

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.

Overall, the paper provides a comprehensive overview of the research study on social media adoption in SME firms operating in Harare's multi-industrial sector. The methodology, data analysis, and results are well-presented, and the study's implications are highlighted effectively. Here are some constructive comments to further improve the write-up:

The paper provides a clear description of the research design, including the survey methodology, sampling technique, and data collection process. However, it would be helpful to mention how the researchers addressed potential biases, such as common method bias and non-response bias, to ensure the study's validity and reliability.

The description of the measurement items is well-explained. However, it would be beneficial to provide more details on the development and validation of the survey instrument used in the study. Mentioning the sources or previous studies from which the items were adapted and any modifications made to suit the context would enhance the clarity of the research approach.

The presentation of the structural model results is clear and concise. However, it would be beneficial to include effect sizes (e.g., Cohen's *d*) for the significant relationships, especially for those where mediation effects were found. Effect sizes can provide a better understanding of the practical significance of the relationships.

The discussion section provides valuable insights into the research findings. To further strengthen the discussion, consider relating the results to the existing literature on social media adoption in SMEs and discussing any inconsistencies or similarities with previous studies. Additionally, propose specific recommendations for SMEs based on the study's findings to make the discussion more actionable.

Wishing you all the best in your academic and research endeavors!