

Retail's New Era: Strategy and Competitive Advantage Through Digital Transformation—The Walmart Case

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Abstract

Digital technologies are essentially transforming the way organizations operate, compete and deliver value, with tools such as artificial intelligence, cloud computing and big data analytics which enable firms to increase efficiency, improve decision-making and respond more effectively to market change. In this regard, a clear distinction must be drawn between digitalization and digital transformation. While digitalization focuses on improving existing processes through automation, digital transformation fundamentally involves comprehensive systemic changes to business models, workflows, and organizational structures, requiring alignment across strategy, technology and organizational culture. This paper examines how digital transformation contributes to workflow optimization and competitive advantage, using Walmart as a case study to illustrate how large organizations implement and benefit effectively from digital strategies. One of the world's largest retailers, Walmart serves as a key case for this study because it shows how big organizations can use digital technologies to improve workflows, enhance decision-making and maintain a competitive advantage.

Keywords: digital transformation, competitive advantage, retail transformation, retail strategy, technology adoption

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