



The Gig Economy Marketplace Revolution: A Comparative Analysis of Organizational Efficacy and Sustainable Development

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ABSTRACT

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The gig economy is the resultant of political economy forces like fiscal process, outsourcing and changing technology. Flexibility and autonomy are amongst the few attributes which attract the Gig employees but it is achieved without the safety nets. Organised sector is taking a hit and the world is noticing a paradigm shift from 9-5 jobs to a recent type of jobs which is created by the gig economy. This paper aims at assessing the joy of freedom compared with the insecurity of the job seen from both personal and professional sides. It basically focuses on the agenda of how organisations are performing differently before and after the employment of Gig workers and what role they are playing in achieving certain sustainable goals. Case studies and actual examples are employed to demonstrate the comparative scenarios in the marketplace before and after employing gig workers along with the specific SDG they are assisting to achieve. The glorified flexibility and autonomy over worktime might come along with each other having volatility in hours, yet insecurity of income, possibly leading to work strengthening and financial adversity. Employing gig workers has altered companies across various industries. Before implementing gig work models, organisations often faced high labour expenses, slower growth, and challenges in fulfilling instable demands. After embracing gig workers, organisations gained autonomy to a dynamic workforce, allowing them to expand quickly and improve operational efficiency. This has in turn helping in achieving certain sustainable development goals. Nevertheless, these merits came with challenges, including issues related to job security, employees' rights, and ensuring consistent service quality.

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INTRODUCTION:

Till 2029-30 India's gig economy is predicted to raise to 23.5 million employees, with the requirement of gig workers growing in their research work. The type of task and its consequences for Industrial relations are frequently altering as (Cooper and Townsend,2017). A very large drift has been seen in the technology

as well as the working environments of the organisations. This change has the possibility to progress the work lives or is responsible for their degradation, subjective to varied consequences for different classes of work force. In the recent decades, focus has been growing on the opportunities (and threats) that would appear and the impact advanced technology would bring explicitly for

work–life equilibrium cases (Wajcman et al., 2008). Technology has made things simpler when considered in physical terms but the kind of effect it is having on the mental health and work life balance. According to the author development in technology aided progress, the credit of the vital interconnectedness amid all arrangements of labour, assumed to be internal and external of the home paid and unpaid, and the gender disparities that can be seen even more superficial when work is viewed holistically (Craig, 2020).

Digging deep into gig working it came out that the workers experience work intensification, long and unpredictable hours, work-time underemployment, and fragmented hours (Sutherland et al. 2020; Fleming, 2017). Research have shown few solutions at local and global level such as within time choices as period off work (via parental leave), condensed employment time (e.g., part-time working) and several flexitime options.

Looking from the prospective of middle level workers, they prioritize time squeeze as the biggest issue in their work life. According to Lewis et al. 2007, the essential cluster of people in work–life is skilled high-class corporates and white-collar employees, those who are comparatively rich in knowledge. Those who struggle in extracting quality time for

private life since the all-encircling nature of various advance jobs (Lewis et al., 2007). Instead in case of medium class workers, who are financially less comfortable time squeeze is leading (Wilkinson et al., 2017), while hardly taking care of life priorities of other working-class jobs.

According to the BEIS study (2018a: 40) once questioned about the critical facet of work in gig world the respondents desired of bringing in the transformation, the utmost mutual reply was additional uniformity and obviousness of work (18% as stated). Looking at the positive side, it is beneficial for progressive revenues than formerly earned, better elasticity in choosing time of working or demographics, and further objective managerial procedures in the line. So far stating the negative side researches have pointed out delayed pay levels or even non-payment in some cases, social protection payments issues, overstretched working hours, and fragmentation of the workforce that averts shared speech to name a few. This is in line with the findings that these growing concerns regarding gig economy leading to depletion of service values, and may worsen societal discriminations (Krzywdzinski and Gerber 2020; Graham et.al, 2017).

Intense literature review shows that Gig work has always been thought to be as generating time burdens, excess of information, and stress and fatigue but, as the authors stated that, there is a hairline difference in context to the precise inferences regarding gender parity along with work–life balance. According to Altenreid Gig work also does not follow the principles of offering remunerated maternity or paternal holidays, not idle time for guardians, by highly adverse consequences for gender parity (Altenreid, 2020). Although government is making provisions that, availing work offs can be an issue as workers have the fear of being fired/deactivated by organisations for absenteeism, and fetching more and more of work be subject to repute, with decent scores crucial on newly completed tasks (Goods et al., 2019; Ravanelle, 2019). It clearly shows the fluctuating effects on the gig workers.

It is a well-known fact that Gig work can diminish time-squeeze by eliminating commute time, providing spell for leisure activities. But it was instead seen that gig work raises serious issues regarding the strengthening of previously time-bound work-lives, problematically additional distorting the margins amid paid and unpaid work, resulting in severe overflow

from work to nonwork, and effecting negatively relatively on positive side.

GIG ECONOMY AND GIG WORKERS-

‘Gig’ – a word, came into existence decades ago, seems to be the hottest topic discussed in the outside world. Looking into the present scenario a ‘gig economy’ deals with a part time contractual job or short-term contract or freelancing that an individual performs, on a project-to-project basis, for which the payment is done only when the assigned project or task is accomplished. Small chunks of works are known as ‘GIG.’ In a layman’s language it involves the use of those employees who are not full-time workers and they perform the projects assigned to them and switch to another one when first is finished. As defined by the UK government Gig work is “the interchange of labour for money amid people or businesses via online market places that aggressively ease correspondence between employers and employees, on a temporary and payment-by-task Base” (BEIS, 2018a: 9).

A gig economy incorporates all areas of work that hire self-regulating free-lancers, advisors, and workers in diverse segments, such as social media marketing, IT, food and beverages content conception and

communications, creative fields like arts and designing etc. A gig economy, consists of impermanent or half-time employees rather than traditional workforce. Due to the rise of virtual era, a growing acceptance has been founded in India to gig economy of the fact that majority of the population is young and they are ready to accept the changes coming with the time. With a projected 15 million freelancers, India's freelance economy is ranked as the world's second-fastest-emerging freelance market. Freelancers are in great demand, and businesses of all magnitudes, from start-ups to Fortune 500 companies, are seeking out for freelancers. If the start-up movement continues to gain the grip in Indian market, the freelancing economy in will flourish like anything. However, freelancers in India are paid less than their counterparts when compared with others across the globe.

Of late, the freelancing marketplace is worth of \$2-3 billion as it is rising at an yearly rate of 14 percent. In the world market, India presently accounts for \$1 billion of it. Whereas the US is ahead of it with 53 million independent workers, India has 15 million outworkers with its gig employees gradually acquiring self-regulating contracts in all types of industries such as IT and software design,

Finance, HR, marketing to name a few. Increase in technological proficiency, like AI and business intelligence, has resulted in conception of new job profiles and organisations must move at that pace. In the near-term, it can be clearly seen that instead of hiring completely for such positions, they would desire to employ people on a more project-like basis. Although it seems a win-win situation equally for the experts to fix their remunerations in line with free-market processes and for the organisation to employ individuals with specifically required qualities on a provisional basis, but the real-life implementation of the model is very critical and has so many issues associated with it.

This paper basically focusses on the Effect of employing Gig workers in an organisation and draws a clear picture of how things have changed pre and post Gig culture was introduced in their organisation. Physical gig work comprises of area-bound movement for work like taxi driving, food delivery, also household dusting accomplished via online market places like Uber, Urban clap, Deliveroo, and House joy. Online gig tasks are independent of demographics as in online market places tasks such as web development, data entry and conversion to other languages, done through platforms

such as Upwork, Amazon Mechanical Turk, and Freelancing. According to the author, workers are generally independent workers, as they are not employees of the organizations that do their payments in Gig economy (Zwick A). Independent contractors do not fall into the category of employees who are being benefitted from the labour law guarantees to employees (Donovan SA, Bradley DH, Shimabukuro JO,2016). Henceforth, there is tremendous increase in the lawsuits regarding the legal status of gig workers has augmented in several countries (Cherry MA, Aloisi A). (Unal O, Temiz HE) scrutinized court cases in diverse countries with the case of Uber. In the US, Belgium, and Australia, according to the judiciary certain guidelines are there identifying Uber drivers as “independent contractors” in place of “employees.” Whereas looking at the flip side, in the France and UK, the courts categorised Uber drivers as workforce who are eligible for enjoying their civil rights underneath social security and labour law. Law-court decisions in numerous nations and queries around the lawful positioning of gig workforces has emerged as a hot topic of discussion among the researchers. Digital platforms like Uber, Google, Facebook, and Amazon Web Services are renovating the market by creating worth and restructuring the organised divisions. As according to the

author, it is a matter of discussion in what ways new ventures use online market to simplify the linking between manufacturers and consumers, and also possibility for obtaining worth from these principal connections (Korhonen *et al.* (2017)

SUSTAINABLE DEVELOPMENT GOAL

A global development vision titled “Transforming our World: The 2030 Agenda for Sustainable Development”, being agreed by the UN General Assembly in September 2015. Agenda for 2030 was "a plan of action for people, planet, and prosperity".¹⁷ new Sustainable Development Goals (SDGs) and 169 targets to inspire global act in the coming succeeding 15 years on matters essential to humankind and the world have been recognized as part of thus agenda by the global community.



•**Economic Facets:** The Outcome of the gig economy on SDGs including Goal 1 which states-no Poverty, by providing added revenue, Goal 8 which states, decent work, and Economic Growth, by contributing Work-from-anywhere engagement, and Goal 9 which states-Industry, Innovation, and Infrastructure) by utilizing online workplace.

• **Environmental Facets:** The orientation with Goal 12 (Responsible Consumption and Production) by optimizing source usage, thereby potentially dropping waste.

• **Societal Perspective:** The input to Goal 3 which states-Good Health & Well-being, via work-life stability, Goal 5 which states-Gender Equality, by providing unbiased opportunities, and Goal 10 which states- Reduced Inequality, by creating employment available to varied demographics.

SUSTAINABLE ECONOMIC GROWTH

The gig economy’s ability to fulfil inclusion and reducing scarcity is as per Sustainable Development Goals 1 & 8 as it provides additional revenue generating chances, chiefly assisting people who have lesser earnings and contribute to poverty mitigation along with financial stability. Upwork’s Freelance Forward review (2022) discovered that U.S. outworkers supplemented \$1.35 trillion towards its economy which was result of transition from old-style employment. The progress of gig economy can provide work to labour, increase employment, and upsurge overall workforce contribution, reducing poverty rates indirectly. As the author mentioned that key inspirations for gig work comprise getting additional income (83%) and flexibility in time (73%). As stated by 200 Slovenian freelancers in 2020, they agree with the results, highlighting the likelihood of selecting their scheme and understanding their philosophies (Huđek & Širec, 2023, p. 71). The gig economy allows those to be microentrepreneurs, with the help of their specialized area of work for professional endeavours and breach the vicious circle of poverty. Areas having restricted job prospects, the gig economy offers worldwide contribution, eventually

enhancing their lives. As it can be stated that, varied skills are compulsory, motivating for nonstop learning, better-quality of employment, and lessening poverty.

REVIEW OF LITERATURE:

According to the Ai Group Workforce Development, due to reform in labour market the gig economy influences outdated corporate culture so that they can be molded according to the requirements of the innovative work culture. Organizations must be agile to be able to adapt to everchanging employment market choice, compete with agile startups, scale, or descale sources grounded on requirements, and managing the expenses. In that scenario it will become critical for the organisation in assembling the main group to represent the firm's standards and provisional workers to work on the allocated jobs (Ai Group Workforce Development, 2016). It is supported by the fact that online ventures are more inclined towards gig economy as it permits them to provide less wages to worker on contract along with the benefit of avoiding employee lawsuits in economic downturns (Friedman, 2014).

According to the authors, when talent meets organizational requirements, digital workplace technologies are providing and

fulfilling workers requirement. (Great People Inside, 2020). It can also be stated that digital platforms like Amazon and eBay that plays a important role in linking self-governing workers with customers globally (Mukherjee & Sujatha, 2020). Because of variation in technology altering the organisation of work, as a result both job seeker and providers are affecting (Abraham, Haltiwanger, Sandusky, & Spletzer, 2018), also innovative technologies and the reorganization of business firms is happening. Online start-ups, single entrepreneurs, small and medium-sized industries, and certain mega companies are the participants on demand side of the freelancers, recruiting them for less term or for more term basis. Talking about source side, distinct workforce, gig workers and agencies, counsellors have been employed (Roy & Shrivastava, 2020)

Businesses are very much looking for platform workers as it permits them to hire a rapid labor force, transform faster, and cost reduction (Roy & Shrivastava, 2020). Primarily, small businesses, promising entrepreneurs, and cash-impecunious ventures engaged service providers as support employees. Augmented access to platform workers especially promoted SMEs, who required the means to induct and keep talented workforce (AiGroup Workforce Development, 2016). Many

Fortune 500 companies started late to contract out more less important activities like as back-office, SHR, and promotion to freelancer experts (Caminiti, 2018; Roy & Shrivastava, 2020).

For the services not required at regular intervals, companies can hire experts who can make suppleness in grading their personnel active and around to address occupational requirement with changing business goals. It is a well-known fact for organisation to hire liable employees on projects and deploy gig workers with specific skills amongst business projects for temporary work (Morley, 2020).

The biggest concern for a business is performance measurement, if an organisation occupies gig workers to perform a work and is measured by outdated organizational system of measurement, that are till now inadequate. Whereas, when an organisation hires numerous gig employees, it becomes very difficult to uphold corporate values and work engagement. Employed as a outworker may impact employee behavior, mainly their dedication towards establishment's long-term goals (Morley, 2020).

GIG ECONOMY AND SUSTAINABILITY

The modern labour market has experienced profound variations motivated by globalization, technological progressions, and shifting workforce dynamics. These factors have reshaped traditional employment arrangements, leading to a gradual transition from full-time regular work to alternative models such as independent contracting and non-standard work arrangements (Florin & Pichault, 2020). In this framework, it can be extracted that some studies with diverse content was conducted. As it can be stated that, a good amount of investigation was conducted amid social sustainability and labour law. While on flip side, in the background of lessening collective bargaining, talks about the possibilities of a social basis sustainability obtained as a form of labour guidelines. While (Dumont AM, Baret PV.) researched and discussed a lot about sustainability issues, consisting of green jobs and skill, as no direct link can be seen between social sustainability and industrial relations. The authors (Hogarth, Terence, 2011) also studied at work circumstances in various farming systems, and came up with the following factors, like social, economic, and political conditions. In line with the above findings another research debated to integrate the administrative features and recommends a revolutionary procedure to safeguard social sustainability in job arrangements

(Tindall et.al, 2022). Additionally, some other researches have studied the connection amid working circumstances and sustainability in gig work environment. The authors concluded that online platforms are unmanageable in all three facets because of their powerful day-to-day profit determinations. The study recommended that in transport and logistics systems the sustainability attitude should be widened in gig economy by incorporating the human rights of the workers (Silva ME, Nyobe S, 2023) and described social sustainability in the gig-marketplace in relation with on-the requirement distribution segment.

Decent work was stated in 2015 meeting of the UN General Assembly, as a vital segment of the novel 2030 Agenda for Sustainable Development. Taking inputs from the ILO and its voters, the 2030 Agenda goals at encouraging complete decent work and creative employment. In continuation, the purpose of several of the added 17 goals of the UN's new vision for growth broadly reflects key characteristics of decent work. So, to safeguard social sustainability, which remains to be the major focus of sustainability, the essential foundation of decent work essentially be formed. It's vital that the UN, ILO and other world-wide bodies showcase an active part in encouraging societal welfare,

particularly in decent work, thus conserving profits earned in the zone. Nevertheless, inadequacy of international establishments, particularly for providing good working space, makes it a bit problematic in lieu of achieving sustainability goals. In conclusion, referring to the following framework, the service prospects if by the gig economy must be totally reviewed and essential variations necessarily be made. Extended work timings or unspecified work timings, zero-hour contracts, little wages, insufficient occupational well-being, and safety, deunionization, and developments in investigation and controlling processes as upsurge workers work concentration are features that condense workers employment values.

This type of circumstances presents a hindrance to social sustainability (Ali Çelik, Naim Goktaş, Enginçan Yıldız ,2025). In their research Raavi Masta and Pavni Kaushiva (2024) concluded that most of the researches have taken into consideration the choices to opt aimed at work in i.e. Gig and knowledges of risky engagement. Thus, the theme "work conditions" seems to be noteworthy for research scholars. The foremost drivers which are responsible for influencing platform-based distant work influences the existence of workforces, they were found

to be Self-determination, flexibility, precarity and vulnerability (Anwar and Graham, 2021). Adaptableness was found as a key benefit whereas period and circumstances limit the zone where employees can deliver their work and the responsible team (Vaclavik et al., 2021). Portable occupied occupations which comprise of tour and commuting offer more flexibility nonetheless it also displays inferior job quality features (Wheatley, 2021). Studies assuming a different outlook considered sensemaking (Rochadiat et al., 2020) and job crafting (Wong et al., 2021; Mousa et al., 2023) to comprehend the way workers encounter issues confronted on digital places, show bounciness resulting in advanced profession obligation in the gig world. Job creation on a distinct and collective level too makes a logic of inclusivity in organization and finally professional satisfaction (Mousa et al., 2023). Convenience, was found to be a major factor in understanding the social sustainability of the organization as it is a fact that this has altered the bond that customers have with food delivery (Li et al., 2020). For cafeterias and takeaways, it bifurcates the work of distribution from preparation of food. For clienteles, it necessitates that they fill their data (name, address, payment information) once, to be

allowable to order from numerous businesses at any period.

The magnetism of added customers and orders upsurges the market share of podiums—ever employed toward market supremacy. A very crucial element of this advance strategy, however, is that the platforms hire a cumulative number of workers, giving additional growth to the “just-in-time workforce” (De Stefano, 2016)

CHALLENGES WITH INDIA’S GIG ECONOMY

Freelancing industry is expanding its branches at a very fast pace in India and constitutes about 40% of freelancing works obtainable worldwide, with 15 million experts in particular field fulfilling the ascending call for On-demand jobs or the temporary business. Digital freelance platforms, such as Fiverr, Upwork, and People Per Hour, encouraged enormous transformation into B2B marketplaces (Zhou et al. 2021; Constantinides et.al, 2018). They let purchasers to prefer gigs, or temporary type of assignments, that recruit contrary sales in which concerned self-employed individuals give in to propositions to their amenities (Jap 2007). In these digital surroundings, consumers and outworker frequently dedicate rather inadequate time and consideration to

detailed valuations and instead make selections based on prices or rational value (Ba and Pavlou 2002). Also, digital freelance markets face info asymmetries since they depend on text-based messages, that could generate doubt and hamper the business (Srivastava & Chandra 2018).

Leveraging the freedom of time and independency are the variables that appeal the employees towards the gig economy as their area of interest and passion can be followed. Whether a blue collar or a white-collar employee, they have the alternative of picking their span of working and sometimes, although the process through which an individual desires to accomplish task. The most positive thing about Gig economy is it has reduced information asymmetry associated with cost of job search due to the presence of platform enabled economy. As now the job seekers do not have to stand in queue for the whole day to get them registered on the employment exchange portal. Also, it is boosting the gender income equality as more and more women workers are entering into the job market due to the presence of gig economy.

Observing from the lens of managers, they are also pleased to be employed in a Gig economy. Gig economy usually focusses on the concept of 'Standardised outcomes. The spillover effect can be

seen on other sectors also. There is an increase in consumer surplus due to near to the ground price of services in the gig economy. This surplus can be redirected to other sectors, creating a compounding Effect on employment and income. Following the launch of taxi services by Uber, Jugnoo, and Ola, taxi fares across India decreased significantly. Some platforms offered professional distant tasks, while others focused on low-skill, in-person jobs that required physical delivery within local areas. TaskRabbit, Flex Jobs, Uber, Rover, Guru, Fiverr, Freelancer.com, Care.com, Fiverr, MTurk, Upwork, Instacart and CrowdFlower are few excellent cases which let trades to recruit platform workers (also recognized as freelancers) globally. Some of these platforms specialize in explicit industries, such as Grab-Bike for ride-sharing, Go-Food for food delivery, Sejasa for repair services, and Ruang Guru for edification. Others, like Freelancer, Fiverr, and Upwork, offer widespread facilities (Gandhi, 2019). Additional examples take in Uber, Lyft, Airbnb, Closet Collective, Postmates, Etsy, and OpenAirplane, all of which make simpler connections between service providers and customers until the assigned gig or job is accomplished (Bryant, 2020). But all is not good-good related with gig

economy. It also holds some serious issues associate with it in the field of labour rights as till now no direct provisions have been made to consider gig employees under standard employee contracts. As social security factor is not present in gig economy, it makes things worse because gig employees do not receive any other employment benefits such as health insurance, gratuity, TA, Dearness allowance, paid time off etc.

RESEARCH GAP

Freelancing has also been framed as a refuge during times of economic uncertainty. Huang et al., (2020) describe the gig economy as an "escape hatch," particularly in downturns, allowing workers to sustain livelihoods through adaptable short-term engagements. This adaptability is increasingly relevant in creative and media sectors, where project-based work dominates, driven by market demands for cost efficiency and innovation (Hayes & Silke, 2018; Mathisen, 2019). While the growth of gig and platform work has been acknowledged, specific aspects such as worker well-being, long-term career development, or regulatory frameworks might not be adequately researched. There may be limited research that holistically examines the

broader Effect of digital transformation on various job sectors and individual work-life experiences.

RATIONALE BEHIND THE STUDY

This research aims at focussing on the association between societal sustainability and circumstances of work, predominantly connecting the gig world. The COVID-19 epidemic had intensely impacted every single facet of living organisms, together with the gig economy. This study aims to assess the balance between the personal joy of freedom and the professional insecurity faced by gig workers while evaluating how organizational performance has been affected by the increasing reliance on gig labor and how they are helpful in meeting certain sustainable goals. Also to analyse the impact that gig economy has on SDGs like Goal no. 1 (No Poverty) by creating supplemental pay, Goal 8 (Decent Work and Economic Growth) by contributing in supple kind of service, and Goal 9 (Industry, Innovation, and Infrastructure) by encouraging online platforms, this in configuration of Goal no. 12 (Responsible Consumption and Production) use of resources of an organisation in optimum manner, thus possible waste reduction. The involvement to Goal 5 (Gender Equality)

by imparting equal chances, and Goal 10 (Reduced Inequality) by allowing various demographics available to all the workers.

The word sustainability and sustainable expansion have taken dissimilar connotations to a diverse segment of individuals around existing choice that impact the welfare of the individuals of the forthcoming time (Atkinson, 2008). Till now a lot of researchers quote the well-known explanation given by Brundtland Report regarding sustainable development as:

“Development that fulfils the needs of the present-day generation deprived of compromising the capability of future generations to encounter individual needs. (WCED, 1987, p. 43)”.

Businesses, administrations, and Not-for-profit organization (NGOs) typically practice the triple bottom line model for sustainability matters. The tri supports, viz. social, financial, and environmental are the mainstay of the tripartite base line considered for sustainability facets. Sustainability effects correlated to background, invention by the issue, procedure, and dimensions to withstand (Wiltsey Stirman et al., 2012).

Sustainability must be accepted as an aim for the association.

PEOPLE, PLANET, PROFIT

The Brundtland report talks about two issues that should be taken into consideration: environment and the expansion. This also can be understood as resources versus requirements, or as the brief contrasted with the prolonged term. Nowadays, though, sustainability is practically viewed in terms of triad proportions: economic, social, and environmental which is personified in the explanation of sustainability accepted by the UN in its outline for development: Development is a multifaceted responsibility to attain a respectable lifespan aimed at all individuals. Social growth, financial development and environmental defence happen to be symbiotic and equally strengthening mechanisms of environmental growth.

Figure underneath demonstrates the interrelation of the 17 SDGs, as presented by academic spectators (Folke et al., 2016).



Grouping of the SDGs

Source: Folke et al.,2016

GIG ECONOMY MODELS: THE MARKETPLACE

| Model Type | Key Features | Companies and their Area of Work |
|--|--|--|
| On-Demand Service Model | <ul style="list-style-type: none"> Workers are hired for short-term, task-based services according to the demand of customer. Mostly in transportation, food delivery, and home service area. Focuses on flexibility and scalability. | <ul style="list-style-type: none"> Uber, Lyft: Ride-hailing service area with drivers as independent contractors. Deliveroo, DoorDash: On-demand food delivery with freelance delivery agents. TaskRabbit: Home services like cleaning, repairs, and furniture assembly. |
| Freelance and Project-Based Model | <ul style="list-style-type: none"> Organizations hire freelancers for specialized, project-based tasks. Common in tech, media, marketing, and design | <ul style="list-style-type: none"> Upwork, Fiverr: Platforms for hiring freelancers for service area like web development, graphic design, and digital marketing. Toptal: Focuses on high-end |

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| | <p>industries.</p> <ul style="list-style-type: none"> • Emphasizes access to global talent. | <p>professionals in software development, finance, and design.</p> <ul style="list-style-type: none"> • 99designs: Specialized in design projects. |
| Crowdsourcing Model | <ul style="list-style-type: none"> • Tasks or projects are distributed to a large group of people, often through an open call. • Common for innovation, product testing, and data processing. • Focuses on leveraging collective intelligence. | <ul style="list-style-type: none"> • Amazon Mechanical Turk (MTurk): Micro-tasks like data tagging, content moderation, and surveys. • InnoCentive: Crowdsourcing solutions for complex business problems. • Topcoder: Crowdsourced software development and data science challenges |
| Talent Cloud Model (Specialized Professional Networks) | <ul style="list-style-type: none"> • A curated pool of highly skilled professionals available on demand for strategic projects. • Common in IT, consulting, and financial service area. • Focuses on high-quality outcomes for complex tasks. | <ul style="list-style-type: none"> • Gigster: On-demand software development teams for startups and enterprises. • Catalant: Network of consultants and experts for business strategy and operational projects. • Graphite: Financial experts for investment analysis, accounting, and M&A support. |
| Hybrid Model (Blended Workforce) | <ul style="list-style-type: none"> • Combination of full-time employees and gig workers to create a blended workforce. • Offers the benefits of a stable core team with the flexibility of gig workers. • Very frequent in industries with fluctuating | <ul style="list-style-type: none"> • Amazon: Uses seasonal gig workers during holiday peaks while maintaining a core full-time staff. • Microsoft: Employs freelancers for project-based roles alongside in-house teams. |

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| | demand (e.g., e-commerce, retail during peak seasons). | |
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Gender Equality and Flexibility

For women who really need work but due to some or the other reasons are not able to work, the gig economy’s elastic work provisions are predominantly beneficial as they must maintain an equilibrium between work and caregiving responsibilities. According to the author the male-female split present in the broader economy can be easily seen in the platform environment. Men dominate in online platforms due to conventionally manlike chores like carriage, whereas women rule those concentrating on conventionally female tasks like caretaker (Churchill and Craig, 2019). Thus, it can be clearly stated that the gig economy can be considered as a most sought out alternative for females in artistic businesses. Also, as they cannot devote their full time so gig jobs provide them a platform in which they can work according to their time availability. This has aided in accomplishing certain sustainable development goals.

Entrepreneurship, Innovation, and Infrastructure

SDG 9 i.e. Industry, Innovation and structure is concerned with the gig economy’s impact on entrepreneurship, empowering individuals to start businesses, boost economic growth, and move towards the path of innovation. The main requisites of new startup are flexibility, originality, and problem-solving skills. Romero & Martínez-Román states that independent workers are responsible for creating income and performing excellently in the selected arena, demanding state-of-the-art thoughts, methods, and resolutions (2012). Furthermore, the gig economy fosters a worldwide association (Jackson, 2022) amid professionals worldwide, allowing venture association and proficiency discussion. For nurturing innovation and progressing industry follows this across the globe knowledge sharing is the need of the hour.

Responsible Consumption and Production

Moreover, the gig economy’s possible to endorse SDG 12 lies in well-organized reserve utilization, workable labour provisions, invention, and home-grown

economy influence. Online labour podiums, distant work, and teleworking could decrease carbon footprints (Kuzior et al., 2022). Gig work often includes distant and digital-based facilities, resulting in condensed physical resource usage as equated to conventional engagement. The gig economy’s adaptableness authorizes entities to modify job agendas and demographics, possibly restricting commuting along with carbon discharges and therefore supportive to sustainable consuming forms.

ORGANISATIONAL EFFICACY AND SUSTAINABLE DEVELOPMENT GOALS:

In the research conducted by (Lord C, Bates O, Friday A et.al.,2022), it was appraised that sustainable food delivery services in gig economy of UK reflects economic, social, and environmental perspective. Online platforms are not sustainable in all tri facets because of their high desires for high profit margins. They highly recommended sustainability attitude

REAL WORLD CASES:

in transport and logistics arrangements ought to be widened to incorporate civil liberties of gig workforces. (Silva ME, Nyobe S.,2023) well-thought-out communal sustainability in the gig world in context to the outsourced distribution segment. Grounded on intense literature review, they proposed that major expectations of workers in Gig environment are working conditions, health, and safety matters and to encourage decent work across the globe. Along with producer-consumer associations, customer and employee needs had drastically changed in the gig economy. Customers are vigilant of workers’ free choice to work making less frequently to give extra benefits to workers (Duhaime and Woessner, 2019). Customers do have sympathy for the gig workers’ financial dilemma but flexibility and chances with platform workers can be perceived to aids enjoyed by consumers (Healy et al., 2020). Clients like competence and superiority in work delivered, is a key to be successful on these platforms (Gonzalez, 2018).

| | Before Employing Gig Workers | After Employing Gig Workers | Sustainable Goal achieved |
|--|--|---|--|
| UBER/OLA TECHNOLOGIES (Ride-hailing | <ul style="list-style-type: none"> Taxi service area was uneven, and drivers worked | <ul style="list-style-type: none"> Adopted a gig-based model where drivers operate independently | <ul style="list-style-type: none"> SDG Goal 1 (Poverty) |

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| <p>Industry)</p> | <p>under outdated unions with fixed pay.</p> <ul style="list-style-type: none"> • The organisation met high costs associated with maintaining a network of full-time drivers and struggled to encounter surges in demand. • Limited customer reach, higher fares, and lack of customer feedback mechanisms. | <p>through an app-based platform.</p> <ul style="list-style-type: none"> • Advantage: Flexible work hours, increased service availability, dynamic pricing for higher earnings during peak hours. • Effect: Revolutionized urban transportation in India, but drivers face income volatility and lack job security or Advantage. | <ul style="list-style-type: none"> • SDG Goal 8 (Decent work and economic growth) |
| <p>Microsoft (Tech Business – Specialized Projects)</p> | <ul style="list-style-type: none"> • Microsoft outdatedly relied on full-time employees and external consultants for project-based tasks like software development and UX design. • This increased project timelines and budgets for short-term needs. | <ul style="list-style-type: none"> • Hired freelancers through platforms like Upwork and Toptal for specialized, short-term projects. • Advantage: Access to a global talent pool, faster project completion, and reduced costs. • Effect: Improved flexibility and innovation speed, but required adaptation to | <ul style="list-style-type: none"> • SDG Goal 8 (Decent work and economic growth) • SDG Goal 9 (Industry, Innovation and Infrastructure) • SDG Goal 17 |

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| | | manage a distributed and temporary workforce. | (Partnerships for the Goals) • SDG Goal 5 (Gender Equality) |
| Food Delivery Service area (Swiggy, Zomato) | <ul style="list-style-type: none"> • Restaurants relied on full-time delivery staff with fixed salaries and limited-service coverage. • Customer experience was inconsistent, with delays and limited options for home delivery. | <ul style="list-style-type: none"> • Shifted to an on-demand delivery model with freelance delivery partners. • Advantage: Faster service, extensive delivery coverage, and increased restaurant sales. • Effect: Enhanced customer convenience and expanded delivery networks, though delivery partners face intense competition and income instability. | <ul style="list-style-type: none"> • SDG Goal 1 (Poverty) • SDG Goal 8 (Decent work and economic growth) • SDG Goal 17 (Industry, Innovation, and Infrastructure) |
| E-commerce Logistics (Amazon, Flipkart) | <ul style="list-style-type: none"> • Logistics were managed by full-time employees, causing scalability issues | <ul style="list-style-type: none"> • Integrated gig workers for last-mile delivery, especially during sales seasons. • Advantage: Reduced | <ul style="list-style-type: none"> • SDG Goal 8 (Decent work and economic |

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| | <p>during peak seasons.</p> <ul style="list-style-type: none"> • High operational costs and limited capacity for last-mile delivery. | <p>delivery costs, improved scalability, and faster delivery times.</p> <ul style="list-style-type: none"> • Effect: Enabled same-day delivery service area, improving customer satisfaction, but gig workers deal with inconsistent demand and high-pressure conditions. | <p>growth)</p> <ul style="list-style-type: none"> • SDG Goal 9 (Industry, Innovation, and Infrastructure) • SDG Goal 11 (Sustainable cities and communities) • SDG Goal 10 (Reduced Inequalities) • SDG Goal 5 (Gender Equality) • SDG Goal 17 (Industry, Innovation, and |
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| | | | Infrastruct ure) |
| Freelance Professionals (Upwork, Freelancer, Urban Organisation) | <ul style="list-style-type: none"> • Professionals like writers, designers, and consultants relied on full-time employment or local contracts. • Prospects were limited by location, and finding diverse projects was difficult. | <ul style="list-style-type: none"> • Platforms enabled skilled freelancers to find global projects and work remotely. • Advantage: Flexibility in choosing projects, access to a larger client base, and no geographical restrictions. • Effect: Increased prospects for professionals but with challenges like inconsistent income and difficulty negotiating fair pay. | <ul style="list-style-type: none"> • SDG Goal 5 (Gender Equality) • SDG Goal 10 (Reduced Inequalities) • SDG Goal 12(sustainable consumption and production) |

IMPLICATIONS

There are challenges for free lancers like gender differences and absence of outlines and administrative backing. These independent or gig workers are not eligible for old-style jobs and encounter lawful knots and battles. Corporations must safeguard due steady in picking gig jobs though safeguarding confidentiality, cost, and optimum utilization of possessions. The gig economy had a vital impact on numerous businesses, predominantly the online marketing segment, necessitating

sustainable outlines to backing gig-based initiatives. In the media industry, freelancers often embody the dual roles of "entrepreneurs and idealists," blending innovative strategies with personal aspirations (Mathisen, 2017). As entrepreneurs, they navigate market demands, cultivating client relationships and managing their own branding, often through social media (Gandini, 2016). As idealists, they pursue meaningful projects, valuing autonomy over routine assignments. However, these roles are not

without challenges. Freelancers frequently contend with economic precarity, marked by fluctuating workloads, inconsistent payments, and the absence of traditional employment benefits (Luik & Aritonang, 2022)

Trade-offs of Flexibility and Autonomy

The flexibility and autonomy of freelancing come with certain trade-offs (MoldStud, n.d.). While freelancers may enjoy a better balance in their work and life balance, the nature of their work can be "irregular," with unpredictable schedules and the need to be "on-call" during evenings, nights, and weekends (Mas & Pallais, 2017). The project-based nature of freelance work means that freelancers cannot rely on a constant flow of income, unlike their full-time employee counterparts who can anticipate regular pay checks with certainty (Mai, 2020).

Absence of Employee Benefits

A significant drawback is the absence of typical employee benefits because "freelancers enjoy no unemployment assistances, like pensions, sick leave, paid leave, bonuses or health insurance, that could be a serious issue in the forthcoming time" (Akhmetshin et al., 2018).

Income Instability and Financial Management

Freelancers encounter income instability, facing various issues related to job security that can impact their financial well-being (Singh, 2023). They also bear the responsibility of managing their own insurance and retirement planning, adding an extra layer of complexity and financial burden (Mai, 2020).

Psychological and Professional Challenges

Freelancing imposes psychological and professional challenges. Studies highlight that freelance journalists often face loneliness and professional alienation due to the lack of a cohesive work community, which can significantly affect their well-being and productivity (Mukhina & Cepreebha, 2023). Raavi Masta and Pavni Kaushiva (2024) The review depict the section of gig workforces separate of platform-work and service offerors. It focuses on the benefit of unstructured workforce. As suggested in the theme-based on exploration of gig workers on online platforms, these workforces required to emphasise on small acts like job creating and comprehending to live in unwarranted circumstances. It also gives understandings to multinationals on various tasks confronted by the unorganised workers and as a solution, parts of achievement to progress at their work. Algorithmic administration

additional elaborate on the susceptibility of gig workers with feeling a superior lack of confidence of work consequences.

CONCLUSION

Gauging performance is an alarm in an organisation when an organisation involves gig workers to perform a work and is quantified by outdated organizational metrics, that are till now inadequate. Whereas, when an organisation engages a lot of gig workers it becomes difficult to uphold business philosophy and job assignments. A very significant shortcoming of this unorganized sector is, contrasting outdated service, employees in a gig economy does not appear to be appropriate for social benefits like workers insurance, their medicinal benefits, prudent funds, bonus, or gratuity. The long-term implications of the Gig Economy on worker's wellbeing and economic security will depend on how these challenges are addressed through Policy, regulation, and cooperative action.

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