



Digital Transformation Paradigm in North African Retail Sector: A Theoretical Framework

Nkosana Dlamini^{1,2}, Kgothatso Mogapi³, Sipho Motshekga^{3,4}, Themba Cele^{3,5}

¹ Department of Research, Rhodes University

² Department of Interdisciplinary Studies, University of Johannesburg

³ University of Johannesburg

⁴ South African Institute for Medical Research (SAIMR)

⁵ Rhodes University

Published: 10 March 2007 | **Received:** 22 November 2006 | **Accepted:** 25 January 2007

Correspondence: ndlamini@outlook.com

DOI: [10.5281/zenodo.18857363](https://doi.org/10.5281/zenodo.18857363)

Author notes

Nkosana Dlamini is affiliated with Department of Research, Rhodes University and focuses on Business research in Africa.

Kgothatso Mogapi is affiliated with University of Johannesburg and focuses on Business research in Africa.

Sipho Motshekga is affiliated with University of Johannesburg and focuses on Business research in Africa.

Themba Cele is affiliated with University of Johannesburg and focuses on Business research in Africa.

Abstract

The retail sector in North Africa is undergoing significant transformation driven by digital innovations such as e-commerce platforms and mobile payments. No empirical data will be included; instead, we propose an analytical model based on existing literature and expert opinions. A comprehensive theoretical framework will provide a solid foundation for further empirical research into the retail sector's digital evolution. Business leaders should prioritise investments in digital infrastructure and training to stay competitive in this evolving market environment.

Keywords: *North African, digital economy, e-commerce, mobile payments, innovation diffusion, globalization, service orientation*

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