

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.

This study explores the use of social media to enhance business performance in the Harare Metropolitan Province of Zimbabwe. The research combines the diffusion of innovation and technology-organization-environment frameworks to investigate this phenomenon. The findings highlight the determinants that influence the acceptance and utilization of social media.

Overall, the research provides valuable insights into the factors driving the adoption of social media in businesses and sheds light on the importance of technological, organizational, and environmental considerations in this process.