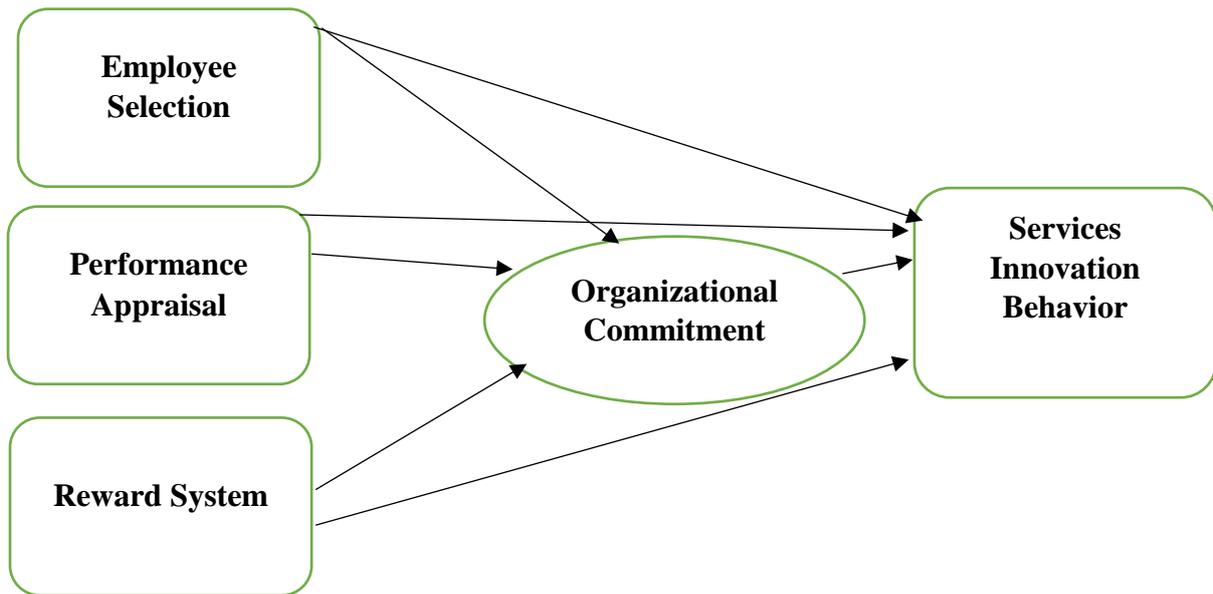


Figure 1: Theoretical Framework

Findings

The outcomes show the validity and testing of hypothesis through PLS-SEM and the statistics of convergent validity

approved that the items are highly correlated because the CR and Alpha values are more than 0.70 and AVE and loadings values are more than 0.50. Table 2 mentioned below highlight the convergent validity.

TABLE 2. Convergent Validity

Constructs	Items	Loadings	Alpha	CR	AVE				
Services Innovation Behavior	SIB1	0.705	0.849	0.884	0.523				
	SIB2	0.782							
	SIB3	0.822							
	SIB4	0.631							
	SIB5	0.626							
	SIB6	0.680							
	SIB8	0.789							
	Employee Selection	ES1				0.748	0.857	0.893	0.582
ES2		0.742							
ES3		0.781							
ES4		0.804							
ES5		0.743							
ES6		0.758							
Performance Appraisal	PA1	0.838	0.883	0.911	0.631				
	PA2	0.834							
	PA3	0.793							
	PA4	0.666							
	PA6	0.792							
	PA8	0.828							
Reward System	RS1	0.792	0.896	0.918	0.587				
	RS2	0.843							
	RS3	0.497							
	RS4	0.812							
	RS5	0.722							
	RS8	0.776							
	RS9	0.828							
	RS10	0.800							
	Organizational Commitment	OC1				0.892	0.806	0.859	0.553

OC2	0.812
OC4	0.677
OC5	0.648
OC6	0.657

The discriminant validity firstly is checked with Fornell Larcker criteria and the statistics of discriminant validity approved that the constructs are not highly correlated

because first value of the variable more than the rest. Table 3 mentioned below highlight the discriminant validity checked by the Fornell Larcker.

TABLE 3. Fornell Larcker

	SIB	ES	PA	RS	OC
SIB	0.723				
ES	0.723	0.763			
PA	0.575	0.686	0.794		
RS	0.548	0.514	0.388	0.766	
OC	0.686	0.484	0.476	0.516	0.744

The discriminant validity secondly is checked with cross loadings and the statistics of discriminant validity approved that the constructs are not highly correlated because values

of the constructs are more than the other constructs values. Table 4 mentioned below highlight the discriminant validity checked by the cross loadings.

TABLE 4. Cross Loadings

	SIB	ES	PA	RS	OC
SIB1	0.705	0.392	0.426	0.303	0.372
SIB2	0.782	0.559	0.426	0.373	0.462
SIB3	0.822	0.485	0.343	0.401	0.430
SIB4	0.631	0.341	0.349	0.325	0.314
SIB5	0.626	0.429	0.369	0.406	0.323
SIB6	0.680	0.613	0.480	0.443	0.639
SIB8	0.789	0.686	0.471	0.468	0.730
ES1	0.496	0.748	0.665	0.354	0.441
ES2	0.635	0.742	0.423	0.464	0.656
ES3	0.508	0.781	0.639	0.397	0.413
ES4	0.532	0.804	0.659	0.355	0.489
ES5	0.518	0.743	0.362	0.376	0.738
ES6	0.589	0.758	0.429	0.389	0.800
PA1	0.438	0.506	0.838	0.288	0.326
PA2	0.392	0.496	0.834	0.286	0.336
PA3	0.511	0.604	0.793	0.292	0.444
PA4	0.430	0.512	0.666	0.313	0.418
PA6	0.336	0.401	0.792	0.224	0.252
PA8	0.559	0.664	0.828	0.399	0.431
RS1	0.351	0.240	0.175	0.792	0.298
RS2	0.504	0.484	0.411	0.843	0.480
RS3	0.246	0.274	0.244	0.497	0.262
RS4	0.478	0.478	0.358	0.812	0.460
RS5	0.437	0.466	0.368	0.722	0.396
RS8	0.438	0.464	0.300	0.776	0.384
RS9	0.424	0.362	0.252	0.828	0.429
RS10	0.410	0.306	0.217	0.800	0.390
OC1	0.695	0.732	0.446	0.499	0.892
OC2	0.639	0.589	0.364	0.521	0.812
OC4	0.398	0.649	0.344	0.269	0.677
OC5	0.289	0.408	0.252	0.200	0.648
OC6	0.335	0.486	0.334	0.273	0.657

The discriminant validity thirdly is checked with HTMT ratio and the statistics of discriminant validity approved that the constructs are not highly correlated because values of

HTMT ratio is not more than 0.90. Table 5 mentioned below highlight the discriminant validity checked by the HTMT ratio.

TABLE 5. HTMT Ratio

	SIB	ES	PA	RS	OC
SIB					
ES	0.803				
PA	0.636	0.777			
RS	0.605	0.573	0.419		
OC	0.713	0.906	0.537	0.545	

The path analysis highlighted the testing of hypotheses that show the positive link of HRP such as employee selection (ES), performance appraisal (PA), reward system (RS) and organizational commitment (OC) with services innovation behavior (SIB) because positive sign exist with all the beta values. In addition, statistics show that the significant link of HRP such as employee selection (ES), performance appraisal (PA), reward system (RS) and organizational

commitment (OC) with services innovation behavior (SIB) because t and p values meet the criteria and accepted the H1 and H2 hypotheses. Moreover, organizational commitment (OC) has positively mediates among the link of HRP such as employee selection (ES), performance appraisal (PA), and reward system (RS) with services innovation behavior (SIB). Table 6 mentioned below show the path analysis.

TABLE 6. Path Analysis

	Beta	S.D.	t-values	p-values	L.L.	U.L.
ES -> SIB	0.307	0.098	3.115	0.001	0.143	0.459
PA -> SIB	0.169	0.063	2.694	0.004	0.075	0.280
ES -> OC	0.383	0.039	9.860	0.000	0.322	0.449
RS -> SIB	0.202	0.053	3.772	0.000	0.107	0.286
PA-> OC	0.084	0.046	1.807	0.036	0.002	0.157
OC -> SIB	0.245	0.071	3.471	0.000	0.122	0.356
RS -> OC	0.566	0.004	15.616	0.000	0.511	0.627
ES -> OC -> SIB	0.117	0.038	3.096	0.001	0.055	0.176
PA -> OC -> SIB	0.128	0.069	1.855	0.002	0.000	0.062
RS -> OC -> SIB	0.173	0.055	3.151	0.001	0.082	0.251

DISCUSSION AND CONCLUSIONS

The purpose of this work is to investigate the role of HRP such as employee selection, performance appraisal, and reward system on the services innovation behavior of the employee working in pharmacy firm in Thailand. Additional purpose of this research is to examine the mediating role of organizational commitment on the nexus of HRP such as employee selection, performance appraisal, reward system and services innovation behavior. These findings show that the pharmacy business of Thailand implemented the effective HRP that enhance the organizational commitment as well as services innovation behavior of the employees and the employers of the company. The results indicated that HRP such as employee selection, performance appraisal, and reward system have positive association with the services innovation behavior and the findings also revealed that the organizational commitment positively mediates among the link of HRP such as employee selection, performance appraisal, reward system and services innovation behavior. These outcomes also show that the pharmacy outlet in Thailand have affective HRP that improve the organizational commitment

and this commitment improve the services innovation behavior of the employees. These outcomes provided the insight to the regulation making personals that they should developed and also making arrangement for the effective implementation of HRP in the business that enhance the organizational commitment and services innovation behavior.

Thus, the present study arrived at the conclusion that the pharmacy business of Thailand implemented the effective HRP that enhance the organizational commitment as well as services innovation behavior of the employees and the employers of the company. Moreover, also concluded that the pharmacy outlet in Thailand have affective HRP that improve the organizational commitment and this commitment improve the services innovation behavior of the employees. The present study also has some directions for future studies that is the limitation for the study. For example, the present study outcomes are implemented only on the pharmacy business and further studies should include more business in their investigation.

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