

ABSTRACT

There has been an increase in the discussion of digital transformation in the real estate SMEs (small and medium enterprises) in Pakistan. The focus of the discussion revolves around the urban development sector. A considerable amount of research on the digitalization of the real estate market is conducted at the international level. However, there is a lack of research with respect to Pakistan. Lahore is regarded as the metropolis that served as a research study for analyzing the impact of technological factors, organizational factors, environmental factors, and IT adoption on the digital transformation of real estate SMEs. Respondents of the research include owners and the higher management of real estate SMEs. Semi-structured interviews are conducted and then two questionnaires are adopted on the basis of explored themes. The questionnaires have been filled out by 124 respondents which include urban developers. Data was analyzed using SmartPLS software. The results show that technological factors, organizational factors, and environmental factors have a positive impact on the digital transformation of real estate SMEs and IT adoption has a negative relation to digital transformation showing that the organizations have not yet adopted information technology, therefore, are not digitally transformed even though they agree to that adoption is needed.