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"

Gaurav Abhishek Tigga[1]

1 IIMBG, Indian Institute of Management–Bodh Gaya (IIM–Bodh Gaya)

1. Follow a particular citation style. It has been observed there are more than one citation style in a page and in some cases in one paragraph itself.

2. Quality of the content can be improved. "Statista's research (2023[35] begs for the study to include interconnectivity considerations due to Zimbabwe's growing internet presence and usage at the individual level."

3. Abbreviations of a particular variable has been given to for some other variables which has not been included in the research study. Example, BP to firm performance. Please check the abbreviations throughout the article

4. H5, H6, H7 hypothesized in the study have the same statement for the hypotheses. If the hypothesis is the same, the additional hypotheses mentioned can be deleted. In another case, if the hypotheses are different from each other; try accommodating the hypothesis after the supporting citations and explanation to improve the readability.

5. The Conceptual framework can be edited to highlight the necessary relationships which are not comprehensible from the diagram. Please use elbow arrows to signify the relationships that have been clubbed together but arise form different variables for example in H8, H9 and H10.

6. Since, Second order constructs are used (TF, OF, EF and, SMA); the reliability and validity of the second order constructs needs to be included to bring more clarity on the significance of the model robustness. The analysis carried out could focus on these lines which would be more beneficial than just clubbing the variables together.

7. The variables constituting the constructs TF, OF, EF and, SMA need to be properly defined and included in the study to improve the clarity and readability of the paper.

8. The reliability and validity of the variables are above 0.9 (AI, CRS, II, SSM, VO) indicating a predicament in the threshold values and the acceptance of these variables in the analysis could create further problems. Please indicate the reason in the appropriate part of the article.

9. Fornell Larcker criterion can be removed since it is outdated and the HTMT analysis is greatly supported in recent literature and has been found to have high sensitivity and specificity in detecting discriminant validity problems.