

# 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"

Elahe Hosseini<sup>1</sup>

<sup>1</sup> Yazd University

Potential competing interests: No potential competing interests to declare.

Dear author(s),

Thank you for the opportunity to review this paper. I agree that this is an important and pertinent topic. There are a few areas where I would encourage the authors to give further thought, as follows:

The introduction should clearly illustrate (1) what we know (the key theoretical perspectives and empirical findings) and what do we not know (major, unaddressed puzzle, controversy, or paradox does the study addresses, or why it needs to be addressed and why this matters). And, (2) what will we learn from the study and how does the study fundamentally change, challenge, or advance scholars' understanding. Much sharper problematization is required so that the introduction draws the reader into the paper. The introduction therefore needs to do a better job in setting the stage for the articulation of the theoretical contributions of the study. At the end of the introduction, we should have a clear idea of what the paper is about (i.e. its motivation, the gap in understanding that the paper is trying to address and summary of theoretical contributions).With references of 2022- 2023-2021.

Paragraph 1, with no references, explaining the context of the research.

Paragraph 2, with references, explaining very generally what we know about the topic introduced in Paragraph 1.

Paragraph 3 explaining what we need to find out.

Paragraph 4 explaining briefly what this paper will do to find out, method etc.

Paragraph 5, with no references, explaining the structure of this paper.

Theoretical literature has not been considered and reviewed. It's better to observe the connection between the contents.

Try to explain everything except the topics in order to establish the necessary coherence.

The authors need to draw substantive conclusions from their results, and suggest, develop recommendations for further research.

What are the limitations of this research and how can it be solved by other researchers?