

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.

1. Simplify abstract
2. The authors have clearly stated the strengths of the study. However, it can be improved by providing the research gap and research contribution to the introduction section.
3. Conclusion section should be added