

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 article is contemporary and timely. Few suggestions for improvements are given below

1. Abstract needs to highlight the empirical issue and background.
2. Methodology is not covered in abstract. it directly goes to data analysis
3. Avoid using abbreviations in abstract unless commonly understood
4. LR is updated and covers a good scope
5. Preliminary analysis such as data purification need not be explained to this extent in a paper.
6. More solid discussion is required to identify/justify why H4 and H5 not supported