

Analysis of The Impact of Digital Transformation on Retail Sector in North Africa in Nigeria: An African Perspective

S, a, m, S, a, n, d, e, r, s, o, n, ,, K, i, m, N, a, s, h

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| Abstract

This study addresses a current research gap in Business concerning The Impact of Digital Transformation on Retail Sector in North Africa in Nigeria. The objective is to clarify key debates, identify practical implications, and outline a focused agenda for scholarship and policy. A qualitative approach was used, drawing on recent literature and policy sources to frame the analysis. The analysis indicates persistent structural constraints alongside emerging local innovations; however, evidence remains uneven across contexts and sectors. The paper argues for context-specific approaches and stronger empirical foundations in future research. Stakeholders should prioritise inclusive, locally grounded strategies and improve data transparency. The Impact of Digital Transformation on Retail Sector in North Africa, Nigeria, Africa, Business, case study This structured abstract provides a standardised summary to support rapid screening, indexing, and assessment of scholarly contribution.
