

# 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"

Jeong Yeon Won

Potential competing interests: No potential competing interests to declare.

While industrial growth rates vary across countries, the role of social media in shaping corporate performance remains a pivotal factor. With this perspective in mind, I find the investigation of related research in Zimbabwe to hold substantial significance.

I would like to suggest three aspects of this study.

Firstly, attention must be directed towards rectifying critical typos and maintaining word consistency. On page 12, an issue arises concerning the incorrect allocation of industry weights among the surveyed sample of 938 companies. Notably, the wholesale and retail sector, which possesses the highest share at 20.7%, appears smaller than the manufacturing sector (23.4%), its second-place counterpart. Additionally, even when combined, the figures do not aggregate to 100%. To enhance clarity, the presentation of sample data classification, as exhibited on this page, could benefit from being tabulated. Furthermore, inconsistencies in expression, such as "per cent" versus "percent," need to be uniformly addressed.

Secondly, the crux of this paper rests on the variable setup, with Social Media Adoption (SMA) taking precedence. However, accurately framing the questionnaire structure for this element poses a challenge. It encompasses the measurement of social media marketing (SMM), customer relationship systems (CRS), and information accessibility (IA), drawing from the framework proposed by Cesaroni and Consoli (2015). It's noteworthy that the choice of questionnaire could substantially impact results, considering the discrepancy between the mere introduction and actual utilization of social media.

Thirdly, as we contemplate future research directions, it's crucial to acknowledge the pronounced disparity in social media adoption and utilization across various industries. Traditional manufacturing and primary sectors exhibit distinct patterns in comparison to service industries like IT and tourism. Consequently, a meaningful avenue could involve focusing on specific industries or undertaking a comparative assessment of the introduction's impact on management performance across diverse sectors.

