

# 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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The manuscript, in this second version, seems interesting, a good part of the remarks on the first version have been accepted and elaborated. However, there are still a few details left unanswered:

1. The hypotheses are very, let's say, unusually set - instead of being arranged from H0 to say H10, for an unclear reason a different marking system was used, which complicates both the paper and presentation and later analysis.
2. Reorganization of the text is needed, so that the discussion leads to conclusions and proof of hypotheses - such a discussion also makes sense. Conclusions in this sense, with the details of future research and implications, introduce confusion and point more to the bias of the research than to the results found. Future research and implications in a broader, given sense, are more material for a dissertation, rather than for this type of publication.
3. The significance of the research, as well as the limitations, which should already be in the abstract, is not given significant attention.
4. Figure 2 is useless, it seems to me, in the way it is given here and like this - I don't deny that it makes sense, but nothing is visible.
5. The literature has been significantly supplemented and innovated, compared to the previous version, which has contributed to refreshing the material. However, calls from the last century... are they really necessary? I don't see that they are fundamental on any issue.

Thanks.