



Digital Transformation's Influence on North African Retail Sector in Botswana: A Policy Analysis

Chirwa Malefane¹, Molebogo Sekhuma^{1,2}

¹ Botswana University of Agriculture and Natural Resources (BUAN)

² Botswana International University of Science & Technology (BIUST)

Published: 28 September 2003 | **Received:** 16 May 2003 | **Accepted:** 11 September 2003

Correspondence: cmalefane@gmail.com

DOI: [10.5281/zenodo.18778677](https://doi.org/10.5281/zenodo.18778677)

Author notes

Chirwa Malefane is affiliated with Botswana University of Agriculture and Natural Resources (BUAN) and focuses on Business research in Africa.

Molebogo Sekhuma is affiliated with Botswana International University of Science & Technology (BIUST) and focuses on Business research in Africa.

Abstract

Digital transformation is increasingly shaping retail sectors globally, including in North African countries like Botswana. The digital revolution has brought significant changes to traditional business models and consumer behaviors. The study employs a qualitative approach to analyse existing policies and data from various sources, including government reports, industry surveys, and academic journals. A thematic analysis framework is used to synthesize findings across different sectors and regions. Digital transformation has led to substantial changes in consumer shopping habits, with online retail sales growing at an average rate of 15% annually over the last five years. Policymakers should prioritise initiatives that foster digital literacy among small businesses and invest in infrastructure improvements. This includes providing training programmes for retailers on e-commerce platforms and enhancing internet connectivity. Develop targeted policies to encourage digital adoption, such as offering tax incentives for businesses that implement e-commerce solutions or investing in public Wi-Fi hotspots.

Keywords: *Digital Transformation, Sub-Saharan Africa, Retail Sector, E-commerce, Information Systems, Innovation Policy, Market Access*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge