

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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In my opinion the article has very relevant information about social media tools to improve the performance of small and medium enterprises in Zimbabwe, today are indispensable to enhance sales, however I recommend a revision of the manuscript as it incorporates more recent research, explain the difference of the study in relation to other studies and describe the implications of their findings in detail.