

Exploring Inhibitors of Digital Transformation of Small, Medium, Micro South African Retail Enterprises

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Abstract

The global business landscape of business has undergone a profound evolution catalysed by the proliferation of digital technologies. Small, Medium, Micro, Enterprises (SMMEs) are yet to embrace Digital Transformation (DT) because of cultural, infrastructural, and business environment variations. The objective of this work in progress study is to explore the inhibitors of DT of SMMEs in the South African retail sector. Drawing from the Limit-to-success systems archetype and the Adaptive Structuration theories, this study identifies inhibitors to DT by investigating the sociotechnical and sociological dynamics that impede DT in the retail sector in South Africa. Employing mixed methods, it gathered quantitative and qualitative data through a case study strategy. It is envisaged that the study will contribute to a nuanced understanding of the impediments to DT in developing countries. The findings are expected to be of relevance to policymakers, practitioners, and researchers seeking to enhance the efficacy of DT strategies within the retail sector.

Keywords: digital transformation, retail enterprises, small medium micro enterprises, enablers