Unearthing the Depths of Revenue Precision: A Cutting-Edge Research Agenda for Empowering Agile Finance

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Abstract

This research explores the dynamic relationship between SIO (Strategic Income Optimization), RPM (Revenue Precision Management), SFM (Strategic Financial Management), IRS (Integrated Revenue Strategy), RDC (Revenue-Driven Culture), and FCC (Financial Communication and Collaboration) models to unearth the depths of revenue precision for empowering agile finance. Data from 200 corporate finance executives in the Western Balkans (2021–2023) were analyzed using SPSS, AMOS, and G*Power software through exploratory factor analysis (EFA), multiple regression, regression weights, and post hoc power analysis. SFM had a significant 99 percent effect, focusing on strategic revenue and customer retention. SIO, RPM, and IRS, encompassing financial transparency, risk identification, technology investment, and cost management, predict a precision of 96–97 percent. RDC and FCC models, including employee incentives and effective communication, show a significant 92–96 percent effect. SFM, SIO, and FCC are critical to sustainable revenue precision. This study provides a blueprint for improving RPM through strategic financial management, revenue optimization, and interdepartmental collaboration as the linchpin to empower agile finance.

Keywords: revenue precision, research agenda, agile finance, financial models, corporates

JEL classification: C01, O16, Z23

1 Introduction

In the fast-paced realm of finance, revenue precision management is essential for agile adaptation. This paper explores the interconnectedness of six crucial models: SIO (Strategic Income Optimization), RPM (Revenue Precision Management), SFM (Strategic Financial Management), IRS (Integrated Revenue Strategy), RDC (Revenue-Driven Culture), and FCC (Financial Communication and Collaboration) to unearth the depths of revenue precision through a cutting-edge research agenda for empowering agile finance and uncovers the statistical significance between each model and key determinant variables.

In relation to agile finance, authors have pointed out that agile methods face financial difficulties from the traditional budgeting system (Sirkiä & Laanti, 2015). Also, agile methods in the finance sector face challenges (Nägele et al., 2023) and there are challenges in collaboration, research and development of business workers as well as the environment of implementing agile finance (Kowalczyk et al., 2022).

According to Cotting (2023), agility is not a solution but a tool to know where we are, how we got here, and where we need to go in terms of SIO, RPM, SFM, IRS, RDC, and FCC.

Regarding revenue precision to empower agile finance, according to Khalfallah and Lakhal (2021), it is emphasized that the practice of agile production has a direct positive relationship with fast production that affects the financial performance of the company. Also, according to Nagarajan and Overbeek (2018), it is emphasized that modern companies are interested in agile finance in SIO (technology, cost effectiveness, innovative culture, accurate decision-making). For RPM (transparency of information and financial reporting, performance indicators, investments, flexible pricing) and SFM (standards, strategies, positioning, diversification, financial plans), Dong et al. (2014) emphasize the positive relationship between income and operating profit segments for each factor. IRS (clear strategy, financial performance, sales teams, pricing strategy) and RDC (employee rewarding, training, and encouragement) propose a new framework to predict income changes based on factor classifications (Mahajan et al., 2020). In the realm of FCC (communication, collaboration, real and achievable revenue), effective communication and collaboration (Lee et al., 2021) are highlighted to support revenue precision and empower agile finance. Lulaj, Tahiraj et al. (2024) found that fraudulent images in online shopping increase financial risks through expectation mismatch (EM), purchase challenges (PCh), and purchase concerns (PC), which collectively undermine financial stability. To mitigate these risks, the study advocates for Revenue Precision Management (RPM), focusing on enhanced seller verification, fraud detection, and stronger policies, creating a cohesive Integrated Revenue Strategy (IRS). Moreover, Lulaj et al. (2025) revealed that strategic profits in women-led businesses are shaped by Strategic Income Optimization (SIO) and financing expectations. Strong leadership, adaptive staff, and effective debt management are crucial to achieving strategic profits and maintaining a Revenue-Driven Culture (RDC), alongside Financial Communication and Collaboration (FCC).

In summary, this research examines the intricate relationships among financial models – SIO, RPM, SFM, IRS, RDC, and FCC – to uncover the depths of revenue precision. The significance of this study lies in addressing the need for companies to leverage the synergies between these models for agile financial capability. The unique focus on the Western Balkans (2021–2023) provides timely and regionally specific insights, contributing to the global discourse on agile finance. The primary goal is to offer a practical blueprint for enhancing Revenue Precision Management (RPM) through the strategic integration of models like SFM, SIO, and FCC. The research questions (How do SFM, SIO, and FCC contribute to sustainable revenue accuracy? What is the impact of SIO, RPM, and IRS on financial transparency, risk identification, technology investments, and cost management? How do RDC and FCC models, including employee incentives and effective communication, impact overall revenue accuracy?) explore the effectiveness and interplay of these models in achieving sustainable revenue accuracy, aiming to fill a crucial gap in the literature. By shedding light on the specific dynamics within the Western Balkans, this study provides actionable insights for companies navigating the complex environment of revenue accuracy in the region and beyond.

2 Literature Review and Hypothesis Development

In this section, the depths of revenue precision will be explored to empower agile finance based on the models (SIO, RPM, SFM, IRS, RDC, and FCC) and their factors through a cutting-edge research agenda of reviewing existing studies, helping to build and approve the hypotheses and sub-hypotheses of each model.

Therefore, with regard to Strategic Income Optimization (SIO, model 1) and its associated factors, such as technological investment, effective costs, suitable prices, innovative culture, accurate information, transparency to support revenue precision and empower agile finance, Zhang et al. (2023) emphasize the importance of improving the strategic quality of decisions for all factors, Wu and Meng (2023) state that a dynamic adjustment strategy is preferred for the performance security rate, Qiu et al. (2023) reveal a new model for prices and orders, Chen et al. (2024) point out that a model of objective revenue optimization is needed, and Szaller et al. (2023) emphasize the importance of a platform for sharing resources and expenses in financial terms, which is useful and increases competitiveness through partnership. Furthermore, Lulaj (2025) emphasizes that cost management can turn expenses into opportunities. Strategies such as cost management effectiveness (CME), strategic cost management (SCM), and cost optimization mastery (COM) are key to improving profitability and supporting Strategic Financial Management (SFM) for long-term growth. Lulaj (2024a) stresses the importance of personal finance management. Effective financial planning, responsible spending, and regular financial reviews help individuals build resilience, aligning with Strategic Financial Management (SFM) to ensure financial stability and well-being.

As for Revenue Precision Management (RPM, model 2) and its associated factors, such as financial transparency, financial indicators, identification of risks, innovative research and development, changes in market conditions, financial reporting to support revenue precession and empower agile finance, Ma et al. (2009) emphasize the importance of a network approach which shows precision and accuracy of income, Gohdes et al. (2022) emphasize the cost of capital and the most important variables for investment, Matsuoka (2022) investigates whether revenue management practices maximize financial performance, Giacosa et al. (2022) emphasize the importance of customer agility and digitalization in the restructuring of a company, and Wang and Chen (2019) emphasize demand forecasting and financial evaluation as core issues for revenue precision and agile finance.

Furthermore, concerning Strategic Financial Management (SFM, model 3) (Korhonen, 2001) and its associated factors, such as industry standards, good positioning, income diversification, effective strategies, sales support, and customer retention, Ejigu and Desalegn (2023) emphasize that strategic planning affects sales performance, Savina and Kuzmina-Merlino (2015) state that efficient financial management increases sales and retains customers, while Elgazzar et al. (2012) emphasize that financial strategic objectives through effective strategies allow companies to gain competitive advantages and empower agile finance.

With regard to Integrated Revenue Strategy (IRS, model 4) (Luo et al., 2020) and its associated factors, such as teams and sales, the ability to achieve revenue goals, clear pricing and revenue strategies, Alghababsheh et al. (2022) emphasize the effect of business strategies (cost leadership and differentiation) in revenue precision and empowering agile finance, while Sayekti (2015) emphasizes that strategic and non-strategic CSR influence the financial performance of prices and the coefficient of profits. AlMaryani and Sadik (2012) emphasize that strategic management accounting and the importance of techniques and methods depend on the ability of the business to achieve revenue goals.

Regarding Revenue-Driven Culture (RDC, model 5) and its related factors, such as evaluating and rewarding employees, providing training, and encouraging the identification of new revenue opportunities, Xu et al. (2022) emphasize that decentralized decisions from companies can achieve maximum profits. Bayrakdaroğlu and Şan (2014) emphasize that the level of financial knowledge increases with employees' financial training, while according to Feng (2023), evaluating and rewarding employees increases companies' financial results by influencing accurate revenue and agile finance.

Finally, as for Financial Communication and Collaboration (FCC, model 6) and its factors, such as communication, collaboration, and income goals that are real and achievable, Darehshiri et al. (2022) emphasize that future payments and communication are important for revenue precision, empowering agile finance. According to Binder-Tietz et al. (2021), higher levels of communication and cooperation are associated with a better working atmosphere, a broader set of tools for coordination, and better agreement on goals and income assessment.

Integrated discussions underscore the need to formulate hypotheses and sub-hypotheses to validate and extend the findings of this study. The knowledge gained from various studies by different authors on the models (SIO, RPM, SFM, IRS, RDC, and FCC) and their factors collectively strengthens the foundation for hypothesis construction. Derived from this research, the main hypotheses (H_1-H_5) for the six models, to assess their impact on RPM, as well as sub-hypotheses

(H_{a1}-H_{a6}) for the factors and their influence on the model, have been developed. These hypotheses aim to provide a new perspective on the unearthing of revenue precision, contributing to the empowerment of agile finance as elaborated below:

H0: None of the factors have a statistically significant relationship with their models (SIO, RPM, SFM, IRS, RDC and FCC) in the context of unearthing the depths of revenue precision.

$$\hat{y} = \alpha_0 + \beta_1(SIO1 - 6) + \beta_2(RPM1 - 6) + \beta_3(SFM1 - 7) + \beta_4(IRS1 - 5) + \beta_5(RDC1 - 3) + \beta_6(FCC1 - 3) + \mu = 0 \quad (1)$$

H1: Strategic Income Optimization (SIO) has a significant and positive effect on Revenue Precision Management (RPM).

H1a:

$$\hat{y} = \alpha_0 + \beta_1(SIO1) + \beta_2(SIO2) + \beta_3(SIO3) + \beta_4(SIO4) + \beta_5(SIO5) + \beta_6(SIO6) + \mu \neq 0 \quad (2)$$

H2a:

$$\hat{y} = \alpha_0 + \beta_1(RPM1) + \beta_2(RPM2) + \beta_3(RPM3) + \beta_4(RPM4) + \beta_5(RPM5) + \beta_6(RPM6) + \mu \neq 0 \quad (3)$$

H2: Strategic Financial Management (SFM) has a significant and positive effect on Revenue Precision Management (RPM).

H3a:

$$\hat{y} = \alpha_0 + \beta_1(SFM1) + \beta_2(SFM2) + \beta_3(SFM3) + \beta_4(SFM4) + \beta_5(SFM5) + \beta_6(SFM6) + \beta_7(SFM7) + \mu \neq 0 \quad (4)$$

H3: Integrated Revenue Strategy (IRS) has no significant effect on Revenue Precision Management (RPM).

H4a:

$$\hat{y} = \alpha_0 + \beta_1(IRS1) + \beta_2(IRS2) + \beta_3(IRS3) + \beta_4(IRS4) + \beta_5(IRS5) + \mu \neq 0 \quad (5)$$

H4: Revenue-Driven Culture (RDC) has no significant effect on Revenue Precision Management (RPM).

H5a:

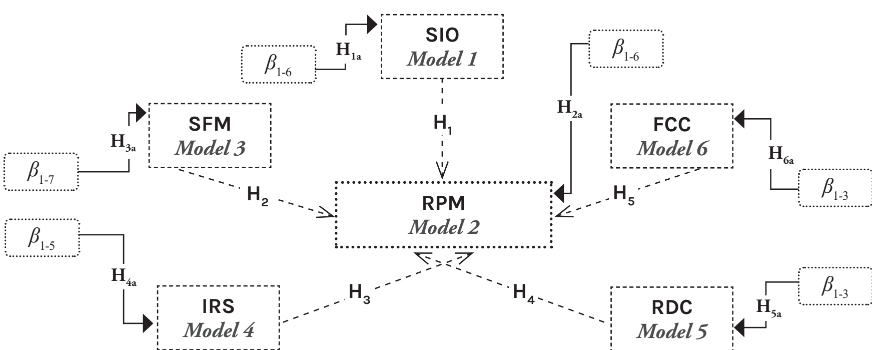
$$\hat{y} = \alpha_0 + \beta_1(RDC1) + \beta_2(RDC2) + \beta_3(RDC3) + \mu \neq 0 \tag{6}$$

H5: Financial Communication and Collaboration (FCC) has a significant and positive effect on Revenue Precision Management (RPM).

H6a:

$$\hat{y} = \alpha_0 + \beta_1(FCC1) + \beta_2(FCC2) + \beta_3(FCC3) + \mu \neq 0 \tag{7}$$

Figure 1: *Conceptual Model*



Source: Prepared by the author.

Figure 1 shows the conceptual model that highlights the relationships between the models SIO (Strategic Income Optimization), RPM (Revenue Precision Management), SFM (Strategic Financial Management), IRS (Integrated Revenue Strategy), RDC (Revenue-Driven Culture), and FCC (Financial Communication and Collaboration) and their factors related to unearthing the depths of revenue precision management to empower agile finance through a cutting-edge research agenda. The effects of (RPM←SFM, RPM←SIO, RPM←IRS, RPM←RDC, RPM←FCC) are emphasized to verify the main hypotheses (H_1-H_5). Each factor follows a regression format, where $\hat{y}$ represents unearthing the depths of revenue precision management and α is the intercept term. For the sub-hypotheses (H_{a1}-H_{a6}), the models include the corresponding factors {SIO(1-6), RPM(1-6), SFM(1-7), IRS(1-5), RDC(1-3), FCC(1-3)} with β coefficients indicating the strength and direction of their impact. A statistically significant relationship is indicated when these coefficients are significantly different from zero. Then, the error term μ accounts for unobservable factors that affect the unearthing of the depths of revenue precision to contribute to agile finance. In general, this conceptual model aims to clarify the relationships between SIO, RPM, SFM, IRS, RDC, and FCC in the context of unearthing the depths of revenue precision through a cutting-edge research agenda for empowering agile finance.

3 Methodology

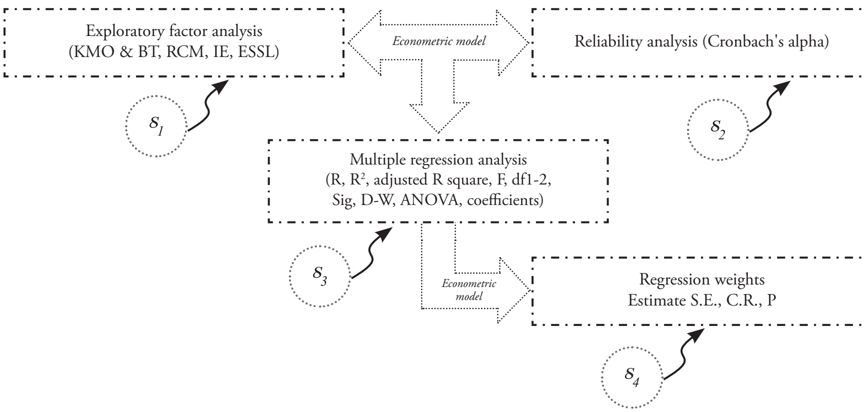
3.1 The Purpose of the Paper

This paper aims to investigate the relationships between the models (SIO, RPM, SFM, IRS, RDC, and FCC) related to unearthing the depths of revenue precision through a cutting-edge research agenda to empower agile finance. Also, it aims to determine if there is a statistically significant relationship between each model and at least one factor (determinant variable). Therefore, this paper can empower companies to optimize financial strategies, improve revenue precision, and adopt more agile finance practices in dynamic environments.

3.2 Data Analysis

The data from this study were analyzed in detail to determine the impact of each model (1-6) on business revenue. Various analytical techniques were used to accomplish this, including exploratory factor analysis (EFA), reliability analysis (Cronbach's alpha), multiple regression analysis, regression weights, and post hoc power analysis for multiple regression (Spearman, 1927). These analyses were conducted using advanced software such as SPSS (64-bit), AMOS (23.0), and G*Power. Each analysis included key tests to assess the significance of the models and factors and to validate the proposed hypotheses.

Figure 2: *Econometric Model*



Source: Prepared by the author.

Figure 2 illustrates the econometric model for the models (SIO, RPM, SFM, IRS, RDC, and FCC) and their impact on each factor related to unearthing the depths of revenue precision management for empowering agile finance through a cutting-edge research agenda. The research was conducted in four steps: in the first step ($ꙅ_1$), the data were analyzed using exploratory factor analysis (EFA) and its tests; in the second step ($ꙅ_2$), reliability analysis and its tests were used. In the third step ($ꙅ_3$), multiple regression analysis and its tests were used to verify the raised sub-hypotheses (H_{a1}-H_{a6}), and in the fourth step ($ꙅ_4$), regression weights and their tests were used to verify the main hypotheses (H_1-H_5).

3.3 Data Collection

The data were collected from 200 corporate finance executives in the Western Balkans countries through an online questionnaire and face-to-face interviews conducted between 2021 and 2023. Participants were informed that the data would be used for research purposes only and would remain confidential. They willingly agreed to participate in exploring the complexity of the factors involved in the study (SIO1-6, RPM1-6, SFM1-7, IRS1-5, RDC1-3, FCC1-3), with each model consisting of 10 factors (determinant variables). However, after careful analysis, irrelevant variables were removed from the study.

Table 1: *Explanation and Characterization of Study Variables*

Item	Constructs	Source
	Model 1 Strategic Income Optimization (SIO)	
SIO1	The company's investments in technology contribute positively to revenue growth	Lulaj and Minguez-Vera (2024) Montes et al. (2024) Singh et al. (2025)
SIO2	The company manages costs effectively to maximize net income	
SIO3	Products/services are priced appropriately for the quality they provide	
SIO4	The company fosters a culture of innovation that positively impacts revenue	
SIO5	The company makes decisions based on accurate information to optimize revenue generation	
SIO6	The company effectively leverages partnerships and collaborations to increase revenue	
	Model 2 Revenue Precision Management (RPM)	
RPM1	The company provides transparent financial information	Blue et al. (2025) Lulaj (2021) Du and Whittington (2018)
RPM2	The company provides employee training and awareness of key performance indicators used to measure revenue performance	
RPM3	The company takes a proactive approach to identifying and addressing potential revenue risks	
RPM4	The company invests appropriately in research and development to innovate and drive revenue	
RPM5	The company's pricing models are flexible enough to adapt to changing market conditions	
RPM6	Financial reporting processes provide a clear picture of the company's revenue streams	

Model 3 Strategic Financial Management (SFM)		
SFM1	The company's financial targets are in line with industry standards	Zhang et al. (2024) Lulaj, Dragusha, and Lulaj (2024) Lulaj and Iseni (2018)
SFM2	The company effectively adapts its business strategies to changing market conditions	
SFM3	The company is well-positioned to take advantage of emerging market trends	
SFM4	The company provides sufficient resources and support for sales and business development efforts	
SFM5	The company's approach to diversifying revenue streams is strategic and well-executed	
SFM6	The company's current customer retention strategies are effective	
SFM7	I am aware of the company's contingency plans for managing revenue fluctuations	
Model 4 Integrated Revenue Strategy (IRS)		
IRS1	The company has a clear strategy for revenue growth	Mourão et al. (2024) Lulaj, Dragusha, Hysa, and Voica (2024)
IRS2	I feel informed about the factors that affect the company's overall financial performance	
IRS3	Sales and marketing teams effectively contribute to the company's revenue goals	
IRS4	The company has the ability to meet revenue targets	
IRS5	The pricing strategy is competitive and supports revenue growth	
Model 5 Revenue-Driven Culture (RDC)		
RDC1	The company recognizes and rewards employees who contribute to revenue growth	Chatpibal et al. (2024)
RDC2	The company provides sufficient training and resources for employees involved in sales	
RDC3	The company encourages employees to identify and pursue new revenue opportunities	
Model 6 Financial Communication and Collaboration (FCC)		
FCC1	The company effectively communicates its financial performance to employees	Lulaj (2024b) Zhuyin and Ali (2024)
FCC2	The company has cooperation between sales and other departments	
FCC3	The company's revenue goals are realistic and achievable	

Source: Prepared by the author.

Table 1 presents the six models (SIO, RPM, SFM, IRS, RDC, and FCC) and their related variables, designed to explore revenue precision through a cutting-edge research agenda that empowers agile finance. The SIO and RPM models were analyzed using six determinant variables, while the SFM model was analyzed using seven. Similarly, the IRS model was examined with five factors, and the RDC and FCC models were also analyzed using five factors. Therefore, for each model and its variables, contributions were made by different authors.

4 Results

Following the literature review and methodology, the data are analyzed according to each model (SIO, RPM, SFM, IRS, RDC, and FCC) in the results section. The analyses include exploratory factor analysis (EFA), Cronbach's alpha, multiple regression, and post hoc power analysis for multiple regression, as discussed below.

Table 2: *Exploratory Factor Analysis (EFA) Reliability Analysis (Cronbach's alpha)*

Item	Factor loading λ	KMO and Bartlett's test	Variance explained (VE) Cronbach's alpha (α)	Interpretation
Model 1 Strategic Income Optimization (SIO)				
SIO1	0.775	KMO = 0.863 χ2 = 385.378 df = 15 Sig. = 0.000	VE = 54.9% α = 0.834	(Kaiser, 1974) (Cronbach, 1951) Valid results
SIO2	0.768			
SIO3	0.767			
SIO4	0.717			
SIO5	0.709			
SIO6	0.698			
Model 2 Revenue Precision Management (RPM)				
RPM1	0.719	KMO = 0.832 χ2 = 370.018 df = 15 Sig. = 0.000	VE = 53.1% α = 0.823	Valid results
RPM2	0.685			
RPM3	0.765			
RPM4	0.756			
RPM5	0.714			
RPM6	0.730			
Model 3 Strategic Financial Management (SFM)				
SFM1	0.774	KMO = 0.871 χ2 = 401.331 df = 21 Sig. = 0.000	VE = 59.3% α = 0.828	Valid results
SFM2	0.726			
SFM3	0.720			
SFM4	0.698			
SFM5	0.665			
SFM6	0.696			
SFM7	0.627			
Model 4 Integrated Revenue Strategy (IRS)				
IRS1	0.773	KMO = 0.842 χ2 = 311.322 df = 10 Sig. = 0.000	VE = 58.4% α = 0.822	Valid results
IRS2	0.767			
IRS3	0.758			
IRS4	0.740			
IRS5	0.784			

Model 5 Revenue-Driven Culture (RDC)				
RDC1	0.697	KMO = 0.737 $\chi2$ = 114.056 df = 10 Sig. = 0.000	VE = 62.6% α = 0.897	Valid results
RDC2	0.838			
RDC3	0.829			
Model 6 Financial Communication and Collaboration (FCC)				
FCC1	0.794	KMO = 0.760 $\chi2$ = 88.062 df = 10 Sig. = 0.000	VE = 60.3% α = 0.870	Valid results
FCC2	0.754			
FCC3	0.781			

Notes: KMO = Kaiser-Meyer-Olkin; χ^2 = chi-square; df = degrees of freedom; α = Cronbach's alpha.
Source: Table prepared by the author.

Table 2 shows the component matrix-PCA according to EFA, which highlights the importance of the models SIO (Strategic Income Optimization), RPM (Revenue Precision Management), SFM (Strategic Financial Management), IRS (Integrated Revenue Strategy), RDC (Revenue-Driven Culture), and FCC (Financial Communication and Collaboration) in unearthing the depths of revenue precision through a cutting-edge research agenda to empower agile finance. All factors in each model have values above 0.50, underscoring their importance. The KMO test (Kaiser & Rice, 1974) confirms the reliable fit of the data to the models (SIO, KMO = 0.865; RPM, KMO = 0.832; SFM, KMO = 0.871; IRS, KMO = 0.842; RDC, KMO = 0.737; FCC, KMO = 0.760), and Bartlett's sphericity test shows a significant and meaningful correlation between the factors (Sig. = 0.000). Also, the reliability analysis (Cronbach's alpha) shows a high degree of reliability in the data of all models (SIO, RPM, SFM, IRS, RDC, FCC 0.80 ≤ α ≤ 0.83, 0.82, 0.83, 0.82, 0.90, 0.87), while the eigenvalues (VE) emphasize the importance of the variance, which has a value above 50 percent in each model (1-6).

Table 3: *Model Summary*

Model summary[b]											
Model	R	R^2	Adjusted R^2	S.E.	Change statistics – ANOVA					Durbin-Watson	Interpretation Model 1-6
					R^2 change	F change	df1	df2	Sig. F change		
SIO	0.982[a]	0.965	0.964	0.10252	0.965	880.511	6	192	0.000*	1.888	Statistically significant for all models ($p < 0.05$) F (Sig. = 0.000)
RPM	0.984[a]	0.968	0.967	0.10183	0.968	981.084	6	193	0.000*	2.028	
SFM	0.989[a]	0.978	0.977	0.08194	0.978	1211.489	7	192	0.000*	1.759	
IRS	0.978[a]	0.956	0.955	0.12218	0.956	842.304	5	194	0.000*	2.001	
RDC	0.961[a]	0.924	0.923	0.16622	0.924	789.927	3	195	0.000*	1.950	
FCC	0.958[a]	0.918	0.917	0.16950	0.918	732.474	3	196	0.000*	2.042	

Notes: [b] Dependent variables: SIO, RPM, SFM, IRS, RDC, and FCC; S.E. = std. error of the estimate; [a] predictors (constant): (SIO1-6, RPM1-6, SFM1-7, IRS1-5, RDC1-3, FCC1-3); * $p < 0.005$.

Source: Table prepared by the author.

Table 3 presents the summary model for all models (SIO, RPM, SFM, IRS, RDC, and FCC) and their factors (SIO1-6, RPM1-6, SFM1-7, IRS1-5, RDC1-3, FCC1-3) at a significance level of 0.05 related to unearthing the depths of revenue precision management through a cutting-edge research agenda for empowering agile finance. According to R, there are positive and significant relationships between the models and their factors (predictors): SIO with (SIO1-6) at 98 percent, RPM with (RPM1-6) at 98 percent, SFM with (SFM1-7) at 99 percent, IRS with (IRS1-5) at 98 percent, RDC with (RDC1-3) at 96 percent, and FCC with (FCC1-3) at 96 percent. According to R^2, for models 1 and 2 (0.965 and 0.968), it is emphasized that 97 percent of the predictors affect SIO and RPM, while 3 percent is explained by variables outside the models. For model 3 (0.978), it is emphasized that 98 percent of the predictors affect SFM, while 2 percent is explained by variables outside the model. For model 4 (0.956), it is noted that 96 percent of the predictors affect IRS, while 4 percent is explained by variables outside the model. For models 5 and 6 (0.924 and 0.918), it is emphasized that 92 percent of the predictors affect RDC and FCC, while 8 percent is explained by variables outside the models. Also, the results from ANOVA (R^2 change, S.E., F-test value, and Sig.) confirm the appropriateness of the models and the statistical significance of the results. As for the Durbin-Watson test, for all models, 1-6 (1.888, 2.028, 1.759, 2.001, 1.950, and 2.042), it indicates that there is no autocorrelation between the variables.

Table 4: *Coefficients*

		U.C. B	U.C. S.E.	S.C. Beta	T	Sig.	95.0% C.I. for B LB	95.0% C.I. for B UB	Interpretation Model 1-6
Model 1									
SIO	(Constant)	0.295	0.055		5.381	0.000*	0.187	0.403	SIO1-6 variables are statistically significant at the 0.05 level ($p < 0.005$)
	SIO1	0.154	0.011	0.230	13.499	0.000*	0.131	0.176	
	SIO2	0.162	0.011	0.253	14.718	0.000*	0.141	0.184	
	SIO3	0.160	0.012	0.240	13.777	0.000*	0.137	0.183	
	SIO4	0.155	0.009	0.238	16.422	0.000*	0.136	0.173	
	SIO5	0.148	0.011	0.226	13.572	0.000*	0.127	0.170	
	SIO6	0.158	0.011	0.231	14.227	0.000*	0.136	0.180	
Model 2									
RPM	(Constant)	0.296	0.051		5.816	0.000*	0.196	0.397	RPM1-6 variables are statistically significant at the 0.05 level ($p < 0.005$)
	RPM1	0.132	0.010	0.204	12.828	0.000*	0.112	0.152	
	RPM2	0.158	0.010	0.243	15.751	0.000*	0.139	0.178	
	RPM3	0.169	0.012	0.250	14.575	0.000*	0.146	0.192	
	RPM4	0.166	0.012	0.226	13.289	0.000*	0.141	0.190	
	RPM5	0.151	0.012	0.202	12.306	0.000*	0.127	0.175	
	RPM6	0.160	0.012	0.225	13.595	0.000*	0.137	0.183	
Model 3									
SFM	(Constant)	0.213	0.043		4.969	0.000*	0.129	0.298	SFM1-7 variables are statistically significant at the 0.05 level ($p < 0.005$)
	SFM1	0.104	0.010	0.154	10.688	0.000*	0.085	0.124	
	SFM2	0.110	0.010	0.155	11.303	0.000*	0.091	0.129	
	SFM3	0.122	0.010	0.169	12.441	0.000*	0.103	0.141	
	SFM4	0.117	0.008	0.188	14.098	0.000*	0.101	0.134	
	SFM5	0.240	0.009	0.328	25.581	0.000*	0.222	0.259	
	SFM6	0.149	0.009	0.210	15.853	0.000*	0.130	0.167	
	SFM7	0.113	0.007	0.206	16.481	0.000*	0.099	0.126	
Model 4									
IRS	(Constant)	0.271	0.062		4.377	0.000*	0.149	0.394	IRS1-5 variables are statistically significant at the 0.05 level ($p < 0.005$)
	IRS1	0.141	0.014	0.199	10.148	0.000*	0.113	0.168	
	IRS2	0.183	0.014	0.245	12.709	0.000*	0.154	0.211	
	IRS3	0.194	0.014	0.265	13.803	0.000*	0.166	0.221	
	IRS4	0.207	0.014	0.284	15.153	0.000*	0.180	0.234	
	IRS5	0.205	0.014	0.286	14.591	0.000*	0.177	0.233	
Model 5									
RDC	(Constant)	0.548	0.072		7.635	0.000*	0.406	0.689	RDC1-3 variables are statistically significant at the 0.05 level ($p < 0.005$)
	RDC1	0.301	0.016	0.417	19.223	0.000*	0.270	0.332	
	RDC2	0.330	0.018	0.448	18.164	0.000*	0.294	0.366	
	RDC3	0.236	0.016	0.352	14.393	0.000*	0.204	0.269	
Model 6									
FCC	(Constant)	0.545	0.080		6.827	0.000*	0.387	0.702	FCC1-3 variables are statistically significant at the 0.05 level ($p < 0.005$)
	FCC1	0.314	0.017	0.439	18.709	0.000*	0.281	0.347	
	FCC2	0.272	0.013	0.464	20.195	0.000*	0.246	0.299	
	FCC3	0.280	0.020	0.330	13.931	0.000*	0.240	0.320	

Notes: [a] Dependent variables: SIO, RPM, SFM, IRS, RDC, and FCC; S.C. = standardized coefficients; U.C. = unstandardized coefficients; S.E. = std. error; LB = lower bound; UB = upper bound; C.I. = confidence interval for B; * $p < 0.005$; predictors (constant): (SIO1-6, RPM1-6, SFM1-7, IRS1-5, RDC1-3, FCC1-3).

Source: Table prepared by the author.

Table 4 presents the coefficients of the models (SIO, RPM, SFM, IRS, RDC, and FCC) and their factors (SIO1-6, RPM1-6, SFM1-7, IRS1-5, RDC1-3, FCC1-3) at the significance level of 0.05, related to unearthing the depths of revenue precision through a cutting-edge research agenda for empowering agile finance. The findings of the Strategic Income Optimization model (SIO) indicate that for model 1 (SIO), the constant is (0.295), suggesting that if the independent variables (SIO1-6) are zero, companies will achieve a strategic revenue optimization of 30 percent. All the independent variables of the SIO model have an important and significant impact on the model, therefore an increase in the company's investment in technology (SIO1) will increase (SIO) by 15 percent, an increase in effective cost management (SIO2) will increase (SIO) by 16 percent, an appropriate increase in prices of products/services (SIO3) will increase (SIO) by 16 percent, an increase in innovative culture (SIO4) will increase (SIO) by 16 percent, an increase in decisions based on accurate information (SIO5) will increase (SIO) by 15 percent, and an increase in effective partnerships and collaborations (SIO6) will increase (SIO) by 16 percent. According to the standardized beta coefficient, it is emphasized that all variables have a significant impact on the model, but the most important variables are (SIO2 = 25 percent, SIO3 = 24 percent), i.e., effective cost management and appropriate prices for products/services will increase the company's income.

$$\hat{y} = \alpha_0 + \beta_1(SIO1) + \beta_2(SIO2) + \beta_3(SIO3) + \beta_4(SIO4) + \beta_5(SIO5) + \beta_6(SIO6) = 0.295 + 0.154x_1 + 0.162x_2 + 0.160x_3 + 0.155x_4 + 0.148x_5 + 0.158x_6 + 0.03\mu$$

According to the 95 percent confidence interval (Sig. 2-tailed), it is noted that the p-value for variables SIO1-6 is smaller ($p < 0.05$). Therefore, H_0 is rejected and sub-hypothesis $\mathbf{H_{1a}}$ $(\boldsymbol{\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6})$ is accepted.

Regarding model 2 for Revenue Precision Management (RPM), it is emphasized that the constant is (0.296), highlighting that if the independent variables (RPM1-6) are zero, then companies will have revenue precision management of 30 percent. Further, all the independent variables of the RPM model have an important and significant impact on the model, therefore an increase in the transparency of providing financial information (RPM1) will increase (RPM) by 13 percent, an increase in the provision of training for staff and awareness of key performance indicators (RPM2) will increase (RPM) by 16 percent, an increase in identifying and addressing potential revenue risks (RPM3) will increase (RPM) by 17 percent, an increase in adequate investments for innovative research and development (RPM4) will increase (RPM) by 17 percent, an increase in pricing flexibility to adapt to market conditions (RPM5) will increase (RPM) by 15 percent, and an increase in processes of financial reporting, which provide a clear view of revenue flows (RPM6), will increase (RPM) by 16 percent. According to the standardized beta coefficient, it is emphasized that all variables have a significant impact on the model, but the most important variables are (RPM2 = 24 percent and RPM3 = 25 percent), i.e., providing training for staff and awareness of the key indicators of revenue performance, as well as identifying and addressing potential revenue risks, will significantly increase company revenues.

$$\hat{y} = \alpha_0 + \beta_1(RPM1) + \beta_2(RPM2) + \beta_3(RPM3) + \beta_4(RPM4) + \beta_5(RPM5) + \beta_6(RPM6) = 0.296 + 0.132x_1 + 0.158x_2 + 0.169x_3 + 0.166x_4 + 0.151x_5 + 0.160x_6 + 0.03\mu$$

According to the 95 percent confidence interval (Sig. 2-tailed), it is noted that the *p*-value for variables RPM1-6 is smaller ($p < 0.05$). Therefore, H_0 is rejected and sub-hypothesis $\mathbf{H_{2a}}$ $(\boldsymbol{\beta_1}, \boldsymbol{\beta_2}, \boldsymbol{\beta_3}, \boldsymbol{\beta_4}, \boldsymbol{\beta_5}, \boldsymbol{\beta_6})$ is accepted.

Regarding model 3 for Strategic Financial Management (SFM), it is emphasized that the constant is (0.213), highlighting that if the independent variables (SFM1-7) are zero, then companies will have strategic financial management of 21 percent. Moreover, all the independent variables of the SFM model have an important and significant impact on the model, therefore, an increase in the compliance of financial objectives with industry standards (SFM1) will increase (SFM) by 10 percent, an increase in the efficient adaptation of business strategy to changes in market conditions (SFM2) will increase (SFM) by 11 percent, an increase in good positioning to benefit from emerging market trends (SFM3) will increase (SFM) by 12 percent, an increase in providing resources and adequate support for sales and business development efforts (SFM4) will increase (SFM) by 12 percent, an increase in strategically diversifying revenue streams and executing them well (SFM5) will increase (SFM) by 24 percent, an increase in effectively retaining customers through efficient strategies (SFM6) will increase (SFM) by 15 percent, and an increase in awareness of the company's contingency plans for managing revenue fluctuations (SFM7) will increase (SFM) by 11 percent. According to the standardized beta coefficient, it is emphasized that all variables have a significant impact on the model, but the most important variable is (SFM5 = 33 percent), i.e., the diversification of income streams in a strategic way, and their good execution, will increase the revenue of the company.

$$\hat{y} = \alpha_0 + \beta_1(SFM1) + \beta_2(SFM2) + \beta_3(SFM3) + \beta_4(SFM4) + \beta_5(SFM5) + \beta_6(SFM6) + \beta_7(SFM7) = 0.213 + 0.104x_1 + 0.110x_2 + 0.122x_3 + 0.117x_4 + 0.240x_5 + 0.149x_6 + 0.113x_7 + 0.02\mu$$

According to the 95 percent confidence interval (Sig. 2-tailed), it is noted that the p-value for variables SFM1-7 is smaller ($p < 0.05$). Therefore, H_0 is rejected and sub-hypothesis $\mathbf{H_{3a}}$ $(\boldsymbol{\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7})$ is accepted.

Regarding model 4 for Integrated Revenue Strategy (IRS), it is emphasized that the constant is (0.271), highlighting that if the independent variables (IRS1-5) are zero, then companies will have integrated revenue strategies of 27 percent. Moreover, all the independent variables of the IRS model have an important and significant impact on the model, therefore, an increase in the clear strategy of revenue growth (IRS1) will increase (IRS) by 14 percent, an increase in the knowledge of the staff about the factors that affect the overall financial performance of the company (IRS2) will increase (IRS) by 18 percent, an increase in the effective contribution of sales and marketing teams to revenue goals (IRS3) will increase (IRS) by 19 percent, an increase in the certainty of the company's ability to achieve revenue goals (IRS4) will increase (IRS) by 21 percent, and an increase in a pricing strategy that is competitive and supports revenue growth (IRS5) will increase (IRS) by 21 percent. According to the standardized beta coefficient, it is emphasized that all variables have a significant impact on the model, but the most important variables are (IRS4 = 28 percent and IRS5 = 28 percent), i.e., the ability to achieve revenue targets and a pricing strategy that supports revenue and is competitive will increase the company's revenue.

$$\hat{y} = \alpha_0 + \beta_1(IRS1) + \beta_2(IRS2) + \beta_3(IRS3) + \beta_4(IRS4) + \beta_5(IRS5) = 0.271 + 0.114x_1 + 0.183x_2 + 0.194x_3 + 0.207x_4 + 0.205x_5 + 0.04\mu$$

According to the 95 percent confidence interval (Sig. 2-tailed), it is noted that the p-value for variables IRS1-5 is smaller ($p < 0.05$). Therefore, H_0 is rejected and sub-hypothesis $\mathbf{H_{4a}}$ $(\boldsymbol{\beta_1}, \boldsymbol{\beta_2}, \boldsymbol{\beta_3}, \boldsymbol{\beta_4}, \boldsymbol{\beta_5})$ is accepted.

Regarding model 5 for Revenue-Driven Culture (RDC), it is emphasized that the constant is (0.548), highlighting that if the independent variables (RDC1-3) are zero, then companies will have a revenue-driven culture of 55 percent. In addition, all the independent variables of the RDC model have an important and significant impact on the model, therefore, an increase in recognizing and rewarding employees who contribute to increasing sales (RDC1) will increase (RDC) by 30 percent, an increase in providing sufficient training and resources for employees involved in sales (RDC2) will increase (RDC) by 33 percent, and an increase in encouraging employees to identify and pursue new revenue opportunities (RDC3) will increase (RDC) by 24 percent. According to the standardized beta coefficient, it is emphasized that all variables have a significant impact on the model, but the most important variables are (RDC1 = 42 percent and RDC2 = 45 percent), i.e., recognizing and rewarding employees who increase income, as well as training employees involved in sales, will increase the company's income.

$$\hat{y} = \alpha_0 + \beta_1(RDC1) + \beta_2(RDC2) + \beta_3(RDC3) = 0.548 + 0.301x_1 + 0.330x_2 + 0.236x_3 + 0.08\mu$$

According to the 95 percent confidence interval (Sig. 2-tailed), it is noted that the p-value for variables RDC1-3 is smaller ($p < 0.05$). Therefore, H_0 is rejected and sub-hypothesis $\mathbf{H_{5a}}$ $(\boldsymbol{\beta_1}, \boldsymbol{\beta_2}, \boldsymbol{\beta_3})$ is accepted.

Regarding model 6 for Financial Communication and Collaboration (FCC), it is emphasized that the constant is (0.545), highlighting that if the independent variables (FCC1-3) are zero, then companies will have a financial communication and collaboration of 55 percent. Further, all the independent variables of the FCC model have an important and significant impact on the model, therefore an increase in effective communication of business performance to employees (FCC1) will increase (FCC) by 31 percent, an increase in the level of cooperation between the sales department and other departments (FCC2) will increase (FCC) by 27 percent, and an increase in the company's revenue goals that are realistic and achievable (FCC3) will increase (FCC) by 28 percent. According to the standardized beta coefficient, it is emphasized that all variables have a significant impact on the model, but the most important variables are (FCC1 = 44 percent and FCC2 = 46 percent), i.e., communication of financial performance to employees and cooperation between the sales department and other departments will increase the company's revenue.

$$\hat{y} = \alpha_0 + \beta_1(FCC1) + \beta_2(FCC2) + \beta_3(FCC3) = 0.545 + 0.314x_1 + 0.272x_2 + 0.280x_3 + 0.08\mu$$

According to the 95 percent confidence interval (Sig. 2-tailed), it is noted that the p-value for variables FCC1-3 is smaller ($p < 0.05$). Therefore, H_0 is rejected and sub-hypothesis $\mathbf{H_{6a}}$ $(\boldsymbol{\beta_1}, \boldsymbol{\beta_2}, \boldsymbol{\beta_3})$ is accepted.

Table 5: *Validating Models*

Regression weights						
Model	Paths	Estimate	S.E.	C.R.	*p*	Interpretation
1 (H_1)	RPM <--- SFM	0.291	0.072	4.040	*	Accepted
2 (H_2)	RPM <--- SIO	0.330	0.075	4.426	*	Accepted
3 (H_3)	RPM <--- IRS	0.109	0.064	1.709	0.088	Rejected
4 (H_4)	RPM <--- RDC	0.047	0.050	0.952	0.341	Rejected
5 (H_5)	RPM <--- FCC	0.122	0.056	2.165	0.030	Accepted

Notes: * $p < 0.05$. Hypothesis (1-5).

Source: Table prepared by the author.

Table 5 presents the hypotheses testing (H_1-H_5) of the models (SIO, SFM, IRS, RDC, and FCC) on RPM and their factors (SIO1-6, SFM1-7, IRS1-5, RDC1-3, FCC1-3) at a significance level of 0.05 related to unearthing the depths of revenue precision through a cutting-edge research agenda for empowering agile finance. According to model 1 (RPM←SFM), it is emphasized that Strategic Financial Management (SFM) has a significant and positive effect on Revenue Precision Management (RPM), which means that an increase in SFM will be accompanied by a sustainable increase in RPM; therefore, (H_2) is accepted. According to model 2 (RPM←SIO), it is emphasized that Strategic Income Optimization (SIO) has a significant and positive effect on Revenue Precision Management (RPM), which means that an increase in SIO will be accompanied by a sustainable increase in RPM; therefore, (H_1) is accepted. According to model 3 (RPM←IRS), it is emphasized that Integrated Revenue Strategy (IRS) does not have a significant effect on Revenue Precision Management (RPM), which means that an increase in IRS will not be accompanied by a sustainable increase in RPM; therefore, (H_3) is rejected. According to model 4 (RPM←RDC), it is emphasized that Revenue-Driven Culture (RDC) does not have a significant effect on Revenue Precision Management (RPM), which means that an increase in RDC will not be accompanied by a sustainable increase in RPM; therefore, (H_4) is rejected. According to model 5 (RPM←FCC), it is emphasized that Financial Communication and Collaboration (FCC) has a significant and positive impact on Revenue Precision Management (RPM), which means that an increase in FCC will be accompanied by a sustainable increase in RPM; therefore, (H_5) is accepted.

The results of the post hoc power analysis presented in Table 6 provide critical insights into the statistical strength of the multiple regression models used in this research. The analysis assesses the relationship between Strategic Income Optimization (SIO), Revenue Precision Management (RPM), Strategic Financial Management (SFM), Integrated Revenue Strategy (IRS), Revenue-Driven Culture (RDC), and Financial Communication and Collaboration (FCC) in the context of revenue precision and agile finance.

Table 6: *Post Hoc Power Analysis for Multiple Regression*

Effect size f^2	Model	Number of variables	Noncentrality parameter (λ)	Critical F	Numerator df	Denominator df	Total sample size required	Actual power
$f^2 = 0.35$	SIO & RPM	6	16.10	2.342	6	39	46	0.8044
	SFM	7	17.15	2.243	7	41	49	0.8057
	IRS	5	15.05	2.469	5	37	43	0.8057
	RDC & FCC	3	12.60	2.900	3	32	36	0.8095
$f^2 = 0.15$	SIO & RPM	6	18.45	2.177	6	116	123	0.9012
	SFM	7	19.50	2.085	7	122	130	0.9025
	IRS	5	17.40	2.299	5	110	116	0.9016
	RDC & FCC	3	14.85	2.700	3	95	99	0.9017
$f^2 = 0.02$	SIO & RPM	6	17.56	2.109	6	871	878	0.9003
	SFM	7	18.44	2.020	7	914	922	0.9003
	IRS	5	16.60	2.225	5	824	830	0.9004
	RDC & FCC	3	14.26	2.618	3	709	713	0.9002

Notes: Effect size (f^2): small (0.02), medium (0.15), large (0.35), alpha level (α): 0.05. Power (1-β): 0.80. Number of predictors: 6, 7, 5, and 3.

Source: Calculations by the author using G*Power software.

The power analysis was conducted for three different effect sizes—large (f^2 = 0.35), medium (f^2 = 0.15), and small (f^2 = 0.02)—to determine the adequacy of the sample size and the reliability of the statistical inferences. For a large effect size (f^2 = 0.35), the results indicate that the required sample sizes for achieving a statistical power of approximately 0.80 range from 36 to 49 observations, depending on the model. The noncentrality parameter (λ) values range from 12.60 to 17.15, with critical F-values between 2.243 and 2.900. These findings confirm that, given a strong relationship between predictors and the dependent variable, the sample sizes used in the study are sufficient to detect meaningful effects. When considering a medium effect size (f^2 = 0.15), the required sample sizes increase significantly to ensure a statistical power of approximately 0.90. Here, the sample sizes range from 99 to 130 observations, demonstrating that detecting moderate effects requires a larger dataset. The critical F-values decrease slightly, ranging from 2.085 to 2.700, while the noncentrality parameter (λ) values increase, reinforcing the robustness of the test statistics. These results indicate that if the relationships between predictors and revenue precision are moderately strong, the study should incorporate a larger sample size to maintain statistical validity. For a small effect size (f^2 = 0.02), the analysis shows that detecting weak relationships requires an extensive sample, with required sizes ranging from 713 to 922 observations. Despite the larger sample sizes, the statistical power remains stable at 0.90, ensuring a high probability of detecting even minor effects. However, in practical research settings, achieving such large sample sizes may be challenging, which underscores the importance of focusing on moderate to strong relationships for meaningful interpretations.

Overall, these results emphasize the adequacy of the current sample sizes for detecting large effects but suggest that a larger dataset would be needed for identifying smaller or moderate relationships. This power analysis validates the reliability of the study's regression models, ensuring that conclusions drawn about the impact of SIO, RPM, SFM, IRS, RDC, and FCC on revenue precision and agile finance are statistically sound and well-supported.

Large Effect Size (f^2 = 0.35)

Figure 3a: *SIO, RPM (6 Var)*

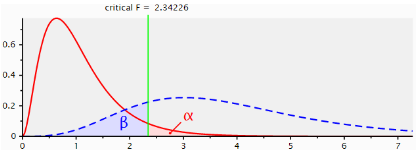


Figure 3b: *SFM (7 Var)*

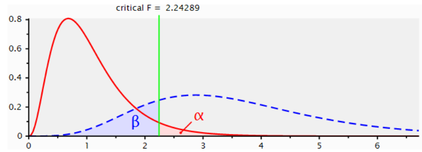


Figure 3c: *IRS (5 Var)*

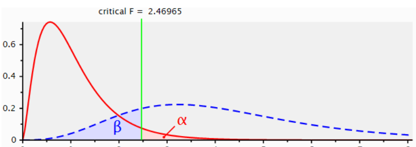
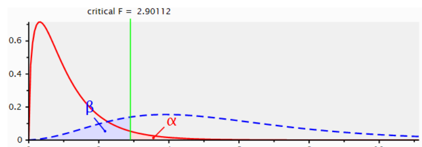


Figure 3d: *RDC and FCC (3 Var)*



Notes: **Test family** – F test, **statistical test**: linear multiple regression, fixed model, R^2 deviation from zero, **post hoc**: effect size (f^2 = 0.35), sample size (200), alpha (α = 0.05). **Noncentrality parameter** (λ), **degrees of freedom** (N-k-1, where N = sample size [200], k = number of predictors [6, 6, 7, 5, 3, and 3]). **Power (1-β)** threshold of 0.80 (80%). **Red curve** – central distribution under null hypothesis (no effect), **green line** – the critical F-value, **blue curve** – noncentral distribution under the alternative hypothesis (true effect). **Area α** – probability of type I error, **area β** – probability of type II error.

Source: Author's calculation.

Figure 3 (a, b, c, and d) illustrates the power analysis for a large effect size (f^2 = 0.35), confirming sufficient statistical strength across all models. The required sample sizes range from 36 to 49, with power values between 0.8044 and 0.8095. Noncentrality parameters (λ) vary from 12.60 to 17.15, and critical F-values range from 2.243 to 2.900. These results validate the study's ability to detect strong relationships between predictors and revenue precision, ensuring reliable regression analysis.

Medium Effect Size (f^2 = 0.15)

Figure 4a: *SIO, RPM (6 Var)*

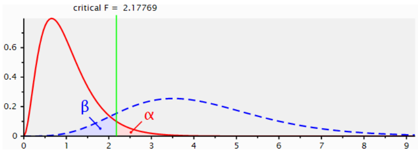


Figure 4b: *SFM (7 Var)*

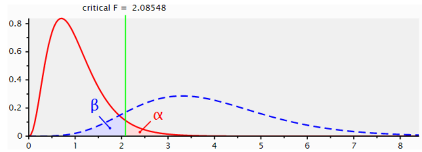


Figure 4c: *IRS (5 Var)*

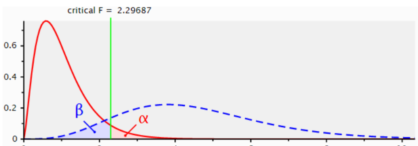
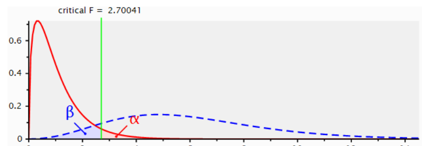


Figure 4d: *RDC and FCC (3 Var)*



Notes: **Test family** – F test, **statistical test**: linear multiple regression, fixed model, R^2 deviation from zero, **post hoc**: effect size (f^2 = 0.15), sample size (200), alpha (α = 0.05). **Noncentrality parameter** (λ), **degrees of freedom** (N-k-1, where N = sample size [200], k = number of predictors [6, 6, 7, 5, 3, and 3]). **Power (1-β)** threshold of 0.80 (80%). **Red curve** – central distribution under null hypothesis (no effect), **green line** – the critical F-value, **blue curve** – noncentral distribution under the alternative hypothesis (true effect). **Area α** – probability of type I error, **area β** – probability of type II error.

Source: Author's calculation.

Figure 4 (a, b, c, and d) presents the power analysis for a medium effect size (f^2 = 0.15), demonstrating robust statistical power across all models. The required sample sizes range from 99 to 130, ensuring an actual power exceeding 0.90 for each test. Noncentrality parameters (λ) vary from 14.85 to 19.50, while critical F-values range from 2.085 to 2.700. These findings confirm the models' capacity to detect moderate relationships between predictors and revenue precision, reinforcing the reliability of the regression analysis.

Small Effect Size (f^2 = 0.02)

Figure 5a: *SIO, RPM (6 Var)*

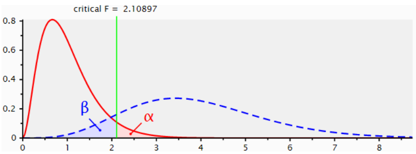


Figure 5b: *SFM (7 Var)*

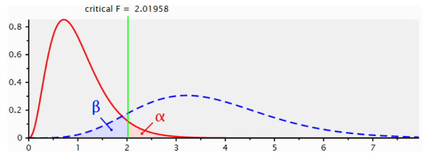


Figure 5c: *IRS (5 Var)*

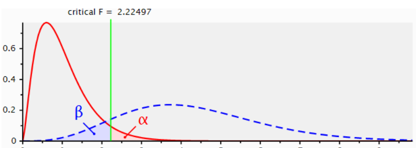
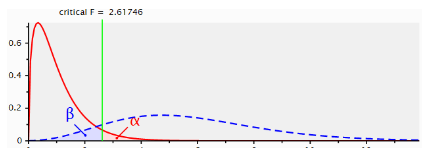


Figure 5d: *RDC and FCC (3 Var)*



Notes: **Test family** – F test, **statistical test**: linear multiple regression, fixed model, R^2 deviation from zero, **post hoc**: effect size (f^2 = 0.02), sample size (200), alpha (α = 0.05). **Noncentrality parameter** (λ), **degrees of freedom** (N-k-1, where N = sample size [200], k = number of predictors [6, 6, 7, 5, 3, and 3]). **Power (1-β)** threshold of 0.80 (80%). **Red curve** – central distribution under null hypothesis (no effect), **green line** – the critical F-value, **blue curve** – noncentral distribution under the alternative hypothesis (true effect). **Area α** – probability of type I error, **area β** – probability of type II error.

Source: Author's calculation.

Figure 5 (a, b, c, and d) illustrates the power analysis for a small effect size (f^2 = 0.02), indicating the need for significantly larger sample sizes to maintain statistical power. The required sample sizes range from 713 to 922, ensuring an actual power of approximately 0.90 across all models. Noncentrality parameters (λ) vary between 14.26 and 18.44, while critical F-values range from 2.020 to 2.618.

Therefore, for all three figures (3, 4, and 5, a, b, c, and d), the results demonstrate the robustness of the power analysis across different effect sizes. These results confirm that the models are well-powered to detect relationships of varying effect sizes, with the required sample sizes increasing as the effect size decreases.

5 Discussion

Nowadays, when market dynamics change rapidly, this study focuses on deepening the understanding of revenue processes to empower agile finance. In the context of this research, a deep connection is built between the findings achieved for all models (SIO, RPM, SFM, IRS, RDC, and FCC) and the work of other authors. In this regard, Yu et al. (2023) emphasize that company reforms optimize strategic income (SIO), while Liu et al. (2022) reveal a convergence model for income optimization. Regarding RPM and its factors, Chevalier et al. (2015) emphasize that the value of revenue management is proportional to the operational flexibility of the firm. Lulaj (2023) finds that customer interactions in technology, innovation, and service (TIS) are key drivers of sustainable profits, aligning with the importance of Strategic Income Optimization (SIO) to enhance profitability. Building on this, Lulaj et al. (2023) demonstrate that qualified staff and technology investments support long-term profitability, reinforcing the need for Strategic Financial Management (SFM) to manage assets and liabilities effectively. In line with these findings, Lulaj, Hysa, and Panait (2024) show that finance-accounting digitalization (FAD), through systems like advanced finance-accounting systems (AFAS), strengthens financial efficiency, further underlining the importance of SFM and Revenue Precision Management (RPM) for sustained financial success. Regarding SFM, Flamholtz and Kurland (2006) emphasize that SFM brings several important benefits to businesses (communication, partnership, identification of risks, industry standards, good position in the market). Chu and Hsu (2023) emphasize that strategies and tactics (IRS) can change revenue precision and empower agile finance. With regard to RDC, corporate culture (Graham et al., 2022) creates income culture. As for FCC, according to Albino et al. (2012), effective cooperation and communication both within the company (with suppliers and customers) and externally (with government agencies and NGOs) contribute significantly to enhancing company performance by improving revenue accuracy and supporting agile financial management.

The findings of this research, based on the results of the EFA and reliability analysis, emphasize that models such as SIO, RPM, SFM, IRS, RDC, and FCC are of great importance in revealing revenue precision for agile finance, elaborated in detail as follows. All factors in each model (1-6) had values greater than 0.50, indicating their importance. The KMO and Bartlett tests confirmed the reliability of the data, while Cronbach's alpha indicated a high level of reliability in all models. The eigenvalues (VE) highlighted the importance of the variation, with values above 50 percent for each model. It was also highlighted that the relationships were positive and statistically significant, as evidenced by the R and R^2 values and the ANOVA results. In this case, the SFM model stood out with a strong effect of 99 percent, including factors SFM1-7. The SIO and RPM models had a predictive power of 97 percent, while the IRS model had an effect of 96 percent. On the other hand, the RDC and FCC models showed an effect of 92–96 percent. The ANOVA results confirmed the statistical significance of the models, while the Durbin-Watson test confirmed the absence of autocorrelation between the variables. According to the analysis of the coefficients, all the models showed a positive and statistically significant impact on the companies' revenue precision management. The SIO model, associated with strategic revenue optimization, showed a significant increase in company revenues through investments in technology, effective cost management, appropriate pricing, innovative culture, informed decision-making, and effective partnerships. The Revenue Precision Management (RPM) model showed a significant increase when there was improvement in financial information transparency, employee training on key financial indicators, identification of potential risks, investment in research and development, pricing flexibility, and clear financial reporting processes. The Strategic Financial Management (SFM) model positively impacted revenue precision through alignment of financial targets with industry standards, effective business strategy, market positioning, sufficient sales support and business development, strategic revenue diversification, customer retention, and knowledge of contingency plans. The Integrated Revenue Strategy (IRS) model showed that a clear revenue growth strategy, employee knowledge of financial performance, effective contribution from sales and marketing teams, assured achievement of revenue targets, and a competitive pricing strategy could lead to revenue precision management. The Revenue-Driven Culture (RDC) model showed that companies could improve their culture by valuing and rewarding employees, providing training and resources for salespeople, and encouraging the identification and pursuit of new revenue opportunities. The Financial Communication and Collaboration (FCC) model suggested that effective communication of business performance to employees, satisfaction with interdepartmental collaboration, and setting realistic and achievable revenue targets could improve revenue precision management, confirming all sub-hypotheses (H_{a1}-H_{a6}).

Regarding the regression weights, the models SFM, SIO, and FCC had a significant and positive impact on RPM. This means that an increase in strategic financial management, strategic income optimization, and financial communication and collaboration is accompanied by a sustainable increase in revenue precision management. On the other hand, the IRS and RDC models had no significant impact on RPM. These results show that companies should use and improve models such as SIO, RPM, SFM, IRS, RDC, and FCC to improve revenue precision for empowering agile finance. The results also suggest that companies should focus on strategic financial management, strategic revenue optimization, and financial communication and collaboration to improve revenue precision management.

6 Conclusions

This study investigated the significance of six strategic models—Strategic Income Optimization (SIO), Revenue Precision Management (RPM), Strategic Financial Management (SFM), Integrated Revenue Strategy (IRS), Revenue-Driven Culture (RDC), and Financial Communication and Collaboration (FCC)—in enhancing revenue precision and fostering agile financial strategies. Through an empirical analysis of data collected from corporate finance executives in the Western Balkans (2021–2023), processed using SPSS, AMOS, G*Power (EFA, Cronbach's alpha, multiple regression, regression weights, and post hoc power analysis for multiple regression), the findings confirmed the statistical relevance of these models. Key results indicated that all models demonstrated factor loadings above 0.50, emphasizing their validity and significance. The Kaiser-Meyer-Olkin (KMO) test confirmed the suitability of the dataset, while Bartlett's sphericity test established significant correlations among factors. Cronbach's alpha results demonstrated strong internal reliability for all models, and eigenvalues exceeded 50 percent variance across all models. The ANOVA test confirmed the models' statistical significance, while the Durbin-Watson test ruled out autocorrelation. Among the significant findings, the SFM model showed the strongest impact (99 percent), followed by SIO and RPM (97 percent), IRS (96 percent), and RDC and FCC (92–96 percent). Hypotheses testing confirmed that SFM and SIO positively influenced RPM (supporting H_1 and H_2), while IRS and RDC did not have significant effects (rejecting H_3 and H_4). FCC positively affected RPM, supporting H_5.

6.1 Theoretical and Practical Implications

Theoretically, this study extends the existing financial management literature by integrating revenue precision models into agile finance frameworks. It highlights the role of strategic financial planning, transparency, and collaboration in revenue management. The study also provides a comprehensive framework for understanding how financial strategies interact with corporate revenue models and contributes to financial theory by validating the importance of financial communication, strategic decision-making, and innovation.

Practically, companies can use the identified models to improve revenue accuracy and financial agility. The findings underscore the importance of investing in technology, financial transparency, cost optimization, and cross-functional collaboration. Companies should focus on improving sales support, customer retention, risk identification, employee training, and revenue growth strategies to increase financial resilience.

6.2 Limitations and Future Research

While this study provides valuable insights, it has certain limitations. First, the sample is restricted to corporate finance executives from the Western Balkans, which may limit the generalizability of the findings to other regions. Second, the study primarily relies on self-reported data, which may introduce response bias. Third, while the statistical models provide strong insights, external macroeconomic factors affecting revenue precision were not explicitly examined.

Future research should explore long-term effects of revenue precision strategies, industry-specific implementation challenges, and the role of emerging technologies (e.g., AI and blockchain) in financial decision-making. Comparative studies across different economic regions could provide a broader perspective on the effectiveness of these models. Additionally, qualitative studies involving in-depth interviews with financial executives may offer deeper insights into decision-making processes related to revenue precision.

In conclusion, the study underscores the critical role of strategic financial planning, transparent revenue management, and interdisciplinary collaboration in modern financial ecosystems. These findings offer a valuable roadmap for businesses seeking to enhance revenue precision in an increasingly dynamic economic environment.

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