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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Thank you for the opportunity to review this interesting and well-written paper.I have some constructive feedback for this paper:1. The abstract should use the format of the sequence of research objectives, research gaps, methodology, results and contributions both scientifically (novelty) and practically in 200 words.2. The research question should use the phrase "social media" rather than ICT to be more relevant to the title.3. In the following sentence: "The present study aims to create a comprehensive framework of factors that positively influence the decision-making process of SMEs when adopting social media." is less relevant to the research question and framework where the framework is related to business performance. Meanwhile, the sentence does not explicitly state performance.4. In the sentence "The DIT theoretical framework is common in various studies within the literature about the service sector of small and medium-sized enterprises (SMEs)." it is necessary to add support for international quantitative scientific research publications indexed by Scopus and or WoS that use DIT as the grandtheory for the framework to be tested. And also need to explain what is the relationship between social media and innovation, is it true that social media is a form of innovation? Is there any support from previous research?5. In my opinion, if referring to the framework formed, the theory underlying the framework is more suitable for TOE than DIT. Because the framework does not explicitly write innovation.6. In the methodology section related to bias, you can consider the following paper:

https://www.sciencedirect.com/science/article/abs/pii/S0261517721000492?via%3Dihub,

https://link.springer.com/article/10.1007/s11747-017-0532-y. and

https://www.researchgate.net/publication/371181480_ADDRESSING_COMMON_METHOD_BIAS_OPERATIONALIZATI ON_SAMPLING_AND_DATA_COLLECTION_ISSUES_IN_QUANTITATIVE_RESEARCH_REVIEW_AND_RECOMMEN DATIONS. As much as possible follow and if relevant cite the methodological procedures in these papers.7. For PLS data processing please follow the following paper references: https://onlinelibrary.wiley.com/doi/full/10.1002/mar.21640 and https://uk.sagepub.com/en-gb/asi/a-primer-on-partial-least-squares-structural-equation-modeling-pls-sem/book2705488. Use the inverse square root method to ensure that the sample size in relation to the data being processed is appropriate.9. Figure 2 should be redrawn more concisely (do not copy and paste from the results of data processing software). Example: https://uk.sagepub.com/en-gb/asi/a-primer-on-partial-least-squares-structural-equation-modeling-pls-sem/book27054810. The goodness of fit standard is not in accordance with the latest smartPLS 4 standard.11. For the effect of mediation, it is recommended to adopt and cite the following paper:

https://linkinghub.elsevier.com/retrieve/pii/S1447677021001170Best regards.Translated with DeepL