

Title Statement

How important is the Age of Entrepreneur? – A Survey Study on Marketing Managers in United Arab Emirates (UAE).

A professionally created title is proposed for the study, which augments the scope of the research aims described below.

Research Statement

Previous studies on relationship between entrepreneurship and age have focused mainly on the impact of entrepreneur's age on his/her entry into self-employment (de Kok, 2010). The concept of entrepreneurship, however, is quite vast and it also involves exploitation of new markets and taking innovative risky actions to win the existing markets (Ulijn & Brown, 2004). The proposed study, therefore, will focus on the question on the extent to which entrepreneur's age can influence the entrepreneurship in marketing decisions by conducting a survey research on the marketing managers from firms operating in UAE

A descriptive research statement is presented in a paragraph to specify the goal of the proposed study. This shows the reader what they study would attempt to achieve.

Research Questions

1. What are the factors that define entrepreneurship for marketing managers?
2. Does the age of marketing managers influence the degree to which they make innovation decisions?
3. What are the other factors that moderate the relationship between age and entrepreneurship for the marketing managers of UAE?

The ultimate research aim can be complex and is so broken down into a set of connected yet separate research questions. These questions tell the reader the proposed study would aim to keep within these boundaries.

Literature Highlights

A bulk of literature has been published on the concept and importance of entrepreneurship for business organizations (Bridge, O'Neill & Cromie, 2003, Ulijn & Brown, 2004). A number of previous studies

The Literature Highlights sections justifies the research questions of the proposed study by showing the reader related research gaps and points of reference from scholarly works published on the subject at hand.

have proposed frameworks for measuring entrepreneurship that can be reviewed for designing the survey of the proposed research (Iversen, Jorgensen & Malchow-Moeller, 2008; Ahmad & Hoffmann, 2008; Desai, 2009). The studies examining the impact of age of entrepreneur includes works by Curran and Blackburn (2001), Karoly and Zissimopoulos (2004), and Zissimopoulos and Karoly (2007).

Methodology

Theoretical framework designed in the previous studies to measure entrepreneurship will be critically reviewed to select the framework for this study. The proposed research will be empirical and quantitative and will be based on the survey of marketing managers from different firms operating in UAE. A statistical analysis will be conducted to see the strength of relationship between the degree of entrepreneurship in the decisions of marketing managers and their age after controlling the effect of moderators identified from the literature.

References

Ahmad, N. & Hoffmann, A. (2008). *A Framework for Addressing and Measuring Entrepreneurship*.

OECD Statistics Working Paper No. 2. Available from SSRN: <http://ssrn.com/abstract=1090374>
or <http://dx.doi.org/10.2139/ssrn.1090374>

Bridge, S., O'Neill, K. & Cromie, S. (2003). *Understanding Enterprises, Entrepreneurship and Small Business* (2nd ed.). New York: Palgrave Macmillan.

Curran, J. and Blackburn, R.A. 2001. Older people and the enterprise society: Age and self-employment propensities, *Work, Employment and Society*, 15(4), 889-902.

A brief methodology section is added to suggest what philosophical approach should be taken by the student in developing data and analysis for the proposed study. The combination of necessary techniques required is stated clearly for ease of understanding of the customer.

All scholarly works used in the brief are listed with complete citations. This section works as a reading list for the customer who can use these works to develop the proposed study.

Desai, S. 2009. *Measuring Entrepreneurship in Developing Countries* (Research Paper No. 2009/10).

Kansas City: UNU-WIDER.

Iversen, J., Jørgensen, R., Malchow-Moeller, N. 2008. Defining and measuring entrepreneurship.

Foundations and Trends in Entrepreneurship, 4(1), 1-63.

Karoly, L.A. and Zissimopoulos, J. 2004. Self-employment among older U.S. workers, *Monthly Labor*

Review, July, 24-46.

de Kok, J.M.P. 2010. *New Firm Performance: Does the Age of Founders Affect Employment Creation?*

(Report No: H201015). The Netherlands: EIM.

Ulijn, J. and Brown, T.E. 2004. Innovation, entrepreneurship and culture, a matter of interaction

between technology, progress and economic growth? An introduction. In: T.E. Brown and J.

Ulijn (Eds.). *Innovation, Entrepreneurship and Culture: The Interaction between Technology,*

Process and Economic Growth. Glos: Edward Elger Publishing Group.

Zissimopoulos, J.M. and Karoly, L.A. 2007. Transitions to self-employment at older ages: The role of

wealth, health, health insurance and other factors, *Labor Economics*, 14, 269-295.