

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

Welcome to IIMK



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Working Paper

**IIMK/WPS/594/MM/2024/03**

March 2024

**An Enabler of Change to an Agent of Change:  
Evolution of Technology in Retailing**

Nivedita Bhanja <sup>1</sup>

©

**All rights belong to their respective author.**

**Please contact the corresponding author, if you would like to access the full paper.**

<sup>1</sup>Assistant Professor, Marketing Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - [nivedita@iimk.ac.in](mailto:nivedita@iimk.ac.in), Phone Number - 0495-2809660

## **An Enabler of Change to an Agent of Change: Evolution of Technology in Retailing**

### **Abstract:**

The primary role of technology has been that of an enabler of the desired changes for businesses. However, the role of technology in retailing is shifting. Instead of being an enabler only, technology is becoming an agent of change. The advent of the internet has compelled businesses to completely change the way they do business. New business models and new markets have emerged, and also altered the form and size of existing markets. Given the rapid technological transformation, the current piece attempts a review of the literature on technology in retailing in the past two decades. Firstly, the broad findings of the review are thematized using Dunne *et al.*'s (2002) framework on the role of technology in retail. In the subsequent stage, alternative themes are proposed. The changing technological landscape is provided as a rationale for the shift in perspective. Finally, implications for the future are discussed.



भारतीय प्रबंध संस्थान कोषिककोड  
Indian Institute Management Kozhikode  
*Globalizing Indian Thought*

Research Office  
Indian Institute of Management Kozhikode  
IIMK Campus P. O.,  
Kozhikode, Kerala, India,  
PIN - 673 570  
Phone: +91-495-2809237/ 238  
Email: [research@iimk.ac.in](mailto:research@iimk.ac.in)  
Web: <https://iimk.ac.in/publications>

