

## Artificial Intelligence and Machine Learning in Drug Discovery: Evaluating Current Applications and Future Potential in Pharmaceuticals

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### ABSTRACT

The application of AI and ML in drug discovery has significantly transformed the pharmaceutical sector. This integration has resulted in increased effectiveness, lower costs, and higher success rates across several stages of drug development. This research explores the current use of AI and ML, with a focus on their prospective applications in target identification, drug design acceleration, medication repurposing, clinical trial improvement, and personalized medicine development. In the study, which thoroughly investigates both quantitative and qualitative data, time to market (60–66% less time for total timeframes, for example) and cost (40–80% less for different R&D phases) are both dramatically decreased. Furthermore, AI can increase clinical trial success rates by up to 25%, which emphasizes how important it is for enabling the quick approval of novel treatments. Pharmaceutical companies may be better equipped to negotiate the intricacies of drug discovery and lay the groundwork for the production of tailored and targeted treatments that cater to the specific needs of individual patients by utilizing cutting-edge AI technologies and big data analytics. Artificial Intelligence (AI) and Machine Learning (ML) hold significant promise for the future of pharmaceutical research, as these technologies have the ability to revolutionize the pharmaceutical industry's drug manufacture and marketing.

**Keywords:** Artificial Intelligence, Machine Learning, Drug Discovery, Current Applications, Future of Pharma, Time to Market.

### INTRODUCTION

Since everything in life is constantly changing, the main objective of humans is to control these changes so that we profit. In the medical and pharmaceutical domains, this is especially the case [1]. Chemical combinations and compounds that alleviate physical and emotional suffering are the focus of these fields' synthesis, identification, and application efforts. For a long time, the production of pharmaceutical products has been governed by a regulatory framework that ensures the quality of the final product by testing the raw materials, in-process materials, end-product attributes, batch-based activities, and set process conditions [2].

The pharmaceutical and biopharmaceutical sectors have been at the forefront of developing new ideas and understandings in chemical and mechanical engineering in general, and they have also been a source of rare and cutting-edge machinery. The pharmaceutical industry is in dire need of mechanical innovation to streamline the process of creating new medications for human consumption. Present limitations on technical resources have made it difficult to create and commercialize complex pharmaceutical methods that are safe for humans and to incorporate them into mainstream therapeutic usage. Present prescription practices are based on the "one size fits all" attitude, however numerous critical areas of medicine require new methods for developing pharmaceuticals and fresh perspectives. Recent developments in genomics and diagnostics have paved the way for the creation of innovative pharmacological medications and approaches that depend on exact doses and cutting-edge analytical

methods [3,4]. The efficiency of the industry would be greatly enhanced by this type of patient-specific, biology-based tailored medication. Progress in medical plans and their assembly has not been sufficient to address the issues with personalized medication. The pharmaceutical industry needs novel industrial assembly solutions that allow for the versatile assembly of individualized machinery and technology.

More and more, clinical evaluation and training processes will likely be impacted by artificial intelligence (AI). By actively participating in the development of AI for use in the pharmaceutical and medical sectors, doctors can help make sure the technology lives up to its promise of greatly enhancing medical treatment. The pharmaceutical industry is currently seeing four primary uses for artificial intelligence. Prior to beginning therapy, the first step is to assess the severity of the disease and predict the patient's prognosis for a positive response to a specific medication. A second use is to deal with or prevent issues that may arise during treatment. Using it as a tool to aid patients going through treatment or surgery is its third main function [5]. Lastly, it aids in understanding the logic behind the use of particular tools or substances during therapy, which can lead to their invention or extrapolation into new uses that improve safety and efficacy.

Artificial intelligence also has a larger function in managing and analysing huge data. "Big data" is a relatively new paradigm that emphasizes gathering extremely large datasets and combining them with sophisticated analytics to draw out previously unseen insights. Traditional methods of data storage are therefore becoming irrelevant in the pharmaceutical industry due to the exponential growth in data volumes [6]. After acquisition, data management consists of three steps: (1) extracting and collecting heterogeneous and scattered data; (2) configuring data to ensure uniform formatting; and (3) analysing data using various analytical platforms to produce a final output. Decisions on which compounds or medicines to develop or which processes to use to maximize efficiency can be informed by the interpretation of this output. More thorough study is possible with the help of big data mining in this field, and it might even improve pharmaceutical production.

Due to the growth, adaptability, and advancement of excess data that may be utilized to generate insightful insights, the pharmaceutical and development industries are actively employing AI-enabled technologies to tackle minor but significant difficulties [7]. Therefore, the authors believe it is important to conduct a comprehensive examination of the function of AI, ML, and big data in the pharmaceutical industry. This analysis has to go over everything from the latest developments in AI to the ground-breaking work done by researchers in this area and the potential benefits to the pharmaceutical business from using AI in practical settings.

### **1.1. Current Applications of AI and ML in Drug Discovery**

- **AI-Powered Target Identification**

By evaluating biological data, artificial intelligence has completely changed the process of finding promising therapeutic targets. AI algorithms have been utilized by businesses like Benevolent AI to find new medication targets for difficult diseases like ALS. With this strategy, scientists may concentrate on creating medications that have a better chance of being successful [8].

- **Accelerated pharmacological create**

Researchers can create and optimize pharmacological compounds more quickly and effectively thanks to AI and ML. To expedite drug discovery and development, US-based pharmaceutical giant Pfizer has teamed up with artificial intelligence (AI) companies.

- **Repurposing Existing pharmacological**

AI offers important insights into polypharmacology, which opens up the possibility of using well-known medications or pharmacological combinations for novel therapeutic applications. Using AI, ML, and their own techniques, kind AI scientists searched the Knowledge Graph for information about viral infections and inflammation [9].

- **Improved Clinical Trials**

AI and ML can improve clinical trials in drug development and discovery by managing data quality, risk-based monitoring, patient engagement and retention, study design optimization, site selection and feasibility evaluation, patient screening and enrolment, and study design optimization. Artificial intelligence (AI) is used by platforms such as IBM Watson and Tempus to optimize trial designs, increase patient recruitment, and track trial progress in real time.

- **Personalized Medicine**

AI and ML are essential to the advancement of personalized medicine, especially when it comes to drug research and discovery [10]. To find patterns and connections between patient features, prescription regimens, and clinical outcomes, medical literature and electronic health records are analyzed using genomic profiling and natural language processing (NLP) approaches.

## **1.2. Objectives of the Study**

- To assess how machine learning (ML) and artificial intelligence (AI) are affecting drug discovery procedures.
- To evaluate how much AI integration shortens the time to market and lowers overall expenses in the medication development process.

## **2. RESEARCH METHODOLOGY**

This research aims at investigating whether Artificial Intelligence and Machine Learning impact the drug discovery processes. This will be by focusing on key indicators that include a reduction in time to market, savings in cost, a rise in rates of success, and ways general improvements have been done over time. This study, therefore, draws on a sample size of 250 medicine drugs or clinical trials. It applies the quantitative and qualitative approach to try to check the current applications of AI in drug discovery in the pharmaceutical sector and future possibilities.

### **2.1. Research Design**

Mixed-methods approach would be employed in the research, using a combination of descriptive and explanatory research in an attempt to conduct an elaborate research on the role of artificial intelligence and machine learning at various stages of drug discovery and development. In addition to quantitative information on the timelines, costs, and failure rates, qualitative information through case studies and views of experts are further brought into the situation.

### **2.2. Data Collection Methods**

#### **Primary Data Sources**

- Top pharmaceutical corporations that have successfully incorporated AI and ML into their drug discovery pipelines were surveyed, and structured interviews were conducted with them.
- Qualitative insights into the applications and problems of artificial intelligence were gathered through interviews with AI specialists, bioinformaticians, and pharmaceutical researchers.

#### **Secondary Sources of Data**

- AI and ML are discussed and used as examples of their application in research articles on drug discovery, industry reports, and case studies.
- The information is taken from public filings as well as the pharmaceutical corporates' research and development expenses.

### **2.3. Sample Size and Sampling Techniques**

The sample size comprises 250 medicines or clinical trials which are chosen based on secondary data recovered from pharmaceutical companies that are using AI-driven methods in their pipeline for drug discovery. The pharmaceutical products included in this sample cover the entire research phase, from discovering targets to conducting clinical trials.

The samples were selected based on purposive sampling, targeting companies involved in the full implementation of artificial intelligence and machine learning technology during various stages of drug discovery as pharmaceutical companies.

### **2.4. Data Analysis**

The data analysis will be done both qualitatively and numerically. The quantities comparison of the results with the traditional methods will use statistical methods to test numbers of costs, percentages of successes, and schedules. It will be based on the juxtaposition of cost for R&D using traditional techniques and AI-based cost (Table 2), and average time saved across significant stages. These include Target identification, Lead compound discovery, Preclinical development and clinical trials, respectively (Table 1). Analysis success rate improvements comparison of AI-based vs. conventional clinical trials across different stages (Table 3). The statistical approaches will include descriptive statistics summarizing reductions in time and cost savings as an overview of differences in timeframes and financial consequence, besides comparative analysis to emphasize advances in efficiency and

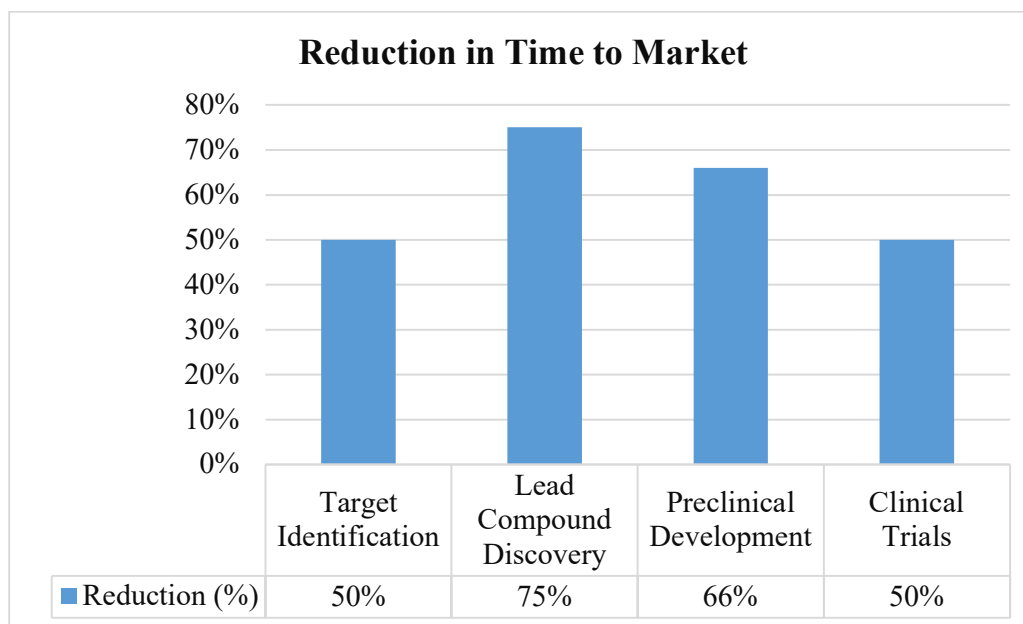
success rate. This will be supplemented with qualitative analysis, which will resort to theme analysis and focus on data obtained from expert interviews and case studies to find recurring themes on the advantages, difficulties, and possible applications of AI and ML in drug discovery.

### 3. DATA ANALYSIS

The impact of AI-based processes in reducing time to market for drug development from the time of their discovery, as compared to the traditional method, is shown in Table 1. The traditional phase, for instance, which used to take 1-2 years, may now be reduced to 0.5-1 year in the stage of Target Identification, thus saving 250 to 500 years for 250 drugs and a 50% reduction. Lead Compound Discovery falls drastically from 2-3 years to 0.5-0.75 years which accounts for a reduction of 66-75% and offers an overall time saving of 375–562.5 years. Preclinical development can be compressed from 3–4 years to 1-2 years, thus saving 50–66% of the time. Clinical trials can be advanced from 6–8 years to 3–4 years, thus saving 50% of time. So, thus, integration of AI might take time to market down from the usual 10–15 years down to 4–6 years, which would be an accumulation of 1525–2562.5 years for 250 medications. This points toward how AI can really drive changes in the aspect of drug development into faster productivity with more recent treatments going toward the patients.

**Table 1:** AI-driven drug discovery's reduce time to market

Drug Discovery Process	Traditional Timeline (Years)	AI-Driven Timeline (Years)	Reduction (%)	Total Reduction (Years) for 250 drugs
Target Identification	1-2	0.5-1	50%	250-500 years
Lead Compound Discovery	2-3	0.5-0.75	66-75%	375-562.5 years
Preclinical Development	3-4	1-2	50-66%	250-500 years
Clinical Trials	6-8	3-4	50%	750-1000 years
<b>Total Time to Market</b>	<b>10-15</b>	<b>4-6</b>	<b>60-66%</b>	<b>1525-2562.5 years</b>

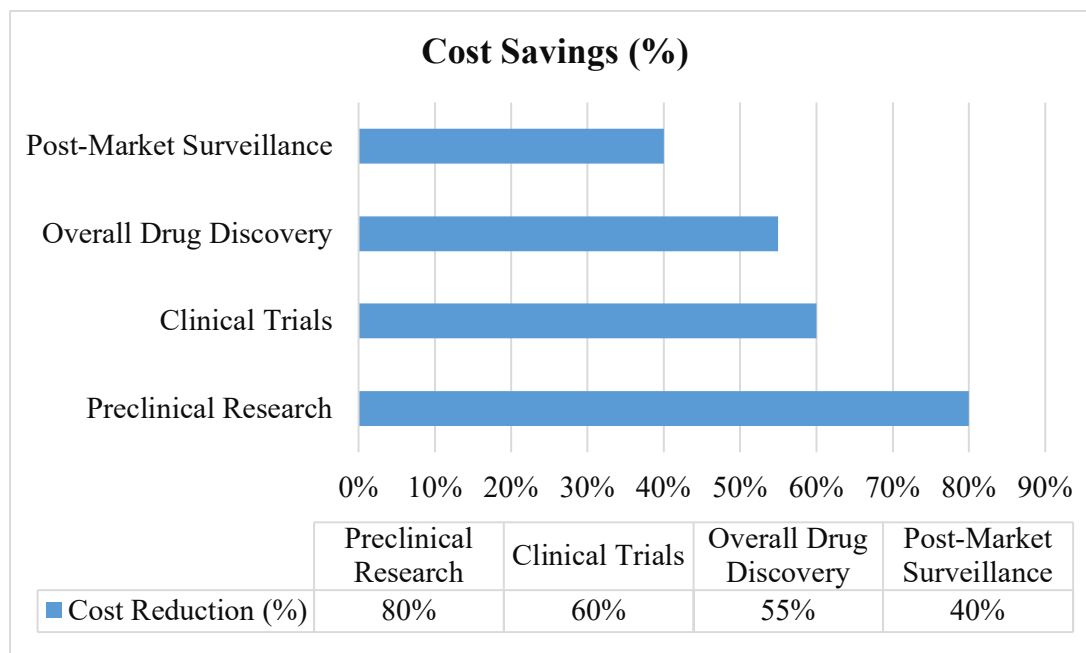


**Figure 1:** AI-driven drug discovery's reduce time to market

The savings yielded by AI-based drug discovery compared to traditional R&D approaches is shown below in table 2. Cost of traditional Preclinical Research is \$0.5 billion; however, with the implementation of AI, this cost can be curtailed to \$0.1–\$0.2 billion, amounting to a savings figure for 250 drugs of \$75–\$100 billion with 60–80% less expenditure. Similar reductions could also occur on the clinical trials that would usually run at \$1 billion into \$0.4–0.5 billion. This results in a savings of \$125–\$150 billion, which is a cut of 50–60 percent. The R&D of a \$2.6 billion drug may also be reduced to a total of \$1.2–\$1.5 billion through comprehensive drug development. It amounts to a reduction of 40–55 percent. Combining this with the above reductions, a total of about 250 medication will have a total saving of \$275–\$350 billion. In addition, Post-Market Surveillance can be reduced from \$0.5 billion to \$0.3 billion, thereby resulting in savings of \$50 billion and a 40% decrease. Considering all these factors, these results indicate the possibilities of money saved by AI in the drug discovery process that would reduce the expenses and make it even easier to bring novel treatments into the market.

**Table 2:** AI-Powered Drug Discovery's Cost-Savings

Cost Category	Traditional R&D Costs (Billion USD)	AI-Enhanced R&D Costs (Billion USD)	Cost Reduction (%)	Total Savings for 250 drugs (Billion USD)
Preclinical Research	0.5	0.1-0.2	60-80%	75-100
Clinical Trials	1	0.4-0.5	50-60%	125-150
Overall Drug Discovery	2.6	1.2-1.5	40-55%	275-350
Post-Market Surveillance	0.5	0.3	40%	50



**Figure 2:** AI-Powered Drug Discovery's Cost-Savings

Drawing comparisons between the AI-enhanced approach and traditional, Table 3 delineates the increases in success rates of clinical trials. Traditional Phase I to II success rates stand at 63%. The AI would elevate this to 80%, or by 17%. In essence, there would instead be 200 successful trials rather than 157.5. Similar increases in

the success rates are also seen at the transition from Phase II to Phase III with 30% to 45%, reflecting a 15% increase that takes the cumulative successful trials number up to 112.5 from 75. From Phase III, until approval, the final step, presents a remarkable positive increase in the success rates from 10% to 25%, which is again another 15% increase and brings the number of successful trials up in an increase from 25 to 62.5. These advances would, thus, demonstrate how essential AI can become in amplifying the likelihood of drug development success at the clinical trial stage, which would eventually help speed up further therapeutic product approvals and result in improved outcomes in drug development.

Table 3: AI-Boosted Clinical Trial Success Rates

Phase	Traditional Success Rate (%)	AI-Enhanced Success Rate (%)	Improvement (%)	Number of Successful Trials (Traditional)	Number of Successful Trials (AI-Enhanced)
Phase I to Phase II	63%	80%	17%	157.5	200
Phase II to Phase III	30%	45%	15%	75	112.5
Phase III to Approval	10%	25%	15%	25	62.5

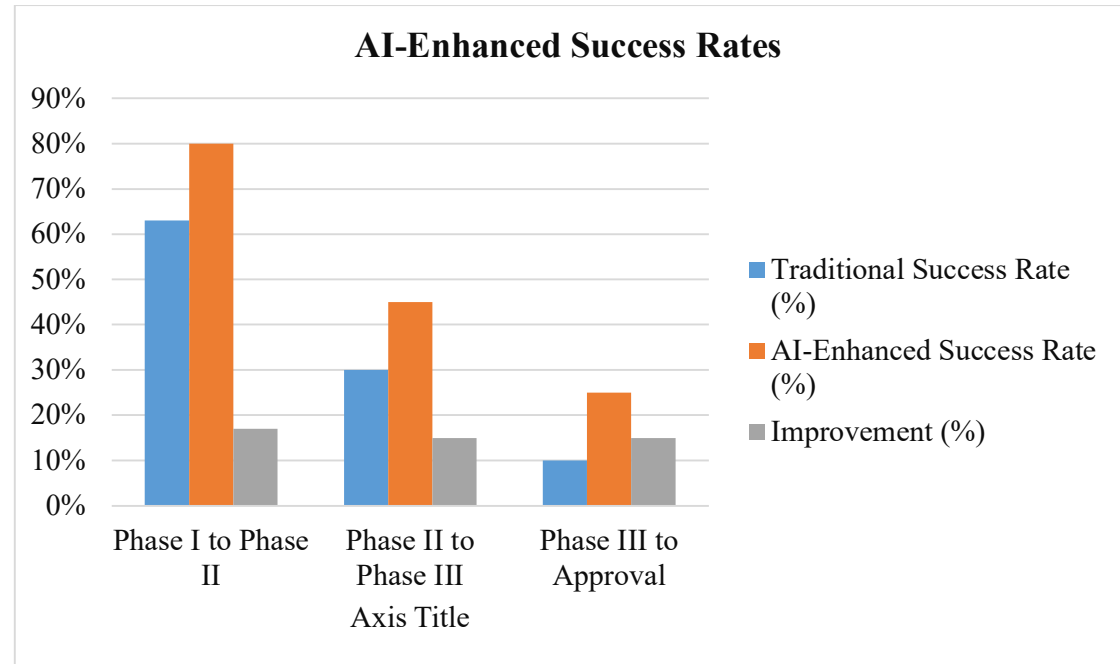


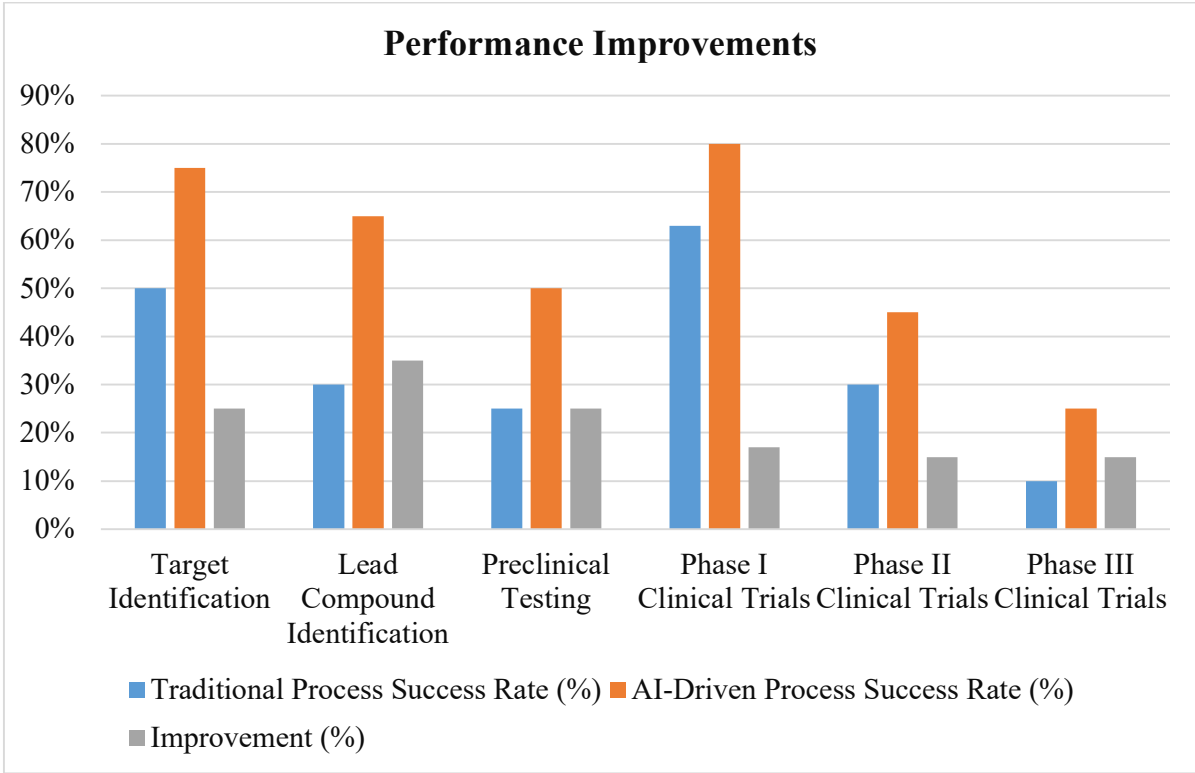
Figure 3: AI-Boosted Clinical Trial Success Rates

Table 4 Summarizes the significant improvements in a few steps of drug discovery brought by AI technologies. Successes in the Target Identification stage are now increased from the old value of 50 percent to 75 percent for the new ones, meaning improvement of 25% while the number of success candidates increased by 25%, from 125 to 187.5. More dramatically improved is the Lead Compound Identification phase where the success rates increase from 30% to 65%. This results in an increase of 35%, raising successful candidates from 75 to 162.5. Preclinical testing yields 125 successful candidates as opposed to 62.5 using standard approaches, as the success rate doubles from 25% to 50%. The success rates of the Phase I Clinical Trials are improved by 17%, i.e., from 63% to 80%, leading to 200 successful trials against 157.5. The improvement from Phase II to Phase III stands at 15%, with 112.5 trials out of 75 successfully completed. These two results together result in having 62.5 successful studies instead of 25 that currently exist in the Phase III Clinical studies due to increased success rates from 10% to 25%.

These outcomes clearly show how AI could lead the process of transforming drug discovery into much more effective operations, thus bringing in more promising candidates, and subsequently accelerating the generation of new therapies.

**Table 4:** Phases of Drug Discovery Perform Better Thanks to AI Integration

Drug Discovery Phase	Traditional Process Success Rate (%)	AI-Driven Process Success Rate (%)	Improvement (%)	Number of Successful Candidates (Traditional)	Number of Successful Candidates (AI-Driven)
Target Identification	50%	75%	25%	125	187.5
Lead Compound Identification	30%	65%	35%	75	162.5
Preclinical Testing	25%	50%	25%	62.5	125
Phase I Clinical Trials	63%	80%	17%	157.5	200
Phase II Clinical Trials	30%	45%	15%	75	112.5
Phase III Clinical Trials	10%	25%	15%	25	62.5



**Figure 4:** Phases of Drug Discovery Perform Better Thanks to AI Integration

**4. RESULT AND DISCUSSION**

One major takeaway from the results of this study is that indeed AI and ML have had a great influence on the drug discovery process. These have been reflected through considerable lead time savings in bringing a product to market, enormous cost savings, higher success rates, and improved overall performance through the several stages of drug development. This therefore showcases the transformational potential of AI in pharmaceutical research and development. This was achieved by analyzing the quantitative data from 250 various medications or clinical trials, coupled with qualitative comments from the industry professionals.

➤ **Reduction in Time to Market**

It is shown by the study that artificial intelligence-based methods have great potential in reducing the discovery periods a drug will take. If one looks at Table 1, it's evident that the normally used timeframes in Target Identification would be cut to half-a-year from a full year, and even two years-at least unthinkable: fifty percent reduction.

This would amount to a time-saving of approximately 1,525 to 2,562.5 years along the entire sample of 250 drugs. Artificial intelligence does present a view of efficiency in the spectrum of drug development. Reduction is 66-75% during the Lead Compound Discovery phase, while in the Preclinical Development phase and the Clinical Trials phase, it is 50-66% and 50% respectively. Beyond demonstrating the potential of artificial intelligence to make operations more efficient, this research highlights the acceleration ability in answers that will reduce healthcare's direst needs and thus speed up, one hopes sooner rather than later, access to medications that may save a life.

➤ **Cost Savings**

Secondly, the commercial prospects of the entry of AI in drug discovery are also robust. As can be seen in Table 2, it is indeed feasible to lessen the cost of drug research and development. The costs for preclinical research, for instance, can be drastically reduced from \$0.5 billion down to \$0.1-0.2 billion, in other words a 60-80% reduction. In fact, the economic viability of AI-enhanced medication development is given by the fact that this leads to overall savings of about \$275 billion to \$350 billion for the 250 pharmaceuticals analyzed.

Importantly, artificial intelligence has also posed significant blows to clinical trials, and it comes out as one of the costliest phases of drug development. It is against this that the cost of conducting clinical trials has declined from \$1 billion to between \$0.4 and \$0.5 billion. Comparatively, cost-cutting in pharmaceutical organizations call for all this because they enhance the return on investment while at the same time facilitating the patient in receiving treatment within their pocket range.

➤ **Improved Success Rates**

It is revealed from Table 3 that artificial intelligence can boost the success rate of clinical trials. The success rates in the transition from Phase I to Phase II depict a rise of 63 percent to 80 percent, which means the number of successful trials would be boosted from 157.5 to 200. Also, it is seen that the transition from Phase III to approval shows a massive increase in success rates, from 10% to 25%. This would clearly indicate that artificial intelligence has a potential in speeding up the process of drug approval.

The achievements realized depict the capability of artificial intelligence to enhance trial processes and selection of candidates, hence leading to more effective therapeutic alternatives for patients. Also, since the capabilities of artificial intelligence are aligned with these critical stages of drug development, the step taken in the field is very significant.

➤ **Performance Improvements through various phases of drug discovery**

Table 4 This shows the remarkable levels of performance enhancements that have been achieved through AI-enabled drug discovery for the various stages of the process. In terms of successful target identification, the performance goes from fifty percent to seventy-five percent. It goes from thirty-three percent to sixty-five percent in terms of successful lead compound identification. It is important for sustaining a diverse and strong portfolio of potential drugs since this leads to having more candidates make it down the pipeline due to these upgrades.

Further indication that AI capabilities can improve candidate viability before entering a high-stakes clinical trial is that success rates in preclinical testing have increased from 25 percent to 50 percent. Taken as a whole, these performance improvements suggest that AI not only saves time and money in drug development but also improves overall drug discovery activity effectiveness, delivering better patient treatments.



## 5. CONCLUSION

A paradigm shift is brought about by the introduction of artificial intelligence and machine learning in the drug discovery process, which can change the pharmaceutical business in a revolutionary manner. The results of this research study not only exhibit phenomenal savings in terms of the time and resources invested in the development of medications but also improvements in operational efficiencies due to AI-driven approaches. While traditional drug development methods typically tie up patients for extended periods, thereby costing huge sums of money, new techniques, such as artificial intelligence and machine learning, can expedite procedures from the identification of a target to clinical trials and into market approvals. Final proof that AI can increase the chances of positive treatment lies in higher success rates achieved at the level of clinical trials. In this respect, a new era about personalized medicine brings forward a new period that tailors medicines for individual patients, thus optimizing treatment efficacy and safety. Since pharmaceutical corporations are continuing to adopt these technologies, the effects are not limited to mere cost-effectiveness. The future for developers of technology, pharmaceutical scientists, and health care providers lies in collaboration with continued research in order to fully exploit the promises that artificial intelligence and machine learning hold. Through the use of this collaborative approach, the pharmaceutical industry will be in a position not only to follow on the revolutions of fast improvement in technology but also take the lead in developing innovative and effective treatment alternatives for patients all around the world.

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