

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"

Bernard Acquah Obeng¹

¹ Ghana Institute of Management and Public Administration (GIMPA)

Potential competing interests: No potential competing interests to declare.

The authors deserve commendation for their diligent study on the impact of social media usage on SMEs' performance. The introduction section of the paper is well-crafted. However, there is room for improvement regarding the motivation behind the paper. A more exhaustive literature review is needed to identify clear gaps, which are currently lacking. As a result, the research problem remains inadequately defined (refer to page 4).

Furthermore, the study's objectives require clearer articulation. Instead of merely explaining the study's focus, the authors should explicitly state their objectives (see page 5). The assertion that SMEs literature lacks a unified and coherent antecedent to justify the study's necessity lacks substantiation through proper citations.

To enhance the quality of the paper, consider the following revisions:

- Page 3, paragraph 2, line 1: Revise the sentence for improved readability and coherence.
- Page 8, paragraph 2: Ensure alignment between the stated aim and the overall study objective, avoiding deviations that might impact coherence.

In addition to addressing these structural concerns, the authors should delve deeper into their conceptual framework. Clarify all independent variables, including concepts like "entrepreneurial orientation," by grounding them within existing literature.

Moreover, expound upon the measurement of performance variables. Clearly define and elucidate variables such as sales, customer service, and equity, substantiating your explanations with relevant literature.

In the methodology section, while the research approach is well-explained, there's a need for a comprehensive account of the data collection process. Particularly, since data collection was conducted online, it is essential to detail the number of responses received, valid responses, and calculate the response rate. This will bolster the methodological rigor of the study.

Consider refining the discussion on the implications of the study on theory and practice. Given the authors inability to identified research gap, it is challenging to ascertain the study's direct implications on theory. Clarify how the study

contributes to existing knowledge and bridges the identified gap. For practical implications, emphasise how the findings can be applied to enhance social media usage for improved firm performance.

In conclusion, by addressing these suggestions, the authors can elevate the coherence, clarity, and significance of their research paper.