



GIG ECONOMY: BENEFITS, CHALLENGES AND CORPORATE SOCIAL RESPONSIBILITY

* **Dr. B.R. Honparkhe**

* H.O.D. (Dept of Commerce), A.V. College of Arts, K.M. College of Commerce and E. S. A. College of Science, Vasai Rd (W) Dist. Palghar 401 202,

Abstract:

Gig Economy (G.E) is concerned with those workers who are doing temporary, part-time, short-term, period basis task for survival. G.E is now fast enhancing because permanent jobs are not available or not generated by the employer. Whatever jobs are available irrespective of the nature of the job, for survival of the needy or those who have certain skills to perform the job are joining this economy or are already a part of this economy.

The study focuses on the gig concept, comparison of the G.E and traditional economy, benefits and challenges of gig work, terrorize of gig jobs, the balancing act of CSR in satisfying companies stakeholders considering the ground reality of gig work to overcome the challenges there is continuous need to improve the skills, knowledge, calibre, and smartness, more emphasis on creativity for outstanding performance for clients satisfaction.

Keywords : 1) Gig 2) Terrorize 3) Traditional 4) autonomy 5) Challenges.

Copyright © 2025 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

Introduction:

Gig Economy is concerned with those workers who are not permanent, whose job's nature is temporary or part-time basis or some are hourly based too, no regular income, after the task is over, they get remuneration of their work. Short term task is there or some times contract should be there to complete the particular task within specific time limit. In traditional economy, employees get all kinds of benefits because of permanent job, such benefits are not there for gig workers.

Some Gig workers are highly skilled, some are semi-skilled, some are low skilled. As per their skill they are performing different types of job (work) and they are earning their livelihood for survival. Such workers generally includes freelancers, contractors, taxi drivers, delivery agents, plumbers and many more workers are engaged today for giving their services to business, in different industries & society.

G.E is now rapidly enhancing because permanent jobs are not available or not generated by employer, whatever jobs are available irrespective of the nature of the job, for survival of the needy or those who have certain skills to perform the job are joining this economy or are already a part of the G.E.

G.E faces the fact that challenges are more before gig workers, future is uncertain, whatever they earn they must plan for future, which is hidden because nobody knows what will happen.

Looking to the current situation, on one hand, G.E is rapidly enhancing and on the other hand the responsibility of the corporates is rapidly declining. Business environment is becoming conducive to employer to save the costs in respect of gig workers.

Objectives of the Study: The present paper has been prepared with the following objectives

1. To know and study the gig concept.
2. To know and study the comparison of the gig and

the traditional economy.

3. To examine the benefits and challenges of the gig work.
4. To understand the terrorizes of gig jobs.
5. To study the balancing act of CSR in satisfying companies stake holders.

Research Methodology:

The present paper is based on Secondary data, the information has been collected from various reference books.

GIG: What does it mean?

“It is a contract between an independent worker and a client for the purpose of completing a specific task, accomplishing a particular project or working for a short period of time.”

A gig can be any of the following:

- A ride given by a driver through a ride sharing app, which could take as little as a few minutes.
- It could be a few hours, as in the case of a musical performance.
- It could be a single article on which a free lance writer spends a few days working.
- As a part of a free-lance writer’s retainer agreement, it could be a monthly commitment of a few hours every day.
- It could be a six month project, such as establishing a new business model by a free-lance project manager or consultant.

Musicians often use the term “gig” to describe a project or assignment that is completed once or for a short period of time. Gigs are temporary jobs that last for just a limited period of time. The word “gig” originates from the music industry, where bands are hired for one-time performances on a need basis. In addition, it can also refer to the collaborative economy, platform economy, crowd sourcing economy, sharing economy, and e-platform economy.

Regardless of the name, they mostly rely on web-based platforms.

Comparison of the G.E and Traditional Economy:

1. **Definition :** ‘A G.E is an economy where short term, flexible and temporary work / task are available for both skilled and unskilled workers, and businesses hire freelancers, independent contractors, and part time workers instead of permanent employees’.

On the other hand, the traditional economy refers to the economy whereby a company employs an individual to perform a particular task on a full time basis in accordance with the needs of that particular company.

2. **Jobs types :** The G.E offers temporary jobs which are short term in nature, while a traditional economy offers long term and permanent job opportunities.
3. **Flexibility:** The G.E offers a high degree of flexibility to its workers. On the other hand, the traditional economy does not offer flexible working hours or working conditions to its workers. There is work place flexibility in gig work, based on the dimensions of scheduling work, locational flexibility, and employment relationship flexibility. In a traditional economy, people work for a particular company, generally, they work for a definite time during the day. It offers employees stability and allows them to concentrate solely on tasks that benefit their company.
4. **Benefits:** workers in the G.E do not receive any perks and allowances as compared to traditional economy such as free accommodation, maternity leave, pension, festival bonus etc.
5. **Cost incurred:** In terms of cost a G.E allows employers to eliminate unnecessary overhead on infrastructure and physical costs which still prevails in the traditional economy.
6. **Work monotony:** The term “work monotony” refers to doing the same task (physically or mentally) over and over again that becomes boring., Laborious, and uninteresting. When a monotonous

task is repeated every day, a person may not even notice how efficiently they are performing it. There is a high degree of autonomy in the choice of tasks in the G.E. The G.E breaks the work monotony and promotes creativity and enthusiasm, whereas traditional economy creates work monotony discourage creativity and enthusiasm among workers.

In view of the above context, certain difference is there in G.E and traditional economy. In G.E, employers hire temporary workers such as independent contractor, free lancers etc. Whereas, in traditional economy companies select full time employees to complete task, to accomplish business objectives.

Considering the flexibility, in G.E, high degree of flexibility is there for workers but in traditional economy no such flexibility in respect of working hours for workers. For gig workers additional benefits are not there but in traditional economy, additional benefits such as free accommodation, maternity leave, pension, festival bonus to employees. Such kind of benefits a employee can avail in traditional economy.

Considering overhead costs, in G.E, employer reduces unnecessary overhead costs which does not exists in traditional economy. G.E promotes creativity and enthusiasm and smash work monotony. Due to creativity, creative work from workers for client's satisfaction, due to this he should be eligible to get another work, task, and contract. He can make his present and future safe.

Considering traditional economy it generates work monotony and discourages creativity and enthusiasm among workers. Here employees get regular salary, different kinds of benefits full safety and security of service that's why they cannot think about creativity, some pressure needed then a worker thinks or get motivated towards creativity. With this, they do not have to worry about tomorrow's job. Their job is safe and secured as compared to gig workers. This is a fact.

Benefits and Challenges of Gig Work:

There are many benefits and challenges of gig work which are given below:

1. Benefits of gig work:

1. **Flexibility:** Flexibility with regards to time, place, and duty time is the biggest advantage for gig workers. This means they can fulfill personal commitment and responsibilities also along with work.
2. **Variety:** Gig work offers a wide range of experiences & opportunities. For example, a ride share driver might meet interesting people from all over the world, while a freelancer might work on projects for multiple clients in varied industries.
3. **Autonomy:** Gig workers have enjoys more autonomy for their work selection as compare to traditional employees. They decide the projects to take on, how to complete them and how to interact with clients or customers.
4. **Income potential:** Gig workers have the potential to earn more money than traditional employees, especially if they have specialized skills or work for high paying clients.

Looking at the above benefits, gig work; it has its own benefits for gig workers such as flexibility. Due to this, workers adjust their time properly. Due to gig work a worker can enhance his network as well as experience because he works with different clients and different industrialists. He gets experience of different person and their different perspectives, experience about life, views in respect of social responsibility. If a worker proved to be a trusted worker clients can share and help also to him and society also. In addition, gig worker has full freedom, how to complete the work, how to interact with clients or customers, with this, if gig workers have some specialized skills, knowledge, calibre, capacity, full ability, and then surely a gig worker can earn more than a traditional employee.

2. Challenges of Gig Work:

1. **Income instability:** Gig work can be unpredictable. With income fluctuating from week to week on month to month. Gig workers must constantly search for new clients or gigs to ensure steady income.
2. **Lack of benefits:** Being considered as independent contractors, Gig worker do not get benefits that are available to traditional workers.
3. **Work Load Management:** Gig workers are responsible for managing their own work load which can be challenging. They must balance multiple clients or gigs, prioritize tasks and ensure deadlines are met.
4. **Isolation:** Due to work at individual level, Gig workers often lack social interaction and relation which can lead to feelings of isolation and loneliness.
5. **Lack of job security:** Traditional workers are more secured as compared to Gig workers. They may be let go by a client or platform without warning, leaving them without income.
6. **Financial responsibility:** Gig workers bear the expenses of work on their own including transportation and equipment. They must manage their finances carefully to ensure they have enough money to cover expenses and save for the future.

Looking to the challenges of gig work, there are many challenges the gig workers are facing today. One of the most important challenges amongst them is irregular income. Survival problem occurs due to irregular income. A worker cannot maintain regularity in day to days needs of his family properly. Due to temporary position, task and independent existence they are not eligible for different kinds of benefits like health insurance, retirement saving plans etc like traditional economy.

Another most complicated challenge gig workers are

facing is that their work load of their job or task. Any way they must balance / maintain multiple clients. Not only balance but also satisfaction of the clients is important. If clients are satisfied future will be safe because clients recommend other clients, gig worker gets another task, temporary job, contract. But if he fails to satisfy clients it affects his name and fame. Finally prestige, outcome, he will not get clients in future.

Considering the temporary nature of job they are facing job safety and security issues. Security is not there like traditional economy that's why it is G.E. With this, considering the expenses of gig workers, they are accountable for their own expenses. How to manage the expenses within short earning. Such type of challenge they are facing. Due to the challenges their life is becoming more and more stressful. To overcome the above challenges proper plan in respect of earning is needed.

Terrorizes of Gig Jobs: Following are the terrorizes or worries of gig jobs which are given below:

1. One will become poor and destitute. Cannot pay EMI for home loans or rentals.
2. One will have no cash for running domestic and medical expenses contemporaneous and forthcoming.
3. One will suffer from the lack of a balanced, nutrient rich diet.
4. One will not be able to provide schooling and tutoring to one's children.
5. One will certainly not have the fall back of superannuation and exigency amounts.

According to the above context, those who are engaged in gig work or those who wants to join gig work, fear factor is always there in their mind in respect of survival. For survival regular income needed and through gig work which is not possible. This is the bitter reality of gig work.

If a worker does a gig work or job which is not permanent and is short term in nature on a task basis, period basis here a worker should not be able to pay EMI as well as house rent regularly. With this very difficult to a worker to maintain domestic, medical expenses at present and future also, worker can't get a rich diet because his irregular income can't permit him. That affects his health. Worker can become weak and sick also. Many time, he should not be able to pay the fees of his children, continuously anxiety should be there in his mind, how to adjust the basic necessities. Due to temporary nature of job retirement benefits not permitted to him.

CSR As A Tool in Satisfying the Companies Stake Holders: With reference to the literature reviewed, it is observed that company's responsibility is not only to discharge social responsibility towards direct stakeholders but also indirect stakeholders. To accomplish the overall objectives of the business support is needed from all then business growth, expansion and diversification possible. Indirect stakeholders includes communities which are living near to the business unit and customers and others, to make the environment healthy, supportive, need to conduct welfare programme for society. Society must feel positively in respect of company, their product, business ethics. The result should be positive from society. Company should get continuous support from society.

Concluding Remarks: Looking to the present employment scenario, in India, no doubt, G.E is enhancing like fast wind speed. Permanent jobs are rapidly reducing for community, and obviously social responsibility of businesses towards society is also declining rapidly. Today workers are joining the G.E. They have no alternative. Gig work has its benefits as well as challenges, benefits such as flexibility, to

enhance experience, with the help of specialized knowledge. One can earn best earning / handsome fees or remuneration. But on the other hand, challenges are more as earning is irregular due to short term nature of job, management of workload, job safety and security. Considering the ground reality, to overcome the challenges which the Gig workers are facing, to overcome the challenges there is continuous need to improve the skills, knowledge, calibre and smartness. More emphasis on creativity for outstanding performance for clients satisfaction, which enhances the network, participating in different social events, continuous communication with past clients and others, reduces unnecessary desires, proper plan and control which is imperative.

References:

1. Dr. Rajni Pathania (2022) *An introduction to the GigEconomy published by Clever Fox Publishing, Chennai, India PP 2,3.*
2. Dr. A. Shaji George (2023) *Revolutionizing the Gig Economy: A comprehensive guide to thriving in the new world of work, Published by Book rivers Website: www.bookrivers.com place : Lucknow, Printed in India PP 12,13.*
3. Amitava Ghosh (2020) *First Published, Gig Economy in India Rising (Genx-millennial -Z) (take a step ahead, discover work life balance as social security is in creation) Evincepub Publishing Parijat Extension, Bilaspur, Chhattisgarh 495001 P.41*
4. J.P. Sharma (2016) *Second edition, Corporate Governance Business ethics and CSR with case studies and major corporate scandals Published by Ane Books Pvt. Ltd, 4821, Parwana Bhawan, 1st Floor, 24 Ansari Road, Darya Ganj, New Delhi 110002. P. 883.*