

Chapter 5

National Public Policy of Aging and Old Age: Opportunity or Need for Senior Entrepreneurship – Bogotá Case

Juan Carlos Olaya Molano

Uniagustiniana, Colombia

Carolina Aguirre Garzón

Uniagustiniana, Colombia

Jaime Manuel Mora Cruz

Uniagustiniana, Colombia

Jorge Eliecer Gaitán Méndez

Grupo Insight, Colombia

ABSTRACT

The application of the public policy of aging and old age in the city of Bogotá in the last 10 years has forced people over 60 years to regularly undertake activities in which they worked for many years as employees. Other older adults have continued working to meet their basic needs. However, under this reference, the methodology used in the research was a mixed qualitative-quantitative approach because the two are of great importance to deduce whether the national public policy of aging has brought advantages or disadvantages to the development and/or continuity of the business plans being prepared by senior entrepreneurs.

DOI: 10.4018/978-1-7998-2019-2.ch005

INTRODUCTION

Since 1970 the population pyramid in the city of Bogotá has been inverting, that is, the number of inhabitants aged 60 years or more is increasing compared to the other ages, about earlier times. This transition process has been continuous and constantly accelerating so that more and more people live 60 years or more, and in contrast, the birth rate is lower. This is due to different variables, among others, the increase in life expectancy, the advancement of medicine to prevent, control and cure diseases, the decline in fertility, inclusion in education and migration abroad. Given the above and in view of the need to assume this population challenge, the Colombian state supported by national, district and municipal authorities and international institutions such as the United Nations Organization (UNO) and the World Health Organization (WHO), among others has come implemented public policies of aging and old age with the purpose of improving the living conditions of the adult population of the country.

In that order of ideas, the chapter discloses the findings obtained in the existing literature through texts, physical documents, databases, and the Internet on aging and old age policies in Colombia, based on the statistical data taken from the Global Entrepreneurship Monitor (GEM) Bogotá to study the situation of senior entrepreneurship in the city of Bogotá.

THEORETICAL FRAMEWORK

The Network of Older Adults understands as public policy “the set of decisions and actions that seek to resolve socially problematic situations. It involves laws, programs, and resources, sequentially and dynamically, which is modified about the results” (Jaramillo, 1999, p. 41). In the same sense, the United Nations Development Program (UNDP) defines it as: “the set of causal actions because they are defined by a government and intentional actions because they are aimed at achieving objectives or solving problems. These actions are punctuated by legitimate public authorities and empowered to do so” (Aguilar, 2012, p. 17).

This is how the Economic Commission for Latin America and the Caribbean (ECLAC) points out that a public policy of excellence is that “where information flows and courses of action are related to a democratically determined political objective, with the participation of the community. In turn, it must include content, instruments, definitions, and forecast of the results” (Lahera, 2004). On the other hand, the World Health Organization (WHO) ensures that active aging is: “the process of optimization of health, participation, and safety opportunities to improve the quality of life as people get older” (WHO, 2002). For this reason, the quality of life in old age “corresponds to a state that guarantees access and enjoyment of resources and services such as health, housing, income, among others and the assurance of social rights corresponds to social structures such as social image and intergenerational solidarity among others” (Huenchuan, 2005).

However, regarding the Old Age Policies, the actions organized by the State are understood to face the economic, cultural, and social consequences of the aging of individuals and the population through norms, programmatic measures, and their institutionality (Huenchuan, 2005).

17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/national-public-policy-of-aging-and-old-age/246562

Related Content

The South African Female Entrepreneurship Context: Enabling OR Constraining?

Sybert Mutereko (2018). *Examining the Role of Women Entrepreneurs in Emerging Economies* (pp. 164-185).

www.irma-international.org/chapter/the-south-african-female-entrepreneurship-context/206814

Reality Mining, Location Based Services, and E-Business Opportunities: The Case of City Analytics

José Antonio Ariza Montes, Alfonso Carlos Morales Gutiérrez, Emilio Morales Fernández and Alfredo Romeo (2011). *International Journal of E-Entrepreneurship and Innovation* (pp. 14-26).

www.irma-international.org/article/reality-mining-location-based-services/55117

Innovating Elite Undergraduate Education through Quality Continuous Improvement: A Learning Enterprise's e-Transformation Perspective

Kam Hou Vat (2012). *SMEs and Open Innovation: Global Cases and Initiatives* (pp. 146-182).

www.irma-international.org/chapter/innovating-elite-undergraduate-education-through/60509

Rhizomic Network Analysis: Toward a Better Understanding of Knowledge Dynamics of Innovation in Business Networks

Alexandra Steinberg (2008). *Information Technology Entrepreneurship and Innovation* (pp. 224-249).

www.irma-international.org/chapter/rhizomic-network-analysis/23639

The IoT Research in Sustainable Agricultural Supply Chain Management: A Conceptual Framework

Arnesh Telukdarie and Pavitra Dhamija (2019). *International Journal of E-Entrepreneurship and Innovation* (pp. 1-14).

www.irma-international.org/article/the-iot-research-in-sustainable-agricultural-supply-chain-management/229096