

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"

Ardian Adhiatma¹

¹ Universitas Islam Sultan Agung

Potential competing interests: No potential competing interests to declare.

Congratulations to the author who has written this article so that it becomes a research article that will be a reference for future research. there are several things that will be able to improve the quality of this research, among others:

- Covid has passed, so the focus of the phenomenon should be on the development of the digital world that has hit all industries, including the MSME industry.
- Where is the focus of this research? Is social media technology the main discussion in this study or the innovations that are developing in the MSME industry?
- The selected industries are all based on MSMEs? It is better if the industry is equalized in terms of criteria, because the mining version of MSMEs will be different from the financial services version of MSMEs.
- Practical implications can still be developed by explaining the indicators with the highest scores and not explaining things that were not studied.
- The article writing format is adjusted to the article writing format that is in accordance with the article format in reputable international journals