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.

The article discusses the adoption of social media tools for enhancing small and medium enterprises' performance in Zimbabwe. It presents a research model that identifies the primary antecedents of social media adoption by small to medium companies. The study integrates innovation of diffusion and technology-organization-environment frameworks to provide valuable insights into the determinants of social media acceptance and utilization. The findings highlight the importance of technological constructs such as relative advantage, presence attributes, and interconnections and interactivity.

the study's methodology appears to be well-designed and appropriate for the research questions and objectives. The study employed Partial Least Squares (PLS) Structural Equation Modelling (SEM), which is a widely used statistical technique for analyzing complex relationships between variables. The researchers also used a cross-sectional dataset of 938 managerial respondent cases from SME firms operating within Harare's partially formal multi-industrial sector, which provides a representative sample for the study's population. Additionally, the researchers addressed potential common method bias by ensuring confidentiality and anonymity of the respondents and assessing non-response bias. Overall, the methodology seems to be appropriate for the study's research questions and objectives.

The study employed a rigorous research design, including a comprehensive literature review, a well-defined research model, and a large sample size. The researchers also used a statistical technique, Partial Least Squares (PLS) Structural Equation Modelling (SEM), which is a widely used and accepted method for analyzing complex relationships between variables. The study also employed various statistical tests, such as t-test comparisons, to evaluate the disparities between the means of the groups for each examined construct. Additionally, the study used the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio of Correlations (HTMT) technique to assess the discriminant validity of the measurement models, which are widely accepted methods for evaluating the quality of measurement models. Overall, the study's methodology and statistical analysis demonstrate a high level of academic rigor.

The study's results are presented in a clear and organized manner, with tables and figures used to illustrate the findings. The study's key findings are summarized in Table 1, which provides an overview of the results obtained from the analysis. The results of the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio of Correlations (HTMT) technique are

presented in Table 3, which provides additional insights into the distinctiveness of the measurement constructs. The study also includes figures that illustrate the path coefficients and the variance explained by the model. Additionally, the study provides a detailed discussion of the results, including the implications of the findings and the limitations of the study. Overall, the results are appropriately presented, and the study provides a clear and organized presentation of the findings.T

The discussion, conclusion, and limitations are properly presented in the study. The discussion section provides a detailed interpretation of the study's findings, including the implications of the results for theory and practice. The discussion also highlights the study's contributions to the literature and identifies areas for future research. The conclusion section summarizes the study's main findings and provides a clear statement of the study's contributions to the literature. The limitations section identifies the study's potential limitations, such as the use of a cross-sectional dataset and the potential for common method bias. The study also provides suggestions for future research to address these limitations. Overall, the discussion, conclusion, and limitations are appropriately presented, and the study provides a clear and comprehensive discussion of the findings and their implications.

The study provides a comprehensive analysis of the factors that influence the adoption of social media in SMEs. However, there are several ways in which the study could be improved. Firstly, the study's sample size is relatively small, which may limit the generalizability of the findings. Future research could use a larger sample size to increase the study's external validity. Secondly, the study uses a cross-sectional research design, which limits the ability to establish causal relationships between the variables. Future research could use a longitudinal research design to examine the relationships between the variables over time. Thirdly, the study focuses on SMEs in a specific region, which may limit the generalizability of the findings to other contexts. Future research could examine the factors that influence social media adoption in SMEs in different regions or industries. Finally, the study could benefit from a more in-depth analysis of the specific social media platforms used by SMEs and the specific ways in which they are used. This could provide additional insights into the factors that influence social media adoption and the impact of social media on SME performance. Overall, while the study provides valuable insights into the factors that influence social media adoption in SMEs, there is still room for improvement in terms of sample size, research design, generalizability, and specificity of analysis.