

# Understanding the Implementation of Artificial Intelligence on Pharmacy Business in Thailand

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## ABSTRACT

The foremost purpose of this article is to examine the implementation of artificial intelligence in the pharmacy business in Thailand. The study investigates the different personal perspectives such as innovators' perspectives, self-assured perspectives and binding together perspectives and barriers in the implementation of artificial intelligence in the pharmacy business. The data were gathered from 400 most convenient pharmacies of the capital city of Thailand and for the analysis, PLS-SEM was employed. The findings indicated that all the personal from different perspectives such as innovators perspectives, self-assured perspectives and binding together perspectives has positive nexus with the implementation of artificial intelligence.

While implementation barriers have negative nexus with the implementation of artificial intelligence. Therefore, this study provides the guidelines to the regulators that they put their intentions on the removing of barriers in the implementation of artificial intelligence.

**Keywords:** Innovators Perspectives, Self-assured Perspectives, Binding together Perspectives, Implementation Barriers, Artificial Intelligence

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## INTRODUCTION

Human-made consciousness (AI) a fast propelling form of innovation, having radically possibility to reshape the employments in the United States. In compare to former advancements, models of AI have applications in an assortment of exceptionally taught, generously remunerated, and dominantly urban areas, inclusive drugs, money and data technology, With AI's capabilities to alter he work idea, in what manners can arrangement producers encourage the up and coming age of employment? Investigative this work is created troublesome by the unpredictability of monetary framework what's more, AI's variance effect on numerous sort of work. While technology, for the most part, builds profitability, Computer-based intelligence may lessen a part of the present important employments. Thus, scientists and researchers stress over the work fate in not only progressed but also creating economies around the globe (Raj, Shankar, & Suhaib, 2007). As a model, Country like China is in the process of creating AI-focused innovations, the highlights of its financial improvement plan. Concerns of the computerization are not novel to AI. Also, models go back even to the coming of composed language. In old Athens (370BC), Plato's portrayed that in what way composing would dislodge the memory of a human. More ordinarily, history specialists point industrial Revolution what's more, the uproars of the 19<sup>th</sup> Century Luddites as models where mechanical development prompt communal distress. Two models from the ongoing past reverberation these worries (Barton & Thomas, 2009).

Machines will supplant more specialists. I don't see that new enterprises can utilize everyone who needs a vocation" (Hattenbach & Snyder, 2017). Every particular technology adjusts the interest for explicit kinds of work, and accordingly, the shifting expertise prerequisites of various

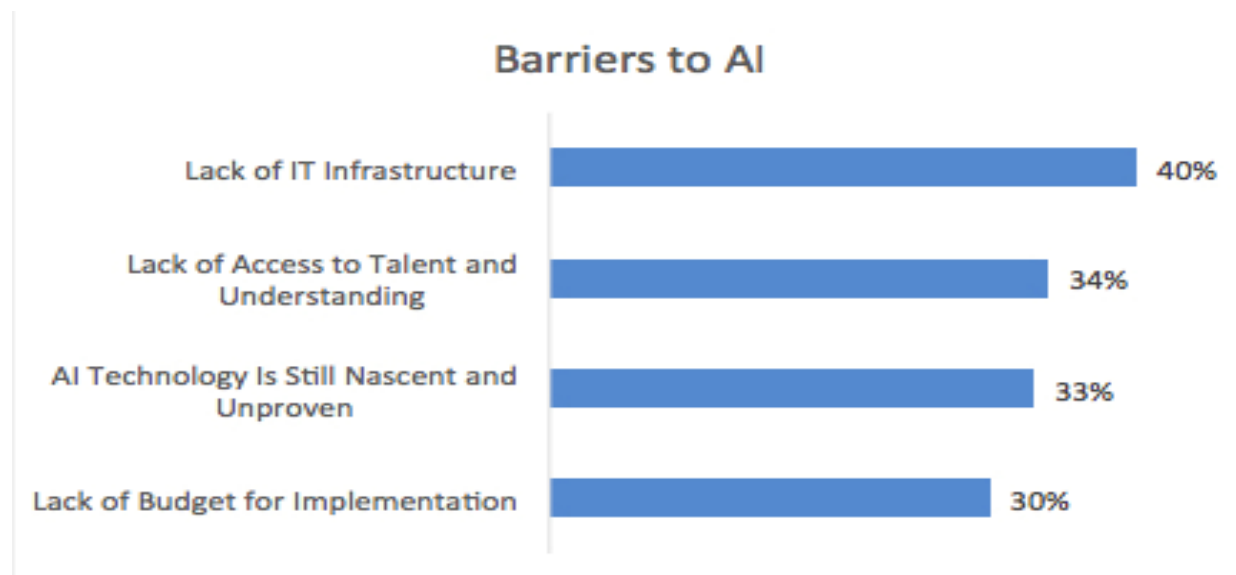
occupation titles can muddle technology's way. As a rule, contingent upon the idea of the activity, a worker might be increased by the technology or in any rivalry with it. For instance, mechanical headways in applying autonomy can lessen wages and work open doors for gathering workers. In any case, mechanical changes do not produce unemployment, and, on account of AI, intellectual technology may increase occupation (Ahmad, Stoyanov, & Lovat, 2019). For instance, AI seems to reinforce the efficiency of programming engineers while likewise making new ventures and accumulating openings (e.g., automatic vehicles). Confusing issues further, the abilities necessities of occupations don't remain static; however, rather change with evolving technology. In the rest of this article, we depict how these contending elements joined with inadequate information may permit differentiating points of view to coincide. Specifically, we contend that the constraints into information about work environment assignments and abilities limit the practical ways to deal with the issue of mechanical change; also, the fate of the work. We offer recommendations to improve information assortment to advance model for working environment abilities, business, and effect of AI (Vas, 1999).

At last, we recommended bits of knowledge that improved information could furnish in the mix with the methodologies concentrate on versatility and determining limit from lab research to monetarily significant technology; an upright cycle grabs hold whereby even little enhancements in execution have noteworthy financial worth, inciting more prominent interests in research. There is presently an expensive accord that AI inquire about is advancing relentlessly, and that its effect on society is probably going to increment (Ma, Leung, & Zanon, 2018). The potential advantages are enormous since everything that human progress brings to the table is a result of human

knowledge: we can't foresee what we may accomplish at the point when this insight is amplified by the devices AI may give, yet the annihilation of sickness and destitution is not unimaginable. In light of the incredible capability of AI, it is significant to research how to receive its rewards while staying away from a potential trap. Progress in AI inquires about makes it convenient to center investigate on making AI progressively competent, yet likewise on expanding the cultural advantage of AI. Such contemplations propelled the AAAI, 2008-2009 Presidential Board of Long-Term AI Future and different tasks and network endeavors on AI's future effects (Johnson, Hofmann, Hutton, & Bignell, 2016). These comprise a considerable development of the field of AI itself which up to now has generally concentrated on the system that is impartial regarding reason. The present archive can be seen as a natural continuation of these endeavors, focus on a distinguished research bearing that can help amplify the cultural advantage of computer-based intelligence. This investigates by need interdisciplinary since it includes both society and AI. It ranges from the financial aspect, law, and reasoning

to PC Security, formal techniques, and, obviously, different from AI itself. The attention is on conveying AI that is valuable to society and vigorous in the sense that the advantage is ensured: our AI frameworks must do what we need them to do. This article was drafted with contribution from the participants of the 2015 conference/gathering The Future of AI: opportunities furthermore challenges (Saarenmaa et al., 1988).

Figure 1, given below, indicated the barriers that are facing by the organization in the implementation of artificial intelligence. Lack of IT infrastructure creates 40 percent obstacle in the implementation of artificial intelligence. While lack of access to talent and understanding the workforce create 34 percent obstacle implementation of artificial intelligence. On the other hand, unproven artificial intelligence also creates 33 percent hurdle in the implementation of artificial intelligence. Finally, the lack of budget for the implementation of artificial intelligence is also creating 30 percent barriers in the implementation of artificial intelligence. Figure 1 regarding the barriers of implementation of artificial intelligence is given below:



**Figure 1: Barriers in the Implementation of Artificial Intelligence**

## LITERATURE REVIEW

The comparative technique has been utilized to gauge environment versatility dependent on the structure of mutualistic interspecies these techniques frequently depend on the size and thickness of interconnected substances gauge foundational flexibility to species evacuation maybe practically equivalent to lessening interest for ability with innovation. Mapping ability conditions will require appropriate data handling strategies. The perfect aptitude information ought to mirror the dynamic nature of expertise portrayal; thus, the strategy we use to recognize, arrange, and measure the interest for aptitude must be versatile also. May be instantly propelled AI procedures may help (Przysucha, 2017). Apparatuses from AI (ML) and regular language handling strategies. (NLP) may catch the dormant structure in complex high information in this

way making them perfect apparatuses for the proposed application (and different application in econometrics 86) for instance NLP might be utilized to process authentic information from the word reference of occupational title into an organization similar to the cutting edge O\*net information (Nilsson, 1989). ML can be utilized on longitudinal employment postings information to recognize slants' inability requests that may reflect changes in mechanical capacity (Basnayake, Amarasinghe, Attalage, Udayanga, & Jayasekara, 2015). Consolidating these cutting edges these computational strategies with applicable wellsprings of information may cultivate new bits of knowledge in the process of childbirth elements at a high worldly goal. Thus, these methodological upgrades can reinforce work figures and approach procedures' capacity to react to constant work patterns. Intensifying this pattern,

a similar AI Advancement that enhances high remunerations psychological work are progressively plenteous in enormous urban areas, while the physical low-wages undertaking that is most promptly supplanted by mechanical autonomy are progressively bottomless in little urban communities and rustic network. This perception proposes that national riches divergence is reflected in the riches difference between enormous and little urban areas likened to wage disparity crosswise over people (Krmac, 2011).

### **Innovators perspectives and Implementation of Artificial Intelligence**

Innovation improves to make human work increasingly productive, yet enormous upgrades may yield malicious impacts for work. Technology improves to make human work increasingly productive, yet enormous upgrades may yield a malicious impact on the work. This obsoleting through work substitution drives numerous to stress over “technology un-employment” also, persuades to figure the AI’s effect of occupation (Kattara & El-Said, 2013). On investigation surveyed late advancements in AI to infer that 47% of current US work is at high danger of computerization, while a differentiating study, utilizing an alternative philosophy reasoned that a less disturbing 9% of work in danger. A comparative study has taken a gander at the effect of computerization on work in other nations and arrived at claiming resolutions: Automation will influence 35% work in Finland, 59% work in Germany, and 45-60% cross-work over Europe (Mandal, Madhira, Meng, & Pineda, 2012). Experts have whined that forthcoming investigations needs approval, yet, review thinks about likewise find that apply autonomy are decreasing vacancies opening in US producing. Technology might replace for certain kinds of work, however, which effectiveness achieved from technology expansion exceed progress costs, also, by large, technology builds work for employees who are in no immediate challenge with it (Gernaey, Cervera-Padrell, & Woodley, 2012). The effect of AI and computerization will change enormously crosswise over geology, which has suggestions for the work power, urban-provincial disparities, and change in pay circulation. The investigation of AI and computerization is generally engaged in national business patterns and national riches divergence (Nemati, Steiger, Iyer, & Herschel, 2002; Haseeb, Sasmoko, Mihardjo, & Jermsittiparsert, 2019).

Innovation normally performs explicit undertakings and may modify interest for explicit working environment’s ability thus. These smaller-scale changes to aptitude requests can gather into fundamental work patterns including word related aptitude redefinition, business redistribution and geographic redistribution. Determining these intricate impacts requires a point by point comprehension of the pathways along which these elements happen. As a meaningful case of these mind-boggling elements, consider the challenge between human bank employees and computerized teller machines (Chen, Yin, & Mei, 2018). Out of the blue, nation business for bank

employees raise with the reception of ATMs. One clarification is requested flexibility: As ATMs diminished the working cost of the bank office, more bank offices opened across the country to fulfill rising buyer need. Another progressively confounded explanation is the going with move-in principal expertise prerequisites from administrative capacity to social and influential abilities utilized by salesman and client care agents. The narrative of the bank employees and ATMs is just completely caught by interfacing the activity level changes in word related ability creation with the framework level elements of interest expedited by expended proficiency (Stahl, Timmermans, & Flick, 2017).

In any case, past investigations showed that a few spots are more helpless to technology change than others. Occupation structure a system of conditions that compel how effectively occupations can be supplanted by technology. In this way, the soundness of the work market may depend on the effect of technology on explicit urban rustic work markets. Albeit mechanical change adjusts interest for explicit working environment assignments and aptitudes, current abilities information covers the particular expertise sets that contain and separate the workforce of various countries. To a limited extent, this is on the ground that aptitudes information from across the country studies, for example, the O\*NET database, normal over the territorial changeability in the necessary aptitudes on the workers with common occupation titled. For instance, programming designers looking for work in Silicon Valley may need to promote more explicit rangers of abilities than comparable representatives in a shallower work advertise (Komninos, 2013). Thus, innovators prospective people are playing a vital role in the implementation of artificial intelligence in the organization and based on these literatures, this study made the following hypothesis:

**H1:** There is positive nexus among the innovators’ perspective and implementation of artificial intelligence in the pharmacy business in Thailand.

### **Self-assured Perspectives and Implementation of Artificial Intelligence**

Confident people recommend that innovation may substitute for certain kinds of work; however that effectiveness gains from innovative expansion exceed progress costs; also, by and large, innovation builds work for laborers who are in no immediate challenge with it although later follow-up work proposes these are impermanent additions. Besides, the expertise prerequisite of each activity titled is not static and as a matter of fact, develops after some time to reflect advancing work needs (Paul & Falls, 2018). For instance, employees may require progressive social abilities because those aptitudes stay hard to mechanize. Regardless of whether technology discourages work for a certain sort of work, it can make new needs and new open-door thoughts “inventive pulverization” 36-38. For the occasion, the supplanting of equestrian travel with vehicles prodded interest for modern roadside comfort, for instance, motels, gas stations, and

cheap food. On the one hand, different elements go with technology change and make vulnerability about the eventual fate of the work (Yang, Huhns, & Stephens, 1988). In like manner, a refreshed system for work and AI must catch the connections of minute work environment aptitude in the mix to produce macroscopic work patterns; for example, business shifts, work polarization and laborers' spatial versatility. The existing hypothesis of the coordinating procedure between work searchers furthermore, work opening giving a depiction of the coordinating procedure that needs goals into expertise request. Mapping the space of aptitude interdependencies could advise preparing and work help programs by recognizing which sort of work and which areas –may encounter enlargement or potentially with innovation. The definite expertise prerequisites of occupation mobility of individual laborers, and along these lines changes to the interest for specific abilities, can rethink practical profession direction and specialist stream between occupations (Grzonka, Jakobik, Kołodziej, & Pllana, 2018). In this way, mapping the connections among occupations and abilities that produce work openings is a crucial advance for approach producers notwithstanding mechanical changes. In related spaces apparatuses from arrange science have as of now given new bits of knowledge into demonstrating (and limiting) foundational chance in worldwide credit and money related ventures, anticipation the future fares of national economics in global mapping laborer stream between enterprises and firms, and graphing the changing modern creation of urban communities and region. In this way distinguishing the pathway along which elements of how aptitude decide laborers profession port abilities) may give comparably valuable bits of knowledge into the effect of AI on work (Fennell & Lesser, 1977). Thus, self-assured perspective people are playing a vital role in the implementation of artificial intelligence in the organization and based on these literatures, this study made the following hypothesis:

**H2:** There is positive nexus among the self-assured perspective and implementation of artificial intelligence in the pharmacy business in Thailand.

### **Binding together Perspectives and Implementation of Artificial Intelligence**

Specialists concur that jobs are best comprehended as theoretical groups of aptitudes and that technology legitimately impacts interest for explicit aptitudes rather than following up one entire occupation at the same time. Along these lines, a porous structure that associates explicit expertise to profession versatility and entire urban workforce may help to bind together contending viewpoints (Mohaghegh, 2005). Available research has contended hypothetically that diverse expertise types support total work patterns, for example, work polarization and urban relocation however strong observational approval is made troublesome by the particularity of the current aptitudes information and they are fleeting sparsely. Beating Briers to Forecasting the Future of work

in this segment, we distinguished boundaries to our logical displaying of mechanical change and the eventual fate of the work. Alongside each boundary, we propose a potential arrangement that could empower improvement in estimating work patterns. We give a rundown of these obstructions and arrangements. Determining robotization from AI requires abilities information that keeps pace with quickly propelling technology. While ability type advises the hypothesis regarding work and mechanical change, standard work information centers around total insights, for example, compensation and business numbers, and can need goals into the particulars that recognize the distinctive employment title and various sorts of work. For instance. Past considers having exactly watched an “emptying” of center aptitudes depicted by expanding business share for low-expertise and high aptitudes occupations to the determinant of center ability occupation (Alabas, Altiparmak, & Dengiz, 2002).

These researches use aptitudes to clarify work drifts; however, are restricted experimentally to estimate yearly wages rather than aptitude content legitimately. While wages may be related to explicit aptitude, wages alone neglect to catch the characterizing highlights of an occupation and models concentrated on just psychological and physical work neglected to disclosure reactions to mechanical change. As another methodology, information on instructive necessities can add goals to business patterns (Brodie & Mylopoulos, 2012). For example, employment that requires a four-year college education may recognize psychological employees who are less powerless to computerization. In a perfect world, instructive establishment train employees to have significant abilities that lead to higher wages. Be that as it may, taking a gander at instruction and wages alone has demonstrated inadequate to clarify stagnating returns on instructions. Improving information on the aptitudes requires to perform explicit employment assignments may preferable bits of knowledge over wages and training alone. For instance, past literature has thoughts about occupations as standard or none-routine and subjective or physical or seen explicit sorts of abilities in concentrating on enlargement and substitution from technology. Expanding work models particularly into working environment errands and aptitudes, may additionally resolve work inclines and improve expectations of mechanization from AI (Bezobrazov, Sachenko, Komar, & Rubanau, 2016). Thus, binding together, prospective people are playing a vital role in the implementation of artificial intelligence in the organization, and based on these literatures, this study made the following hypothesis:

**H3:** There is positive nexus among the binding together prospective and implementation of artificial intelligence in the pharmacy business in Thailand.

### **Implementation Barriers and Implementation of Artificial Intelligence**

As a model, think about that structural designer and restorative specialists are both high paid, intellectual, non-routine occupation requiring numerous long periods of advanced education and extra expert accreditation. Be that



as it may, these occupations require particular working environment abilities that are to a great extent nontransferable, and these occupations are prone to connect with various advances. Wages and training-also, even total of work environment abilities-might be excessively coarse to recognize and professions and, subsequently, may muddle the differential effect of different advances and confuse forecasts of changing aptitude necessities. Thus, these weaknesses may help clarify the inconstancy in current mechanization forecasts that empower different points of view (Filho, Da Silva, & Chaves, 1997).

These sites gather ongoing information that reflects work elements in specific businesses. Information from employee resume can improve our comprehension of instructions and vocations, just a distinguished employee's change among occupations and range of abilities. Furthermore, work posting catch changes in worker requests and exhibit changes sought after for explicit aptitudes. These two wellsprings of skills information offer a versatile granular view into the changing idea of work that may detail where work separates exist. Access to these private information sources is at present limited and ordinarily requires an information-sharing understanding that secures by and by recognizable data (Basnayake et al., 2015). Individual security and the issue of agent inspecting are intrinsic to this information. However, extended access could seriously increase as of now accessible open information on business and working environment abilities. One potential arrangement is to develop a protected situation for the sharing of point by point aptitudes more, vocation information that is like the ongoing Social Science one organization. Limited model of resilience (Hattenbach & Snyder, 2017).

Existing investigations show that recorded technology-driven patterns may not catch the stimulated intelligence-driven patterns we face today. Thus, some have finished up that AI is on a very basic level of new technology. If the patterns of the past are not prescient of the business patterns from present or future innovations, at that point in what manner can approach creators to keep up and make new business operations even with human-made

intelligence? What highlight of work advertises leads to summed up work flexibility to innovative changes? It is hard to build versatile work markets on account of the vulnerability around innovation effect on work (Topol, 2019). For example planning feasible laborer retraining programs require itemized information on the nearby workforce, familiarity with current innovation, furthermore, a comprehension of the unpredictable condition between local work showcases around the global (Wahl, Cossy-Gantner, Germann, & Schwalbe, 2018). Thus, barriers in the implementation of artificial intelligence reduce the effects of artificial intelligence in the organization and based on these literatures, this study made the following hypothesis:

**H4:** There is negative nexus among the implementation barriers and implementation of artificial intelligence in the pharmacy business in Thailand.

## RESEARCH METHODS

The study investigates the different personal perspectives such as innovators perspectives, self-assured perspectives and binding together perspectives and barriers in the implementation of artificial intelligence in the pharmacy business. The data were gathered from the managers of the 400 most convenient pharmacies of the capital city of Thailand. The dependent variable implementation of artificial intelligence has eight items while all the independent variables such as innovators perspectives, self-assured perspectives and binding together perspectives and barriers in the implementation have ten, eight, six and ten items respectively and for the analysis, PLS-SEM was employed.

## FINDINGS

The results show the validity of the data and path analysis. The convergent validity is verified by using factor loadings that higher than 0.50, Alpha that is higher than 0.70, CR that is greater than 0.70 and AVE that is also higher than 0.50. Thus, the finding exposed that no issue with convergent validity. Table 1 and Figure 2 are presented below regarding convergent validity.

**Table 1: Convergent Validity**

Constructs	Items	Loadings	Alpha	CR	AVE
<b>Binding together Perspectives</b>	BTP1	0.951	0.959	0.968	0.834
	BTP2	0.833			
	BTP3	0.949			
	BTP4	0.952			
	BTP5	0.832			
	BTP6	0.952			
<b>Implementation of Artificial Intelligence</b>	IAI1	0.595	0.898	0.919	0.588
	IAI2	0.755			
	IAI3	0.847			

	IAI4	0.678			
	IAI5	0.836			
	IAI6	0.786			
	IAI7	0.792			
	IAI8	0.810			
<b>Implementation Barriers</b>	IB1	0.601	0.893	0.907	0.500
	IB10	0.820			
<b>Table 1 Continue</b>					
<b>Constructs</b>	<b>Items</b>	<b>Loadings</b>	<b>Alpha</b>	<b>CR</b>	<b>AVE</b>
	IB2	0.435			
	IB3	0.813			
	IB4	0.817			
	IB5	0.712			
	IB6	0.752			
	IB7	0.730			
	IB8	0.590			
	IB9	0.708			
<b>Innovators perspectives</b>	IP1	0.700	0.918	0.920	0.513
	IP10	0.627			
	IP12	0.752			
	IP2	0.684			
	IP3	0.712			
	IP4	0.729			
	IP5	0.721			
	IP6	0.765			
	IP7	0.746			
	IP8	0.709			
	IP9	0.721			
<b>Self-assured Perspectives</b>	SAP1	0.833	0.938	0.950	0.730
	SAP2	0.861			
	SAP3	0.856			
	SAP4	0.821			
	SAP5	0.874			
	SAP6	0.873			
	SAP8	0.861			

The discriminant validity is checked by using the Fornell Larcker criterion and cross-loadings and findings show that the first value of a construct is higher than the rest of values

and also values are less than 0.90. Thus, the finding exposed that no issue with discriminant validity. Table 2 and Table 3 are presented below regarding discriminant validity.

**Table 2: Fornell Larcker**

	<b>BTP</b>	<b>IAI</b>	<b>IB</b>	<b>IP</b>	<b>SAP</b>
BTP	0.913				
IAI	0.485	0.767			
IB	0.034	-0.177	0.707		
IP	0.358	0.387	-0.100	0.716	
SAP	0.399	0.412	-0.106	0.369	0.854

**Table 3: Cross Loadings**

	<b>BTP</b>	<b>IAI</b>	<b>IB</b>	<b>IP</b>	<b>SAP</b>
BTP1	<b>0.951</b>	0.434	0.041	0.335	0.345
BTP2	<b>0.833</b>	0.462	0.013	0.314	0.392
BTP3	<b>0.949</b>	0.437	0.041	0.331	0.347
BTP4	<b>0.952</b>	0.425	0.039	0.337	0.349
BTP5	<b>0.832</b>	0.458	0.016	0.311	0.393
BTP6	<b>0.952</b>	0.425	0.041	0.326	0.345
IAI1	0.279	<b>0.595</b>	-0.121	0.372	0.194
IAI2	0.447	<b>0.755</b>	-0.168	0.318	0.372
IAI3	0.404	<b>0.847</b>	-0.110	0.304	0.353
IAI4	0.245	<b>0.678</b>	-0.105	0.289	0.238
IAI5	0.383	<b>0.836</b>	-0.158	0.330	0.330
IAI6	0.398	<b>0.786</b>	-0.090	0.249	0.303
IAI7	0.360	<b>0.792</b>	-0.151	0.253	0.350
IAI8	0.404	<b>0.810</b>	-0.169	0.276	0.344
IB1	0.070	-0.004	<b>0.601</b>	-0.024	-0.086
IB10	0.052	-0.105	<b>0.820</b>	-0.087	-0.074
IB2	0.024	0.002	<b>0.435</b>	-0.007	0.045
IB3	0.004	-0.164	<b>0.813</b>	-0.087	-0.118
IB4	0.049	-0.099	<b>0.817</b>	-0.092	-0.066
IB5	0.083	-0.048	<b>0.712</b>	-0.110	-0.065
IB6	0.000	-0.137	<b>0.752</b>	-0.088	-0.034
IB7	0.001	-0.131	<b>0.730</b>	-0.083	-0.127
IB8	0.035	-0.170	<b>0.590</b>	-0.028	-0.053
IB9	0.031	-0.099	<b>0.708</b>	-0.050	-0.074
IP1	0.469	0.413	-0.134	<b>0.700</b>	0.392
IP10	0.118	0.106	0.044	<b>0.627</b>	0.124
IP12	0.157	0.146	-0.036	<b>0.752</b>	0.149
IP2	0.458	0.437	-0.084	<b>0.684</b>	0.420
IP3	0.138	0.259	-0.116	<b>0.712</b>	0.274
IP4	0.143	0.200	0.010	<b>0.729</b>	0.166

**Table 3 Continue**

	<b>BTP</b>	<b>IAI</b>	<b>IB</b>	<b>IP</b>	<b>SAP</b>
IP5	0.135	0.262	-0.118	<b>0.721</b>	0.265
IP6	0.177	0.226	-0.023	<b>0.765</b>	0.147
IP7	0.149	0.140	-0.037	<b>0.746</b>	0.139

IP8	0.099	0.101	-0.059	<b>0.709</b>	0.130
IP9	0.105	0.105	-0.029	<b>0.721</b>	0.107
SAP1	0.293	0.345	-0.087	0.317	<b>0.833</b>
SAP2	0.343	0.350	-0.116	0.286	<b>0.861</b>
SAP3	0.307	0.332	-0.134	0.319	<b>0.856</b>
SAP4	0.355	0.299	-0.059	0.317	<b>0.821</b>
SAP5	0.346	0.320	-0.089	0.351	<b>0.874</b>
SAP6	0.361	0.374	-0.068	0.303	<b>0.873</b>
SAP8	0.374	0.421	-0.084	0.321	<b>0.861</b>

The second way to check the discriminant validity is the HTMT ratio. The results of the HTMT ratio show that the values are less than 0.90. Thus, the finding exposed that no

issue with discriminant validity. Table 4 is presented below regarding discriminant validity.

**Table 4: HTMT Ratio**

	<b>BTP</b>	<b>IAI</b>	<b>IB</b>	<b>IP</b>	<b>SAP</b>
BTP					
IAI	0.514				
IB	0.060	0.159			
IP	0.280	0.328	0.105		
SAP	0.417	0.439	0.120	0.307	



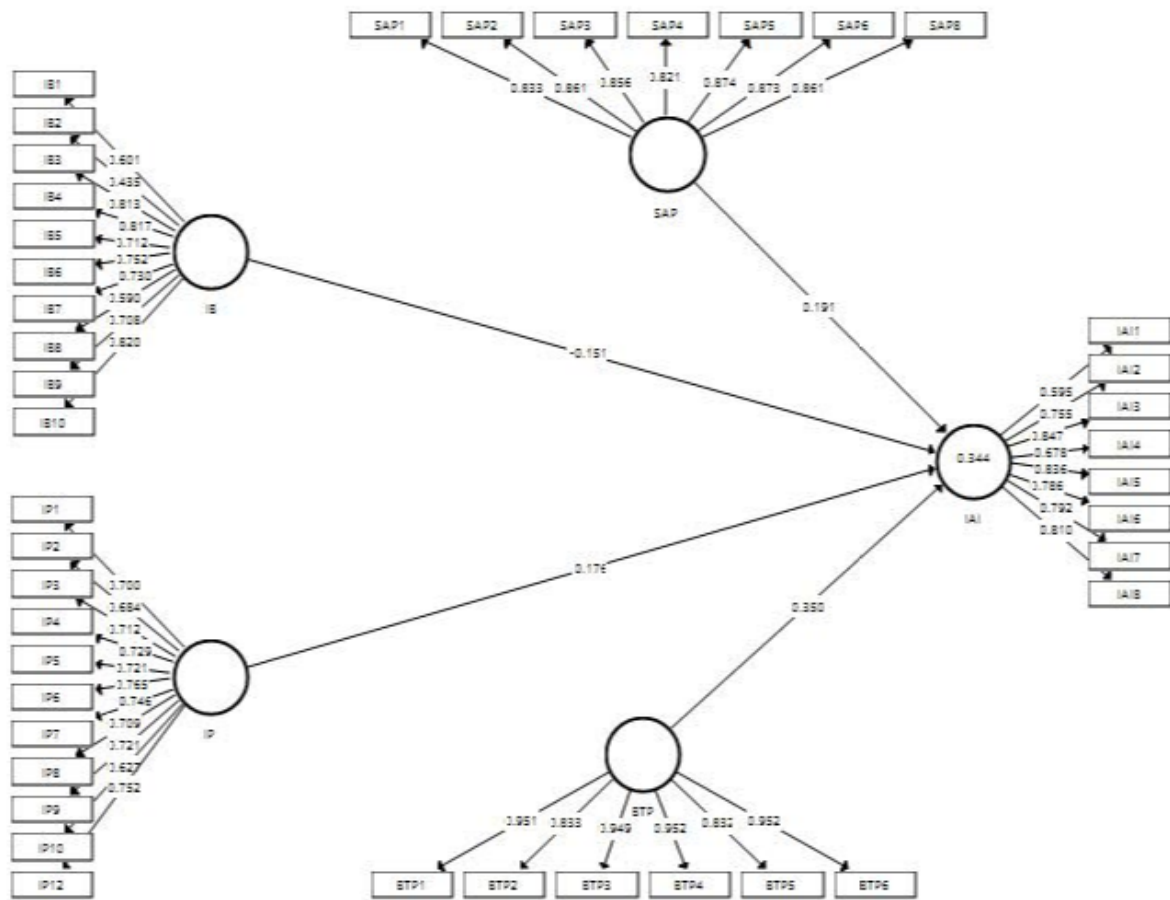


Figure 2: Measurement Assessment Model

The hypotheses are tested using the regression analysis. The findings exposed that innovators' perspectives, self-assured perspectives and binding together perspectives have a positive association with implementation of artificial intelligence because the beta has positive signs and “t” values are higher than 1.64 and “p” values are less than 0.05.

While barriers in the implementation have negative nexus with the implementation of artificial intelligence because the beta has a negative sign and “t” values are greater than 1.64 and “p” values are less than 0.05. Table 5 and Figure 3 are presented the hypotheses analysis given below:

Table 5: Path Analysis

	Beta	S.D.	t-statistics	p-values	L.L.	U.L.
BTP -> IAI	0.350	0.062	5.620	0.000	0.248	0.453
IB -> IAI	-0.151	0.053	2.839	0.002	-0.236	-0.088
IP -> IAI	0.176	0.053	3.304	0.001	0.100	0.275
SAP -> IAI	0.191	0.067	2.835	0.002	0.077	0.298

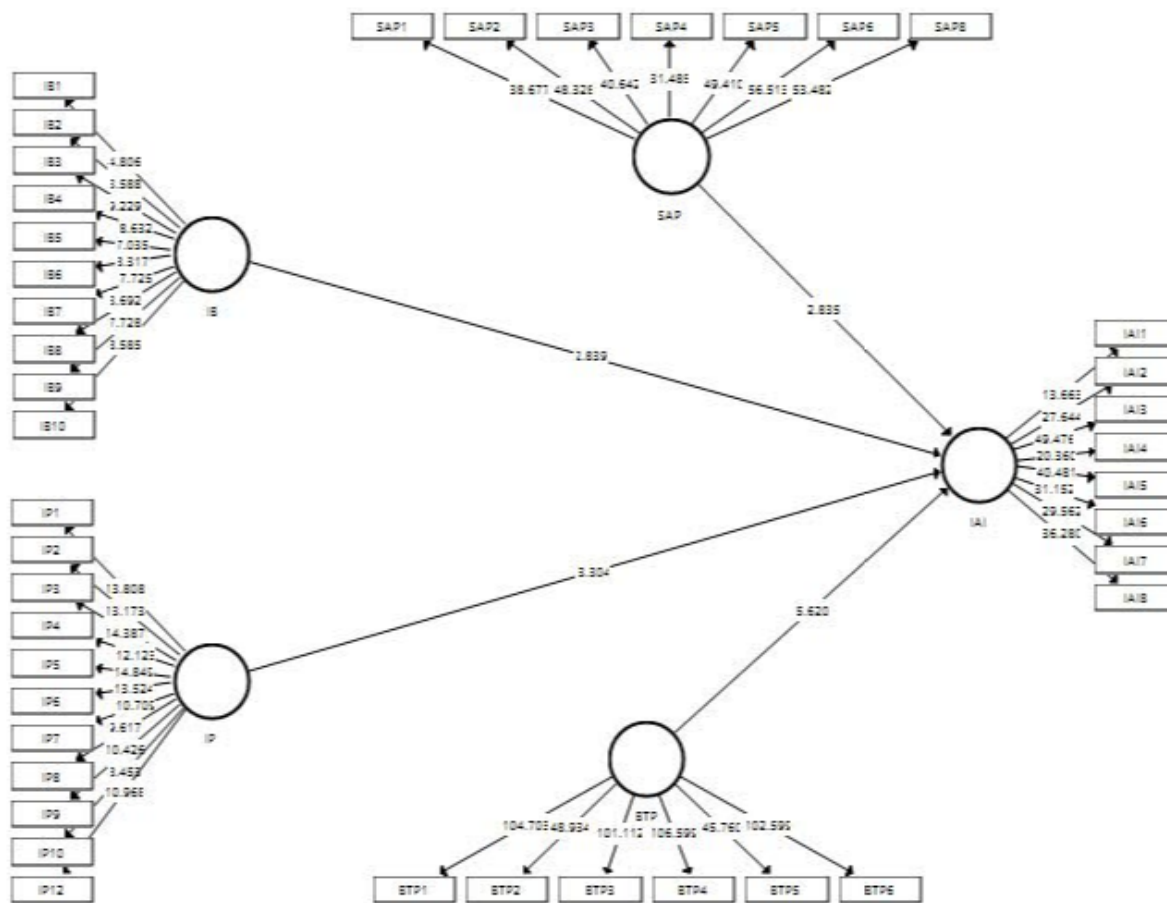


Figure 3: Structural Assessment Model

## DISCUSSIONS AND CONCLUSION

The results exposed all the people, whether they have innovative perspectives, self-assured perspectives and binding together perspectives are positively associated with the implementation of artificial intelligence in the organization. People agree that the machine work more efficient and accurate than the man work and all the people also agree with the implementation of artificial intelligence in the business of pharmacy in Thailand. But on the other hand, barriers in the implementation of artificial intelligence is also playing its role to discourage the implementation of artificial intelligence in the organization. These findings are similar to the output of He et al. (2019) and Ting et al. (2019) who also found the same findings that peoples agree with the implementation of artificial intelligence but other factors may discourage it. Finally, the current paper concluded that people have much educated and agree to implement artificial intelligence in the business of pharmacy in Thailand. But other factors such as financial sources, system weakness may discourage the implementation of artificial intelligence in the business of pharmacy in Thailand. Therefore, this study provides the guidelines to the regulators that they put their intentions on

the removing of barriers in the implementation of artificial intelligence.

The present study has some limitations that are the directions for prospective researchers. This study takes only the pharmacy business under investigation and future studies may include other businesses in their examination. In addition, this study takes under examination only Thailand and also ignores the cross country analysis and future studies may add more countries under analysis and also can make the cross country analysis.

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