**Unveiling Digital Transformation in Agriculture: An Analytical Review of Strategic Shifts and Market Dynamics**

**Abstract**

The agriculture industry is changing due in large part to digital transformation, which allows companies to increase productivity, responsiveness, and value generation. Agribusinesses are rethinking operating models and competitive strategies by integrating digital technologies like blockchain, cloud-based platforms, artificial intelligence (AI), and the Internet of Things (IoT). This study analyses how digital technologies are impacting strategic corporate decision-making and changing agricultural market dynamics by combining findings from thirteen peer-reviewed research. The results point to important areas that have improved transparency, productivity, and connectedness across the agri-food industry, including precision agriculture, smart farming technologies, and platform-based value chains. The assessment also looks at how new business models are emerging and how they affect supply chain management, customer behaviour, and market participation. Notwithstanding encouraging developments, issues with infrastructure, policy support, capacity building, and the digital divide still exist, particularly for small and medium-sized businesses. In order to improve digital inclusion and the sustainable incorporation of digital technology in agricultural business frameworks, the paper's conclusion identifies research needs and suggests future directions.

**Keywords:** Agribusiness, Digital Transformation, Precision Agriculture, Smart Farming, Supply Chain Management, Digital Inclusion

1. **Introduction**

Rapid digitization is causing a paradigm change in the worldwide agriculture scene. Agriculture, which has historically relied on manual labor and input-intensive procedures, is increasingly adopting technology that facilitates data-driven practices, real-time decision-making, and resource allocation that is maximized. Restructuring supply chains, changing business strategies, and creating new market mechanisms are just a few of the far-reaching effects of this digital revolution on agribusinesses (Fitzgerald et al., 2014; Benitez et al., 2018). Digital agriculture, often known as smart farming, e-agriculture, or agri-tech, is the use of digital technology to improve a range of agricultural processes, from logistics after harvest to pre-production planning. In addition to improving operational efficiency, the integration of sensors, remote sensing, big data analytics, artificial intelligence, mobile platforms, and blockchain technology is changing how agricultural companies engage with institutions, markets, and customers (Bronson, 2018; Birner et al., 2021). In order to comprehend how digital transformation is influencing corporate strategy and market dynamics in the agriculture industry, this study attempts to provide a thorough synthesis of contemporary scholarly work. It tackles the following key topics and is based on thirteen peer-reviewed studies from various technical and geographical contexts:

* How are strategic business choices in agriculture being impacted by digital transformation?
* What are the main technology factors influencing agriculture industry shifts, and what possibilities and obstacles exist for long-term digital adoption?

By bridging the gap between technology innovation and agribusiness strategy, the review adds to the present conversation and provides insights for scholars, practitioners, and politicians that are dedicated to furthering agricultural digitalization (Day & Schoemaker, 2016).

1. **Methodology**

This review analyzed and interpreted academic literature on digital change in agriculture using a qualitative and theme synthesis method. Thirteen peer-reviewed research publications in all, published between 2014 and 2024, were chosen for their emphasis on digital technologies, agricultural strategies, and market dynamics, as well as their scientific rigor and relevance. According to Assarroudi et al. (2018), the studies cover a variety of geographic locations, methodological approaches (qualitative, mixed-method, and quantitative), and technology implementations. To find similarities between the studies, a theme analysis was used. Themes were arranged according to key aspects such stakeholder reactions, market restructuring, business model innovation, and technology integration. Every manuscript was thoroughly examined to find recurrent themes, difficulties, and new developments. To prevent duplication and preserve citation uniformity, reference management software was used. Instead of producing a meta-analysis, the synthesis sought to provide a comprehensive understanding, which was consistent with the review's exploratory and integrative goals.

**3. Agriculture's Digital Transformation:**

The term "digital transformation" describes how digital technology are systematically incorporated into farming methods, decision-making procedures, and market interaction. By integrating intelligence, connection, and automation throughout the agricultural value chain, digital transformation goes beyond physical infrastructure, in contrast to classical mechanization or Green Revolution technology, which mainly improved production capacity (Lucas et al., 2013).

 **3.1 Conceptual Underpinnings:** The use of technologies like blockchain, cloud computing, mobile apps, artificial intelligence (AI), the Internet of Things (IoT), and geospatial analytics in farm-level and agribusiness operations is what is meant by digital agriculture. It signifies a change from analog to intelligent, networked systems that facilitate accuracy, forecasting, and customization. These instruments make it possible to monitor crop health, soil moisture, insect dynamics, and weather variations in real time, which lowers uncertainty and improves the accuracy of decisions made at the farm level. Additionally, they assist with off-farm operations including marketing, finance, logistics, and supply chain management.

 **3.2 Evolution and Global Context:** Digital agriculture has evolved over the last ten years from a specialized invention to a key area of choice for agribusinesses. Large farms that can afford to invest in cutting-edge equipment and analytics have been the driving force behind this transformation in high-income nations. On the other hand, mobile penetration, government e-extension services, and donor-supported platforms often serve as catalysts for digital adoption in poor nations (Duncombe, 2016; Ayim et al., 2022). The emergence of digital agriculture is consistent with more general economic shifts that are marked by service-oriented value chains, platform-based business models, and data monetization (Nambisan, 2017).

 **3.3 strategy Relevance:** Digital transformation is a strategy realignment as well as a technology advancement. According to Porter and Heppelmann (2014), it helps businesses to switch from product-centric to customer-centric models, implement responsive supply chains, and use predictive marketing. Digital technologies are being used by agribusinesses to gather real-time market knowledge, save operating costs, and distinguish their goods. In order to maintain competitiveness, improve resilience against market and climatic shocks, and promote innovation ecosystems in agriculture, digital transformation has become essential (Hanelt et al., 2021).

 **4. Tools and Technological Advancements in Digital Agriculture**

A technological renaissance has occurred in the agricultural industry, marked by the incorporation of digital advances that have revolutionized the production, processing, marketing, and consumption of food. According to Anastasiadis et al. (2018), these technologies are revolutionizing the agri-food value chain, improving efficiency, lowering environmental footprints, and facilitating data-driven decision-making.

 **4.1 Internet of Things (IoT) and Smart Sensors:** By enabling real-time farm condition monitoring, the IoT serves as the foundation for contemporary digital agriculture. Data on soil moisture, temperature, pH levels, insect activity, and crop health are gathered via sensors installed in fields, machinery, and storage facilities. Wireless networks are used to send this data to centralized platforms for analysis and decision-making. Farmers may administer pesticides, fertilizers, and water with spatial and temporal accuracy using IoT-enabled precision farming systems, which maximizes input use and reduces losses (Gerguri-Rashiti et al., 2017).

 **4.2 Artificial Intelligence (AI) and Machine Learning (ML):** By automating tasks, recognizing patterns, and using predictive analytics, AI and ML algorithms are transforming agricultural intelligence. In order to predict yields, identify crop illnesses, identify abnormalities in plant development, and optimize resource allocation, these technologies can evaluate large, complicated datasets. AI is used by platforms such as Plantix and KrishiKart India to recognize crop problems from smartphone photos and provide suggestions for tailored treatment. Similar to this, drone imagery and monitoring enabled by AI may identify early indicators of biotic or abiotic stress, allowing for preventative measures (Pavlou & El Sawy, 2011).

 **4.3 Geographic Information Systems (GIS) and Remote Sensing:** Agricultural landscapes may be spatially analyzed via the use of remote sensing technologies in conjunction with GIS platforms. Monitoring land-use changes, mapping fertility gradients, and evaluating vegetation indicators (such as the NDVI) are all done via satellite and drone photography. Disaster preparation, irrigation timing, and land planning are all influenced by these ideas. By combining GIS with AI, a potent toolset for climate-smart agriculture is created, allowing meteorological data to be correlated with crop and soil conditions to reduce risks (Nieuwenhuis et al., 2018).

 **4.4 Distributed Ledger Technologies and Block Chain:** Block chain is becoming a revolutionary force in guaranteeing traceability, transparency, and confidence in the agri-food industry. It makes it possible to record supply chain movements, certifications, and transactions in a safe and unchangeable manner. Use scenarios include digital identity verification for smallholder farmers, smart contracts for input supply and payment, and block chain-enabled food traceability (e.g., IBM Food Trust) (Birner et al., 2021). Block chains encourage market participation and the guarantee of food safety by lowering transaction costs and information asymmetry (Stilgoe et al., 2013).

 **4.5 Mobile Applications and E-Agriculture Platforms:** Access to agricultural information and services has become more accessible thanks to mobile technology, especially in areas with limited resources. Agronomic advice, market pricing, real-time weather predictions, and financial instruments like insurance and credit score are all available via apps. Digital transactions, price discovery, and market connections are made easier by e-agriculture platforms like Esoko (Africa) and e-NAM (India's electronic National Agriculture Market) (Duncombe, 2016). By facilitating direct access to customers and lowering dependency on intermediaries, these instruments provide farmers more influence.

 **4.6 Cloud Computing and Big Data Analytics:** Large datasets produced by supply chains, marketplaces, and farms may be centrally stored, shared, and analyzed thanks to cloud-based systems. These data lakes help agricultural companies with strategic planning, benchmarking, and predictive modeling. Operational intelligence is improved by big data analytics, which enables businesses to manage inventories, estimate demand, segment their clientele, and create focused marketing campaigns. Business agility is further improved by integration with CRM platforms and ERP systems (Foroudi et al., 2017).

 **5. Changes in Agribusiness Business Strategies**

The design, implementation, and adaptation of business strategies by agricultural firms have been profoundly impacted by digital transformation. New business models, redesigned value propositions, and a change in emphasis from product-centric to customer- and data-centric operations have all resulted from the incorporation of digital technology (Ellonen et al., 2011).

 **5.1 Shift from Conventional to Digital Business Models:** In the past, agribusinesses used input-output, linear models that had static supply chains and no contact with customers. This paradigm has been upended by digital transformation, which has led to platform-based, feedback-driven models that allow for more creativity and reactivity. The following are important business models that are developing in the digital agriculture economy:

* Freemium Model: Farmers may use basic digital advising services for free, but premium capabilities (including data analytics and precision tools) need a membership.
* Ecosystem Model: Integrated platforms that provide packaged services under one digital roof, such as funding, inputs, market access, and logistics (DeHaat in India, for example).
* Ad-Supported Model: Online portals and mobile applications provide free services that are funded by ad sales.
* Subscription-Based Services: Businesses charge a monthly or annual subscription for data dashboards, remote diagnostics, and farm management platforms.
* Hidden-Revenue Model: According to Nambisan (2017), value is produced by combining user data and providing insights or services to other parties, like financial institutions and providers of agricultural inputs.

 **5.2 Value Co-Creation and Customer-Centricity:** Digital agriculture encourages the co-creation of value via real-time interactions between farmers, agribusinesses, and consumers via digital platforms. In order to enhance service offerings, match production to customer preferences, and guarantee traceability, agribusiness companies increasingly actively gather and use user input. For example, companies may now advertise transparency as a competitive advantage by allowing supply chain participants to track food from "farm to fork" via digital QR codes or blockchain records. Additionally, organic, fair-trade, and sustainably produced items now have access to niche markets thanks to the move from mass manufacturing to value-driven differentiation (Birner et al., 2021).

 **5.3 Agile Strategy Formulation and Risk Management:** Agribusinesses may function more strategically thanks to digital instruments. Businesses may make dynamic adjustments to their marketing, procurement, and logistics plans by using real-time data and predictive analytics. Planning models may integrate weather predictions, pest outbreaks, and market price variations to lessen their susceptibility to shocks. Digital platforms also make diversification plans easier. Companies that started out as input suppliers, for instance, have expanded their income streams and market reach by becoming data service providers, logistics coordinators, and financial intermediaries (Warner & Wäger, 2019).

 **5.4 Market Intelligence and Data-Driven Decision-Making:** Strategic planning has changed as a result of the accessibility of big data and analytics. Businesses today use behavioral data, regional demand variances, and customer trends to customize their product offers. Agri-enterprises are increasingly using dynamic pricing techniques, tailored finance solutions, and precision targeting in marketing. Furthermore, businesses may discover high-potential client groups, evaluate credit risk, and provide customized services via consumer segmentation and predictive behavioral analysis. These tools are especially useful in the fields of lending, insurance, and input provisioning (Day & Schoemaker, 2016; Foroudi et al., 2017).

 **5.5 Strategic Alliances and Ecosystem Thinking:** Agribusinesses are now more inclined to develop cross-sectoral strategic alliances as a result of digital transformation. In order to scale operations and improve service portfolios, partnerships with fintechs, logistics companies, academic institutions, and digital startups have become essential. Agribusiness companies may outsource non-core tasks while concentrating on data integration and value delivery thanks to this ecosystem mindset. Additionally, partnerships encourage resource sharing and innovation, especially in areas with dispersed farmer populations or inadequate infrastructure (Hernández-Linares et al., 2018).

 **6. Value Chain Shifts and Market Dynamics**

Agribusinesses' internal strategy have been impacted by digital transformation, but the external market environment in which they compete has also undergone major restructuring. Agricultural value chains have been reorganized, market transparency has grown, and formerly excluded players like smallholder farmers now have direct access to markets thanks to the integration of digital technology (Birner et al., 2021).

 **6.1 Disintermediation and Shorter Supply Chains:** The disintermediation of conventional market systems has been one of the most revolutionary effects of digital agriculture. Historically, the agricultural value chain was controlled by a number of middlemen, including wholesalers, commission agents, and aggregators, which often decreased farmers' price realization. Digital platforms like MFarm (Africa) and e-NAM (India) have made it possible for farmers to interact with buyers directly, obtain real-time market pricing, and negotiate better rates. Producer-to-consumer transactions are made easier by e-commerce platforms, which eliminate intermediaries and increase transparency (Duncombe, 2016).

 **6.2 Improved Price Discovery and Market Transparency:** A larger audience can access market data such commodity pricing, demand projections, and buyer needs thanks to digital platforms. Particularly in rural and isolated locations, where farmers have historically depended on verbal or delayed price updates, this lessens information asymmetry. Mobile-based market information systems greatly enhanced farmers' price realization and decreased geographical price dispersion, according to studies from Niger and India (Ayim et al., 2022). By preventing monopolistic activities and encouraging resource allocation that is efficient, transparency also improves competition.

 **6.3 Integration of Cold Chain and Logistics Solutions:** Infrastructure and logistics accessibility are becoming more and more connected to market access. In order to improve food safety and decrease post-harvest losses, digital agricultural platforms increasingly include automated storage systems, cold chain monitoring, and last-mile logistics. The movement of perishable goods is being supported by cutting-edge technologies such sensor-based cold storage monitoring, blockchain-enabled logistics records, and GPS-enabled delivery routing (Daum et al., 2021). In addition to preserving quality, these actions provide small and medium-sized businesses more access to metropolitan and export markets.

 **6.4 Customization and Niche Market Expansion:** By monitoring customer preferences and behavioral patterns, digital transformation helps businesses to identify and serve niche and premium markets. Agri-enterprises may customize their offers according to taste, origin, sustainability credentials, and health qualities thanks to technologies like customer relationship management (CRM), social media analytics, and e-commerce reviews. As a result, farm-to-table supply chains, community-supported agriculture (CSA), and direct-to-consumer (D2C) models have become more common, particularly in urban food systems (Foroudi et al., 2017).

 **6.5 Financial Integration and Market Inclusion:** The incorporation of financial services onto digital platforms also affects market dynamics. E-wallets, digital credit rating systems, and mobile money are lowering liquidity obstacles and facilitating smooth transactions. These days, farmers may get loans, get payments promptly, and use digital channels to pay for services or supplies. Market inclusion is promoted by this kind of financial integration, particularly for smallholders who did not previously have official banking access (Agyekumhene et al., 2018). Further access to loans, insurance, and subsidies is made possible by the data trails generated by digital transactions, which also add to credit records.

 **6.6 International Market Connections and Export Facilitation:** Through certifications, traceability, and digital documentation, digitalization is connecting regional producers with international markets. These days, platforms provide blockchain-based documentation of product origin, handling, and safety requirements—all of which are often necessary for exporting to markets in North America, Europe, and East Asia. Agri-enterprises can position themselves in higher-value markets like organic, fair-trade, and climate-smart commodities by adhering to digital traceability and quality protocols (Stilgoe et al., 2013). This improves their standing in the market and creates new sources of income.

 **7. Obstacles and Difficulties in Digital Transformation**

Agribusinesses and rural economies stand to gain greatly from digital transformation, but there are a number of major obstacles to its uptake and scalability. These issues are complex, with behavioral, institutional, socioeconomic, and infrastructure components. Designing inclusive and sustainable digital ecosystems in agriculture requires an understanding of these obstacles (Ayim et al., 2022).

 **7.1 Digital Divide and Unequal Access:** The difference in access to digital tools and internet connectivity, known as the "digital divide," continues to be a significant barrier, especially in rural and low-income areas. Many farmers are unable to use digital platforms efficiently because they do not have access to smartphones, fast internet, or consistent electricity. Furthermore, smallholder and marginal farmers may find the expense of purchasing and maintaining digital devices, as well as platform or service subscription fees, to be unaffordable (Birner et al., 2021). Existing socioeconomic inequalities run the risk of being exacerbated by this technological inequality.

 **7.2 Low Digital Literacy and Capacity Constraints:** Farmers' inability to effectively use advanced digital tools is hampered by their low digital literacy, especially among older and less educated populations. Without technical support, many users find it difficult to use mobile applications, navigate interfaces, and understand data visualizations. Adoption is further limited by the absence of qualified extension staff to close this knowledge gap. Digital literacy outcomes are fragmented and inconsistent as a result of capacity-building initiatives that are frequently underfunded or poorly targeted (Gioia et al., 2012).

 **7.3 Gender Inequities and Social Barriers:** Digital exclusion based on gender is a recurring problem. Compared to men, women in many areas have much less access to formal training opportunities, internet services, and cell phones. This disparity is reinforced by cultural norms, time poverty, and limited control over financial resources. Without deliberate gender-sensitive design and implementation, digital agriculture initiatives may unintentionally reinforce these inequalities (Ayim et al., 2022). Moreover, most digital content and interfaces are not tailored to the specific needs or language preferences of women farmers.

 **7.4 Inadequate Infrastructure and Policy Gaps:** Robust digital infrastructure—broadband networks, reliable power supply, data centers—is a prerequisite for effective digital transformation. However, many developing economies suffer from underdeveloped infrastructure, particularly in rural and mountainous regions. Policy frameworks often lag behind technological innovations. Regulatory uncertainties around data privacy, digital payments, blockchain, and smart contracts create barriers to experimentation and scalability. In addition, fragmented institutional coordination leads to duplication of efforts and inefficient resource allocation (Benitez et al., 2018).

 **7.5 Data Governance and Trust Issues:** Digital agriculture relies heavily on data collection, storage, and sharing. However, concerns around data privacy, ownership, and misuse can erode trust among farmers. In many cases, farmers are unaware of how their data is being used, who has access to it, and whether it benefits them. Large agribusinesses and technology providers may gain disproportionate control over data flows, creating asymmetries of power and bargaining capacity. Ensuring fair and transparent data governance is essential to building inclusive digital ecosystems (Stilgoe et al., 2013).

 **7.6 Resistance to Change and Cultural Factors:** Adoption of digital tools often requires a shift in mindset, operational routines, and risk tolerance. Resistance to change—due to fear of failure, lack of perceived value, or entrenched traditional practices—is a common barrier. Farmers may be skeptical of new tools unless they see proven benefits among their peers. Social learning and trust in information sources play a key role in shaping technology adoption decisions. Without localized demonstration and user-centered design, digital interventions may remain underutilized (Hanelt et al., 2021).

 **8. Policy and Institutional Support for Digital Agriculture**

The successful integration and scalability of digital transformation in agriculture depend heavily on enabling policy environments and strong institutional frameworks. Governments and development institutions play a pivotal role in fostering innovation ecosystems, reducing access barriers, and ensuring equitable digital inclusion (Birner et al., 2021).

 **8.1 Government-Led Digital Initiatives:** Many countries have launched national-level programs to accelerate digital agriculture. For instance, India’s Digital India initiative, complemented by eNAM (electronic National Agricultural Market), seeks to create a unified online platform for agricultural trade, promoting transparency, competitive pricing, and market access. Similarly, Nigeria’s e-wallet fertilizer subsidy program demonstrated how mobile phones and biometric verification can be leveraged to reduce transaction costs and improve subsidy delivery to smallholders (Ayim et al., 2022). Governments are also supporting open-access agri-data platforms and innovation through real-time dissemination of weather, soil health, and market data.

 **8.2 Role of Agricultural Extension Services:** Traditional extension systems are being restructured to incorporate digital tools and methodologies. E-extension platforms now deliver multimedia content, interactive advisory services, and real-time problem diagnosis via mobile phones and apps. Digital Green, for example, uses community-produced videos in local languages to disseminate agricultural practices. Such initiatives expand scalability and personalization but require upskilling extension personnel and ensuring content is localized, relevant, and culturally appropriate (Duncombe, 2016).

 **8.3 Public-Private Partnerships (PPPs):** Public-private partnerships have emerged as an effective mechanism to promote digital agriculture. Governments often lack the agility or technological expertise needed to deploy digital tools at scale. Collaborations with agri-tech start-ups, NGOs, telecom companies, and financial institutions help bridge this gap. For instance, partnerships with mobile network operators have expanded mobile-based extension and digital financial services across Sub-Saharan Africa (Agyekumhene et al., 2018). Effective PPPs align commercial incentives with public welfare and promote inclusive business models.

 **8.4 Institutional Innovations and Financial Support:** International agencies such as the World Bank, FAO, and IFAD are increasingly supporting digital agriculture through grants, loans, and technical assistance. These funds often target innovation hubs, agri-entrepreneur incubators, and digital solution providers working on AI, blockchain, and remote sensing technologies. In addition, some governments offer subsidies, tax breaks, or credit incentives to farmers and agribusinesses adopting digital tools (Foroudi et al., 2017).

 **8.5 Regulatory Frameworks and Data Policy:** The growth of digital agriculture is closely tied to the development of robust regulatory frameworks. Issues around data privacy, cyber security, and digital transactions need clear legislation and enforcement. Farmers must have control over their data, understand its use, and receive a share of the value generated from data-driven services. At the same time, enabling regulations around digital payments, e-commerce, and mobile money are essential to facilitate seamless integration of services (Stilgoe et al., 2013).

 **9. Future Directions and Research Gaps**

As digital transformation continues to shape the landscape of modern agriculture, it is imperative to critically examine the emerging frontiers and unresolved challenges that warrant further exploration. Despite the significant progress made, several gaps remain in both practice and scholarship that need to be addressed to unlock the full potential of digital agriculture in enhancing business strategies and market systems.

 **9.1 Inclusion and Equity in Digital Agriculture:** While digital tools offer vast opportunities, their benefits have not been equitably distributed. Marginalized groups—including women, smallholder farmers, and indigenous communities—remain underrepresented in digital adoption metrics. Future research should explore inclusive design principles, gender-sensitive content delivery, and socially embedded digital extension models. Further studies are needed on how digital platforms can be co-created with communities to ensure contextual relevance, trust-building, and long-term engagement (Ayim et al., 2022).

 **9.2 Sustainability and Environmental Impact:** Most research and commercial applications of digital agriculture have focused on productivity and profitability. However, the environmental implications of digital tools—such as their role in promoting regenerative agriculture, reducing greenhouse gas emissions, and improving biodiversity—remain underexplored. There is a need to evaluate the sustainability footprint of digital innovations, considering energy consumption, e-waste, and techno-dependence, particularly in resource-constrained settings (Anastasiadis et al., 2018).

 **9.3 Interoperability and Data Integration:** The proliferation of diverse digital platforms has led to data silos and fragmented systems. Lack of compatibility across devices, platforms, and organizations limits holistic data integration and system-wide intelligence. Future research should concentrate on standards for open-source design, data sharing protocols, and platform interoperability that promote seamless coordination among stakeholders—farmers, agribusinesses, financial institutions, and government agencies (Pavlou & El Sawy, 2011).

 **9.4 Ethical, Legal, and Governance Frameworks:** The high rate of technology deployment has overtaken the establishment of acceptable ethical and legal frameworks. Issues linked to data ownership, informed consent, algorithmic bias, and digital surveillance deserve immediate attention. Cross-disciplinary research that incorporate legal, ethical, and socio-political components of digital agriculture are crucial. Establishing farmer-centric data governance frameworks and responsible innovation protocols will be key to establishing inclusive digital ecosystems (Stilgoe et al., 2013).

 **9.5 Digital Readiness and Institutional ability:** Adoption of digital technologies is intimately connected to institutional readiness, although many public and commercial actors lack the ability to successfully install and operate digital systems. Future study should examine corporate digital maturity, change management procedures, and institutional innovation preparedness. Strategies to incorporate digital skills in agriculture education and extension curricula also need comprehensive examination (Hanelt et al., 2021).

 **9.6 Longitudinal effect Assessment:** Most present studies depend on cross-sectional data, delivering only glimpses of digital effect. There is a shortage of longitudinal research that analyzes the growth of digital adoption and its cumulative consequences on income, productivity, resilience, and well-being. Building long-term datasets and assessment frameworks will enable for evidence-based policymaking and adaptive learning in digital agricultural projects (Lucas et al., 2013).

**10. Result**

 After merging thirteen peer-reviewed research on how farming is changing as a consequence of digital transformation, the following significant findings were drawn:

**10.1 Modifications to Agribusiness Approach**

 Adoption of digital technology has forced agribusinesses to drastically change their strategy. Businesses are shifting from input-and-output-based linear business models to more adaptable, data-driven, and customer-focused tactics. This strategic change is reflected in the widespread use of real-time decision support systems, precision farming platforms, and prediction tools in both established and developing agricultural economies (Birner et al., 2021; Warner & Wäger, 2019).

**10.2 Technology-Enabled Efficiency Gains**

Cloud computing platforms, IoT sensors, and AI algorithms have all been integrated to increase farming's output and input efficiency. IoT-based field data helped cut fertilizer and water use by 20% to 30%. Moreover, machine learning techniques improved the precision of yield predictions and enabled the early identification of biotic stress (Gerguri-Rashiti et al., 2017; Pavlou & El Sawy, 2011).

**10.3 Increased Openness and Access to the Market**

Farmers may now more easily contact with buyers directly and get real-time market prices thanks to digital platforms like MFarm (Africa) and e-NAM (India). By removing the need for intermediaries, these systems have improved pricing for smallholder farmers and facilitated product tracking across the supply chain (Duncombe, 2016; Ayim et al., 2022).

**10.4 The Evolution of Platform-Based Business Models**

Subscription-based, ad-supported, freemium, and ecosystem-integrated platforms are among the business model types that are evolving, according to the report. These models provide a wide range of services, such as capital, consultation, market linkages, input distribution, and logistics. Digital solutions are being used more and more by agribusinesses to enhance their own operations and collaborate with suppliers and consumers to generate value (Nambisan, 2017; Foroudi et al., 2017).

**10.5 Differences by Gender and Socioeconomic Status**

Even while digital tools are readily available, not everyone is able to utilize them. Metrics measuring digital adoption do not adequately reflect women, smallholder farmers, and members of underprivileged groups. Some of the issues include a lack of telephones, a lack of technology skills, financial constraints, and language obstacles (Ayim et al., 2022).

**10.6Functions of Institutions and Policy**

Examples of government initiatives that have shown how to expand include Digital India, e-wallet fertilizer subsidies (Nigeria), and FAO-backed digital extension projects. However, issues with infrastructure, clear legislation, and inter-institutional coordination persist. The adoption of inclusive, collaborative digital frameworks is sluggish in many public systems (Benitez et al., 2018; Stilgoe et al., 2013).

**11. Discussion**

The findings demonstrate that farming's digital transformation calls for changes to how companies operate, generate value, and engage with stakeholders in addition to new technologies.

**11.1 The Strategic Catalyst for Digitalization**

 Agriculture has changed drastically when choices are now focused on previous performance rather than possible future advancements. Companies can react swiftly to market signals, control input changes, and lower climate change risks thanks to digital technology. Digital customers have a competitive advantage because of this flexibility. Nevertheless, the leaders' perspective for the future and the organization's degree of digital maturity determine the strategic advantage of turning digital (Porter and Heppelmann, 2014; Hanelt et al., 2021).

**11.2 Restructuring the Value Chain and Technology**

Traditional agricultural value chains have transformed as a result of the integration of block chain, IoT, and AI; this has allowed for end-to-end traceability and reduced the need for intermediaries. Information asymmetry is reduced and transparency is increased because of platforms and mobile apps that make data accessible to everybody. But there are still issues with protecting data from noise, preventing vendor lock-in, and ensuring system compatibility (Stilgoe et al., 2013).

**11.3 Inclusion: A Vital Fairness Concern**

 Although digital technologies have the potential to improve things, if they are not used with inclusive frameworks, they might exacerbate inequality. Low-income farmers and women find it more difficult to engage in digital ecosystems due to the digital divide. Gender-responsive design, regional content distribution, and capacity-building initiatives are crucial remedies to ensure equitable participation for everyone (Ayim et al., 2022).

**11.4 Market involvement and novel business strategies**

Data is emerging as a new source of value in the agricultural sector, which is evolving into a service-based business with the aid of digital platforms. Profiting from user data raises ethical and governance concerns, particularly when farmers aren't informed of or compensated for their labor. Clearly defined guidelines for data sharing and governance models that prioritize farmers are necessary to maintain confidence and guarantee that everyone receives an equitable portion of the value (Lucas et al., 2013).

**11.5 Integration of Institutional Readiness with Policy**

 An essential component of expanding digital agriculture is policy. Although some nations have made their settings friendlier, many are still trailing behind in updating their laws to match the new digital reality. Lack of coordination across ministries, regulatory fragmentation, and institutional inertia all hinder progress. Stakeholder involvement, agency cooperation, and adaptable policy instruments are necessary for digital transformation (Benitez et al., 2018).

**11.6 Over-reliance and Ecosystem Weakness**

We are more susceptible to issues such as algorithmic biases, data breaches, cybersecurity risks, and system breakdowns when we utilize digital technology. To be profitable, agribusinesses need to combine modern technology with traditional methods of operation. Developing backup solutions, giving users control over their data, and promoting open-source alternatives might make the situation less precarious (Hernández-Linares et al., 2018).

 **12. Conclusion**

Digital revolution in agriculture represents a paradigm change that transcends technology advancement—it reshapes the basic architecture of agribusiness operations and the dynamics of agricultural markets. As demonstrated across the reviewed literature, the integration of digital tools such as IoT, AI, blockchain, mobile platforms, and data analytics has significantly enhanced efficiency, transparency, and responsiveness throughout the agri-food value chain (Anastasiadis et al., 2018; Birner et al., 2021). From the restructuring of old business models to the democratization of market access, digital advances are allowing new forms of value generation and participation. Customer-centric, data-driven tactics that use real-time knowledge to optimize inputs, lower transaction costs, and adjust to quickly shifting market circumstances are becoming more and more popular among agribusinesses. Furthermore, farmers now have direct access to markets, financial services, and digital extension tools thanks to the development of platform-based ecosystems. These changes are especially important in areas where agricultural growth has traditionally been hampered by institutional inefficiencies and infrastructure deficiencies (Ayim et al., 2022).

 The advantages of digital agriculture are still not equally spread, however. Vulnerable populations are nonetheless marginalized by structural constraints such poor digital literacy, gender inequity, and the digital divide. Furthermore, issues with institutional capacity, data privacy, and ethical technology usage present significant obstacles that call for inclusive, participatory, and well-regulated frameworks (Stilgoe et al., 2013). Coordinated efforts from governments, business sector entities, research institutions, and civil society are required to guarantee that digital agriculture realizes its promise in promoting resilient, inclusive, and sustainable food systems. The protection of digital rights, capacity building, and infrastructure development must be given top priority in policy. Research must simultaneously keep examining equitable considerations, long-term effects, and locally based solutions that represent the many realities of agricultural stakeholders.

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