

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 study explores the use of social media to enhance business performance in the Harare Metropolitan Province of Zimbabwe. The paper's topic and conducted research are very important and justified to be presented in a high-quality Journal. The subject is very important for the literature. The research is presented clearly and consistently, but I recommend that the paper can be published after addressing some amendments in the article. Please see my comments and suggestions below.

Comment 1. In the introduction, the study brings up a number of findings from different areas without linking them together to present the research gap.

Comment 2. Also, please state the research questions and literature contributions in the introduction.

Comment 3. In addition, the introduction is very long that leads to losing the main thread of the research objective.

Good luck for your work!