

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.

1. Abstract is too long.
2. Using abbreviation is not popular in keywords.
3. Research gap not clear.
4. The manuscript is too long. It's better that reduce its pages.
5. Pleas present a high-quality image for fig.1.
6. Perhaps the arrows of hypotheses Hb1 and Hb2 has been drawn incorrectly.
7. Some problem was observed in relation to model fit indicators. R2 and Q2 are indicators for model predicting not necessary for model fit. Instead of them, pleas present RMS-Theta, SRMR, NFI, and rho-A.