

Title:

Modelling the Relocation of Older People to a Smart Retirement Village: A Push-Pull Framework

Description: This study aims to propose a framework based on the push-pull approach to understand the salient factors that influence the older people's relocation intention to a SRV in Malaysia. Besides, based on the stakeholder analysis, SRV features (i.e., in-home and out-of-home) that can influence relocation decisions will be designed and proposed based on the perspectives of the older people.

This study will be based on qualitative and quantitative approaches, via the face-to-face interviews with the older people aged 60 and above at the Activity Centre For The Older Persons (PAWE) from the list provided by the Department of Social Welfare. The final refined questionnaires will be distributed randomly to a sample of 300 participants at PAWEs.

Position Offered: Graduate Research Assistant (GRA)

Project Duration : 2 Years.

Research Cluster : Social Science.

Funding Agency : Ministry of Education (MOE).

Funding Scheme : Fundamental Research Grant Scheme (FRGS).

Location : Faculty of Management, MMU, Cyberjaya.

Responsibilities:

- Pursuing Master of Philosophy (by research).
- Carry out qualitative and quantitative research.
- Publish research findings in conference and journal papers.

Benefits (not limited to):

- Monthly salary (According to FRGS scheme RM1800).
- Waived tuition fees (separate application is required).
- Additional allowances- administrative work (subject to approval from University)
- Attending local conferences/trainings and other research related events/activities.

Requirements:

- A Bachelor's degree (preferable in Marketing, Management, Management in IT, or other business related studies) with good CGPA. If you are in your final year and will be graduating soon, you are also encouraged to apply.
- Being independent, self-motivated, keen to learn, creative, good communication skills, English Language proficiency and able to work under pressure.

How to Apply: Interested candidates should send their up-to-date CVs (including publications, if any, photo, contact details for 2 references) via email to **Dr. Tan Booi Chen** at bctan@mmu.edu.my. Only shortlisted candidates will be contacted.