

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.

In my opinion, this study is interesting, and becomes a contextual theme for SMEs researchers. For article improvement:

1. Abstract is not effective. Fill in briefly with objectives, problems, theories, methods, results, and recommendations. 2. Introduction, strengthen with data, research-theory-empirical gap. State your Novelty, end with the research objective point. 3. Quotes need to be updated. 4. TF, OF, and EF jointly affect BP, there is no theoretical or statistical basis. I propose to remove it from the hypothesis and discussion. 5. Research findings need to be discussed according to the point of research objectives, provide theoretical, empirical and novelty research positions.