

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.

I would like to congratulate authors for writing a detailed research paper on the topic and also updating the paper in line with the reviews.

The major issues that the authors may like to address are:

Hypothesis - Statements are not clear - such as H5, H6 and H7

Methodology - Though much needed discussion of measurement scales has been added by the authors in the revised manuscript, the measurement scales may still be elaborated upon if felt appropriate by the authors.

The section on "Instrument Validation" are seems inappropriate.

Descriptive information - should be presented diagrammatically or in tabular form.

Best wishes!