

# 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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This article provides a thorough examination of the integration of technology tools, particularly social media, in Small and Medium Enterprises (SMEs) in Zimbabwe. The study is comprehensive, incorporating the Technology-Organization-Environment (TOE) framework and the Diffusion of Innovation theory, and it employs a large-scale survey to gather data from SME owners and managers. The findings, although nuanced, reveal that the direct impact of technology and organizational factors on SME performance through social media integration is not significant. Instead, the study emphasizes the crucial roles of top management support, innovation, and entrepreneurial orientation in facilitating the positive impact of social media on SMEs. The discussion delves into the implications for theory, practice, and government policies, providing practical recommendations for SMEs and highlighting the need for ongoing experimentation and innovation in social media use. Despite these strengths, the article acknowledges limitations, such as sample representativeness and potential biases, and calls for further research to validate and extend the findings. Overall, this article is good and contributes valuable insights to the evolving discourse on the relationship between technology integration and SME performance, particularly in the context of developing countries. While the article touches on limitations, a more explicit and detailed section on suggestions for future research could guide researchers in building upon the study. This could include exploring specific industry contexts, delving into the experiences of SMEs that have not integrated social media, or investigating the role of government policies in more detail.