

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.

Excellent job on the article! It is comprehensive and provides detailed insights, making it relevant for publication in today's world. However, I believe minor improvements could enhance its overall quality.

To start with, the article is quite lengthy and could benefit from some streamlining. Some sections or details could be omitted to improve clarity and conciseness.

Regarding the study's language, it would be beneficial to align it more closely with the topic, such as using appropriate terminology related to social media.

In the abstract, consider making slight adjustments to improve the flow of thought. Without using paragraphs, it might be helpful to introduce specific discussions or implications using phrases like "The findings revealed that..." or "thus implying that..." to guide readers' attention to each section within the abstract.

Moving on to the introduction, it could use more clarity. Ensure a stronger focus on the problem, possibly dedicating a suitable paragraph to discuss it, and ensure proper connection to the rest of the work.

As for the literature review, introducing varying perspectives and providing some critique would make it more engaging and interesting.