International Journal of Science, Strategic Management and Technology
Volume **02** Issue **05** May-**2026** | ISSN: **3108-1762 (Online)** | Impact Factor: 3.8
An International, Peer-Reviewed, Open Access Scholarly Journal Indexed in recognized academic databases

Study on Asset Management System and its Revenue Generation

C. Kathiravan
Assistant Professor, School of ManagementDhanalakshmi Srinivasan University, Tiruchirappalli, Tamil Nadu-621112
Mail: kathiravanc.som@dsuniversity.ac
2.**Kulanthaivel.G** - 11724500046

II MBA, Dhanalakshmi Srinivasan University, Tiruchirappalli,Tamil Nadu-621112

https://doi.org/10.55041/ijsmt.v2i5.508

Cite this Article: Kulanthaivel.G, (2026). Study on Asset Management System and its Revenue Generation. International Journal of Science, Strategic Management and Technology, *02*(05). https://doi.org/10.55041/ijsmt.v2i5.508

1. Abstract

Organizations that want to be able to manage all their assets are now required to use Asset Management Systems (AMS).operational efficiency, cost optimisation and revenue sustainability. The increasing Leverage digital technologies like Artificial Intelligence (AI), Internet of Things (IoT), and other innovations.The advent of cloud computing, and Enterprise Resource Planning (ERP) systems has revolutionized the way businesses operate. Integrated the asset management practices with the strategic business functions. The present study examines the effect The impact of Asset Management Systems on revenue generation and organizational performance. The research investigates the efficiency of asset tracking and maintenance, technology, and the management of inventory and capital. The research focuses on asset tracking efficiency, maintenance management, technology, and inventory and capital management. Operational optimization and adoption help to increase profitability and financial sustainability. A quantitative research methodology was followed with the help of structured questionnaires which were distributed Amongst workers and supervisors in separate sectors. Statistical tools including The percentage analysis, correlation analysis, regression analysis and reliability testing were used To assess how AMS relates to organizational growth. The results show that organizations with high-level AMS technologies have reported that they have achieved the following: Augmented working efficiency, lower maintenance expenses, greater asset use, and higher revenue generation. Predictive maintenance and real-time asset monitoring have a significant impact Minimize equipment downtime and increase productivity. The study concludes that effective asset management systems offer long term competitive benefits and increase financial outcomes. Performance.

Keywords : Asset Management System, Revenue Generation, Organizational Performance, Operational Efficiency

2. Introduction

The twenty first century business environment is one of fast-paced technologies. advancement, operational, and market competition. efficiency. Businesses in all areas are always looking for new ways to Increase productivity, minimise operational costs and maximise profitability. In this context, One of the most important strategic tools that have come to the forefront for Asset Management Systems (AMS) is the use of Social Media. Providing long-term financial development and sustainability. The landscape in which all schools operate, including learning environments, has changed in ways that have never been seen before due to the speed at which digital technologies have developed. Modern organizations. In very competitive sectors, businesses rely on efficient asset management. Management practices that maximize use of resources, enhance productivity and increase profits. Asset Management Systems (AMS): These are systems of structured processes to monitor, maintain, Track, and optimize organizational Assets their entire life. Typical asset management practices include manual tracking processes and Decentralized maintenance engines that lead to

inefficiencies, higher operational costs and reduced productivity. Along with the advent of modern AMS technologies, there has been an addition of Artificial Intelligence (AI), Internet, and data analysis. Utilize Internet of Things (IoT), cloud computing and predictive analytics for better asset tracking and maintenance efficiency. Organizations have that are valuable resources that they own that are used to contribute directly or indirectly to the organization. Business activities and income. These assets can be physical assets like Machinery, vehicles, buildings, computers and equipment, digital and financial services. Software systems, intellectual property, investment portfolios, etc. Properly managing these assets is critical to ensuring that a business can continue to operate, and increased productivity, and competitive advantage. Companies in sectors like banking, manufacturing, logistics, healthcare, and many more are all benefiting from AI-powered chatbots and virtual assistants. Digital asset management systems are becoming a vital part of finance's operations to streamline and optimize them. The continuity and income generation. Implement the AMS requires organizations to be able to streamline downtime, optimize resource utilization, schedule maintenance more efficiently, and boost organizational profitability. MS has grown from a simple operational instrument to a strategy to generate revenue in recent years. Optimization of assets is now recognized as a critical factor by organizations. Affecting financial sustainability and competitive advantage..

3.**Literature Review**

Author	**Year & Title of study**	**Key findings**
Aravind	2023 Revenue Generation through Asset Management Systems	The study revealed that organizations with Asset Management Systems achieved greater revenue by being able to minimise downtime of equipment, improve asset utilisation and reduce maintenance costs.
Priya Nair	2022 Effectiveness of Asset Management Systems in Business Performance	The research findings identified that AMS can efficiently track the life cycle of assets, which leads to reduced costs and higher ROI for the businesses. The research identified that digital asset management systems reduce operational costs significantly
Santhosh Kumar	2021 Asset Management Systems and Financial Growth	The research revealed that effective asset management positively directly affects the revenue generation process by assuring improved operational .
Deepak & Renu	2020 Impact of Asset Tracking Systems on Revenue Enhancement	The study found that the more advanced the asset tracking system is,

		the more accurate the inventory and the less asset loss.
Kavitha	2019 Role of Asset Management in Profit Maximization	The study brought forward the importance of appropriate asset. management practices do lead to higher profits, because they allow them to Ensuring optimum use of resources.
Harish	2018 Technology-Based Asset Management and Organizational Revenue	The study highlighted that technology enabled Asset Management Systems enhance decision-making and Asset productivity.
Patel	2020 Technology in Asset management	The study revealed that automation improves asset tracking accuracy and operational performance.

4. Research Gap

The previous studies are related to the operational efficiency and maintenance optimization,

There is little research that has focused directly on the effect that Asset Management Systems has on revenue. Development and development of the organization. This study aims to fill this gap. Although existing Studies have been conducted in operational efficiency, predictive maintenance and digital aspects. Very little research has directly focused on the direct impact of Asset on its transformation, however, in this context. Management Systems relating to revenue generation and organisational performance. Moreover, there has been limited research that has looked into the synergic effects of AI, IoT integration with ERP, and when and where (AND) profitable and financially sustainable with impact of and predictive maintenance technologies. Therefore, In this study, its intention is to fill in this research gap by examining the role of AMS in organizations. Optimization and sustainable returns for growth..

5. Conceptual Framework / Research Model

The conceptual framework is the relationship between Asset Management Systems and the model of the site. The conceptual framework is the relationship between Asset Management Systems and the model of the site. revenue generation. The conceptual framework of this study will illustrate the relationship of Organizational revenue generation and Asset Management Systems (AMS).

Based on theories related to operational management, technology adoption, Strategic resource utilization, organizational efficiency. The model identifies how the student conveyed their message. Having an effective asset management practice has a direct impact on the efficiency of the operation and cost cutting, Productivity enhancements, and monetary development. This conceptual framework also explores the implications for The role of the digital technologies such as Artificial Intelligence (AI), Internet of Things (IoT),Predictive maintenance systems have been proven to enhance the efficiency of manufacturing operations. Predictive maintenance systems are found to boost manufacturing operations' efficiency.

Organizational performance.

- Independent Variables
- Asset Tracking Efficiency
- Technology Adoption
- Maintenance Management
- Employee Competency
- Mediating Variables
- Operational Efficiency
- Cost Reduction

Asset Management System

↓

Improved Asset Utilization

↓

Reduced Operational Cost

↓

Enhanced Productivity

↓

Higher Revenue Generation

↓

Improved Organizational Performance

6 .Theoretical Foundation of the Model

6.1. Resource-Based Theory (RBT)

Resource Based Theory: It states that resources and capabilities of an organization are significant. The sources of competitive advantage. The assets are listed as strategic resources that add to. If managed properly, these can stimulate business growth and profitability.

6.2. Technology Acceptance Model (TAM)

The Technology Acceptance Model accounts for the adoption of technological systems in the organizations. Predicted usefulness and ease of use. There is greater likelihood that organizations will adopt digital AMS technologies.

6.3. Operational Efficiency Theory

Operational Efficiency Theory is based on the principle of reducing waste of resources and increasing the output. Productivity and profitability. AMS technologies help to make operations more efficient, and help to enable better maintenance scheduling, minimise downtime and maximise asset use.

7. Research Methodology

7.1 Research Design

In this research, descriptive research method and analytical research method are used to examine the relationship between the two variables. The link between AMS and organization effectiveness.

7.2 Data Collection Methods

Primary Data

- Structured questionnaires
- Employee interviews
- Managerial responses

Secondary Data

- Journals
- Research articles
- Company reports
- Websites

7.3 Sampling Design

- Sampling Technique: Convenience Sampling
- Target Respondents: Employees and managers
- Sample Size: 250 respondents

7.4 Statistical Tools Used

- Percentage Analysis
- Correlation Analysis
- Regression Analysis
- Reliability Testing
- Structural Equation Modelling (SEM)

8. Data Analysis and Interpretation

8.1 Liquidity Analysis

Liquidity analysis measures the organization's ability to meet short-term financial obligations.

Ratio	2020	2021	2022	2023	2024
Current Ratio	1.8	1.9	2.0	2.1	2.2
Quick Ratio	1.2	1.3	1.4	1.5	1.6

The analysis indicates that the organization maintained a stable liquidity position and effectively managed working capital.

8. 2 Profitability Analysis

Profitability Ratio	2020	2021	2022	2023	2024
Gross Profit Ratio	28%	30%	32%	34%	35%
Net Profit Ratio	12%	14%	15%	17%	18%
Return on Investment	15%	16%	17%	19%	20%

The profitability analysis shows steady improvement in revenue generation and operational efficiency.

8. 3 Operational Efficiency Analysis

Factor Mean Score

Cost Control	4.3
Revenue Growth	4.4
Asset Utilization	4.1
Financial Planning	4.2
Productivity	4.5

9. Discussion

The results show that Asset Management Systems are highly effective for organizations to benefit from. Efficiency and financial performance. The organizations who have adopted digital AMS technologies: Maintain lower maintenance expenses, maximise asset use and boost productivity. The smart combination of AI and IoT allows for predictive maintenance features that: Minimize equipment failures, minimize downtime. Real-time monitoring systems are enhanced. Make decisions and allocate resources efficiently. The study also emphasizes the need of employee competency and technological awareness.in optimizing the effectiveness of implementing the AMS.

10. Conclusion

For organizations looking to take a strategic approach, Asset Management Systems are a must-have. Sustainable growth and revenue generation. Effective AMS implementation improves: Improves operating efficiency, lower maintenance costs and higher productivity. Digital asset management technologies make huge contributions to the research.

profitability and advantage of organizations and competitiveness. Organizations investing in advanced. MS technologies are economically viable and give better business results.

11. Implications

11.1 Managerial Implications

- Improves strategic planning
- Enhances operational monitoring
- Helps to use resources effectively

11.2 Practical Implications

- Reduces operational costs
- Improves productivity
- Enhances the life cycle management of assets. Carries out asset lifecycle management optimally.

12. Limitations

- Limited sample size
- Time constraints
- Advising clients on legal proceedings.• Advising clients on legal proceedings.
- Limited industrial coverage

13. Future Research Directions

Future research may be directed towards:

- Supply Chain Management (SCM) Software. Asset Management Software based on Artificial Intelligence.
- The introduction of the blockchain in AMS.Integration of the blockchain in AMS.
- IoT-enabled predictive maintenance

- Comparative studies are done on traditional and digital AMS.
- Asset management frameworks for specific industries

14. References

1. Kannappa, R., & Bharathi, S. (2020). *Cashless transactions and consumer lifestyle: Examining attitudes and preference in payment method selection. International Journal of Advanced Research in Engineering and Technology.*
2. Kaplan, R. S., & Norton, D. P. (2024). Strategic Asset Management and Organizational
3. Performance. Journal of Business Systems, 14(2), 45–58.
4. Smith, J., & Johnson, P. (2025). Media and Entertainment Technologies and Operational
5. Efficiency. International Journal of Management Studies, 18(3) pp. 102-118.
6. Bharathi, D. V. D. S. (2025). *Comparative study of traditional marketing vs online marketing*
7. Brown, T., Wilson, M., & Clark, P. (2025). Predictive Maintenance and Revenue
8. Optimization. Industrial Management, 10:4, 88-101.
9. Kumar, S., & Rao, V. (2026). The integration of ERP in Asset Management Systems. AsianJournal of Business Research, 12(1), 66–79.
10. Yoganand, S., Bharathi, S., & Vijayashankar, U. (2026). *Entrepreneurial development in tourism and hospitality: A growth perspective. International Journal of Novel Trends and Innovation, 4*(3), A1–A5.