

Perspective of Gig Outlook: Problems and Prospects

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Abstract: Employment pattern today is changing with the changing business circumstances. Gig outlook is an innovative concept to source oneself with the opportunity to earn a livelihood. Global gig economy statistics reported that India is emerged as fifth largest gig economy market, reports have also revealed that around six million people are working as gigs. "Gig is a short-term job and to some it is self-employment option it is also understood as a single project or task for which a worker is hired through virtual market places and work for an on demand job".

The workers working for these jobs get individual gigs through websites, mobile applications, on-call employers, contract firms and earlier client referrals based upon positive feedbacks. A wide variety of gigs are functioning in every sector of business and societal endeavors. An individual with multiple skills can earn a good income by engaging in multiple gigs one after another. The organizations can use these valuable sources for support and make the best use of it to foster positive results for the organization success.

Key Words: Employment, Gig outlook, short-term jobs, virtual markets, multiple skills, positive feedbacks

Introduction:

The business world is going over a change with the time; pandemic situation is creating a state of flux at the moment. Organizations are facing severe problems for procurement and production of goods, manpower utilization, and financial burdens and even to find market for the goods produced, worldwide lockdown schedules have created challenges. Organizations today are becoming cost sensitive and the first hit is the manpower, they are trying to find new ways to reduce the staff without hampering the business operating system. Making the use of gig outlook to a certain extent has helped in saving in resources of the organization. Gig outlook is an innovative concept to source oneself with the opportunity to earn a comfort livelihood. "Gig is a short-term job and to some it is self-employment option it is also understood as a single project or task for which a worker is hired through virtual market places and work for on demand job". Most importantly gig workers are with readily available skills sets that are available in flexible timings to work with reduced costs. The organizations need to identify the right kind of candidates for the works they are having.

The ILO 2021 survey has stated that around 20 lakhs of people in the world have become unemployed due to the pandemic situation. Global gig economy statistics reported that India is emerged as fifth largest gig economy market, reports have also revealed that around six million people are working as gigs. The research paper will discuss the gig outlook and acknowledge its importance for fulfilling the organizations potentials.

Objectives of the study:

1. To understand the pattern of gig employment.
2. To know the expectations of business organizations from gig workers.
3. To explore the problems and prospects of gig workers.
4. To provide suggestions wherever if necessary.

Scope of the Study:

The booming market has made the need feel for gig workers; even market crunch and economic slowdown have also realized the presence of gig economy. The industries are now experiencing shift and are adopting innovative practices that benefit them the most. The increase in use of gig workers has created a rise in gig economy. Most importantly gig workers are with

readily available skills sets that are available in flexible timings to work with reduced costs. The organizations need to identify the right kind of candidates for the works they are having.

Research Methodology:

The research methodology is a systematic study of an unknown area and drawing inferences for the said problem. The present type of research study is an exploratory research. A research plan is prepared and the data is collected to gather the relevant information. Collected data is analyzed to find the facts and solutions for the problems.

Collection of Data:**Primary Data:**

Primary data is obtained through open discussions covering various employment issues required for the study, with the company officials of various business sectors i.e manufacturing sector, service sector and agricultural sector.

Observation method is adopted to collect some factual data, to understand the scenario of gig employment pattern followed by business sectors.

Interview method is adopted to have a face to face discussion with the gig workers to know how they feel about working with different organizations under various gig assignments and the problems arising.

Secondary data:

Secondary data for the study is collected through Global Gig Economy Statistics and various research papers published in different Journals and business magazines. The secondary data is also collected through articles published in various news papers and internet sources.

Sample Design: The sampling plan covers the areas like:

Sampling methodology: The researcher has adopted Random Sampling Method

Sampling Unit: The researcher has surveyed the business sectors in Solapur City area of Maharashtra state, India.

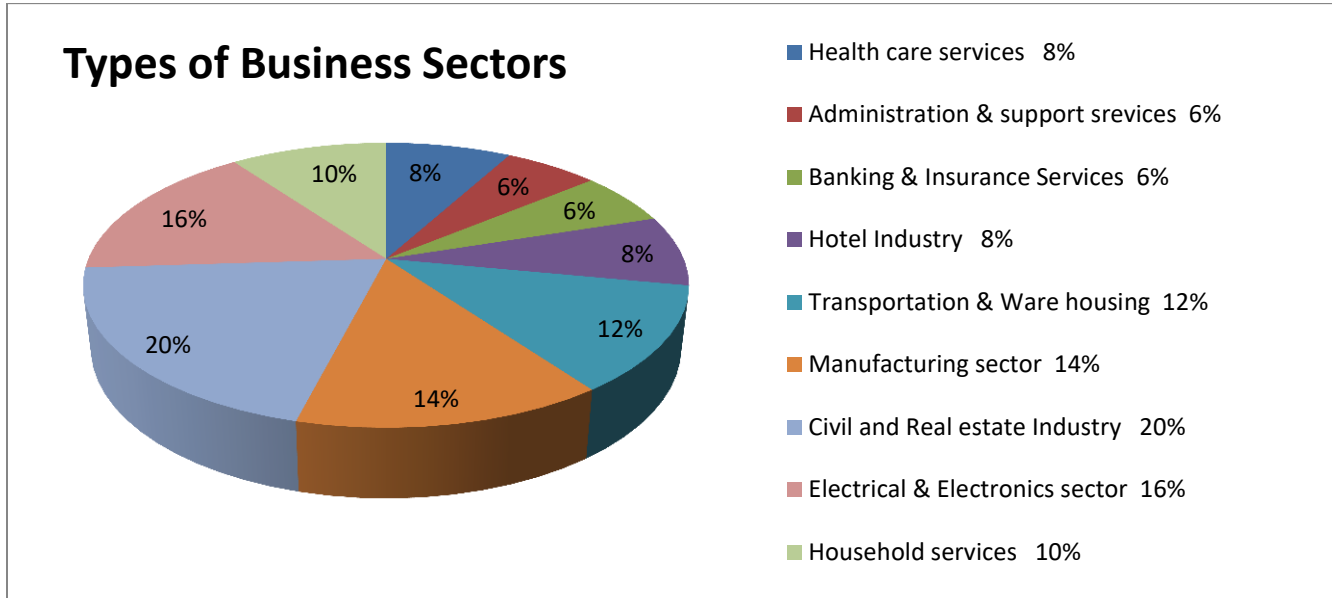
Sample Size: Randomly 50 respondents representing different categories of gig workers were selected for the study.

Limitations of the Study:

- i. The data provided by the respondents may be fictitious.
- ii. The respondents selected may not cover the representatives of all types of gig workers.
- iii. The workers were reluctant to disclose the detailed information about their employment practices.
- iv. The data is collected by individually and may show perspective difference.

Data Analysis and Interpretations:

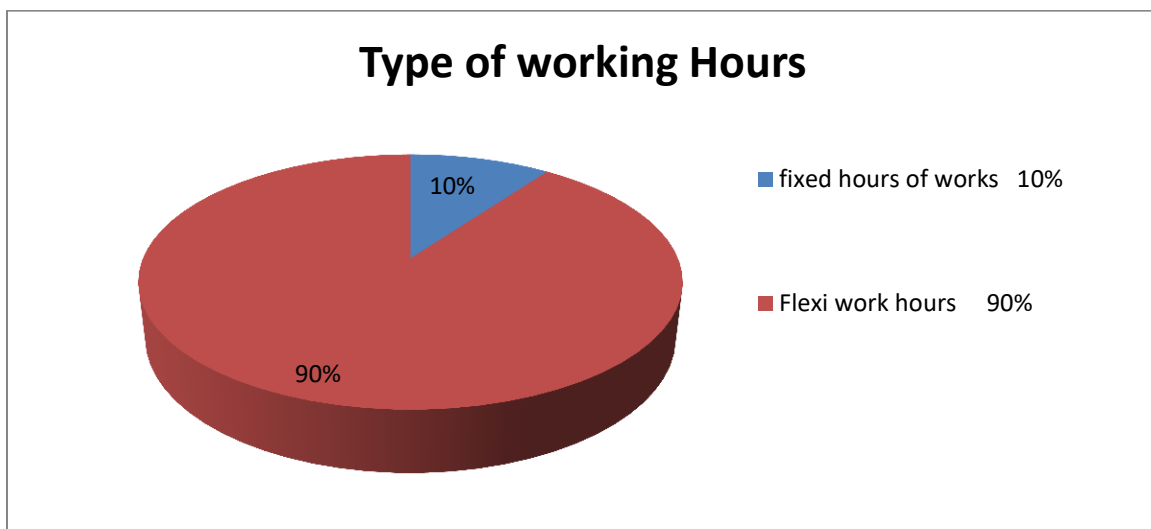
Chart 1. Employment of gigs in various Business Sector



The above graph represents the data for types of business sectors involving gigs 8% of them are involved in Health care services and Hotel industry, 6% of gig workers are from Administration & support services and Banking & insurance services, 10% of gigs are involved in household services, majority of gigs 12% Transportation & warehousing, 14% manufacturing, 16% Electrical and Electronics while highest number 20% of gigs are involved in civil and Real estate industry.

It is interpreted from the above information that the gig works are available in all types of business sectors, the employment aspects are changing with changing circumstances.

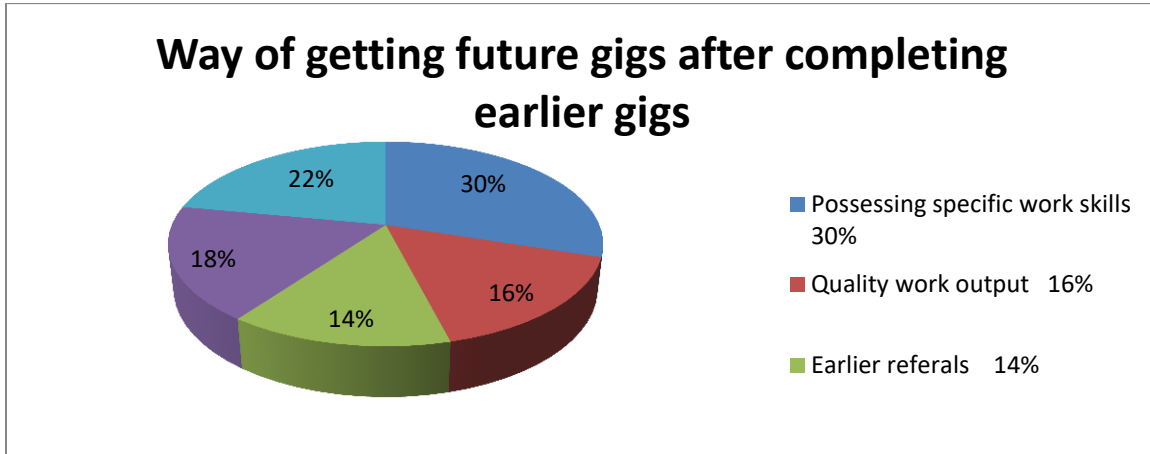
Chart 2. Type of working hours



The above chart shows that 90% of gigs are with opinion of opting flexi work hours, where as only 10% of gigs are expecting for fixed working hours.

It is interpreted that majority of gig workers prefer to work in flexi work timings.

Chart 3. Way of getting future gigs after completing earlier gigs.



The above graph represents the various methods through which the workers get their gigs, i.e majority 30% respondents say that they get their gig by possessing specific work skills and other 22% respondents agree that cost saving perspective objective shown while doing the work will provide future gig, while 16% respondents say that they get gig by giving quality work output, 14% respondents get gigs through relationship developed due their earlier work referrals, 18% respondents say that timely completion of work in hand provides future gigs.

It is interpreted that the way of getting future gigs after completing earlier gigs depends upon possession of specific work skills, cost saving perspective while doing work, giving quality work output, relationship developed due their earlier work referrals and timely completion of work in hand provides future gigs.

Chart 4. Benefits offered by business organizations

| Se. No. | Particulars | Yes | No. | Percentage |
|---------|-----------------------|-----|-----|------------|
| 1 | Welfare Facilities | 00 | 50 | 100% |
| 2 | Reward & Recognitions | 00 | 50 | 100% |
| 3 | Payment Security | 00 | 50 | 100% |
| 4 | Insurance Facility | 00 | 50 | 100% |

The above table reveal that majority of gig workers have commented that they do not get any type of employer paid benefits like welfare facilities, reward & recognitions, payment security and insurance facilities etc.

Findings:

- Every business sector vary in functional aspects, all sectors have to use different gigs for small unrecognized works thus gig workers are difficult to identify in every sector.
- The types of gig employment vary as the purpose changes i.e freelancers, on-call workers, temporary work agencies or contract firms who provide gigs to companies and household works.
- Gig workers also see the employment as short-term jobs and some take it as a self-employment option.
- The people who opt for Flexi work timings choose to work as gigs and foster as gig employment.

- Gigs with multiple work skills juggle themselves in different work assignments and try several types of jobs.
- To earn a steady income gig workers have to search for new work while they are engaged in the first work.
- Some business sectors require specific work skills and only such jobs are offered to the particular gig worker.
- Health care services, Administration and support services, Banking services, Hotel industry, Transportation and warehousing services, manufacturing companies, repairs and maintenance services, household services (i.e laundry, garment, religious and family function) etc. are the areas where gig workers are preferred.
- Civil and construction works area, electrical maintenance and electronic appliance product repairs are also areas where maximum gig workers are preferred.
- Good will created by a gig worker generates future gigs for him.
- Gig workers do not get any kind of employment benefits i.e work and payment security, reward and recognitions, welfare facilities and insurance facility etc.

Suggestions:

- All business sectors can identify their jobs functions and create and record of such which require gig workers frequently.
- Classification of type of gig workers can be done to have a hands on skills set data availability.
- Short-term jobs and self-employment work options can generate an employment opportunity source for the gigs.
- Gig workers have to face uncertainty in their work, they may have no money for no work, thus they should generate multiple skill sets.
- Gig workers can identify their strength areas based upon experience, knowledge and skills they have and create a niche for self by mastering a specific skill set and develop a steady set of employment option.
- The gigs working for service sector areas required to develop different skills sets where more professional attitude is necessary.
- Technical jobs require persons who can deliver results at ease, the gigs with technical expertise will be more searched.
- Gig workers have to create a good will by delivering prompt and satisfactory services to generate future gigs for him.
- In order to provide motivations to gig workers business organizations or employment concerns can think of providing some essential kind of welfare facilities, reward and recognitions to the gig workers.
- The facilities of unemployment assistance and medical insurance benefits can be provided to the gig workers in order to provide security in their difficult times.
- To create a recognition it is required that each gig worker to create an identification for self by connecting with an employment firms, websites and on-call temporary work agencies.

Conclusion:

Global gig economy statistics reported that India is emerged as fifth largest gig economy market. In developing countries the use of gig platforms has increased by 30%, the developed nations have also realized the increase in preference to gig employment patterns rather than fulltime employment. The gig employment outlook is benefit to both employers and employees; employers get a wide pool of talent and can find the right person for the right job. On the other side workers also can choose their interested work areas and become satisfied with the employment. Organizations today can enhance their potential by allocating some share of jobs to gig employment and get economically benefited.

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