

HOW DOES THE GIG ECONOMY CONTRIBUTE TO THE OVERALL ECONOMY IN TERMS OF GROSS DOMESTIC PRODUCT (GDP) AND EMPLOYMENT RATES? WHAT ARE THE ECONOMIC BENEFITS AND DRAWBACKS OF THE GIG ECONOMY FOR WORKERS AND BUSINESSES, AND HOW DO THESE RELATE TO LABOUR MARKET TRENDS AND POLICIES?

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## INTRODUCTION

The modern employment sector has seen a significant rise in the gig economy, bringing about unique opportunities and challenges for businesses and workers. This trend has transformed the traditional employment landscape, creating new dynamics that require further exploration. My paper delves into the freelance or on-demand economy, shedding light on its latest trends and its impact on the employment sector.

With the gig economy, individuals now have access to flexible work arrangements, while companies can leverage independent contractors to meet their business needs. According to a survey conducted by Mckinsey “a full 36 percent of employed respondents- roughly 58 million Americans- identify as independent workers.”, the rising trend of freelance has swarmed the economy in full swing. Most people across all boards benefit from the gig economy in multiple ways; most importantly, it offers flexibility and autonomy- which most workers cannot benefit from on a mundane 9-5 working job. However, this flexibility and autonomy comes at a price as employees usually prefer stable forms of employment, which is bounded by a permanent contract, which they benefit from in this case. Being an independent and part-time employee does come with low job security, hence it is considered as a “side hustle” by Mckinsey. It is usually considered a secondary source of household income and such workers are usually employed during peak seasons, like summer or christmas. Not only that but according to Mckinsey's 2022 American Opportunity survey on independent work, independent contractors and part timers can earn up to \$150,000 a year, nonetheless this does not take into account the younger and less trained professionals, but rather the part time lawyers, accountants and social media influencers who have years on years of training.

The gig economy is driven by digital technology, making it easier for individuals to connect with clients or employers. This has expanded talent pools for businesses and provided workers with freedom to choose their work. Online platforms democratise work opportunities, allowing individuals to showcase their skills to vast audiences. Remote work facilitated by digital technology also allows for better work-life balance.

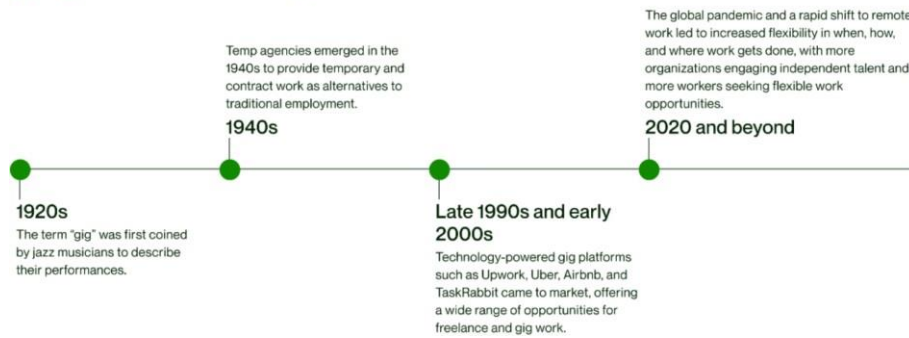
The gig economy has redefined traditional employment, blurring the lines between full-time employees and independent contractors. This has sparked debates on worker rights, benefits, and job security. Discussions are ongoing about whether gig workers should receive benefits such as health insurance and retirement plans. It's crucial to analyse the impact of the gig economy on industries, labour markets, and societal dynamics for businesses, policymakers, and workers. (Wood et.al, 2019).

This paper deals with the employment aspects of the gig economy, which includes crowdwork and app-based "work-on-demand." Crowdwork is work that is done through online platforms that connect an indefinite number of organisations, businesses, and individuals over the internet, allowing clients and workers to connect on a global scale. The tasks performed on these platforms can range from very small "microtasks" to larger and more meaningful works, such as creating a logo or developing a website. App-based work-on-demand involves offering jobs related to traditional work activities, such as transportation, cleaning, and errands, along with clerical work, through mobile apps. The companies that operate these apps typically set minimum service quality standards and manage the workforce.

The main issue of how the activities carried out in the gig economy are often not recognized as work and are instead designated as "gigs," "tasks," or "services." The term "gig economy" implies a parallel dimension where labour protection and employment regulation do not apply by default. This concealment of the "work" nature of these activities can have detrimental consequences. Workers are expected to perform their tasks flawlessly and smoothly like a software or technological tool, and if something goes wrong, they might receive worse feedback than their counterparts in other sectors of the economy. The possibility of receiving instant feedback and rates of workers' performance is crucial in ensuring businesses both flexibility and control. It also allows for the outsourcing of customer care to individual workers and reduces the need for internal performance-review personnel and mechanisms. Workers may also take the brunt of occasional disruptions in the service, leading to poor ratings from clients“In 2023, the projected gross volume of the gig economy is expected to reach 455.2 billion U.S dollars. The gig economy is commonly defined as digital platforms that allow freelancers to connect with potential clients for short-term jobs, contracted work, or asset-sharing” (Statista Research Department, 2024).

It encompasses a wide range of sectors from content creation and designing to ride hailing and hospitality services. With the advent of digital platforms and startups like Uber, Zomato, Airbnb etc. flexible models have been given a boost altering traditional employment patterns and influencing the broader economy. “As the gig economy continues to evolve, it is crucial to analyse its impact on various industries, labour markets, and societal dynamics. Understanding these trends is essential for businesses, policymakers, and workers as they navigate the ever-changing landscape of modern employment” (Wood et al, 2019)

# Evolution of the gig economy



Source: Upwork

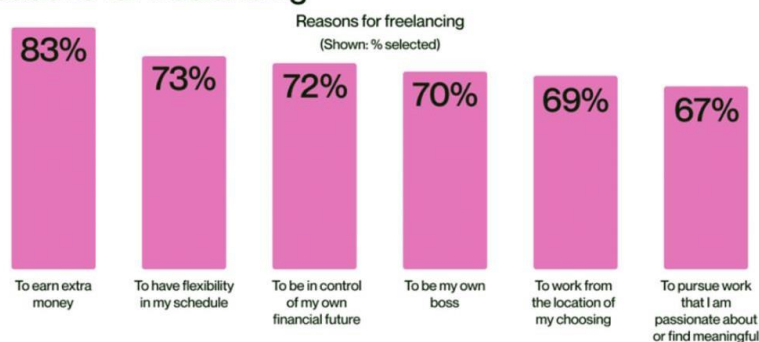
**Flexibility:** Instead of sitting in an office from nine to five every weekday, gig economy workers and freelancers profit greatly from additional freedom in terms of when and with whom they work. For example, they can be their own employer and work five or ten hours every day, with two or six clients. Other benefits include the ability to work from anywhere, schedule around childcare or other personal duties, and take vacation when desired.

**Increased earning possibilities:** Some people work full-time in the gig economy or freelance, while others use it to augment their usual income. Gig labour allows people to earn more money than they would if they worked full-time. Employees can set their own rates, increase rates overtime as they gain skills and expertise, and work with as few or as many clients as they can effectively manage.

“More than a third of independent workers surveyed say that they expect to have more economic opportunities in a year’s time, compared with just a fifth of overall workers who say the same” (Dua et al, 2023).

**Diversity of opportunities:** In addition to having more control over their workloads and earnings, many independent professionals are also turning to freelancing and gig work to work on more diverse and creative projects. Workers can partner with clients across industries and business sizes and complete different types of projects to determine what they enjoy most. The analysis and benefits of freelancing that a gig economy advocates is shared in the diagram below.

## Financial gain, flexibility, and control are among the top reasons for freelancing



Source: Upwork, 2023

In examining the gig economy, it is important to note that while there are clear advantages, there is also a downside. This analysis will consider the pros and cons from the perspectives of individuals, businesses, and the economy as a whole.

### Challenges for Workers

**Lack of job security:** A freelancer or gig worker’s income and workload tend to fluctuate. One month, a worker may feel as though they almost have too much work to handle, while the next, they may receive a limited amount of income as they wait for new contracts to begin. **Lack of Employee Benefits:** As gig workers and independent professionals are self-

employed, they're often responsible for their own healthcare, retirement plans, taxes, career development, and other benefits. Budgeting and managing benefit costs is particularly important when income may vary over time.

“Half of permanent workers receive health insurance from their employers or unions, while only 32 percent of independent workers can say the same” (Dua et al, 2023). Potential market saturation: As more and more workers opt for freelancing or gig work, it is leading to market saturation and increased competition for work. Workers need to develop in-demand skills, increasing client satisfaction, and receiving positive feedback and reviews in order to stand out and grow their businesses.

### **Benefits for businesses**

**Cost savings:** By employing independent professionals or gig workers, companies can reduce their fixed costs such as full-time salary, health insurance, and other benefits provided to full-time employees. Organisations can also save on costs such as office space, worker equipment and other costs required to manage a large pool of employees.

**Scalability:** Businesses can without much hustle scale their workforces up or down based on demand, only paying for the work needed to be done. The hiring process for gig workers and freelancers is also typically faster than the process for full-time employees, enabling companies to scale by quickly engaging talent with the skills they need.

**Access to a broad talent pool:** Before the gig economy and freelancing were widely adopted, most organisations only had access to workers within a limited geographic location and often relied exclusively on full-time workers. With the advent of technology now, businesses can engage talent from around the world with a wide range of skills.

### **Challenges for businesses**

**Classification and compliance:** Organisations must ensure that gig workers and freelancers are appropriately classified in order to maintain compliance and prevent legal or tax repercussions. For example, if a worker is erroneously classified as an independent contractor when they should be considered an employee, they may be entitled to salary and benefits. The organisation could possibly face fines or penalties. “Sixty-two percent of independent workers surveyed prefer work as a permanent or non contract employee” (Dua et al, 2023).

**Security risks:** Gig workers and independent professionals may receive login credentials for company systems and access to sensitive business data. This can pose security risks once individuals are no longer working for your company. Consider requiring all workers to sign a nondisclosure agreement (NDA) or other security-related paperwork before starting any projects. Also implement a standardized process to deactivate user accounts when contracts conclude. Steep learning curve: Any worker outside of ones internal team will require time to learn about the business and its internal processes. To enable smooth relationships with gig workers

and freelancers; responsibilities, processes, expectations, and specific project objectives need to be clearly communicated from the start.

### **Economic advantages of the gig economy:**

**Increased economic activity and GDP contribution:** The gig economy makes transactions and economic activities possible that would not have occurred otherwise, adding to overall economic output and GDP.

**Flexible work arrangements:** Gig employment allows people to balance other responsibilities including schooling, caregiving, and personal interests, potentially enhancing labour force participation and economic productivity.

**Job creation and entrepreneurship:** The rise of digital platforms and gig economy has opened up new avenues for employment as well as ease for businesses in increasing, decreasing or managing workforce, resulting in job creation and increase in GDP.

**Access to broader markets:** Gig platforms allow workers and enterprises to enter global marketplaces and reach a larger client base, thereby driving economic growth and innovation.

### **Economic drawbacks of the gig economy:**

**Job Security and Benefits:** Gig workers frequently lack job stability, predictable revenue streams, and access to typical employee benefits like health care and retirement plans. “A majority of independent workers—54 percent—report being concerned with the stability of their employment, compared with 35 percent of permanent workers” (Dua et al, 2023). Concerns have been raised about workers' misclassification as independent contractors, which can result in lower salaries, fewer safeguards, and potential abuse.

**Regulatory issues:** The gig economy has overtaken existing labour laws and regulations, resulting in regulatory gaps and challenges in taxes, worker classification, and social safety net measures. Disruption of established industries: The emergence of gig platforms has caused job displacement and economic disruption in some areas, with workers working for more than one organisation at the same time leading to moonlighting, it also affects productivity and dedication towards one organisation.

**Increased employee turnover:** It has created new opportunities for income generation and flexible work arrangements, with workers looking for more flexible options for lucrative compensations, rather than working as permanent employees for fixed salaries it has affected attrition rates.

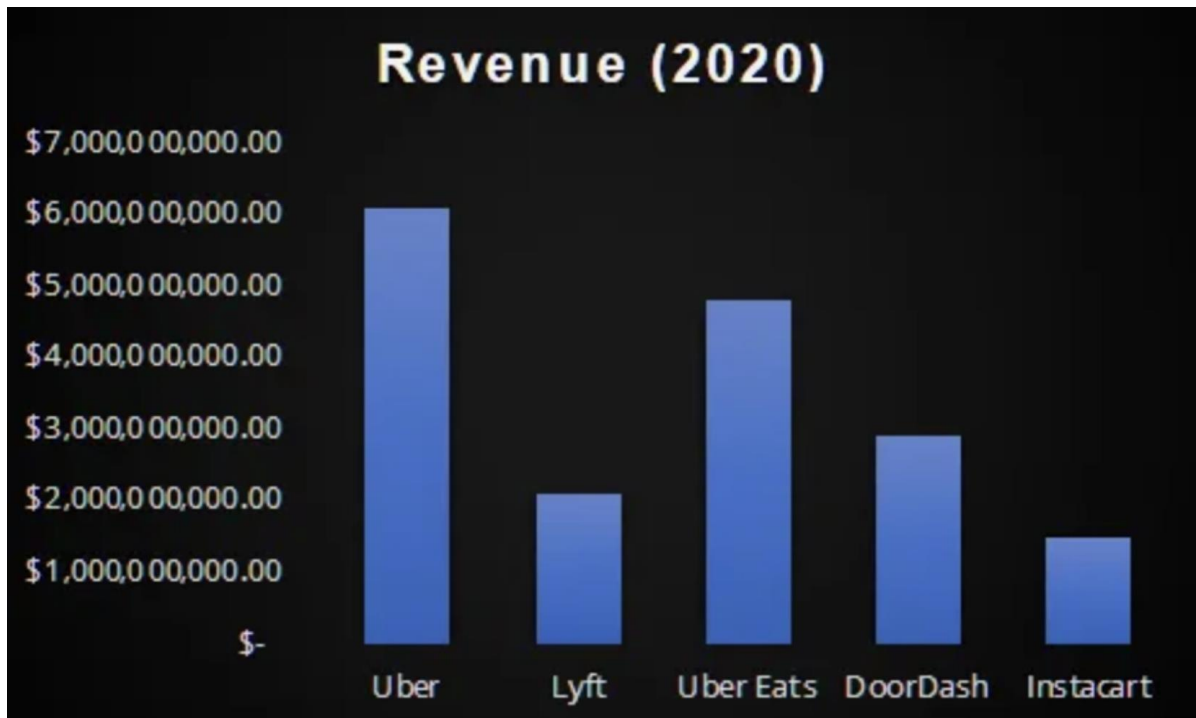
## Case Studies highlighting the importance of Gig Economy

### UBER

Uber is a leading gig economy participant that has disrupted the taxi business and provided drivers with flexible work options. Uber generates a significant direct economic contribution to the GDP through the income generated by its services by way of increased customer satisfaction by providing a unique service. “Uber's yearly revenues in 2022 were \$31.8 billion, demonstrating the company's large global footprint” ( Satista Research Department, 2024). This revenue directly contributes to GDP, demonstrating Uber's status as a major player in the transportation and technology industries.

Additionally, Uber's activities employ millions of drivers globally. “In Q1 2024, Uber had 7.1 million drivers and couriers on the platform who earned \$16.6 billion during the quarter on the platform” ( Uber, 2024). These drivers' wages, despite being independent contractors, contribute to GDP through their spending, savings and taxes paid on their income.

Uber's business model has marked a paradigm shift—it revolutionised the taxi industry by providing virtually anyone with a car the opportunity to work as a ride-hailing driver, and now even as a legitimate worker. Furthermore, the convenience and affordability offered to customers proved disruptive, causing ripples by increased customer satisfaction increasing other economic activities as well. The illustration below highlights the revenue earned by Uber.



Source: CFI, 2022

### Benefits for Workers, Businesses and Economy

**Employment and increased standard of living:** For those looking for part-time work or additional sources of money to support their financial stability, Uber offers flexible work arrangements. This accessibility creates chances for a diverse spectrum of people, leading to more inclusive employment opportunities, including those who may lack the finances or educational qualifications for conventional careers.

**Flexibility:** Workers in the gig economy gain significantly from flexibility in their work. Uber drivers, for example, may create their own schedules and choose when they want to work, allowing them to achieve a better work-life balance. This flexibility is especially important for persons who have multiple daily commitments or who need to fit work around other responsibilities.

**Cost efficiency:** Uber saves money by hiring drivers as independent contractors rather than full-time employees, which includes pay, benefits, and office space. This enables Uber to operate with lower fixed expenses and increased financial flexibility.

**Scalability:** Uber can swiftly increase or decrease the number of drivers they need on their fleet to meet demand. For example, during peak hours or special events, Uber might expand the number of available drivers to match increased demand. Uber's capacity to scale its staff up or down as needed helps it in maintaining efficiency and customer happiness.

**Innovation and Agility:** Uber can immediately implement changes and new features on its platform without the constraints of traditional employment structures. This fosters a culture of rapid problem-solving and adaptability, which is crucial in the fast-paced tech industry.

**Flexible transportation options:** Restaurants, retail businesses, and entertainment venues all profit from enhanced accessibility and increasing customer traffic. The simplicity of booking a ride with Uber encourages consumers to go out more often, resulting in increased expenditure in these industries.

**Growth in the automotive industry:** Many drivers buy or lease vehicles particularly to drive for Uber, boosting car sales and related services. This increased demand for vehicles and maintenance services indirectly contributes to GDP.

**Increased Efficiency:** Uber uses sophisticated algorithms to minimise wait time and increase customer satisfaction. This increase in transportation efficiency results in time savings for users as well as convenience, users can invest their time otherwise used for hassle in commuting, in more productive activities, enhancing overall productivity and efficiency.

### **Drawbacks for Workers, Businesses and Economy**

**Income volatility:** Uber drivers' wages might vary substantially depending on demand and region. This variability can cause financial instability, making it difficult for drivers to forecast their pay week to week. Furthermore, gig workers often lack standard employment benefits. Uber drivers are independent contractors and do not receive health insurance, paid time off, or retirement plans. “The employment model of most gig platforms has claimed to offer a trade-off, wherein workers don’t receive the benefits and stability of traditional employment but enjoy the autonomy and flexibility of setting their own schedules and working for themselves, casting Uber’s fleet of drivers as independent entrepreneurs. But the tradeoff has never been fair” (Habig et al., 2023). This lack of benefits can make it difficult for them to manage health-care costs, save for the future, or take time off as needed.

**Job security:** Uber drivers are constantly at risk of having their accounts cancelled or terminated. “Gig companies like Uber, however, are fully controlling workers’ pay and conditions while evading the cost of doing business, like paying for unemployment insurance and workers’ compensation (then using the money they save to pad their own profits)” (Habig et al., 2023).

**Legal conflicts:** Navigating labour regulations can be costly and time-consuming. Regulations like California's AB5 aimed to reclassify gig workers as employees, which would have major implications for Uber's business model. “If Uber instead employed drivers, we would have only 260,000 available full-time roles—and therefore 926,000 drivers would no longer be able to work on Uber going forward. In other words, three-fourths of those currently driving with Uber would be denied the ability to work” (Khosrowshahi, 2020).

**Reputational risks:** The firm has frequently been attacked for its treatment of drivers, who claim they are unfairly compensated or receive insufficient support. This public scrutiny may harm Uber's reputation and consumer loyalty. Uber must strike the right balance between operational efficiency with fair labour practices to maintain a positive public image.

### **AIRBNB**

Airbnb is another example of a Gig Worker marketplace. It is all about supply and demand. Homeowners have spare rooms or vacation houses that are vacant, and people are looking for economical places to stay in specific locations for business or leisure. Airbnb operates by connecting the two parties, the host and the guests, assisting them with logistics, payment processing, communication and display of various properties on their website. This type of Gig work is booming right now. Airbnb's contribution to GDP is multidimensional, with direct, indirect, and induced economic effects. Airbnb stimulates economic activity and fosters innovation in the hospitality industry by generating significant income, creating jobs, and supporting local economies. Its platform has revolutionised the way people travel and stay, increasing resource efficiency and productivity.

Airbnb generates a huge direct economic impact on GDP through hosting fees and service costs. “Airbnb generated \$9.9 billion in revenue in 2023, a 19.2% year-on-year increase. There were 7.7 million listings on Airbnb, run by four million hosts” (Airbnb, 2024). This revenue directly contributes to GDP, demonstrating Airbnb's importance as a key contributor to the economy and overall standard of living. Furthermore, Airbnb hosts earn by renting out their properties. These earnings help boost GDP since hosts spend their money, save and pay taxes.

### **Benefits for Workers, Businesses and Economy**

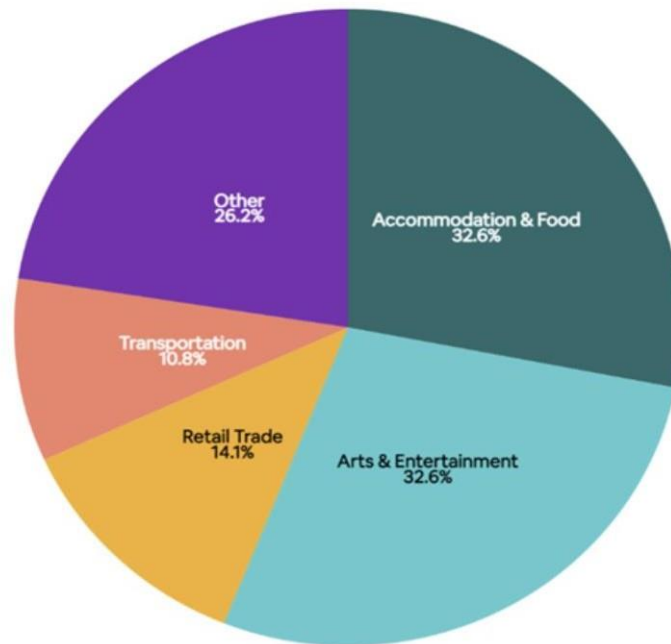
“In our review of Airbnb’s guest spending data, it’s clear the tourism activity that Airbnb drives in these locations benefits cities, states and countries immensely by supporting a significant amount of jobs” (Goodger, 2021)

**Supporting Local Communities:** Airbnb helps in boosting local communities by providing affordable and diversified staying options that supports the local tourism . Guests frequently spend money at local businesses including restaurants, stores, and tourism attractions, which boosts economic activity in the communities where they stay and increase the standard of living of the local community.

**Job Creation:** Airbnb's activities have created jobs in a variety of industries. Property management firms, cleaning services, and maintenance suppliers all benefit from the increased demand caused by Airbnb rentals. This job development benefits the local economy and indirectly boosts GDP. When hosts and employees spend their wages on goods and services, they generate a ripple effect that benefits other employment and revenue in the economy. This additional spending boosts Airbnb's overall impact on GDP. This is being illustrated below.

### % Jobs Supported by Industry

● Accommodation & Food ● Arts & Entertainment ● Retail Trade  
● Transportation ● Other



Source: Airbnb US Economic Impact Report, 2023

**Innovation:** Airbnb's business model has spurred substantial innovation in the hospitality industry. Airbnb improved the efficiency and utilisation of real estate assets by converting existing properties into short-term rentals. This innovation improves resource efficiency and overall economic production. Airbnb's platform allows travellers to find unusual and affordable lodging options, encouraging more frequent travel. This increased travel activity not only improves expenditure in the tourism sector, but also fosters cultural exchange and global Connectivity.

**Flexible Earning Options:** Airbnb has helped the labour market by providing flexible earning options for hosts. "More than half of hosts on Airbnb have been women, including 55 percent of all hosts in the midst of a pandemic recession that threatens to set back women more than men" (Airbnb,2020). This flexibility enables people to augment their income, especially in places with limited career opportunities. Hosting can bring significant additional revenue, which can help many homes increase their financial security.

#### Drawbacks for Workers, Businesses and Economy

Other than drawbacks related to gig economy already discussed such as regulatory compliances, job instability, lack of employee benefits, Airbnb's business model faces a few more drawbacks.

**Inflation for Local Residents:** The listing of short term rentals for tourist guests reduces the availability of long term rentals in residences driving rental prices up, increasing affordability issues for local residents.

**Inequitable Distribution:** Property owners in popular tourist destinations or affluent areas are more likely to profit than those in unpopular destinations, therefore widening economic disparities between different regions and socio-economic group by being in favour of more affluent areas.

**Taxation Issues:** It complicates tax collection and compliance. Hosts may not accurately report their income and therefore not pay appropriate taxes posing challenges for local governments, leading to revenue losses.

**Reputation:** Negative experiences, such as property damage, safety incidents, or fraudulent listings, can harm Airbnb's reputation which makes it crucial to maintain trust and safety standards requiring continuous investment in customer support, verification processes and security measures such as data privacy, increasing operational costs and time for both airbnb and the hosts.

**Increased Competition:** As more and more individuals find this option lucrative the listing of properties on Airbnb increases, the market can will have more supply, leading to increased competition among hosts, this extra supply can drive down prices of listings and reduce profitability for both the hosts and Airbnb.

#### CARE.COM

Care.com, founded in 2007, is one of the largest online marketplace for families looking to connect with caregivers, babysitters, and nannies. The company's ultimate objective is "to improve the lives of families and caregivers by allowing them to connect in a dependable and simple manner." Care.com's online marketplace connects millions of families with gig workers who offer care services.

“In response to calls for additional rights and benefits for gig workers, Care.com announced a program in 2016 to donate up to \$500 per year to each care provider for health care, education, and transportation expenses—a benefit that is very uncommon among gig workers” (Scheiber, 2016).

Care.com pays for this employee benefit by a percentage of the transaction fees charged to families who utilise the company's services. In addition, possessing up to \$500 to spend each year on qualified expenses, the benefit allows workers to roll unspent money forward to the following year. Care.com’s initiative was among the first of its kind and is at the forefront of a larger movement toward providing more benefits to gig workers.

“1 in 5 employees have left a job because their employer didn’t provide family care benefits. 56% of employers are prioritising child care benefits in 2024. 50% of employers are prioritising senior care benefits in 2024” (Future of Benefits Report, 2024).

### **Care.com and Economic Implications**

Care.com has helped millions of caregivers across the world earn an income. These caregivers, who provide services such as daycare, senior care, and pet care, can earn a considerable income via the platform. This infusion of wages into the economy increases purchasing power and benefits a variety of industries, from retail to healthcare. For example, a caregiver's salary maybe spent on household products, education, or healthcare, so benefiting these businesses. The broader economic impact of such expenditure promotes growth and development in a variety of industries, highlighting the importance of the gig economy in modern economic systems.

Its business model has introduced significant innovation in the family care industry. “Designed to meet the evolving needs of today’s families and caregivers, the Company also offers customized corporate benefits packages to support working families at more than 700 global clients, household tax and payroll services, and innovations for caregivers to find and book jobs” (Care, 2024). By providing a convenient and reliable platform for finding care services, it has increased the efficiency and accessibility of care.

"If offering a senior care benefit helps just five employees who are caregiving stay on the job, it will save the company \$200,000 related to the costs of replacing that employee" (Snelling, 2024). This innovation helps in making best use of available caregiving resources and enhances overall economic productivity. Its platform enables families to find qualified caregivers quickly and efficiently, reducing the time and effort required for this process. The gig economy’s impact on job quality and security remains a point of debate, with implications for long-term economic stability and growth. Ensuring fair treatment and adequate protections for gig workers, including caregivers, is essential for maintaining a sustainable and equitable labour market.

## **CONCLUSION**

### **Importance of Gig Economy**

Based on the aforementioned case studies and discussion, it is evident that the Gig Economy has become a significant factor influencing various aspects such as labour markets, employment rates, and quality of life. The following points reiterate and summarise the key findings:

**Contribution to GDP:** The rise of the gig economy has facilitated the establishment and growth of new businesses like Uber and Upwork, significantly contributing to the GDP through increased revenues. "The global gig economy market size was USD 355 billion in 2021 and is projected to reach USD 1,864.16 billion in 2031, with a CAGR of 16.18% during the forecast period" (Business Research Insight, 2024).

**Employment Generation:** The gig economy has created job opportunities for individuals from diverse regions and socio-economic backgrounds. Many companies hire numerous gig workers to meet their operational needs, promoting inclusivity by offering work opportunities to underrepresented groups such as women, differently abled individuals, migrants, and low-skilled workers. "These jobs could serve as a pathway to higher-quality employment for low-skilled workers, helping them acquire essential digital skills and bridge the digital divide" (Namita et al, 2024).

**Increased Efficiency:** Through the use of technology and the advantages of the gig economy, business operations become more seamless and adaptable to changes in market demand and supply. This results in enhanced business efficiency, leading to improved customer satisfaction and an elevated standard of living. "Delivery apps have enhanced consumer convenience and

created a new category of gig-related jobs, boosting the gig economy market share" (Business Research Insight, 2024).

Source: ADP research Institute, Upwork, 2021

### **Challenges and Road Ahead**

“Online gig work is expanding, accounting for up to 12% of the global labour force and is a growing source of income for millions” (Dutta et al, 2024).

Gig economy has created positive market disruptions. It is here to stay and expand more as research has suggested. Various drawbacks such as lack of job stability and benefits such as health insurance for employees, taxation issues etc. need to be addressed to ensure workers welfare and integration of gig economy in the formal sector.

“Depending on local labour regulations, many gig workers are not protected against unfair practices, abuse or injuries while working. Gig work also raises challenges for managing data security and privacy” (Namita et al, 2024). Policy makers should examine the role of gig workers in their economies and draft policies to increase positive outcomes.

Market Restraints such as stringent regulatory frameworks, market saturation, increased competition, as discussed in the paper need to be addressed. Factors that support gig economy such as technological advancement, innovation, and



supportive government policies need to be focused upon to ensure the economy is able to reap the benefits of gig work to the fullest by supporting gig workers at the same time.

“The gig economy can offer opportunities locally to build digital skills, increase income-earning opportunities, and facilitate social protection coverage of informal workers” (Chen et al, 2024). Special training and awareness for gig workers to build in demand hard and soft skills, building strong reputation and adopting a culture of continuous learning along with knowing about their rights can go a long way in ensuring gig workers can work up to their full potential and reap job Benefits.

By 2025, Global Workplace Analytics predicts that approximately 70 percent of the workforce will work remotely at least five days a week. Meanwhile, Tata Consultancy estimates that by the same year, some 40 percent of the global workforce will work from home.

Therefore, the shift towards freelancing and remote work is reshaping traditional employment structures, making the orthodox 9-5 jobs less attractive due to newfound flexibility and control over working conditions. The benefits are for both workers and the employers. The COVID-19 pandemic accelerated the growth of the gig economy and now with the far-reaching integration of technology it has spread to nooks and corners of the global economy and is likely to continue reshaping employment structures and business operations

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