

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 paper's composition is coherent; the structure is logical and meets the goal of the paper. The title "The adoption of social media tools for enhancing small and medium enterprises' performance: A synthesis of innovation of diffusion and technology-organisation-environment frameworks" puts well the paper's objective; it is clear and expresses the issue being assessed very well. The abstract is formulated adequately along with the true picture of the paper; all required components are mentioned there. All the tools and methods the author uses are reasonable and well described and adequately fit the problem being assessed to give the reliable results. Conclusions are related to the results presented before reflecting the assessed issue at a professional level. All the figures and tables are complete and understandable. Authors use enough tables and figures featuring a great deal of data being processed hence adding a higher added value to the paper. I found the paper well-written and cohesive. Authors appear to be a professional, very well oriented and involved in the issue. The length of the paper is adequate to the significance of the topic. It is recommended that the authors make a relatively minor revision, and the specific amendments to the text are as follows:

The goal explicitly stated within the Introduction clearly expressing the main problem and purpose of the paper and author's intention being assessed and discussed within the paper along with its clear and unambiguous formulation would be recommended.

Also the conclusion and discussion sections could be separated.

Some kind of polemic discourse comparing the research outcomes with the literature overview part would be beneficial.