

THE CONCEPT OF GIG ECONOMY

The term "gig economy" is more familiar in Western Europe than in our country. "Gig" is a slang word for a job that lasts a specified period of time. Examples of gig employees in the workforce could include freelancers, independent contractors and part-time hires such as photographers, painters, construction workers, drivers, delivery personnel, web developers, musicians, carpenters, translators.

Gig Economy is a way of working based on doing temporary, flexible jobs. Separate pieces of work are paid separately, not like working for an employer. A gig economy affects the traditional economy of full-time workers who rarely change positions and focus on a lifetime career. But companies tend hiring independent contractors and freelancers instead of full-time employees. Now the gig workforce is growing 5 times faster than employment growth in the world.

Digitization plays an important role in the rise of gig economy. Today, it has globalized boundaries. Those who are not engaged in using technological services such as the Internet tend to be left behind by the benefits of the gig economy. Now freelancers can select among temporary jobs around the world.

Gig economy benefits both the employers and employees. Employers have a wider range of applicants to choose. More often employers cannot afford to hire full-time employees to do all the work, so they hire part-time or temporary employees to fulfill specific projects. On the side of the employees, people realize the need to take multiple positions to afford the lifestyle they want. It allows workers to be flexible and have a variety of experience, gives them the opportunity of teleworking. Gig economy is a part of a shifting cultural and business environment because it includes the sharing economy, the gift economy, and the barter economy.

Despite its benefits, there are some downsides of a gig economy. Gigs are taking upon themselves a much larger share of the market risk of economic ups and downs, changing trends, and fickle consumer preferences. The lifestyle of being an entrepreneur or freelancer may simply not be for everyone.

Nevertheless, gig economy is likely to stick around for the predictable future and experience even further growth, so it is best to learn how to take advantage of it for yourself and avoid the mistakes that your peers are facing.