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

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.

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?

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
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

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 marking 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

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