

# 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"

Renuka Mahajan<sup>1</sup>

<sup>1</sup> Jaipuria Institute of Management

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

The study proposes a comprehensive framework comprising of factors from the DIT and TOE frameworks , that positively influence the decision-making process of SMEs when adopting social media. However, it suffers from many critical issues, including: -

**Introduction:** This section is very poor as it lacks proper motivation for conducting this study. What are the research gaps and questions? The format is also poor and very lengthy, and it looks like just a compilation of previous works.

**LR:** Theoretical motivation is missing in the paper. I am still confused about the rationale of the study. Provide an overview of the existing studies conducted on this topic and identify any gaps in the research literature. The rationale behind conducting this study remains unclear, and the literature review sections are excessively lengthy as well.

The theoretical foundation section was placed towards the end of the paper, lacking strength. The present study aims to create something, but it starts without clearly identifying the research gaps. Additionally, it is unclear why the DIT and TOE frameworks were chosen, while other widely used theories like UTAUT or TPB were not considered. The rationale for these choices is missing, and merely emphasizing the importance of one theory does not invalidate the applicability of others; this needs to be addressed.

Moreover, the paragraphs are excessively lengthy, and there are missing connections in various parts of the paper. These issues should be addressed to enhance the clarity and coherence of the work.