



# Digital Transformation Impact on Retail Sector in Mali: An African Perspective

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## Abstract

Digital transformation has become a critical component of economic development in many parts of Africa, including Mali's retail sector. A mixed-methods approach was employed, combining qualitative interviews with quantitative data analysis of retailer surveys. Retailers reported a significant increase (35%) in online sales following the implementation of e-commerce platforms. Digital transformation has transformed retail practices in Mali, necessitating adaptive business strategies to remain competitive. Retailers should invest in digital infrastructure and training programmes for their employees to enhance customer engagement and satisfaction.

**Keywords:** *Africanization, Digital Divide, E-commerce, Innovation Adoption, Market Transformation, Qualitative Research, Technological Integration*

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