



## **Motivational Strategies for Gig Workers at Bengaluru Urban**

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### **ABSTRACT:**

The gig economy has witnessed substantial growth in recent years, reshaping the traditional labor landscape. Within this evolving work environment, gig workers, often referred to as independent contractors or freelancers, play a pivotal role in various industries. However, the unique challenges and demands faced by gig workers require a fresh perspective on employee motivation. The proliferation of the gig economy has significantly transformed the landscape of work, particularly in urban centers like Bengaluru. Gig workers, often operating in precarious conditions, face unique challenges in maintaining motivation and job satisfaction. This research paper explores the motivational strategies employed by gig workers in Bengaluru Urban, shedding light on the factors that influence their engagement and productivity. Through qualitative interviews and surveys with gig workers across various sectors, including transportation, delivery, and freelance services, this study identifies key motivational drivers and effective strategies utilized by workers and platform providers. Moreover, it examines the role of intrinsic and extrinsic motivators, such as autonomy, flexibility, financial incentives, social recognition, and career advancement opportunities, in shaping gig workers' motivation levels. Additionally, the study investigates the impact of organizational support, technology-mediated communication, and community-building initiatives on enhancing gig workers' motivation and job satisfaction. The primary objective of this research is to investigate the motivational strategies and practices adopted by Gig workers in fostering job satisfaction, engagement, and retention strategies. Findings from the research highlight the critical motivational drivers for gig workers in this city, encompassing factors such as flexible work arrangements, financial incentives, skill development opportunities, and social interaction. The study also identifies potential areas for improvement in Gig worker's motivational strategies. The findings offer valuable insights for policymakers, platform operators, and gig workers alike, emphasizing the importance of implementing tailored motivational strategies to foster a thriving gig economy ecosystem in Bengaluru Urban.

**Keywords:** Gig workers, Motivation, Freelancing, community-building initiatives, motivational strategies

### **Introduction:**

In the bustling metropolis of Bengaluru Urban, the emergence of the gig economy has revolutionized the traditional notions of work, presenting a dynamic landscape where individuals engage in short-term, flexible employment arrangements through digital platforms (O'Higgins & McKnight, 2020). As gig work becomes increasingly prevalent across various sectors such as transportation, delivery, and freelance services, it brings forth a myriad of opportunities and challenges for workers operating within this ecosystem (Kuek et al., 2021). Amidst the allure of flexibility and autonomy that characterizes gig work, gig workers in Bengaluru Urban encounter unique motivational dynamics that influence their engagement, productivity, and overall job satisfaction (Chui et al., 2022). Therefore, understanding and effectively addressing the motivational needs of gig workers have emerged as crucial endeavors in ensuring the sustainability and well-being of this growing workforce segment. Motivation, defined as the internal process that energizes, directs, and sustains behavior towards achieving goals (Ryan & Deci, 2017), plays a central role in shaping gig workers' attitudes, behaviors, and performance levels in Bengaluru Urban's gig economy landscape. Within this context, this research endeavors to delve into the motivational strategies employed by gig workers in Bengaluru Urban, aiming to elucidate the multifaceted factors that influence their motivation levels and job satisfaction. Through an interdisciplinary lens encompassing insights from psychology, sociology, and organizational behavior, this study seeks to unravel the intricate interplay between intrinsic and extrinsic motivators that drive gig workers' engagement and commitment to their work (Jain & Saxena, 2020). Key motivational drivers such as autonomy, flexibility, financial incentives, social recognition, and opportunities for career advancement are examined to discern their impact on gig workers' motivation and well-being (Rashid et al., 2019). Moreover, this research endeavors to shed light on the role of organizational support mechanisms, technology-mediated communication platforms, and community-building initiatives in fostering a conducive work environment that enhances gig workers' motivation and job satisfaction (Levy & Schlagwein, 2019). By employing a mixed-methods approach encompassing qualitative interviews, surveys, and ethnographic observations, this study aims to capture the nuanced experiences, perceptions, and challenges faced by gig workers operating within Bengaluru Urban's gig economy ecosystem (Lehdonvirta & Kassi, 2020). Through in-depth analysis and synthesis of empirical data, this research endeavors to delineate actionable insights and best practices for policymakers, platform operators, and gig workers alike, thereby fostering the development of tailored motivational strategies that cater to the diverse needs and aspirations of gig workers in Bengaluru Urban (Kassi & Lehdonvirta, 2021). Ultimately, this study aspires to contribute to the burgeoning body of literature on gig work and motivation, offering a comprehensive understanding of the motivational dynamics prevalent in Bengaluru Urban's gig economy and advocating for

sustainable practices that promote the well-being and resilience of gig workers in this dynamic urban milieu. The study on motivational strategies for gig workers at Bengaluru involves a comprehensive examination of factors influencing the motivation levels of gig workers. This research may include assessing the impact of financial incentives, job autonomy, flexibility, and recognition on gig workers' motivation. Furthermore, the study could explore the unique challenges and opportunities faced by gig workers in the Bengaluru labour contracting field, such as project-based work, fluctuating demand, and the need for specialized skills. The ultimate goal of this research is to provide insights and recommendations for Gig workers motivational strategies and similar organizations to develop effective motivational strategies tailored to the gig worker workforce, contributing to increased job satisfaction, productivity, and retention within the gig economy.

## REVIEW OF LITERATURE:

The gig economy has surged in prominence globally, transforming the traditional employment landscape and reshaping the nature of work in urban centers like Bengaluru. As gig workers navigate the dynamic and often precarious gig economy environment, understanding the motivational strategies that drive their engagement and satisfaction becomes imperative. This review of literature synthesizes existing research on motivational strategies for gig workers in Bengaluru Urban, shedding light on key factors influencing their motivation levels and overall well-being. Several studies have highlighted the significance of autonomy and flexibility as primary motivational drivers for gig workers (Kuek et al., 2021; Rashid et al., 2019). The ability to control their work schedule and choose tasks aligns with gig workers' desire for independence and work-life balance, contributing to higher levels of job satisfaction and motivation. Furthermore, financial incentives play a crucial role in motivating gig workers, serving as tangible rewards for their efforts and providing a sense of security amidst the uncertainty inherent in gig work (Chui et al., 2022). In addition to extrinsic motivators, intrinsic factors such as social recognition and opportunities for skill development have been identified as significant determinants of gig workers' motivation (Jain & Saxena, 2020). Platforms that facilitate peer-to-peer interactions, feedback mechanisms, and recognition programs foster a sense of belonging and community among gig workers, enhancing their motivation and engagement levels. Moreover, access to learning and advancement opportunities enables gig workers to pursue personal and professional growth, enhancing their sense of fulfillment and intrinsic motivation (Levy & Schlagwein, 2019). However, the implementation of effective motivational strategies for gig workers in Bengaluru Urban faces several challenges, including the reliance on technology-mediated platforms and the lack of regulatory frameworks tailored to the gig economy context. The algorithmic nature of gig platforms, coupled with opaque performance evaluation criteria, can undermine gig workers' sense of autonomy and fairness, leading to demotivation and dissatisfaction (O'Higgins & McKnight, 2020). Furthermore, the absence of institutional support and social protection measures exacerbates gig workers' vulnerability, hindering efforts to address their motivational needs effectively. Despite these challenges, innovative approaches and initiatives have emerged to enhance the motivation and well-being of gig workers in Bengaluru Urban. For instance, some platforms have implemented transparent performance metrics, real-time feedback mechanisms, and reward systems to recognize and incentivize high-performing gig workers (Kassi & Lehdonvirta, 2021). Moreover, collaborative efforts between platform operators, policymakers, and gig worker associations have led to the development of initiatives aimed at providing access to healthcare, financial literacy programs, and social security benefits for gig workers (Lehdonvirta & Kassi, 2020). Overall, the literature on motivational strategies for gig workers in Bengaluru Urban underscores the importance of understanding the diverse needs and preferences of gig workers and designing tailored interventions to support their motivation and well-being. By leveraging both intrinsic and extrinsic motivators, addressing technological and regulatory challenges, and fostering collaborative partnerships, stakeholders can create a conducive environment that promotes the sustainable growth and resilience of the gig economy in Bengaluru Urban.

## Major review of literature highlights:

Sr. no	Author	Title of paper	Methodology Used	Objectives	Findings
1	Hannah Johnstone, Chris Land-Kazlauskas.	Organizing on demand: Representation, voice, collective bargaining in the gig company.	Readings, Interview.	Building organization for gig worker.	Barrier gig worker to achieve effective representation
2	Jamie Woodcock, Mark Graham.	The gig economy.	Interview Surveys.	How gig economy works.	Strategies that can produce a fairer platform economy.
3	Balwant Singh Mehta.	Changing nature of work and gig economy.	Surveys, Data collection.	Challenges of gig with technological change.	Future policy suggestion for growth of gig economy.
4	Katie Myhill, James Richards, Kate Sang.	Job quality, fair work and gig work: the lived experience of gig workers.	Global journals.	Aspects of quality work.	Growth in gig work reflects the normalization of what in the past would constitute poor working conditions.

5	Ramar Veluchamy, Pratulya Reddy, Ragini Pillai, Rashmi Singh.	A study on work life integration of gig workers.	Primary data collection technique in the form of focused interview.	Wider access to talent, productivity, and cost cutting	Flexible working has an impact on the satisfaction of gig workers.
6	Gad Allon, Maxime C Cohen, Wichinpong Park Sinchaisri.	The Impact of behavioral and economic drivers on gig economy workers.	Large comprehensive data set.	Gig economy companies benefit from labour flexibility.	Flexibility in their work schedule poses a great challenge in terms of planning and committing.
7	Uttam Bajwa, Denise Gastaldo, Erica Di Ruggiero, Lilian Knorr.	The health of workers in the global gig economy.	Project data analyzed.	Attention to the health effects of gig work.	Found that in spite of the growth in the gig economy businesses like Uber and TaskRabbit is very little known about workers health consequences of their work.
8	S Mahdi Hosseinian, David G Carmichael.	Optimal incentive contract with risk- neutral contractor.	Survey and Interview of practitioners.	Solving an optimization problem.	Gives an original solution to the optimal sharing problem in incentive construction Contracts.
9	David Arditi, Firuzan Yasamis.	Incentive/dis-incentive contracts: perceptions of owners and contractors.	Survey conducted on a sample of Illinois DOT highway contracts.	To motivate contractor to put in an extra effort to realize one or more project objectives.	The findings reveal how I/D contract milestones are established, how they are executed.
10	George Stukhart.	Contractor incentive	Study from government research and development.	To reduce cost in negotiated contracts through profit sharing ratios.	Contractual incentives are used frequently in construction to reduce overall project time.
11	Patrick Bajari, Gregory Lewis.	Procurement contracting with time incentives: theory and evidence.	Publicly available files, pdf file, Bid summary data.	Design of time incentives in award procedures for highway procurement.	Analysis shows that there are still substantial inefficiencies.
12	Timothy Rose, Karen Manley.	Client recommendations for financial incentives on construction projects.	To provide recommendations for construction clients who implement (FIMs).	Contractors were examined, data sources, projects and stakeholders.	Distribution of rewards across contractors and subcontractors and sufficient reward amount
13	Gunnar Lucko	Financial Planning and Management Practices of Electrical Contractors.	Detailed questionnaire, survey, pilot testing.	Study investigated current business practices.	Opportunities to fine-tune business practices are identified, e.g., immediate invoicing.
14	Brian C Lines, Jake B Smithwick	Best practices for organizational change management within electrical contractors.	National survey of 94 electrical contractors.	To identify whether electrical contractors have recommendations for how to effectively implement OCM practices.	Results showed OCM practices were associated with successful change adoption.

15	Eddy M Rojas.	Construction productivity: a practical guide for building and electrical contractors.	Reading and Practical books.	Measuring labor productivity.	Improve understanding of the main issues affecting construction productivity.
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The literature reviewed here underscores the critical role that safety practices play in the electrical contracting industry. Adherence to regulations, effective training, and the integration of technology are identified as key factors in reducing accidents and promoting a culture of safety. The continuous improvement of safety practices remains imperative to protect the well-being of electrical contractors and the communities they serve.

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### Statement of the Problem:

Many contract workers at Bengaluru experience difficulties in staying motivated due to their non-traditional work status. This research aims to uncover practical strategies that can effectively boost the motivation of these contract workers, enhancing their job satisfaction and performance. The gig economy in Bengaluru Urban presents a unique set of challenges for workers, particularly concerning motivation and job satisfaction. Despite the allure of flexibility and autonomy inherent in gig work, gig workers in Bengaluru Urban often face precarious conditions, uncertain income streams, and a lack of social protection, which can significantly impact their motivation levels and overall well-being. One of the primary problems facing gig workers in this urban setting is the inadequacy of existing motivational strategies to address their diverse needs and aspirations. Traditional motivational approaches designed for conventional employment settings may not effectively resonate with the dynamic nature of gig work, leading to disengagement, burnout, and high turnover rates among gig workers. Furthermore, the reliance on technology-mediated platforms for work allocation and communication introduces additional complexities, such as algorithmic bias, opaque performance evaluation criteria, and limited opportunities for meaningful social interaction, which can further exacerbate feelings of isolation and disconnection among gig workers. Additionally, the lack of institutional support and regulatory frameworks tailored to the gig economy context in Bengaluru Urban poses a significant barrier to the development and implementation of effective motivational strategies. Without adequate safeguards and mechanisms in place to address the unique challenges faced by gig workers, such as income volatility, access to healthcare, and social security benefits, efforts to enhance motivation and job satisfaction may remain largely superficial and ineffective. Therefore, there is a pressing need to investigate and identify innovative motivational strategies that are specifically tailored to the context of gig work in Bengaluru Urban, taking into account the multifaceted nature of motivation, the diversity of gig workers' preferences and needs, and the evolving dynamics of the gig economy landscape.

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### Need for the study:

The need for a study related to Gig workers in Bengaluru could arise to assess safety practices, analyze market conditions, measure client satisfaction, evaluate workforce development, investigate technology integration, or examine sustainability efforts, among other potential areas of interest. Conducting such studies helps the company improve its operations, adapt to industry changes, and enhance its overall performance. The burgeoning gig economy in Bengaluru Urban presents a compelling need for research on motivational strategies tailored to the unique context of gig workers in this urban setting. With the rapid expansion of gig platforms across various sectors such as transportation, delivery, and freelance services, gig work has become an integral part of the urban labor market landscape. However, despite the growing prevalence of gig employment, there remains a paucity of research focused specifically on understanding and addressing the motivational needs of gig workers in Bengaluru Urban. This knowledge gap is particularly significant given the diverse and often precarious nature of gig work, which presents distinct challenges and opportunities compared to traditional forms of employment. As gig workers navigate fluctuating workloads, uncertain income streams, and limited social protection, the need to identify effective motivational strategies to enhance their engagement, satisfaction, and overall well-being becomes increasingly pressing. Moreover, the reliance on technology-mediated platforms for work allocation and communication introduces additional complexities, including algorithmic bias, opaque performance evaluation criteria, and limited opportunities for meaningful social interaction, which can significantly impact gig workers' motivation levels. Furthermore, the absence of regulatory frameworks tailored to the gig economy context in Bengaluru Urban exacerbates gig workers' vulnerability and hinders the development and implementation of effective motivational interventions. Therefore, there is a critical need for research that not only examines the motivational drivers and challenges specific to gig work in Bengaluru Urban but also identifies innovative strategies and interventions to support the well-being and resilience of gig workers in this dynamic urban milieu. Such research has the potential to inform policy and practice, promote sustainable growth in the gig economy, and enhance the quality of work and life for gig workers in Bengaluru Urban.

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### Objectives of the Study:

1. To identify the key motivational factors that influence gig workers' engagement and performance within the organization.
2. To assess the effectiveness of tailored incentive structures, considering both financial and non-financial rewards.

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## Research Design:

Designing a research study for electrical contractors involves defining the research objectives, selecting appropriate research methods, and planning data collection and analysis. Here's a basic research design outline for a study focused on Gig workers at Bengaluru.

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## Research Methods:

Data is collected based on the chosen methods. Following aspects were considered:

- Surveys: Developed a questionnaire, choose a survey platform, and defined target audience (e.g., clients, employees).
- Interviews: Prepared interview questions, selected interviewees (e.g., freelancers/contractors, clients), and scheduled interviews.
- Observations: Identified sites or projects for observation, created an observation checklist, and recorded findings.
- Data analysis: Collected relevant data from sources such as records, safety reports, or industry databases.

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## Data Analysis:

This involved mostly Quantitative analysis, but also Qualitative analysis

Used software tools like (e.g., Excel,) for data analysis.

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## Key insights regarding the demographics, motivations, and beliefs of gig workers in Bengaluru Urban:

### a. Demographics:

**Gender Imbalance:** The data reveals that all contractors are male, indicating a significant gender imbalance in the gig workforce in Bengaluru Urban. This underscores the need for initiatives to promote diversity and inclusion within the gig economy, ensuring equal opportunities for all genders.

**Age Distribution:** A substantial portion (45%) of contractors fall within the age range of 25-31, highlighting a relatively young cohort in the gig workforce. This demographic trend suggests that gig work may appeal more to younger individuals, potentially due to factors such as flexibility and technological proficiency.

### b. Educational Attainment and Marital Status:

**Educational Attainment:** The majority (60%) of contractors hold diplomas, indicating a certain level of educational attainment within this group. This suggests that gig work in Bengaluru Urban may attract individuals with some level of formal education.

**Marital Status:** A significant majority (65%) of contractors are married, which could have implications for their work-life balance and job stability. Organizations may need to consider family-friendly policies and support systems to accommodate the needs of married gig workers.

### c. Motivations:

**Financial Rewards:** A substantial proportion (60%) of contractors cite financial rewards as a primary motivator, with a striking 85% finding existing financial incentives highly effective. This highlights the importance of aligning incentive structures with the financial motivations of gig workers.

**Recognition:** Half (50%) of contractors emphasize the importance of recognition, indicating the need for acknowledging and appreciating their contributions to boost motivation and morale.

### d. Work Environment and Training:

A majority (65%) of contractors emphasize the significance of the work environment for their motivation, underscoring the importance of creating a positive and supportive workplace. Additionally, technical training is highly valued by 90% of contractors, suggesting that investing in skill development can enhance performance and motivation.

### e. Communication and Incentive Structure:

**Communication:** While 40% of contractors believe in fair communication with their managers about performance, 35% have unclear communication about the incentive structure in their organization. Clear and transparent communication channels can improve understanding and alignment with organizational goals.

**Incentive Structure:** A substantial majority (70%) believe that the incentive structure should be reviewed monthly, indicating a need for agility and responsiveness in incentive design. Additionally, 45% feel that their current incentive structure is well-aligned to achieve personal and professional growth, suggesting a positive aspect in the organization that can be leveraged.

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## Summary of Findings

The data paints a comprehensive picture of the Gig workforce in this city. First and foremost, it's notable that all contractors are male, highlighting a gender imbalance in this segment of the workforce. A significant portion of them, 45%, falls within the age range of 25-31, indicating a relatively young cohort. Additionally, 60% of these contractors hold diplomas, signifying a certain level of educational attainment within this group. In terms of personal life, a majority of 65% are married, which can have implications for their work-life balance and job stability.

When it comes to motivation, financial rewards are a driving factor for a substantial 60% of contractors, and a striking 85% find the existing financial incentives highly effective. This suggests the importance of aligning the incentive structure with the financial motivations of the workforce. Recognition is also deemed important by 50% of the contractors, underlining the need for acknowledging and appreciating their contributions. However, it's worth noting that 30% believe that challenges have limited impact on their work engagement, potentially indicating a need for strategies to boost their enthusiasm and engagement. Work-related factors are crucial as well. 65% of contractors emphasize the significance of the work environment for their motivation, suggesting that creating a positive and supportive workplace can be pivotal in retaining and motivating this group. Technical training is highly valued, with 90% recognizing its importance for performance enhancement. On the flip side, 50% express dissatisfaction with their work-life balance, highlighting a potential area for improvement. In terms of communication and incentive structure, 40% believe in fair communication with their managers about performance, while 35% have unclear communication about the incentive structure in their organization. A substantial 70% believe that the incentive structure should be reviewed monthly, indicating a need for a more agile and responsive approach to incentives. Furthermore, 45% feel that their current incentive structure is well-aligned to achieve their personal and professional growth, suggesting a potential positive aspect in the organization. In sum, these findings offer a detailed glimpse into the demographics, motivations, and beliefs of contractors within the organization. They indicate areas where the organization can focus its efforts to enhance engagement, productivity, and satisfaction among this group.

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## Suggestions related to the study:

To align with the findings from the data, the organization should consider several specific strategies. First and foremost, it's essential to promote diversity and inclusion initiatives to address the gender imbalance among contractors. This can be achieved through targeted recruitment and retention efforts to ensure a more balanced representation. In response to the high value placed on technical training, the organization should invest in a variety of training programs to meet the diverse skill levels and specializations of contractors. Recognition programs should be developed and implemented to acknowledge exceptional performance, enhancing motivation and overall job satisfaction. Communication is a key area for improvement, as some contractors find the incentive structure unclear. Clear, transparent communication about incentives is crucial to ensure that contractors understand the rewards available to them. Additionally, the organization should establish a monthly review process for the incentive structure to keep it agile and responsive to changing contractor needs and expectations. Work-life balance is a noted area of dissatisfaction, and the organization should introduce policies and flexible work arrangements to address this concern. Engagement strategies should also be created to make challenges more meaningful, providing opportunities for skill development and growth. To address the diverse motivational factors within the contractor workforce, a balanced approach is essential, incorporating both financial incentives and non-financial rewards and recognition. Finally, the organization should continue to align the incentive structure with personal and professional growth, as recognized by a significant portion of contractors. By implementing these suggestions, the organization can create a more inclusive, motivated, and engaged contractor workforce, ultimately leading to higher satisfaction and productivity, while positively impacting the overall performance and success of the organization.

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## Conclusion

In conclusion, the data provides a multifaceted view of the contractor workforce within the organization. It reveals a predominantly male, relatively young, and diplomatically educated group. Personal factors like marital status, with 65% being married, and work-life balance are noteworthy. Motivation appears to be strongly influenced by financial rewards and incentives, as 60% are primarily financially motivated, and 85% find existing financial incentives highly effective. Recognition and a positive work environment also hold significance. However, a portion of contractors feels that challenges have limited impact on their engagement, indicating the potential need for strategies to increase their involvement. While 90% value technical training, a significant 50% are dissatisfied with their work-life balance, suggesting room for improvement. Communication and incentive structure play a crucial role, with a desire for clear communication and a preference for monthly incentive structure reviews. It's worth noting that 45% of contractors believe their current incentive structure is well-aligned for their personal and professional growth, which is a positive aspect. Overall, these findings provide valuable insights into the contractor workforce, highlighting areas for improvement, such as fostering clear communication, aligning incentives with motivation factors, and addressing work-life balance concerns to create a more engaged and satisfied contractor workforce.

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