

# 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"

Ardian Adhiatma<sup>1</sup>

<sup>1</sup> Universitas Islam Sultan Agung

**Potential competing interests:** No potential competing interests to declare.

Congratulations to the author who has completed the revision well, hopefully this article can be a reference for other research and enrich the repertoire of scientific development today based on the era of technology. future research can be developed by considering the behavior of generation Z, the development of technology that is rapidly developing, or even the culture that has been stigmatizing obstacles or even adding religious values as moderating variables.