

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.

In my opinion, the article is good, the results are in accordance with the research topic. The description is clear, and there is only a slight (perhaps) forgetfulness of the authors: - irrelevant use of the "%" symbol in the text. - It would be better if in the methodology the reasons for the size and distribution of the research sample were emphasized, and perhaps not in the research design. - For the issue of social media adoption, it would be wiser to also consider internal factors (resources) other than human resources.