

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. The beginning of the abstract should explain why this study was carried out. At the same time, considering the relevance of the topic, its content should focus on "small and medium enterprises(SMEs)' performance" rather than "business performance", including "Hypotheses Development and Conceptual Model".
2. In order to highlight the specific issues to be studied in this paper, the content of the section "SME significance in developing economies" should be simplified and its position should be moved forward.
3. The literature review is only carried out for social media adoption, which is insufficient in pertinence and focus compared to the specific issues to be studied in this article. As a result, the literature review failed to form a targeted and complete support for the author's subsequent research.
4. In order to achieve a more intuitive expression effect, it is recommended to add corresponding statistical pie charts to the description of the structure of the respondents in the text.
5. "Practical Implications" has a strong direction, but it lacks highly targeted and operable specific improvement suggestions based on the investigation of the actual operation and maintenance of SMEs in Zimbabwe.
6. The application of TOE theory in this paper only introduces three dimensions of technological-organisational-environmental research factors, and lacks systematic and collaborative thinking and research.
7. In addition, the connotations of "innovation of diffusion" and "diffusion of innovation" are different, the authors need to unify and standardize the concepts in the full text, including SMEs and SMEs. Similar to "SME enterprises have embraced ...", the writing is not standardized.