

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 theoretical basis of the studied issue is elaborated concisely and brings relevant information for its clarification.

On the other hand, my comments are directed towards the structure of the paper's processing, mainly in the areas where hypotheses and the methodology are presented. There are many other literature sources which are related to the discussed areas, but due to the amount of information, they make it less clear and transparent.

The authors formulated a number of logical hypotheses, but I personally do not see the difference among the hypotheses H5, H6 and H7.

While the initial parts of the paper contains too much information, the results and discussion are rather brief and I would recommend expanding them to include the authors' views on further expectations of where social media adoption in SMEs is likely to go.