



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

Yaw Aggrey^{1,2}, Kofi Adofo², Nana Baah^{3,4}

¹ Department of Interdisciplinary Studies, Noguchi Memorial Institute for Medical Research

² University of Cape Coast

³ Department of Advanced Studies, Noguchi Memorial Institute for Medical Research

⁴ Department of Advanced Studies, University of Cape Coast

Published: 20 April 2004 | **Received:** 10 January 2004 | **Accepted:** 25 February 2004

Correspondence: yaggrey@aol.com

DOI: [10.5281/zenodo.18798032](https://doi.org/10.5281/zenodo.18798032)

Author notes

Yaw Aggrey is affiliated with Department of Interdisciplinary Studies, Noguchi Memorial Institute for Medical Research and focuses on Business research in Africa.

Kofi Adofo is affiliated with University of Cape Coast and focuses on Business research in Africa.

Nana Baah is affiliated with Department of Advanced Studies, Noguchi Memorial Institute for Medical Research and focuses on Business research in Africa.

Abstract

Digital transformation in retail sectors across North Africa is gaining momentum, particularly in Ghana where traditional brick-and-mortar stores are increasingly integrating digital technologies to enhance customer experiences and operational efficiencies. A systematic review approach is employed to synthesize existing literature and conduct an in-depth analysis of relevant theoretical frameworks related to digital transformation and business operations. This theoretical framework provides foundational insights into the complex interplay between digital technologies and business operations within North African retail sectors. It highlights areas for further empirical research and practical application of these findings. Retail businesses in Ghana should prioritise investments in digital infrastructure, training employees on new technologies, and engaging with customers through innovative digital channels to stay competitive and customer-centric.

Keywords: *Sub-Saharan, Retail, Digitalization, Transformation, Innovation, Technology Adoption, E-commerce*

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