

# 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 manuscript has been structured and written well, however, the authors must address these few issues.

Abstract:

The abstract is too lengthy.

Introduction:

The background is too lengthy, making reading too much of a task for the reader. Even though the researchers are trying to combine many variables to achieve the study's results, they can as well be concise

Literature and hypotheses statement

The hypotheses statement seems confusing, per my reading and the results of the study, the various constructs were assessed as first-order constructs. So to that effect, I don't think there was a need for stating the main hypotheses.

Methodology

Authors must reference all adopted measurement scale sources.

4. Authors must compare and contrast the results of the study to the available literature. Thus, results of similar past studies. Also, state the possible reasons for the negative and non-significant effects

References:

5. The reference section needs to be updated. More recent references should be included. Authors need to present recent works published in the years 2021, 2022, and 2023. I found some statements which need proper citations and references. Please make sure that all sentences have been supported by proper references.