

Review of: "Enhancing Small and Medium Enterprises' Performance through Social Media Integration: Embedding the Diffusion of Innovation Theory in the Technology-Organization-Environment Framework"

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Potential competing interests: No potential competing interests to declare.

This paper addresses the research gap by emphasizing the need for more empirical evidence regarding the impact of social media adoption on SME firm performance, particularly in the African context. It highlights the lack of an Afro-centric viewpoint in existing research.

The research objectives are presented clearly, focusing on examining the factors driving ICT tools adoption, especially social media, in Zimbabwean SMEs and their impact on performance.

Overall, the paper appears well-structured and grounded in relevant literature. It effectively introduces the research topic, provides necessary background information, and sets clear research objectives.