

# 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"

Asha Nagendra

Potential competing interests: No potential competing interests to declare.

The article is contemporary and the need of the day. Social media is gaining ground and will feature in every field.

Abstract can be improved by stating the need for the study and its objectives. Methodology can also be clearly outlined. There is only one sentence of methodology.

Introduction is good. It clearly states the purpose and field of study. Although this part should have clear Objectives marked as 1,2,3 etc.

Literature Review is exhaustive and explained in detail. Yet, a few recent studies could be included.

4.2 talks about the framework of TOE but there is no diagram to show the conceptual framework. This can be included.

Hypotheses are too many with too many sub hypotheses. Abbreviations used tend to confuse the reader.

The best part is the analysis which is clear and detailed. PLS SEM is used well to test the hypotheses. Well done.

Conclusions could be more explicit and based on clear Objectives.

Overall, an excellent study detailing the use of social media for businesses. I recommend it for further action.