

A Strategic Digital Implementation Model to foster Sustainable Entrepreneurial Growth in the Retail Sector of Emerging Economies

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Abstract

The rapid evolution of digital technologies offers significant opportunities for retail businesses in emerging economies to attain sustainable growth, promote inclusive development and bolster entrepreneurial resilience. Despite these prospects, barriers such as the digital divide, infrastructural deficiencies, limited digital literacy and complex regulatory environments restrict retail businesses effective digital integration. This paper presents a comprehensive strategic framework designed to catalyse sustainable entrepreneurial revival within the retail sector of emerging markets. Grounded in established theoretical paradigms, including the Technology Acceptance Model (TAM), Digital Divide Theory and the Sustainable Development Goals (SDGs), the framework is developed through a mixed methods approach combining quantitative survey of 100 stakeholders and 19 who were interviewed. This makes a total of 109 stakeholders quantified through utilising Yamane statistical Formulae. The Developed model emphasizes multi stakeholder engagement, infrastructure enhancement, capacity building and policy facilitation. Its core components encompass digital readiness assessment, targeted capacity development, infrastructure investment, inclusive policy formulation, strategic stakeholder collaboration and innovative financing mechanisms. This framework offers actionable insights for policymakers, development practioners and support organisations committed to leveraging digital transformation for inclusive and sustainable growth in the retail landscape of emerging economies. Future research avenue includes exploring the integration of emerging technologies such as artificial intelligence (AI), blockchain, and internet of Things (IoT) and their implications for resilience and social inclusion in resource -constrained settings.

Keywords

Digital Transformation, Sustainable Entrepreneurship, Emerging Economies, Digital Inclusion, Stakeholder Collaboration, Policy Development, Retail Sector, Entrepreneurial Resilience