

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 adoption of social media tools for enhancing small and medium enterprises' performance: A synthesis of innovation of diffusion and technology-organisation-environment frameworks

Major Revision

1. Review of literature should be in past tense.
2. Latest research papers should be incorporated.
3. Give justification of using DIT and TOE theory in order to form a conceptual framework.
4. Research gap needs to be discussed.
5. Graphical abstract can be incorporated.
6. Improve the resolution of Figure 2. SEM with coefficients.
7. Limitations should be incorporated so that future research may extend the study.
8. Describe the difference of this study in relation to other studies in discussion.
9. The manuscript would benefit from rewriting and professional proofreading.