

Review of: "Enhancing Small and Medium Enterprises' Performance through Social Media Integration: Embedding the Diffusion of Innovation Theory in the Technology-Organization-Environment Framework"

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Potential competing interests: No potential competing interests to declare.

The current version of the manuscript demonstrates strong structural and organizational qualities. The theoretical concepts are thoroughly explained and presented effectively. However, the literature review section could benefit from further elaboration, particularly in terms of integrating the Technology-Organization-Environment (TOE) and Diffusion of Innovation (DOI) theories. Furthermore, the authors are advised to emphasize the theoretical contribution aspect. It is recommended to concentrate on highlighting the unique aspects within the TOE and DOI framework.