

Comparison between Digital and Physical Gig Economies

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Abstract—The gig economy can be classified into the digital gig economy and the physical gig economy with the former involving labour, freelance work, crowdwork or microwork and the latter involving work-on-demand via apps. Both categories of work have differing skill requirements.

Keywords : *Gig economy, Gig Workers, Freelancing, Recruitment, Development, Physical, Digital, Training, Selection*

I. INTRODUCTION

A gig economy is a free market system in which temporary positions are common and organizations contract with independent workers for short-term engagements. It is an environment where organizations contract with independent workers for short-term engagements and temporary projects. Internet growth has encouraged the appearance of gig economy as trend in global digital business. Many countries have identified its appearance and promoted it as new advantages to empower their citizens ability. Technology has also played a big role in connecting employers with ‘Giggers’ through freelancing platforms and online job boards. The gig economy is based on flexible, temporary, or freelance jobs, often involving connecting with clients or customers through an online platform. Gig economy provides workers the option for hyper-flexible way of work. Freelancers can work on multiple projects at once or take on a single project.

II. LITERATURE REVIEW

The literature on this topic - differentiation between physical and digital gig economy is reviewed on the disciplines, after addressing the sensitivities of the necessary topics:

- Measurement of physical and digital requirement of jobs.
- Differentiation in personnel selection systems, recruitment, training, skills needed and development of physical gig economy to digital gig economy.
- Physiological background underlying the selection strategies.

The research done in this paper is taken from multiple research papers - some of them being 50 years old even (for physical gig economy’s content). The sources are indeed reliable - most relevant of them include Purdue University, Stanford University and University of California, Berkeley. The recent

developments of both physical and digital gig economy are explained with plausible examples which are relevant to the best of our knowledge. The appropriate methods of research are explained in our methodology section. There might be gaps in this research too, albeit we have reviewed this literature systematically, thematically synthesizing the finding of over 50 articles and research papers. Discussion of various facets of two sectors was put in this paper. References are provided in the research paper and may be used in the form of recommendations or for future references.

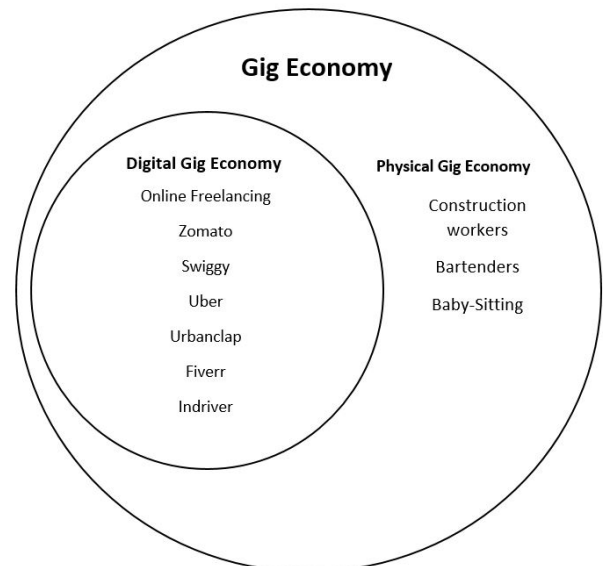


Fig. 1. Categorisation of Gig Economies

A. Physical Gig Economy

The physical gig economy, refers to blue and grey collar jobs done by low to semi-skilled workers involving labour, free-lance, crowd work, and work. Domestic work entails a wide range of working arrangements, legal/classification statuses, and often informally-designated employment relationships. What domestic work does share with the wider gig economy is flexibility, precarious access to work and hours, and little regulation of working arrangements.

1) **Recruitment:** Recruitment refers to the process of identifying, attracting, interviewing, selecting, hiring and onboarding employees. There is a need for increasing sophistication in the selection of personnel for physically demanding jobs. Employers first need to know who these are and what they're looking for. On one end, high-skill, high-earning workers enter the physical gig economy because they are looking for independence, creativity, and increased pay.

- **Babysitting:** There are many ways to find babysitting work, from getting referrals to networking to exploring job sites and social media. Recruitment of babysitters involves the following approaches:-
 - **Network:** Let your friends and family know you're available for babysitting. Looking at bulletin boards in coffee shops, community centers, gyms, and the library. You might see posts looking for a babysitter. You can also consider putting up a flyer advertising your services.
 - **Finding moms' groups:** Seek out moms' clubs and church groups; pass out flyers or post about services on their forums.
 - **Getting a referral:** If someone who's graduating from school and going to college has a babysitting job, ask if you can take over their clientele.
 - **Checking on social media:** You can also check for posts looking for babysitters on sites like NextDoor.com, Facebook.com, and so on. You can also post on these sites to let people know you're available to work as a babysitter. If you post, make sure to mention your qualifications and availability.
- **Bartending:** Events geared towards hospitality like cocktail competitions and brand-sponsored rooftop events are the prime events where a potential candidate can be found. Job postings on Google and Facebook are some others ways a potential candidate can be recruited. Your bartender must possess the necessary skills required for the job like time management, remembering names of drinks under pressure, etc. To hire a bartender that is qualified for your open role, it's important to write a thoughtful job description that would include a summary of the role, a detailed list of duties, and the preferred skills for the position. After reviewing the resumes of your top bartender candidates, bringing them in for an interview and asking detailed questions to further understand their qualifications would be the next step.
- **Construction Workers :** Recruitment methods for construction jobs include Employee referrals, Bulletin boards, and Word of mouth. Employee referrals are a

combination of internal and external recruitment. Existing staff are encouraged to refer people they know for vacancies. Big companies can use word of mouth as all they need to do is put the word out that they're hiring and they will get a good response. There are still jobs that can be advertised on bulletin boards. Workers often wait at factory gates for day or contact jobs to be announced. Physical Abilities are the utmost necessity to get recruited. They need to possess extensive stamina to work continuously for long hours. They need to be strong enough to do physically challenging tasks like drilling, lifting heavy loads, hammering nails, etc. One doesn't have to have a degree in order to get recruited, positive word of mouth or good projects in the arsenal is great.

2) **Training:** Gig workers are fast becoming a part of the mainstream workforce, since they bring with them, the much-needed competencies of speed and agility. Training refers to the process of learning the skills you need to do for a particular job or activity. This employee population has new-age skills and different working ways, thereby demanding training in various fields.

- All babysitters should start by taking a basic babysitting course and first aid training, regardless of age or experience. Beyond that, there are many other qualifications that you might want to consider, such as getting your driver's license, a background check, or infant care classes. Taking specialized classes will help you to become a more knowledgeable and professional babysitter, and enable you to stand apart from other sitters.
- **Training for bartending -** They should be trained about whiskies, beer styles, wine varietals, and cocktails, which are essentials. One should be trained under expert mixologists who are well-versed in the common. They should be trained to have great time management skills and memory. One should be trained to facilitate a friendly and lively environment in which all customers can feel welcome.
- The primary training that needs to be given to a construction worker is Identification of safety Hazards. Workers are trained to use specialized equipments if needed. One needs to understand the risks involved in using various machineries. The workers are then trained at giving first aids so that they can save lives when the need arrives. One needs to understand the roles and responsibilities of line managers, supervisors. They need to be taught how to use different equipments like drilling machine, cement mixer etc.

3) **Selection:** Selection of an employee is a process of choosing the applicants, who have the qualifications to fill the vacant job in an organization. Selection is a process of identifying and hiring the applicants for filling the vacancies in an organization. Some companies require gig workers to complete an orientation before they can start working. This is a way to make sure that workers get some training before selecting them for the particular jobs.

- In order to get selected as a babysitter, the more training, skills, and experience you have, the more you will be able to charge for your babysitting services. So, overall if you have good communication and first aid skills and

you are a resourceful person then you are eligible to be a babysitter.

- The right bartender should blend craftsmanship, technical knowledge, personality, and sales. For selection as a bartender, you should have Bartending safety certifications. When you're selecting a bartender, you should be knowing about their experience in hospitality industry, how they would act if their guests drank too much alcohol, have they ever worked as a professional bartender and whether they are willing to engage in such a training.
- For selection in Construction work - requirements which are generally involved: Compliance, Personal protective equipment (PPE), Physical endurance, Heavy lifting, Dexterity, Heavy equipment operation. There are several construction workers that one can recruit for a project, however one must wisely make decision between quality and affordability of the worker. Great workers can usually be found by following the word of mouth. Say, an architect or a project manager, who is your friend, gives you the referral of a worker, you could trust him and hire him for the gig work.

4) **Development:** Ai-Jen Poo, the director of the National Domestic Workers Alliance, has pointed out that domestic workers like housecleaners, babysitters and bartenders are "the original gig economy workers," in particular because they "have experienced its dynamics, struggled with its challenges, and most importantly found some solutions to survive as a vulnerable workforce." As years have passed and technology has evolved, there has been a rise in the digital gig economy where science and technology are used with the concept of the traditional gig economy to make work easier. Earlier, gig was only related to labor, housecleaners or agricultural workers but now anyone who wants to freelance or do a part-time job is said to be part of the gig economy. You do not need to have a degree of education or any skillset to apply for these jobs.

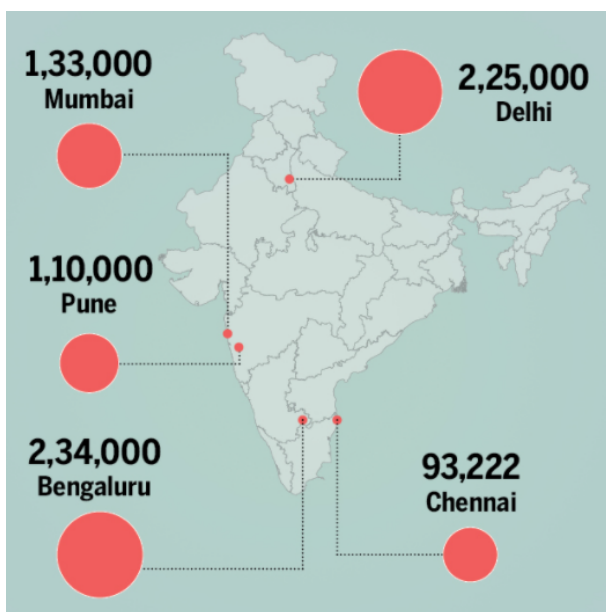


Fig. 2. Indian cities with highest number of blue collar workers related to gig economy

B. Digital Gig Economy

Digital gig economy encapsulates semi to high skilled workers, who, in today's age, work through mobile or digital platforms, and ranges from freelance writers to consultants and self-employed professionals. The lure of this mode in particular had gone up substantially during the initial lockdown. The Digital Gig economy uses digital platforms to connect freelancers with customers to provide short-term services or asset-sharing. Examples include Fiverr; ride-hailing apps like *Uber*, *Ola*; food delivery apps like *Swiggy*, *Zomato*, *Uber-eats* and holiday rental apps. It's a growing segment, bringing economic benefits of productivity and employment.

1) **Recruitment:** Gig workers enter into formal agreements with on-demand platforms to provide services to the platforms' clients or task providers. The clients or task providers (hereafter referred to as clients) are the end-users, either an individual consumer or an institution, that make a request for an individual gig worker to perform a task. On some platforms, the workers actively search for advertised projects of varying scope and requirements and then choose which to pursue by submitting applications with initial bids.

- Urbanclap hires professionals after complete verification of background process. People need to go for verification to the professional's house and he will do the background verification and check if there is any criminal background in nearby police stations. After background verification, they will be trained on how to speak with customers politely, how to check online payments, etc.
- Zomato: The ways of recruitment in Zomato is very simple. One needs to visit the Zomato recruitment center with required documents like Aadhar Card, PAN Card, Driving License, etc. Managers usually use social media like LinkedIn and Facebook to spread the word that they're hiring and inspire the applicant to make bold careers moves.
- Fiverr, Freelancer, Upwork : Recruitment is typically initiated by employers who seek a certain service, by opening a new project on the platform. The project serves as a call for bids, in which the employer specifies a price range and expected duration of the project, together with a short description of the required service. This takes place via an auction (specifically buyer-determined reverse auctions). As the project becomes public, freelancers have a chance to apply for the job by submitting their bids. This entails stating a price for which they are willing to perform the service and the expected time to finalize the task. The employer can choose to close the auction at any time and choose the winning freelancer from the available bids. After the employer has accepted one of the bids, the work on the project commences. Payments for work can be made either during the project, based on the number of hours worked, or at the end as a lump sum when the project is delivered. Once the freelancer delivers the project, both parties are asked to leave public feedback about their exchange.

2) **Training:** The overall cost of training workers to fill jobs in digital sector is much less than the cost of traditional job creation, and workers are often in the local workforce, contributing to the tax base, within six to eight weeks after

beginning classes. That's why cities are increasingly willing to fund such training. Services like Swiggy, Zomato, require minimal training efforts for their worker as the workers already know how to drive, they only have to train them in manners.

- **Urbanclap:** Instead of hiring the local service providers, it aggregated them, provided training and only charged commissions which varied from 5-25 percent as per the ticket size associated. Through large training centres with over 50 employees, they designed a system for upskilling training and soft skill training (The Economic Times, 2018). New professionals had to undergo compulsory training of one and a half months, and unskilled professionals had to go through four to six months of compulsory training (Sangeetha, 2018). They also realized the technical issues faced by blue-collared workers working on the platform, such as plumbers, painters, electricians and so on. To address the technical impediment, they developed a training system where they were taught to use the UrbanClap's Partner app through smartphones and online payments, and basic activities over the Internet. As an example of a customer service employee, they are trained on their soft skills - how they're supposed to handle things when on the receiving end.
- **Zomato:** Zomato training occurs in on-the-job training format, with all training being on a need basis. Zomato conducts training for its delivery partners on the best practices that include personal hygiene, proper method, and frequency of sanitizing themselves. They've also started contactless delivery where their delivery partners have been trained to leave packages outside homes. Zomato also works with police across states to train delivery executives on road safety regulations. Bicycle riders, along with a bicycle also receive, diligent training, and education in on road safety norms. Zomato also trains its delivery partners on technology, behavioral skills, personality development, guidelines for safe riding, skill development through customized simulation and case studies.
- **Fiverr:** Fiverr is a website that connects entrepreneurs to experts to help them get every great idea done. Fiverr serves to allow listing and applying for small one-off jobs, or gigs, online. Jobs listed on the platform are diverse and range from "get a well-designed business card" to "help with HTML, JavaScript, and CSS". Fiverr does not take any responsibility regarding the training of individuals but if you want to earn well so you can train yourself by taking courses like Freelancing on Fiverr: How to Build a Successful Freelance Business with Fiverr available on Skillshare.

3) **Selection:** Selection in the digital gig economy can vary very much - the bar can be as low as no or minimal education to Bachelors's or Masters's degree. For example, swiggy or zomato delivery workers require little education as compared to a Bachelors's Degree for an IT job in general. On the other hand, services like Fiverr require the freelancing individual to be the best in their field with appropriate qualification, if they wish to earn well through Fiverr.

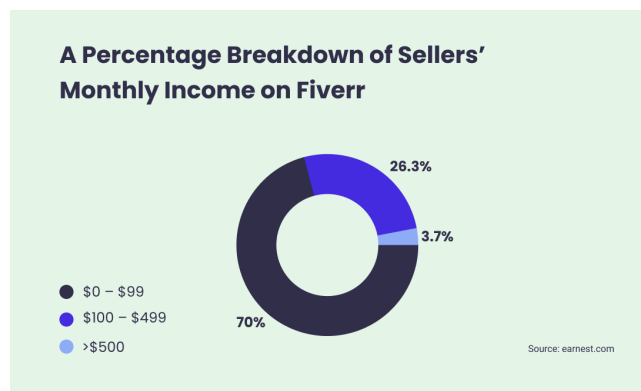


Fig. 3. Monthly Income of Fiverr Workers

- **Urbanclap:** The business works closely with Service Providers for Individuals (ISPs) and turns them into micro-entrepreneurs. UrbanClap does so by offering market access, credit, insurance, training, inventory, acquisition, payment and a host of other services to ISPs. These ISPs are required to be skilled in their respective domains, like a AC Repair Technician is expected to have the knowledge of Electrical Engineering to some extent. However, jobs like manicure expert require one to have experience in that domain instead of some degree. Each professional is interviewed in person by a category manager to check for behavioural traits. The professionals will have to also undergo an upfront "skill test" or "skill interview", typically administered by the trainers themselves.
- **Zomato:** While selecting the candidate for zomato the following things are kept in mind: the person should know how to speak local language, have the knowledge of how to use the app and web version of zomato and have license of vehicle. When it comes to the timing of delivery boy in zomato there is a need of working for minimum 4 hours in a day.
- **Fiverr:** On Fiverr, you'll find offers for someone who will write an e-book "on any topic" or someone who will design a logo for your real estate company. Try to share your gig on social media like facebook, related to your niche or using 10/10 bids on buyer requests daily. One has to be one of the best in their department if they wish to earn well through Fiverr.

4) **Development:** The impact of digitalization on the gig economy has created new avenues for creating job opportunities. Entrepreneurship, solopreneurship, seamless customer experience, experimenting with social license, and also commenced competition with the traditional incumbents. The digital dependency of the gig economy has witnessed technology-centric communication models and digital intelligence. Covid-19 has also positively affected the Gig economy, shifting the focus sharply to gig economy jobs — or on-demand, part-time work. The number of average daily tasks/jobs posted and filled on the platform economy has increased since the incidence of Covid-19. As the Covid-19 incidence has created an extraordinary situation so the Gig economy is taking time to adjust with the new normal due to the prevailing uncertainty.

Growing demand for gig workers in many companies

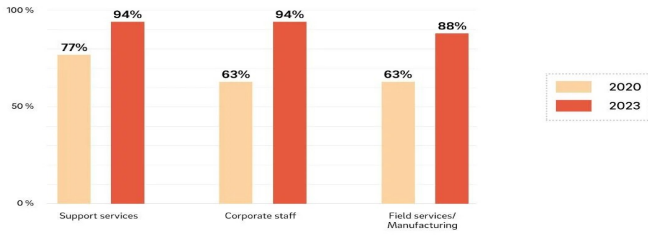


Fig. 4. Growing demand for Gig Workers in many companies

III. METHODOLOGY

A systematic approach was applied in this study to search for articles about the physical and digital gig economy. This research had run a quantitative approach by aggregating primary data from various websites. Web crawling and scraping were employed as the main technique for data collection based on necessary information criteria. We used the Knimbus and IEEE Explore databases to find relevant articles. For both databases, the following keywords were used for article searching: gig economy, gig workers, freelancing, recruitment, and development. Information visualization followed the automatic classification to deliver insightful mapping. Since primary data were obtained through web crawling and web scraping without field experiment, this research was also categorized as survey and desk research.

IV. HYBRID MODEL OF GIG ECONOMY

As this pandemic has lessened in intensity, an increasing number of employers have opened up offices; some have resumed physical operations, others have retained the hybrid model. There are some sectors or positions where the digital IT infrastructure is sufficient to support remote work completely, but for others, physical presence is required. Thus, from now on a whole range of hybrid work models is going to evolve, with varying degrees of support for work from home. Today, young men and women are working for digital-first companies on small assignments, or gigs, accessible on their smartphones powered on cheap data, such as UrbanClap, Ola, Uber, Zomato, and overall skill development. There is another advantage in that hybrid setups have catalyzed the digital transformation of various private and public sector organizations. In the long run, this will help organizations progress in terms of modernization goals. There is evidence that the pandemic also gave a fillip to the government's Digital India initiatives-UPI, direct benefit transfers, GST, etc.

V. CONCLUSION

In conclusion, the gig economy has proven to be beneficial for some employees and employers more so than others, making it ultimately detrimental for some. With the growing desire to work flexibly and with freedom, gig work has allowed many workers to arrange their work lives to align with their current circumstances. The gig economy's growth through the rise of technology has engaged consumers, employers, and employees through promoting convenience, providing employers with greater access to skills, and connecting them with many job seekers. As gig employees are unprotected by sufficient legislation to ensure their rights, this has allowed for their contracts to lack entitlements such as those found in the National Employment Standards. The gig economy can be beneficial for independent contractors who have autonomy over themselves and can continuously reform their working environment. With gig work heavily influenced by demand, it has made all gig employees vulnerable to the fluctuations within the economy exposing employees to an absence of work at times. This inconsistency and lack of stability have created job insecurity for many gig workers, especially those who are heavily reliant on gigs from a particular industry as a form of employment or are unable or unwilling to undertake tasks in other industries. Gig work can however be beneficial for employees who are able to accommodate other gig opportunities and venture into other industries. In saying this, the gig economy is not only profitable but safer for employees who work these transactional-type tasks beyond their traditional jobs and supplement their primary earnings, as their income will not be greatly affected in times of recession/difficult market conditions. This dynamic nature of the gig economy makes it more favorable and beneficial for multi-skilled employees who are adaptable to change and varied work conditions and culture.

VI. RECRUITMENT, TRAINING AND SELECTION FOR PHYSICAL AND DIGITAL GIG ECONOMIES RESPECTIVELY

Criteria	Construction Workers	Babysitting	Bartending
Recruitment	Recruitment methods for construction jobs include Employee referrals, Bulletin boards, and Word of mouth. Employee referrals is a combination of internal and external recruitment. Existing staff are encouraged to refer people they know for vacancies. Big companies can use word of mouth as all they need to do is put the word out that they're hiring and they will get a good response. There are still jobs that can be advertised on bulletin boards. Workers often wait at factory gates for day or contact jobs to be announced.	To find job as a babysitter, one can try these approaches: 1) Getting a referral 2) Finding mom's group: Seek out moms' clubs and church groups; pass out flyers or post about services on their forums. 3) Checking bulletin boards in coffee shops, community centers, gyms, and the library. You might see posts looking for a babysitter.	To hire a bartender that is qualified for your open role, it's important to write a thoughtful job description which would include a compelling summary of the role, detailed list of duties and the preferred skills for the position. After reviewing the resumes of your top bartender candidates, bringing them in for an interview and ask detailed questions to further understand their qualifications would be the next step. Other step would be how many bartenders are needed for particular event.
Training	Training related to the Identification of Safety Hazards and first aid is given to workers. They are also taught how various equipment is used in that particular job.	Training for babysitters involves:- 1) Dealing with difficult behaviours, for example when a child isn't obeying them. 2) Conducting professionally as a babysitter and communicate with parents. 3) Handling medical emergencies like asthma attacks or bee stings. 4) Learning child care.	Training techniques for bartenders includes providing high quality service to customers, greeting guests in a timely manner and take orders, processing cash and credit card transactions using appropriate procedures and maintaining a safe and clean environment for guests and team. At the end of training, the bartender would receive a bartending certificate.
Selection	Construction companies want workers in bulk for a lesser price so that their project's cost is decreased. Thus, affordability is a main factor for selection. All in all, the workers that work best for a lesser price will be selected for the job.	Selection involves:- 1) Checking references and performing background checks. 2) Interview and ask sitters: <ul style="list-style-type: none">About their experience caring for kidsWhether they're certified in infant and child CPRIf they've taken a babysitter courseHow they feel about pets, if you have one.	With millions of people searching for jobs in indeed each month, first criteria to select amongst candidates would be their job profile which should include bartending certificate, their job experience, skills in which they are good. While interviewing some questions would be that how will the bartender get to know that customer has had too much of drink, how would they handle unhappy customers, have they run full bar before, and most importantly how many safety certifications do they have.

Criteria	Zomato	Urban Clap	Fiverr
Recruitment	The ways of recruitment in Zomato are very simple. One needs to visit the zomato recruitment center with required documents like Aadhar Card, PAN Card, and Driving License etc. The persons who hire for job usually use social media like LinkedIn and Facebook to spread the word that they're hiring and inspires the applicant to make bold careers moves.	Recruitment methods for Urban Clap include Recruitment drives or events and Internships and Apprenticeships They list the openings on their website Careers and Jobs at Urban Clap. They normally do Walk-in interviews and ask applicants to come for the interview on the decided date.	Recruitment is typically initiated by employers who seek a certain service, by opening a new project on the platform. The project serves as a call for bids, in which the employer specifies a price range and expected duration of the project, together with a short description of the required service. This takes place via an auction (specifically buyer-determined reverse auctions).
Training	As the food delivery market grows in India, the companies are expanding their delivery network and investing a lot more in training their executives in soft skills on fields like technology, behavioural skills, personality development, guidelines for safe riding, problem handling and how to approach customers, skill development through customised simulation and case studies.	The behavioural skills and personality development are important as the gig worker needs to interact with the customer. The Gig workers are taught how to handle customer outrages and deliver customer feedback. To address the technical impediment, they developed a training system where they were taught to use the Urban Clap Partner app through smartphones and online payments, and basic activities over the Internet.	Fiverr does not provide any employee training but if you want to do well on Fiverr you can train yourself by taking courses like "Freelancing On Up work: How to Build a Successful Freelance Business With Up work available on skill share.
Selection	While selecting the candidate for zomato the following things are kept in mind: the person should know how to speak local language, have the knowledge of how to use the app and web version of zomato and have license of vehicle. When it comes to the timing of delivery boy in zomato there is a need of working for minimum 4 hours in a day.	Selection in Urban Clap occurs on the basis of interview rounds. Each professional is interviewed in person by a category manager to check for behavioural traits. The professionals will have to also undergo an upfront "skill test" or "skill interview", typically administered by the trainers themselves. They are then selected. These processes ensure that on an average, only 25-30 percent of the professionals who apply are selected.	Making daily sales on Fiverr may not be possible but if you can diversify your traffic stream beyond Fiverr, the chances of getting continuous sales can be increased. 1) Optimize your gigs properly to at least increase your chances of ranking high so that you can get some clients from your gig rankings. 2) Update good work samples on your profile. 3) Checking out the feedback from buyers. These points might help in getting selected easily on Fiverr.

VII. COMPARISON ON THE BASIS OF CASE STUDIES OF ZOMATO AND BABYSITTING

ZOMATO

Let's assume that I am hiring employees at Zomato and I recently put an advertisement of Zomato on social networking sites- LinkedIn, Facebook, and Instagram for motivating youth to apply for this job.



We conduct interviews online for the professionals who have applied for the job. We ask them questions like how many hours they are willing to work, if they have a bike or not, what languages they understand, and how would he ensure that deliveries are made on time during peak traffic. We also make them take a driving and character test.



We provide the candidates training in areas of soft skills like technology, behavioral skills, personality development, and guidelines for safe driving. We also teach them how to use the 'Zomato' app for future deliveries. Then, we conduct a test to check all these skills.



We select the best candidates on the basis of their interview answers and the test that had been conducted after training them.

BABYSITTING

Let's assume that I am a working mother and I want to hire a babysitter for my child. While selecting one I would trust more on my referrals told by my family and friends. My requirements for the same would be hiring her part-time when I go for my job. Another option I explored while recruiting was surfing social networking sites like Facebook and Instagram.



After shortlisting a few babysitters my next step would be selecting one amongst them. Therefore while interviewing them I'll ask questions about their experience of working, caring for kids, whether they're certified in infant and child CPR, if they've taken a babysitter course, how they feel about pets as I have one at my home.



I'll make sure of making constant contact with the babysitter and giving her all the necessary details regarding whom to call while an emergency.



In the end, I will invite the babysitter for a test run in order to ensure that she would work properly in my absence.

VIII. INFERENCES

The classification of gig workers can be done as Physical and digital and we have come to a conclusion that while hiring people IT companies check the skillset of candidates while in management companies they take walk-in interviews and check the psychological aptitude of candidates. Recruitment statistics for hiring people show that 70% of job seekers passively look for new opportunities via online job boards and professional networks. Talented candidates also prioritize diversity, seek out familiar companies, and are more likely to leave a company with poor onboarding within the first 6 months.

A typical job offer in the physical gig economy [attracts 250 resumes], according to Glassdoor. Of those applicants, 4 – 6 will be called for an interview, and one will get a job offer. That means after sorting through lots of resumes, the HR team ends up picking a significantly smaller number of candidates to interview. In the physical gig economy, generally walk-in interviews are taken. Recruitment statistics for physical gig workers are as following:

- Employee Referrals - 37%
- Focus on Soft Skills Assessment - 35%
- Investment in Innovative Interviewing Tools - 34%
- Word of mouth - 33 %
- Bulletin boards - 29%

(Data taken from LinkedIn Global Recruiting Trends 2017)

In the digital gig economy, interviewers check whether the candidates have upgraded their knowledge in the field of technology. 95% of recruiters to find candidates to present to their clients looking for top talent. The internet has played a huge role in freelancing and the growth of the gig industry. Payoneer's Freelance Income Report shows that more than 70% of all freelancers find projects through gig websites. Some of the biggest websites that provide gig work are Upwork - which has over 15 million users - as well as Fiverr and Toptal.

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