

# **IMPACT OF DIGITAL TECHNOLOGIES ON INNOVATION IN RETAIL BUSINESS**

**By**

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No.	Date	Place of meeting	Topic of discussion	Signature of student
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**APPROVAL FOR EXAMINATION**

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## ABSTRACT

**Aim of study:** The aim of this study is to identify the impact of digital technology on innovation in retail industry and for this purpose four variables have been selected these are information sharing, job engagement, professional support and personal connections.

**Methodology:** The nature of the study is deductive that means hypothesis were made on the basis of previous research and hypothesis. This research is based on and extracted from previous researches. This research is explanatory in nature that means cause and effect relationship was analyzed and maintained between dependent and independent variables. In this research independent variables are information sharing, job engagement, professional support and personal connections and dependent variable is digital technologies. This research is pure quantitative and cross-sectional in nature

**Findings:** The data was collected from the concerned employees in retail stores with the help of five point likert scale questionnaire.

Analysis was conducted with the help of SPSS software and Pearson correlation was carried out. Hypothesis testing results show that the entire hypotheses were accepted. This acceptance of results show that there is a significant impact of digital technologies on innovation in retail business.

Main Findings are;

Information sharing should be smooth and timely with the help of IT for successful retail business.

Job engagement will be enhanced with the use of IT so; IT should be encouraged in different business processes.

With the help of digitalize media personal connections has enhances it should be enhanced for better prospects.

Professional support has increased with the help of digitalize media so that should be the part of different business process.

**Significance of study:** The study has identified the importance of digital information along with identification of worst sides of manual systems. This study has highlighted that by adopting digitize system in business processes lead time will drop and efficiency of work will also increase. With the help of digitized business process information sharing, persona connection, job engagement and social connections increases,

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