



Digital Transformation's Ripple Effects on North African Retail Sector: A Namibian Perspective

Chisangwa Mafuranga¹, Kuperu Ndwandwe²

¹ Department of Advanced Studies, Namibia University of Science and Technology (NUST)

² Namibia Agriculture Research Institute (NARI)

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Correspondence: cmafuranga@outlook.com

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Author notes

Chisangwa Mafuranga is affiliated with Department of Advanced Studies, Namibia University of Science and Technology (NUST) and focuses on Business research in Africa.

Kuperu Ndwandwe is affiliated with Namibia Agriculture Research Institute (NARI) and focuses on Business research in Africa.

Abstract

The digital transformation of retail sectors in North Africa has been a subject of increasing interest, especially given the region's growing economy and technological advancements. The study employs a qualitative research approach, analysing case studies from selected retail businesses in Namibia to understand their experiences with digital technologies. Digital transformation has led to significant improvements in operational efficiency, particularly in inventory management and supply chain logistics, with reported increases of up to 30% in productivity. The findings suggest that while digitalization has brought numerous benefits, there are challenges related to data privacy and consumer trust that need to be addressed. Retail businesses should prioritise investment in employee training programmes to ensure they can effectively utilise new technologies. Additionally, stronger regulatory frameworks for data protection must be established.

Keywords: *Geographic, Africa, Namibia, Retail, Sector, Digitalization, Ethno-methodology, Contextual Analysis*

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