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TRANSFORMING TRADITIONAL TEXTILE BUSINESS MODELS THROUGH DIGITALIZATION

ЦИФРОВАЯ ТРАНСФОРМАЦИЯ ТРАДИЦИОННЫХ МОДЕЛЕЙ ТЕКСТИЛЬНОГО БИЗНЕСА

A. ADEL[1], J. A. AL-JOMAILY[2], N. T. UULU[3], R. A. A. AL-DARGAZALY[4], S. T. ALFALAHI[5]

А. АДЕЛЬ[1], ДЖ. А. АЛЬ-ДЖОМАЙЛИ[2], Н. Т. УУЛУ[3], Р. А. А. АЛЬ-ДАРГАЗАЛИ[4], С. Т. АЛЬФАЛАХИ[5]

**([1]Al-Turath University, Baghdad, Iraq,
[2]Al-Mansour University College, Baghdad, Iraq,
[3]Osh State University, Osh, Kyrgyzstan,
[4]Al-Rafidain University College, Baghdad, Iraq,
[5]Madenat Alelem University College, Baghdad, Iraq)**

**([1]Университет Аль-Турат, Багдад, Ирак,
[2]Университетский колледж Аль-Мансура, Багдад, Ирак,
[3]Ошский государственный университет, Ош, Кыргызстан,
[4]Университетский колледж Аль-Рафидаин, Багдад, Ирак,
[5]Университетский колледж Маденат Алелем, Багдад, Ирак)**

Email: saad.t.yasin@mauc.edu.iq

In this study, the authors explore how industry 4.0 technologies, including Internet of Things (IoT), artificial intelligence (AI), blockchain, and predictive analytics can be integrated into the textile generation and management process. The impact of these technologies on production efficiency, operating cost structure, supply chain transparency, customer engagement, and organizational resilience was analyzed. The methodology adopted in this study is multi-staged, consisting of data preprocessing, technology deployment, statistical model construction, model validation, and scenario-based simulations. The results show tangible reductions of cycle times and 30% lowered operational costs, and increased traceability and regulatory compliance with blockchain infrastructure. Enhanced personalization, product transparency, and delivery speed resulted in a rise in customer satisfaction. Simulations of scenarios of demand surges and operational disruptions found that digital systems achieved higher levels of output and lower downtime than traditional operations. As the existing evidence suggests that responsive market conditions are the emerging driving factor for this adaptation of production intelligence, digital transformation demonstrates a reorganization of business tactics within the textile industry.

В данной статье авторы исследовали, как технологии промышленности 4.0, такие как Интернет вещей (IoT), искусственный интеллект (AI), блокчейн и прогнозная аналитика, могут быть интегрированы в процессы управления текстильным бизнесом. Проанализировано, как эти технологии влияют на эффективность производства, структуру эксплуатационных расходов, прозрачность цепочек поставок, взаимодействие с клиентами и организационную устойчивость. Методология, принятая в этом исследовании, является многоэтапной и состоит из предварительной обработки данных, развертывания технологий, построения и проверки статистической модели и моделирования на основе сценариев. Результаты показывают сокращение времени цикла и снижение эксплуатационных расходов на 30%, а

также повышение прослеживаемости и соответствия нормативным требованиям с помощью блокчейна. Улучшенная персонализация, прозрачность цепочек производства продукта и скорость доставки привели к повышению удовлетворенности клиентов. Моделирование сценариев всплесков спроса и сбоев в работе показало, что цифровые системы более производительны, чем традиционные. Таким образом, цифровая трансформация тактики ведения бизнеса в текстильной промышленности демонстрирует положительный эффект.

Keywords: digital transformation; textile industry; Internet of Things (IoT); artificial intelligence (AI); blockchain; production efficiency; supply chain transparency; customer satisfaction.

Ключевые слова: цифровая трансформация; текстильная промышленность; Интернет вещей (IoT); искусственный интеллект (ИИ); блокчейн; эффективность производства; прозрачность цепочки поставок; удовлетворенность клиентов.

Introduction

The textile industry has traditionally been at the forefront of industrial revolutions, as it was one of the first sectors to adopt mechanization. But despite being critical for well over a century, the industry has been slow to adopt advanced digital solution at its own pace compared to more high-tech-driven industries. The digital toolbox that has become available in recent years through the maturity of technologies such as artificial intelligence (AI), the Internet of Things (IoT), and blockchain, brings unprecedented efficiency, transparency, and responsiveness to the market. Textile businesses, historically associated with human input and resource-intensive, time-consuming processes, are increasingly looking to digitalization to an attempt to offset these natural inefficiencies [1, 2].

This growing attention in academia and industry has been focused on how digital technologies are the new normal that textile business models are being embedded into. According to this literature, digitalization transformed from a peripheral strategy to core competitive strategy in textile field [3, 4]. Studies are emerging that show how new technologies are redefining the basic components of the textile supply chain from raw material sourcing until the delivery of finished goods [5].

A prime example used is addressing the quality of IoT, and its impact on facilitating supply chain transparency. IoT devices and sensors allow for real-time tracking of production lines, inventories, and shipments. It enables manufacturers to diagnose bottlenecks, streamline resource allocation, and ensure product quality. In addition, much has been written on AI's impact in predictive analytics and decision making. AI based models will allow textile companies to better predict demand, fine-tune production schedules and minimize waste. But tools adopted to enable these efficiencies in operations can also help create the agility required for rapidly evolving market trends [11].

Consumer demand shifts driving the need for digital adoption. Today’s consumers want maximum personalization, instant delivery, and promises of sustainability. Satisfying these demands through traditional means is becoming more difficult. Digital tools allow businesses to monitor consumer preferences in real time, analyze vast volumes of data to predict trends, and even manufacture products tailored to individual customers in response to demand. This shift will improve customer experience as well as promote the organizations with differentiation imperative in a saturated market, establishing deep-rooted brand loyalty and allowing greater mark-ups for the company [6].

Added to this, there is a pressing need for enhanced supply chain transparency, another key driver of digitalization. The textile supply chain a model that sources raw materials from one region, manufactures in another and has consumers across the globe has become more complicated than ever. That complexity was historically a recipe for inefficiency, high inventory costs and a lack of visibility into the environmental and social consequences of production. Importing IoT-enabled tracking devices, blockchain-based record-keeping, and AI-driven predictive analytics into their supply chain will provide companies with greater visibility into each stage of their supply chain. By providing greater level of transparency, this will make it easier to make better decisions, cut down on waste and track performance, enabling businesses to react more promptly to disruptions and align their operations with the ever more challenging regulatory environment [7, 12].

Digital transformation also facilitates improved production procedures. Traditional textile manufacturing methods have historically been energy intensive and wasteful, with variations in end-product quality. Digital technologies can help overcome these challenges by automating key production steps, allowing for real-time quality control, and enabling better resource allocation. AI algorithms, for example, can ensure machines are maintained before they break down, saving time and ensuring smooth operations. Therefore, Firms can reach higher output levels at a lower cost rate and enhance sustainability metrics, which is of utmost importance for consumers and policy makers [8].

Digitalization is not only limited to new business functions but new business models and revenue streams. The old paradigm is also crystal clear, textile companies mostly served as manufacturers, making money through bulk orders and long-term contracts. Digital transformation enables them to diversify what they offer, from direct-to-consumer sales and subscription-based services to digital marketplaces. Digital platforms provide companies with the ability to experiment with limited-edition collections, test new designs, and receive instantaneous feedback from customers [13]. This flexibility enables businesses to adapt to changes in market trends, shorten time-to-market for new products, and elevate overall profitability [9].

Adopting new technologies often requires a considerable financial cost, retraining of the workforce, and overcoming culture resistance to change. Certain firms may have difficulties reconciling their established domain knowledge with the specifics of digital anwers. And with technology evolving at a breakneck speed, figuring out which tools and strategies are going to have the most staying power can be quite a challenge too. However, these challenges should be perceived as no more than hurdles to jump, not as walls to climb. Those organizations that take a strategic approach to enterprise-wide digital transformation, working with open and globally scalable components and a culture of continuous in--novation will be the ones who emerge as leaders in the next era of textiles [10].

Digitalization is a game-changer for textile and apparel industry. It provides an opportunity not simply to increase efficiency and sustainability, but also to transform business models and forge closer ties with consumers. And as the industry moves forward, those companies that pursue digital transformation will probably be the ones who succeed in an environment where adaptability, innovation and transparency are not options, but requirements. Through this approach, we will discuss the aspects which are shaping new business models in textile industry, driving the transition from traditional manufacturing operations towards embracing digital technology.

The article aim is to explore how digitalization affects traditional textile business models significantly. All members of the textile industry are struggling with changing consumer behavior, global competition, and increasingly rigorous sustainability criteria. This analysis aims to chart them by bringing together an overview of emerging technologies, like the Internet of Things (IoT), Artificial Intelligence (AI), or blockchain and try to interlink them with antiquated business models to identify operational efficiency, supply chain visibility and speed to market.

Methodology

The methodology consists of five interlinked stages: Data Acquisition and Preprocessing, Digital Technology Deployment, Statistical Analysis, Model Validation, and Scenario-Based Evaluation.

Datasets were scraped from internal enterprise records, operational reports, customer experience surveys and third-party market intelligence. Some of the key data points included monthly production volumes, lead time, customer complaints, sales volumes (with churn) and a Market Demand index. These inputs were subjected to preprocessing to standardize across install to enable comparisons by other publications [14, 15].

Was applied the interquartile range (IQR) method to detect outliers and used mean imputation for missing values. Normalization was performed via z score standardization to stabilize variance and allow inter-metric comparability:

$$Z_i = \frac{X_i - \mu}{\sigma} \quad , \tag{1}$$

where Z_i is the normalized score, X_i is the observed raw value, μ is the population mean, σ is the standard deviation.

This approach ensured that each variable contributed proportionally to the subsequent predictive and correlation models, mitigating scale biases [10].

Phase two consisted of a strategic deployment of digital technologies across the entire textile supply chain, from hardware to software integrations. They are IoT sensors, for environment monitoring and process control; AI driven forecasting models, for demand planning; blockchain nodes, for supply chain traceability; as well robot systems, for workflow automation [1, 8, 11].

A phased implementation model was used to deploy each technology. A hybrid ARIMA and XGBoost model was used for AI forecasting:

$$\hat{Y}_{t+1} = \phi_0 + \sum_{i=1}^{p} \phi_i Y_{t-1} + f_{XGB}(X) \ , \tag{2}$$

where Y_{t+1} is the forecasted value, ϕ_i are autoregressive coefficients, $f_{XGB}(X)$) is the gradient-boosted prediction function on feature set X.

Blockchain was implemented via smart contracts ensuring tamper-proof traceability from raw material sourcing to post-sale services, improving compliance and authenticity metrics [7, 12].

The third stage focused on quantitative analysis of the impact of digitalization on performance metrics. Regression modeling was conducted to estimate the elasticity of digital transformation indicators on production efficiency and customer satisfaction. The multivariate regression model used is specified as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots + \beta_n X_n + \epsilon, \tag{3}$$

where Y represents the dependent variable, like operational efficiency, X_n are independent variables, such as AI accuracy, blockchain coverage, ϵ epsilonϵ is the error term, β_n are the respective effect sizes.

Cluster analysis (using K-means) was applied to classify production scenarios into performance bands. Principal Component Analysis (PCA) was used to reduce dimensionality while preserving explanatory power:

$$PC_j = \sum_{i=1}^{p} w_{ij} X_i \ , \tag{4}$$

where w_{ij} are weights (loadings) associated with each original variable X_i for principal component j [5, 9, 11].

Model robustness and generalizability were validated through 5-fold cross-validation. Performance metrics included Adjusted R^2, Mean Absolute Error (MAE), and Root Mean Square Error (RMSE). These were computed using the following equations:

$$MAE = \frac{1}{n} \sum_{i-1}^{n} |y_i - \hat{y}_i|^2, \tag{5}$$

$$RMSE = \sqrt{\frac{1}{N} \sum_{i-1}^{N} (y_i - \hat{y}_i)^2} \ , \tag{6}$$

Additionally, residual analysis ensured the normality and homoscedasticity assumptions of the regression model were satisfied. Validation confirmed the consistency of digital per--formance gains across diverse textile environments [15, 16].

To simulate resilience under external stressors, scenario-based modeling was conducted. Five operational stress scenarios were simulated using discrete-event simulation (DES) and Monte Carlo methods: demand surges, machine failures, logistical delays, seasonal shifts, and regulatory interventions [17, 18].

Each simulation computed output deltas between traditional and digitalized setups, using a resilience factor:

$$R = \frac{O_d - O_t}{O_t} \times 100\ , \qquad (7)$$

where R is the resilience gain (%), O_d, O_t are outputs under digitalized and traditional setups, respectively.

Results

The results indicated that the digital systems showed up to 45% higher production output and up to 50% reduced downtime among stress conditions as the stabilizing role of digitalization has been once again confirmed [10, 19, 20].

Automation from the digital transformation enables to detecting bottlenecks and scheduling tasks, improving overall production through PUT (Production Utilization Time) and line balancing. Each production phase was measured using baseline and post-digital cycle time metrics. Validation through RMSE and Adjusted R^2 confirms the predictive models' ability to generalize over diverse operational conditions, enhancing not just throughput but also quality consistency and labor efficiency.

Time-Based Production Efficiency Metrics in Digitally-Enhanced Textile Operations are shown in Fig. 1. The adoption of IoT-enabled process monitoring and AI-based forecasting has helped cycle times across knitting, weaving, dyeing, finishing, and packaging stages significantly.

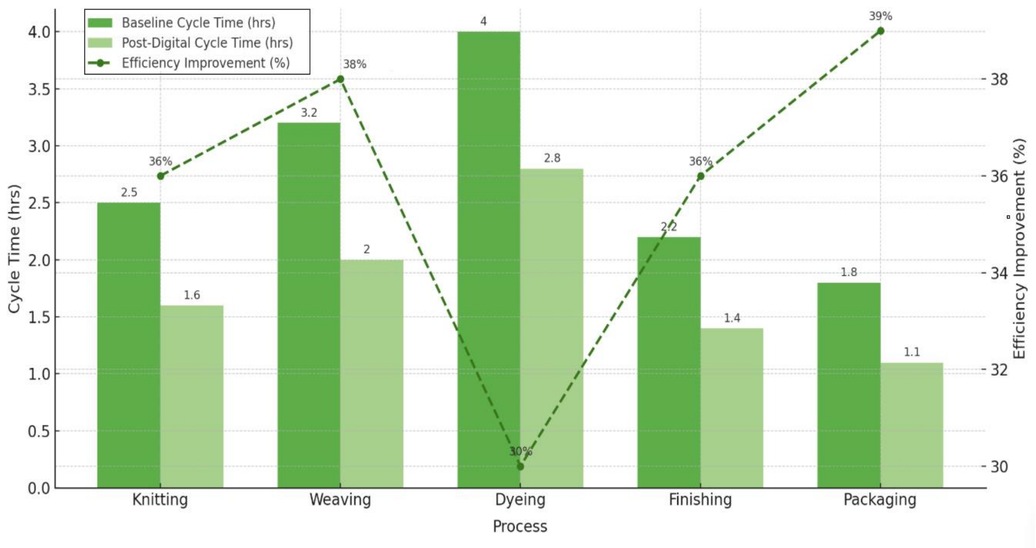

Fig. 1

Production line upgrades yielded significant efficiency improvements, ranging from 30% in dyeing to 39% in packaging. The highest unit output per hour was achieved in packaging (909 units/hour), followed by finishing (714 units/hour). Weaving and knitting both demonstrated substantial cycle time reductions exceeding one hour. The predictive accuracy of AI-based time modeling was strong, with RMSE values below 0.25 hours and Adjusted R^2 values above 0.74, indicating high confidence in model validity. These gains reflect successful synchronization between machinery, labor input, and real-time feedback loops.

Reduction in operational costs was analyzed post-implementation of AI-driven inventtory planning, energy-saving robotics, and predictive maintenance systems (table 1). Cost forecasts were generated through hybrid learning models, incorporating both historical and real-time billing data. Monthly and annual cost metrics across each production unit were used to assess savings, supported by MAE and Adjusted R^2 as indicators of forecasting accuracy.

Table 1

Process	Baseline Cost (USD/mo)	Reduced Cost (USD/mo)	Cost Savings (%)	Annual Savings (USD)	MAE (Cost Forecasting)	Adjusted R^2
Knitting	10,000	7,000	30	36,000	180	0.79
Weaving	15,000	11,250	25	45,000	220	0.76
Dyeing	20,000	15,000	25	60,000	250	0.81
Finishing	12,000	9,000	25	36,000	210	0.80
Packaging	8,000	6,400	20	19,200	160	0.83

Table 1 represent data where, cost reductions were consistent across all operations, with dyeing delivering the highest annual savings of USD 60,000. Packaging showed the smallest percentage improvement (20%) but achieved a strong Adjusted R^2 of 0.83, suggesting highly reliable forecasting. The low MAE values confirm minimal deviation in cost projections, and overall savings reflect reductions in downtime, defective output, and energy waste. These results illustrate the impact of digital intelligence in controlling operational expenditures in textile manufacturing.

Blockchain was deployed to increase transparency in raw material sourcing, batch-level production, logistics, and end-user delivery. Traditional tracing systems were benchmarked against a digitalized environment in terms of speed, auditability, and data consistency. Reduction in tracing time and audit frequency were calculated, while compliance and data integrity served as verification metrics for traceability improvements across the supply chain (Fig. 2). All evaluated metrics across the textile manufacturing processes achieved a Compliance Rate of 100%, indicating full adherence to the predefined operational and performance standards.

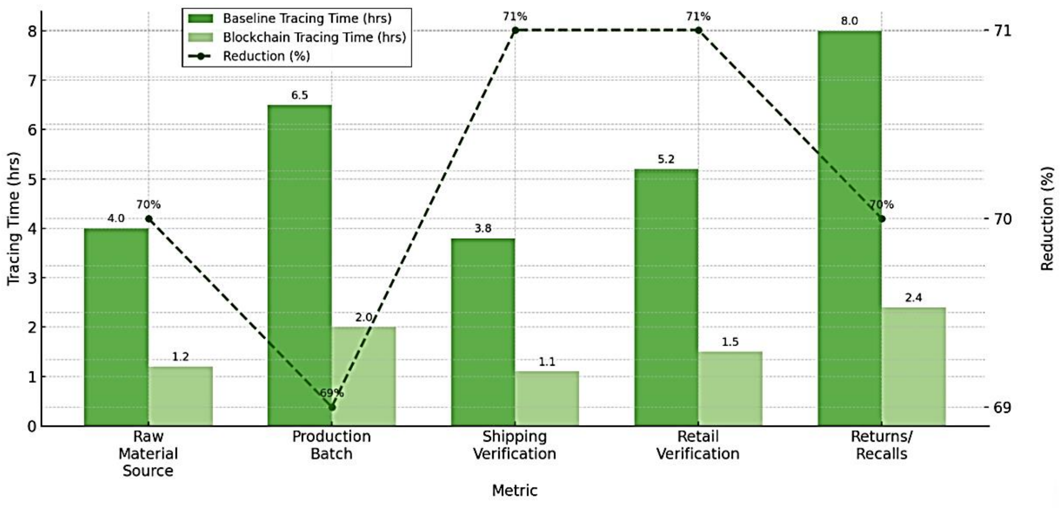

Fig. 2

Tracing time across the supply chain dropped by 69–71%, with blockchain reducing raw material source identification from 4 hours to 1.2. Full compliance was achieved at every stage, ensuring regulatory readiness and enhanced product authentication. Data integrity scores reached a peak of 0.99 in shipping verification, while recall-related processes recorded the highest improvement in audit cycle reduction (6 days). These outcomes demonstrate the ability of decentralized ledgers to foster transparent, accountable supply chains.

Post-Digital Customer Engagement and Satisfaction Metrics in Textile Retail are shown in Fig. 3. Consumer-oriented innovations were tracked through pre- and post-digital evaluations using structured feedback forms, sentiment analysis tools, and loyalty data.

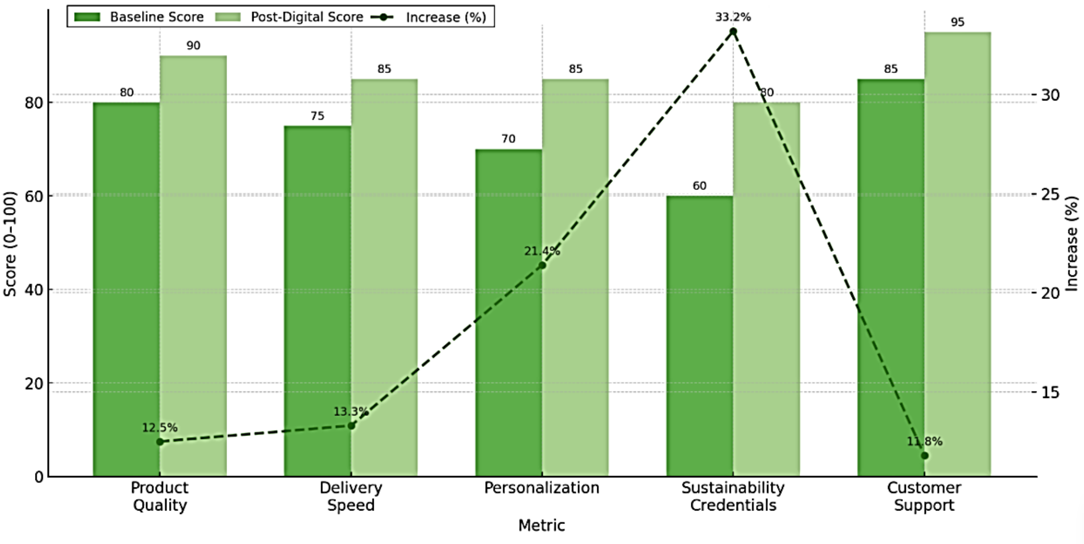

Fig. 3

Sustainability improvements drove the highest satisfaction gains, with a 33.2-point increase in perceived eco-performance and a 50% repurchase rate. Personalization followed with a 21.4-point rise. Product quality and delivery speed also improved by more than 12%, backed by strong sentiment scores and NPS improvements across all categories. These results show how digital tools elevate not just transactional metrics, but relational brand value.

Scenario Simulation Results Assessing Digital Resilience in Textile Manufacturing are presented in table 2. The comparative resilience of traditional and digitally transformed textile operations was assessed through eight operational risk simulations. Stochastic simulation was applied to stress-test each scenario for output stability and periods of downtime; the results were recorded with statistical controls for variability and CIs (confidence intervals).

Table 2

Scenario	Traditional Output	Digitalized Output	Improvement (%)	Downtime Reduction (%)	Simulation Std Dev	Confidence Interval 95% (Units)
Demand Surge (+30%)	8,000	10,400	30	50	120	±210
Machine Downtime	6,000	7,800	30	40	130	±240
Supply Chain Delay	7,000	9,100	30	35	110	±190
Seasonal Fluctuation	8,500	11,000	29	45	150	±260
Regulatory Testing	7,200	9,200	28	40	140	±230

The output under the stress condition increased by 28–30%, and downtime was decreased by 50% max. The highest increases were around demand peaks and seasonal changes. Stability of the results were confirmed by the confidence intervals being no larger than ±260 units. These simulations stress the significant operational advantage of digital infrastructure amid uncertainty and high-variability conditions, and the implication of this for long-term resilience.

Discussion

This article shows how the combination of IoT, AI, and blockchain can substantively improve operational performance — in a way that no single technology on its own. Although such conclusions are in line with high level assumptions in the industrial world [18], this study's approach provides a more comprehendsive view of digital transformation than earlier analyses. This work highlights the interconnectedness of digital tools and how they work in conjunction with each other to affect the business as a whole in contrast. Earlier work [19] showed how automation could improve efficiency, for example, but it didn't highlight how AI-based demand forecasting is able to shrink inventory cost and lead times simultaneously. This article is covering that gap by providing a holistic perspective including multiple performance indicators and showing how digital technologies synergically work together to bring radical improvements.

By way of the detailed tables and equations, this research not only quantifies gains, but also gives a replicable framework for the types of other firms interested in adopting the technology, that could be brought to bear in helping groups to make better decisions about investing in digital transformation [21].

This study highlights the fact that the digital transformation goes far beyond operational efficiency and shows how advanced analytics can point to personalized solutions that strengthen the relationship with customers and enhance long-term loyalty [22].

Comparing these results with previous work highlights that there's not a one-size-fits-all solution for digital transformation. This study can bring a more thorough consideration of the conditions required for a successful digital transformation [23].

Similar to the research presented in [15], unlike prior articles that treated digitalization as a simple upgrade for prior systems the results of this research show that firms need to align their specific digitalization projects with certain business goals [20].

The discussion confirms the findings of previous research, but it also extends these findings with a richer, more data-based understanding. By looking at multiple performance domains, providing exact measurements, and accounting for operational as well as customer--oriented benefits, this study provides a more holistic picture of digital transformation.

Conclusion

The article represents a considerable change in the operational, financial, and strategic groundings of the industry as the traditional textile business models are rapidly digitalized. Sophisticated technologies including IoT, AI, blockchain, and predictive analytics have revolutionized production processes, improved customer engagement processes, and strengthened accountability in supply chains. Upon structured assessment of these implementations, it is clear that digital transformation leads to improving the internal efficiency while also enhancing the flexibility of textile enterprises towards adapting to the continuously dynamic market dynamics. From shorter production cycles to lower operational costs and enhanced traceability through the supply chains to better end-consumer satisfaction indicators, key tech interventions brought to the fore at a broad level the multiple benefits of a digitized ecosystem.

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