

Review of: "The adoption of social media tools for enhancing small and medium enterprises' performance: A synthesis of innovation of diffusion and technology-organisation-environment frameworks"

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Potential competing interests: No potential competing interests to declare.

Data collection. To maintain transparency and uphold the principle of research replicability, it is paramount that all instruments used for data collection are made available to the readership. In the case of this study, the questionnaire plays a critical role in gathering the accountability data, which forms the core foundation of your results and conclusions. Given these concerns, I strongly recommend that the authors disclose the complete questionnaire in the appendix. This will enhance the credibility of the research and serve as a resource for other researchers in the field who may want to build upon this work or replicate it in different contexts.

The Findings. The direct effect of Environment Features (EFF) on Business performance (BP) is significant (P-value = 0.000). However, if we look at the impact of EFF on BP through Social Media Adoption (SMA), the result is not significant (P-Value = 0.205). The authors need to elaborate on those findings.

Government Policy Recommendations. SMEs' growth is a concern for many countries, especially developing countries. Based on the Author's findings, elaborate those findings as part of policy recommendations for the government to promote SMEs