

1. The effectiveness of Uber's "automated manager" as a managerial control system for Uber drivers can be seen as its ability to control and motivate the drivers. The system collects the data and guides the behavior of the drivers by using algorithmic techniques and psychological influences to encourage driver's behaviors and help company achieve its objectives via mobile Uber app. The mobile app uses derived push notifications, video game techniques, graphics, badges, and other non-cash rewards to encourage various driver behaviors, such as accepting more ride requests and staying online longer.
2. The benefits of using technology-mediated control (TMC) through its mobile app are that they can collect data and monitor drivers, although they have freedom, they will choose uber because of Ubers surge system. which increases the price for riders during busy times, encourages them to work when they may not otherwise want. Using its mobile app, it has experimented with video game mechanics, visuals, badges, and other non-cash rewards with marginal value. To promote different driving behaviors, the smartphone app uses interventions with a psychological impact. When a driver tries to log out, for instance, the mobile app will notify them that they are getting and motivate them to work longer hours. However, the downsides of this approach include the potential for increased worker dissatisfaction, higher turnover rates, and negative public view due to concerns over exploitation and lack of worker protections.
3. Uber's organizational culture has probably been significantly impacted by the employment of technology-mediated control. The corporation has developed a culture where growth and profitability are given priority over employee well-being because of its emphasis on efficiency, data-driven decision making, and technological innovation. In addition to reinforcing a culture of monitoring and micromanagement, the employment of algorithmic strategies and psychological interventions to control driver behavior could promote employee unhappiness and disengagement.
4. The Uber business model is unsustainable due to a high driver turnover rate, drivers demanding different alternatives, suppliers' bargaining strength, new competitors, driver demand for model modifications, lack of human element in the plan, driver dissatisfaction, and competition from new entrants like Dunning and Alto. It is necessary to make decisions for long-term growth by continuously evaluating the situation.