

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.

The paper has some contribution but that contribution is reduced by the literature confirming most of the findings prior to the investigation.

The paper is overly long throughout. Particularly the abstract and introduction. The Web 2.0 discussion is not necessary as it is well known. The paper reads as if it has been taken directly from a thesis.

The discussion section would benefit from the Research Implications component moved to a general discussion as it is only the last paragraph that discuss implications and the discussion is underdone.

The proposal that a Resource-Based view is aligned with management decision is incorrect. The basis of a Resource-Based view is that the initiative is developed at lower levels in the organization.

The methodology is well done and the analysis justified.

This could be a good paper but it needs to be reduced and more forthright about findings.