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## **Purposeful Work in Later Life: Scaling Micro-Jobs for Active Ageing**

### **Faculty:**

Dr AW Su

Email: [awsu@nus.edu.sg](mailto:awsu@nus.edu.sg)

### **Project Description:**

This PhD project examines how purposeful work through micro-jobs — small, flexible, compensated roles such as befriending, peer support, outreach, medical escort, and community research — can be systematically designed, valued, and scaled within eldercare and community settings. Positioned at the intersection of productive ageing, community development, and inclusive work design, the study reframes older adults not as passive service recipients but as contributors to community care and social resilience.

While promising pilot initiatives have emerged, there is limited empirical evidence on what makes micro-jobs meaningful, sustainable, and scalable. Critical gaps remain in understanding how roles should be structured, how compensation and recognition influence participation, and what governance models support long-term integration into health and social care ecosystems. The project will also examine how the Asset-Based Community Development (ABCD) framework can inform the redesign of micro-jobs by mobilising older adults' skills, lived experience, and social networks as community assets.

Using a mixed-methods approach, the research will combine qualitative interviews and focus groups with older adults, service providers, and policymakers to explore motivations, barriers, and implementation challenges. A Discrete Choice Experiment will quantify seniors' preferences for job attributes — including flexibility, remuneration, training, purpose, and social connections. Stakeholder co-design workshops will translate findings into practical tools and design principles to support sustainable implementation and scaling.

The PhD will generate actionable insights for eldercare providers and policymakers seeking to expand inclusive, community-based workforce models. The student will receive training in qualitative research, discrete choice experiment design, advanced quantitative analysis, participatory co-design. Applicants with backgrounds in public health, public policy, health economics, sociology or related disciplines are encouraged to apply.