

# 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.

Dear Authors,

Thank you for this very informative piece article.

I find your topic valuable and interesting. However, we also see few limitations that requires revision. For example, there is the lack of discussion and practical/scholarly implications of your results. I believe elaborating on the implications of your findings in this way could significantly strengthen your manuscript.