

Gig Economy: Changing The Face Of Economy

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ABSTRACT

The current scenario of intentionally reduction in the size of a workforce at all staffing levels of, brilliant professionals, the gig economy plays a vital role as a source of effect on today's generation of skilled workforce. The gig economy has transformed the traditional working methods, working procedures and working location. The gig economy provides a new way of employment. It provides the opportunities for small businesses, entrepreneurs and freelancers. The objective of this study is to evaluate the changing face of today's economy. This study enables the changing attributes of the gig economy. It has been observed that the changes occurred in employment becomes agile and freelance work. The gig economy focuses on flexibility of work such that whenever there is a work, there will be needed workforce. This mode of employment works for creative type of work, agricultural work, construction industry etc. This study has thrown light on the changing face of economy rather than traditional working methods.

Keywords: Agile, gig economy, freelancer, workforce

1. Introduction:

Today's working conditions is becoming so complicated that the employees are losing their own life expectations. To work with one employer having full time job was the condition for decades. But this job culture fails to control the living status of workforce. A restrictive concentration only

on traditional work ignores the income of employees and their own work lives. Congestive working conditions, restricted working hours, no time for personal priorities, no happy hours, only bound to work completion was the outcome of traditional working environment. To break this so called working culture, a new emerging trend is becoming popular. Independent working culture is growing nowadays. Independent working has three distinct features that is: a high degree of self-sufficiency; payment by job, project, or sales; and a short-term relationship between employee and customer.

The term “gig economy” was first invented by journalist Tina Brown in 2009. She wrote about the style of workers pursuing “a bunch of free-floating projects, consultancies and part-time bits and pieces while they transacted in a digital marketplace.” To sum up, Gigs are either skill-based assignments or need-based tasks.

“The gig economy is empowerment. This new business paradigm empowers individuals to better shape their own destiny and leverage their existing assets to their benefits”.- John McAfee

“Flexible working conditions are just one of the perks afforded by the opportunistic gig economy”.

- Jason Hartman

According to the above said authors the gig economy empowers the employees with flexibility in working and to shape their own destiny utilizing the current assets for their advantage.

1.1 Introduction to the topic:

A gig economy is defined as an economy and the platform economy. While labor market characterized by the prevalence of short-term contracts or freelance work, as opposed to permanent jobs.

A gig economy is a work environment where organizations employ temporary workers or freelancers in its place of full-time abiding employees.

The tendency is very strong in progressive economies like the US and European countries where firms involve in short term contracts with workers.

Internationally, growth in outworkers is anticipated to be one of the maximum important employment related inclinations over the succeeding couple of decades.

In India too, we can realize the signs of freelancing is becoming increasingly applicable and attracting professionals

1.2 Necessity of the study:

The Gig Economy is a far broader concept than most people realize. It includes century-old professional persons such as independent management consultants and freelance journalists. Copying the word “gig” that in its spirit means flying from job to job with an indeterminate future. The term Gig Economy is becoming worldwide in today’s culture. There is an increasing amount of people jumping from position to position. This innovative labor market pattern has now sneaked into everything from big enterprise marketing departments, health care centers, and even public organizations. Organizations that were once seen as gloomy and disinclined to change, now feel the need to acclimatize to the shifts in today’s workforce.

1.3 Objectives of the study:

- To evaluate the changing face of today’s economy.
- To study the changing attributes of the gig economy.
- To study how gig economy changes the traditional working culture to enhance the productivity of the employees.

1.4 Scope of the study:

Talent no longer appreciates an Employer Brand communicating work-life balance. To them, work-life balance should be a given. Therefore, other characteristics are more important when selecting their future employer. Universum’s research shows that freedom, flexibility, and openness are key characteristics for talent.

The chance to feel unrestricted and have elasticity in their job might be of their major concern; they are static scared of not finding a job that matches their personality. They will get fixed in a job with no progress opportunities. Talent replicates a lot more and are ready to have individual development in their career. Frequently they miracle how they appropriate in inside the better determination of businesses and how they highlight being important to the overall development of their employer. As much as talent put emphasis on liberty in their work, they quiet emphasize job safety. Most companies today work actively with Employer Branding and have a strategy in place

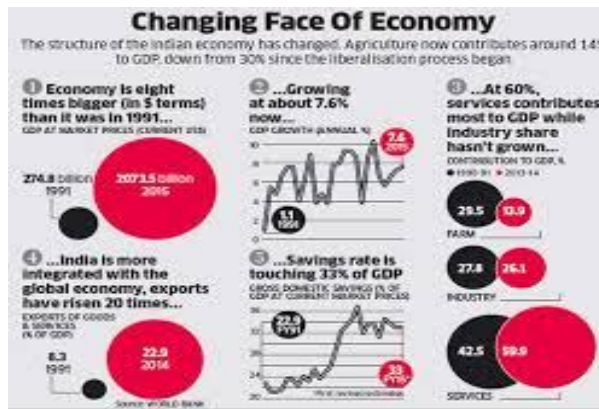
to attract, recruit and retain talent. However many companies still struggle to get their Employer Branding right. Companies with a clear employer branding strategy gain the upper hand in talent attraction. However, even though many companies say that they work actively with Employer Branding, they struggle in getting their Employer Value Proposition right and don't attract the right talent for their company.

2. Research Methodology:

The research is primarily based on the over-all review and theoretical in nature and it comes under the category of expressive, empirical research and descriptive research, to assimilate various features related to research in a sensitive way which is based on secondary data sources. Secondary method of data collection have been used for this study. This research study is based on different opinion and qualitative assumptions. The research data has been taken from published journal and articles in newspaper.

3. Changing face of today's economy in India:

India has all the essentials of greatness. It has a ironic traditional culture and past besides energetic and dynamic people. Though India had acquired world-class atomic and missile power, yet there is a need for strong economic muscle, tackling scarcity, exploitation, deficiency, irregularities, inequalities and all the vices that go with a neo-colonial attitude. Indians fail unhappily in the hidden ambitions of chaotic politics, governmental lethargy, official conspiracies, money and muscle power and long grip strategies of the legislators. Before 1991, it was License Raaj in India. So the economic changes was not up to the mark. But after 1991, Manmohan Singh accepted LPG(Liberalization, Privatization and Globalization) policy so that the economic growth could be charged. It showed a positive impact on economic growth and India's GDP rate was reached upto eight percent.



The Indian economy is travelling comfortably along the strong path of development and growth. Driving the enduring flexibility is a flourishing manufacturing and services sector acting as a electromagnet for larger investment.

4. Changing attributes of the gig economy:

The Gig Economy is welcoming an army of workers called “**giggers**” are generating their own fate as companies like Uber, AirBnb, Ola, Zomato, Swiggy and others are using technology to interrupt industries. This shift privileges to focus on the worker where one gets to choose his/her own work hours in a hi-tech frontier, departing from the usual 9 to 5 jobs!

India founds about 40% of the freelance jobs offered globally, with 15 million skilled professionals powering the ever-so-increasing demand of contract-based jobs or the freelance industry. Freelancers are attracted to the gig economy because they can follow their niche and, at the same time, influence the elasticity and freedom that comes with it. A worker or independent contractor has the choice of selecting his or her work hours and at times, even the mechanism through which he or she wishes to complete the work. Such workers or independent contractors can work from home, especially when the project is related to arts and design, information technology or creative writing. This also leads to freedom of choice for both, the employer as well as the worker or independent contractor, to look for other suitable options due to no restriction with respect to proximity to the workplace. As per the results, the information technology and software industry were the most targeted in terms of a gig economy in India. This was further recognized when PayPal surveyed and published gig economy insights about India, and found that

gig economies dominated the information technology domain, with 50% percent of the freelance workforce engaged in this sector.

5. How gig economy changes the traditional working culture to enhance the productivity of the employees

Much of what this new labor-market paradigm is all about, goes in line with Universum's research on Millennials and Generation Z. Talent is not bothered for too long about employer brand communicating work-life balance. Therefore, other characteristics are having more importance while selecting their future employer. Universum's research shows that autonomy, elasticity, and frankness are key characteristics for talent.

The opportunity to feel free and have agility in their profession might be of their major concern; they are still troubled of not finding a job that matches their personality. Further, that they will get caught in a job with no development opportunities. As one understands, talent reflects a lot more and are eager to have personal development in their career. Often they wonder how they fit in within the bigger purpose of businesses and how they emphasize being important to the overall development of their employer. As much as talent emphasize freedom in their work, they still emphasize job security. Companies need to have an Employer Brand that offers both. At first, this can seem contradictory in the talent's behavior in their pursuit of freedom.

Most companies today work actively with Employer Branding and have a strategy in place to attract, recruit and retain talent. However many companies still tussle to get their Employer Branding right. Companies with a clear employer branding strategy gain the upper hand in talent attraction. However, even though many companies say that they work actively with Employer Branding, they struggle in getting their Employer Value Proposition right and don't attract the right talent for their company. The Indian Government in 2015 introduced a freelance scheme under its Digital India platform. While it has recognized gig workers and entrepreneurs, the rules are still indistinct. Since there is no offer for a regulation defending gig workers in India, benefits such as overtime pay, paid or sick leave, health or medical allowance, protection from provocation or discrimination among gig workers are still not documented.

6. Findings:

- The Indian economy is constituting a major part of Gen Z workers, many have started desiring to become part of the gig economy.
- The secondary research found that Gen Z workforce is interesting to work with their flexibility schedule and keeping their personal priorities first.
- Also it was observed that gig economy plays important role in information and technology and services sector rather than manufacturing sector.
- Also it was found that the companies are also trying to retain their employee's talent.
- The Indian Government has not taken confirmative legal actions to protect the gig workers.

7. Conclusion:

A gig economy is more economical for corporates, as they can recruit temporary workforce, according to the customer requirements or their business needs. It also helps to save them administrative and compliance cost on their full time employees. Providing autonomy, flexibility and frankness are the major characteristics to retain the retain for the organization .A gig economy presents upon these workers, the elasticity and freedom to be able to enlarge into new markets and generate a talent pool for companies to select from. The paper evaluated the changing face of Indian economy. Also A it has drawn the conclusion with the study of various attributes of gig economy and how the corporates are trying to increase the productivity by providing flexible hours to their temporary workforce.

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