



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

# FBM INSIGHTS

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

Volume 1

2020

e-ISSN 2716-599X

UiTM *di hatiku*

eISSN 2716-599X



9 772716 599000

# THE RISE OF SENIORS AS SENIORPRENEURS

Marlina Muhamad

marlina326@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Fariza Hanis Abd Razak

fariza@tmsk.uitm.edu.my

Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Cawangan Shah Alam

Haryani Haron

haryani@tmsk.uitm.edu.my

Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Cawangan Shah Alam

Some researchers have conducted several studies on the m-learning. One study has looked into the importance of m-learning among university students in Malaysia. It is said that the university mobile services have given some positive impacts where the said services have been found to boost examination results and increase course registration (Naji Shukri Alzaza & Abdul Razak Yaakub, 2011). It is important for the higher learning institutions to take note on the significance of m-learning to move forward on the education aspect. Older adult is believed to bring beneficial skills to the job, referred to as greater “crystallized intelligence”, which includes rhetorical ability and knowledge born of know-how, as reported in a study in APA’s Journal of Applied Psychology (Harada et al., 2013). Crystallized intelligence is defined by Kensinger (2017) as the capacity to find and adapt the information that has been gained during a life period. It often is contradicted with fluid intelligence, the capacity to keep and shape new information. Fluid intelligence mechanism tends to be agitated by healthy aging. Contradict to fluid intelligence, where crystallized intelligence, remains strong and balance across the life span. Thus, older adult are very excellent at interpreting words, response to questions that rely on general world knowledge, distinguish spelling inaccuracy, or carry out jobs that related to their skills they have held for many years (Kensinger, 2017). Older adult can catch up for decreasing fluid intelligence by delineating on their crystallized intelligence. A result from studies analyzing productivity of young and old workers find that age is unreliable predictor of performance since crystallized intelligence increases with age with the accumulated knowledge by old people. Thus, engaged longer in workforce is an effective way to increase productive ageing (Belbase & Sanzenbacher, 2016). Research has found that older adult record higher levels of ‘crystalized intelligence’ which wisdom gained through experience and verbal reasoning ability (Kensinger, 2017). For inspiration, a 93-year-old Malaysia Prime Minister, Tun Mahathir, Malaysia’s oldest prime minister, who is back in charged in workforce today.

Given that older adults are now continuing to live longer, and likely facing an insufficient retirement income or expectations, it has become a trend nowadays seeing older adults deciding to enroll in their own business rather than get paid working for others. An older entrepreneur who's aged between 50 to 65 has a rapidly spreading proportion of entrepreneurial activity than those who's aged between 20 to 34 in Australia (Maritz, 2015). They may start a single enterprise, as professional advisors, financiers, agents or freelancers, or hook up with a few colleagues to create a new business deal (Maxwell, 2016). Some of the older adults also may start to work as hobbies first which later on flourished and become an income generator. Older adults who have an obsession, hobbies, or passion that produces something people are happy to pay for, creating a business that they will love running. According to (Maxwell, 2016), the linkages, resources and proficiency older adults develop over decades of work will be an asset that successful start-ups belong to seniorpreneurship. Seniorpreneur is described as elderly involved in entrepreneur activities (Maritz, 2017). Increasing trends of this cohort comprise of professional retirees with relevant industry experience as well as knowledge and well-established networks enable them to identify entrepreneurial opportunities (Ahmad et al., 2012). Elderly being actively involved participating in entrepreneur activities is part of the concept of social participation to promote their well-being (Stypinska et al., 2019).

## References

- Ahmad, N. H., Nasurdin, A. M., Halim, H. A., & Seet, P. (2012). Silver Entrepreneurship Agenda in Malaysia: A proposed Model for Productive Aging.
- Belbase, B. A., & Sanzenbacher, G. T. (2016). Cognitive Aging And Ability To Work: Age and Job Performance. How Do Most Workers Stay, vol. (16).
- Harada, C. N., Natelson Love, M. C., & Triebel, K. (2013). Normal Cognitive Aging. National Institutes of Health.
- Kensinger, E. A. (2017). Cognition in Aging and Age-Related Disease. Reference Module in Neuroscience and Biobehavioral Psychology.
- Maritz, A. (2015). Senior Entrepreneurship in Australia: An Exploratory Approach. International Journal of Organizational Innovation, vol. 7(3), pp. 6-18.
- Maritz, A. (2017). Senior Entrepreneurship Themes: An Australian Perspective. International Journal of Organizational Innovation, vol. 9, pp. 206-221.
- Maxwell, J. (2016). Seniorpreneur: Its never too late to start. A Guide by Joanna Maxwell. Reinvent your working life. Retrieved from <https://www.joannamaxwell.com.au/wp-content/uploads/jm-seniorpreneur.pdf>.
- Stypinska, J., Franke, A., & Myrczik, J. (2019). Senior Entrepreneurship: The Unrevealed Driver for Social Innovation. Frontiers in Sociology, vol. 4, pp. 1-16.