

# 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.

This paper is quite interesting but the topic (for me is outdated) should be the enhancement of SMEs..via social media or something else because nowadays almost of people can be used social media tool in many ways so it is exceed in the stage of adoption of SC.

The rest of the research, I have no doubt about the reinforcement of the theories used in this paper, methodology and etc. It's good and interesting.

In overall, I'm glad with the researchers who have the understanding of research, especially research process & methodology. I hope that in the near future, the researchers can contribute the advance research to academic world in the area of innovation to increase SMEs efficiency instead of the adoption of innovation.