

Gig Economy: Emerging Dimensions with Reference to the Digital Crowd Work

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Abstract:

The expansion of business activities has paved the way for gig work searching for liberty as well as elasticity. Also, the gig workers have increased exponentially in the developed and developing world's reliance. Individual vehicles, food and bundle conveyance, and impromptu entrusting administrations (e.g., Uber, Lyft, Grubhub, Instacart, and TaskRabbit) presently assumes a vital part in the gig economy. The present paper explained the digital crowd work, platform gig economy for those people, who are working freelancers considered as on-demand work they converse through organizations, promote their services as well as finished jobs meant for customers. All of these works are executed under online platforms. The present paper findings show that the growth of On-demand work is higher in the neighboring country especially Pakistan.

Keywords: gig economy, crowd work, digital crowd work, on-demand work, Niti Aayog,

1. Introduction

These days, the gig economy is considered as a developing pattern that includes adaptable, transitory, or independent positions. It is extending quickly and is projected to reach \$500 billion in gross volume in the following five years [1]. It is assessed to represent 33% of the world's functioning populace. It is able to assist employees, companies, also customers via creating jobs extra flexible toward the requirements obtainable separately as of all moreover [2, 3]. Likewise, it can assist laborers with procuring a second stream of pay. It is characterized as a work plan to do a project without a fixed business relationship. It relates to a few comparative phrasings, like web-based work, internet reevaluating, and online work.

The gig economy can be delegated stage work and on-request work [4]. Stage work is worried about the common positions giving open doors to the untalented or semi-talented deals with a predefined application. The on-request work is a financial model that associates computerized advancements and administrations. It incorporates food conveyance, taxis, fixed administrations, and online mentors. The ways that the gig economy is invaluable for laborers are Gig economy laborers make their own timetables, permitting them more prominent opportunities to zero in on [5, 6] individual interests or commitments. For instance, dealing with relatives, seeking after side interests, and voyaging are instances of exercises that gig laborers

could possibly more effectively plan around their adaptable business [7].

Web development has energized the presence of the gig economy as a pattern in worldwide computerized business. Numerous nations have distinguished its appearance and advanced it as new benefits to enable their citizens' capacity [8]. Kinds of job in the "gig economy" incorporate "crowd work", is work is re-appropriated through an open call to a geologically scattered group and "work-on-request by means of applications", under which the interest and supply of working exercises are matched on the web or through versatile applications [9]. In 2020-21, the gig economy was assessed to utilize 7.7 million laborers. By 2029-30, the gig economy is projected to utilize 23.5 million laborers. Innovation empowers gig stages to build efficiency and consistency [10]. It likewise improves tasks like following, observing, making do, and paying the gig accomplices for the work done.

NITI Aayog is the Public Foundation for Changing India [11]. Its capabilities include concocting long-haul key game plans, advancing agreeable federalism among states, and cultivating advancement and exploration. NITI Aayog assumes a pivotal part in prescribing strategy measures to address financial and social [12] challenges, guaranteeing comprehensive development and adjusted improvement across India.

2. Literature Review

Zhang, Y.D *et al.*, 2020 [13] investigate the impacting elements of big business executives on worker steadfastness in the gig economy. Accepts that the impacting

elements of big business the executives on representative reliability in the gig economy basically incorporates undertaking motivator component, venture the board correspondence, and endeavor culture. Among them, the impetus instrument contains execution evaluation of the executives and career administration.

The objective of this examination is to depict Indonesian computerized laborers in OGE Stages as shown by (Faisal, A.L.F, *et al.*) [14]. This exploration depended on web slithering and web scratching for information assortment joined with Programmed Text Order (ATC) for information conglomeration and grouping. The outcome showed that the greater part of gig laborers was ordered in imagination and media. Considering Indian Depository Receipts of 3.4 million as the normal gig laborers' paid compensation, the gig economy offers a serious as well as capable option meant for civilization toward obtaining cash.

Mahmod, M *et al.*, [15] present the fundamental exploratory review utilizing semi-organized meetings to research the ladies' persuasive elements to partake in spatial publicly supporting stages. A topical examination was performed to recognize the example of subjects from the information assembled. A few characteristic and outward factors were distinguished, as well as belief arose as individual of the essential worries amid ladies to partake in this innovative peculiarity.

Churchill, B *et al.*, [16] investigate the attributes, encounters, and inspirations of people who save job via advanced stages.

Sketch on quantitative overview information - the first of its sort of Australian men (n=251) also ladies (n=253) it tracks down that the gig economy, similar as more extensive economy, is profoundly orientation isolated. The outcome propose that the gig economy might be an option for women stakeholders in imaginative businesses.

2.1 Research Gap

In the previous articles emerging dimensions are not much discussed. The present article explained the future of gig economy in platform work, on-demand work, demand, and supply side, need to maintain the equilibrium between demand and supply side.

3. Proposed Methodology

A gig economy is a work market that depends intensely on impermanent and seasonal jobs filled by self-employed entities and specialists instead of full-time long-lasting representatives. The proposed methodology explains the on-demand work in India and the factors influencing the on-demand work. This has to be explained in the supply and demand side. Demand side means the benefits that get the clients from the organization side and supply side means the benefits that can give to the clients for their freelance works. They are accomplishing projects from home, online education, writing documents, website development, content writing jobs and many more. Also, the growing economy of Niti Aayog is to be discussed and the report 2022.

3.1 Emerging digital transformation

The accessibility of high-speed web, web-based business, the gig economy, and

online training have added to the development of online positions in India. The Computerized India drive, which means to associate each Indian resident to the web, played a critical impact in giving high-speed fiber optic links the nation over. As additional individuals shop on the web, organizations have needed to enlist more specialists to stay aware of interest, prompting open positions in regions like client support, operations, and conveyance. The ascent of stages like Upwork and Specialist has additionally made it feasible for organizations to enlist laborers on a task-by-project premise, giving them greater adaptability and saving money on costs. Mechanical progressions like artificial intelligence, blockchain, and the proceeded with ascent of remote work are probably going to shape the gig economy further.

Trends in the gig economy include:

- A shift from customary work and everyday work to outsourcing, free contracting, and working part-time.
- Organization and stages extending to a more extensive scope of employment opportunities, like independent composition, virtual help, and web-based mentoring, and computerized showcasing.
- Innovation propels and develops acknowledgment of remote work.

3.2 Platform work

Platform workers are those whose work is based on online software apps or digital platforms. In 2023, the technology diffusion is expected to further fuel these tailwinds and enable the gig economy to grow manifold. The rapidly burgeoning gig

workforce is ushering in a new economic revolution globally. The socio-economic security for platform workers can be achieved through a combination of government regulations and private sector initiatives.

3.3 On-demand work

The worker is somebody who works for an organization just when required. There are numerous strategies for recruiting on-request representatives or functioning as one, which can incorporate temp work, independent or day laboring, contingent upon your industry. These can frequently prompt consistent work or even a long-haul, salaried situation at a specific organization. Both the specialist and the organization they are working with have a "time for testing" where they can decide to head out in different directions - however in the event that their undertaking is successful, they can decide to keep cooperating, even on a regular basis. With everything considered, remote work and free work consider laborers to practice more independence than the customary economy. It likewise makes it more straightforward for them to switch occupations, investigate various industries, and keep a work/life balance that is ideal for them.

3.3.1 Factors influencing supply for the on-demand work in India.

Company's Pay package: Online workers can do their jobs as per their payment, so as to complete the job on time.

Work type: People who work on-demand expect the type of work as part time or full time.

Organization's development rate: The organization's development rate is to be considered, so, the freelancers get good compensation and knowledge skills.

Company size: People eager to know about the company infrastructure to attract, thus they would be easy to join.

3.3.2 Factors influencing demand for the on-demand work in India

Knowledge skills: The employer needs good knowledge skills for those who are working for their organizations.

Flexible time: The people who work online should be able to finish the assigned tasks in due time.

Quality: The employer need quality work; thus, project bidders may get substantial remunerations.

3.4 Freelancing

Freelancing is a stage that permits clients to post their tasks which are then offered by specialists related to the stage. Different organization, administrative, visual communication, advanced showcasing; composing and interpretation, video and movement plan, music and sound plan, creation and programming are the freelance work.

3.4.1 Reasons for Freelancing

- Traditional positions are considered prohibitive. Freelancers offer adaptability to oblige to changes because of individual conditions like medical problems, childcare needs, moving, and so forth. They can work for themselves, work when they need to, and have the option to work from any place.

- A monetary improvement gain is achieved. Though compensational increments with conventional businesses take more time to carry out, outsourcing offers a method for procuring additional pay in a quick and transient manner.
- Freelancers can pick the activities in view of their aptitude and enthusiasm. They are additionally allowed to pick the clients they work with.
- There's no neglected additional time. Consultants are paid for their time so assuming that they're working, they're acquiring.
- There is the possibility of procuring more as a specialist than a salaried representative. The more they work or the improved outcomes they make, the more they get compensated, by retaining full professional stability.

3.5 Crowd Work

Crowd work is the enrolling of countless individuals, generally through the web. These assignments are appointed and for the most part, completed basically. Administration buyers anywhere on the planet promote explicit assignments on stages, which can then be matched to appropriately gifted crowd workers. Some group working stages let clients present an errand to be finished by anybody meeting specific rules. Others, for example, Upwork and Freelancer.com, assist clients with finding individual specialists qualified to accomplish the work.

3.5.1 Crowd work in digital platforms

Computerized stages are being utilized by organizations and enormous associations to 'find, recruit, direct and pay laborers on an undertaking, piece-rate, or hourly passes. In

profiling the nature and extent of online gig work, observed that capability in programming improvement and innovation was the web-based range of abilities most sought after. This was trailed by imaginative sight and sound work abilities and afterward administrative and information passage abilities. However, individuals those who make their projects on their own and they give a bid to the open source and the employer takes the project as per their requirement.

4. Niti Aayog

NITI Aayog's statement, "India's Booming Gig and Platform Economy", estimates that India's gig workforce will develop toward 23.5 million workforces in 2029-30. This is approximately 200% rising as of the recent 7.7 million workforces.

Gig workforce- NITI Aayog, the Indian gig labor force is supposed to extend to 23.5 million specialists by 2029-30, a close to 200% leap from 7.7 million at this point.

Skills- The report expressed that gig work is extending in all areas, yet 47% of the positions are medium-talented, around 22% are high-gifted, and around 31% are low-talented.

Female labor force participation: The Niti Aayog noticed that female workforce cooperation in India has stayed low, running between 16% toward 23% over the most recent couple of years.

Persons with disabilities- Who compensate for 2.11 to 10% of India's populace, have a workforce investment pace of 36%.

Opportunities and Challenges

These gig laborers are not simply ordinary consultants who are keen on this kind of

work. Full-time representatives are making additional money through gigs and are considering "going gig" full-time by leaving their ongoing managers for agreement or independent work. Aside from expanded accessibility of ability, the gig economy gives a chance to give "span business" during the downturn when conventional everyday positions are past their compass. The gig economy sets out extraordinary freedom in the Indian business area. As of now, the Indian economy is confronting jobless development prompting an absence of comprehensive development. The gig economy would have the option to give beneficial work to the adolescent. It can likewise set out new open doors for ladies as it empowers ladies to have adaptability as far as working environment and working hours prompting a flood in their enrolment in such positions.

Computerized work stages give managers admittance to a genuinely worldwide workforce, profoundly particular, and they can guarantee top-notch work. Simultaneously, the absence of a drawn-out relationship has its hardships. Thus, it restricts the sorts of work that can be placed on the stage. Simultaneously, adaptability is the key here. In this way, bosses are not dedicated to a drawn-out relationship with the specialist doing the task.

Future of Gig Economy

By 2025, the Overall Workspace Assessment predicts that generally, 70% of the workforce will work from a detachment

great similar to five days consistently. Meanwhile, Farewell Consultancy assesses that by that very year, around 40% of the overall workforce will work from home. Computerized reasoning helps for extended viability: Artificial Intelligence (man-made knowledge) advances rapidly. This suggests specialists can anticipate more assistance with the obligation of the board and routine endeavor robotization. Reproduced knowledge instruments can assist with tasks, for instance, Data segmenting, online diversion of the board, Fundamental administrative tasks, undertaking the chiefs, and Content creation. These can consolidate client affiliations, indispensable arrangements, and imaginative work.

The rising everywhere-ness of blended groups:

With blended bunches ending up being more common in the workspace, experts could wind up working intimately with full-time delegates on a more normal premise. Affiliations are continuously seeing the value that on-demand gifts offer that would be helpful — unequivocally, specific capacities and versatility in a sketchy economy.

5. Result and Discussion

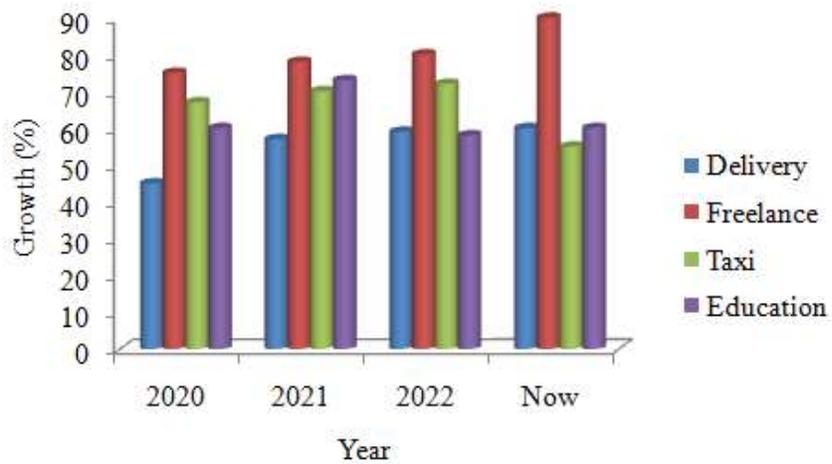
Table 1 explains the growth (2010-2022) of on-demand work in various countries A, B and C. Here, some of the on-demand work discussed linking to the digital based platforms. A and B countries have higher growth of on-demand work as compared to country C.

Table 1: Growth of on-demand work in various countries

Growth	Platform	India (A)	Pakistan (B)	Srilanka (C)
2020-At present	Uber	98.79	99.76	70.09
	Fuel app	99.58	99.78	75.76
	Freelance	97.85	99.98	75.89
	Ola	98.77	98.45	60.65
	Lyft	98.76	98.79	60.56
	Instacart	98.89	99.88	65.54
	Airbnb	99.89	99.88	64.34
	Taskrabit	99.99	99.87	67.76
	Handy	98.67	98.67	65.78
	Thumbtack	99.76	98.87	65.89
	Grocery delivery	99.99	98.76	89.76
	e-commerce	98.98	98.87	85.65
	e-learning app	98.76	98.56	87.65

Source: Statista

Fig 1: Growth chart for various digital platforms



In the fig 1 explains the growth of the various platforms in gig economy. Here, x-axis represents the year taken from 2020 till now and y-axis represents the growth expressed in (%). The compared platforms

are delivery, online-web based, taxi and education. Compared to the past year, 2022 gives the better growth for all platforms delivery 90%, online-web based 89%, taxi 80% and education 80%.

Fig 2: Gig Beneficiaries Vs Inclined work

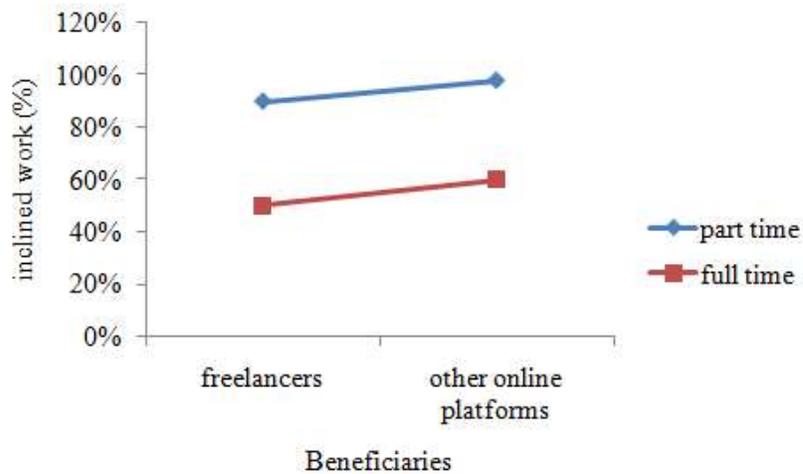


Fig 2 explains the chart for gig beneficiaries for part time and full-time basis. Here, the beneficiaries are freelancers and other online platforms. X-axis represents the beneficiaries and y-axis represents the incline work in (%). Compared to part time basis gig workers there is an inclination to full time gig workers.

6. Conclusion

The paper concludes the gig economy in digital platform and role of on-demand work in digital platform. Also, the factors influencing on-demand work in India is discussed and in under gig economy freelancer is increasing compared to full-time workers. Niti Aayog report showed that the increase in gig economy in the future era

and challenges and benefits of gig economy was discussed. Women performed more freelance jobs than men by t-test analysis. Finally, the on-demand work is higher 99.98% rate growth and it is higher in the neighbor country Pakistan.

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