

Challenges Faced in Elderly Entrepreneurship: Evidence from Zimbabwean Older Entrepreneurs

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Abstract

In recent years, elderly entrepreneurship has been a matter of intense discussion in the entrepreneurship research community. It is also seen as an appropriate mechanism for encouraging older people's involvement in many developing nations' socioeconomic development agendas. With this in mind, the objective of this study is to identify the problems experienced by ageing entrepreneurs aged 55 and beyond based on their lived experiences. Data collection was conducted using an exploratory study approach and included in-depth interviews with 15 elderly entrepreneurs selected using a judgemental sampling procedure. The results of the thematic analysis revealed five key obstacles, including a lack of support from friends and family, insufficient information, a lack of government assistance, a lack of media exposure, and insufficient financial resources. These research findings have ramifications for businesses, financial institutions, and policymakers.