



INTERNATIONAL CONFERENCE
ON DIGITAL BUSINESS
MANAGEMENT
AND ECONOMICS

THE RISE OF THE DIGITAL GIG ECONOMY IN THE DIGITAL LABOR MARKET

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ABSTRACT

At the beginning of the 21st century, working life has changed rapidly. Increasing digitalization with the developing technologies with Industry 4.0 and the Covid-19 pandemic, which affected the whole world in a short time, has changed business life. With the impact of digitalization on employment opportunities, the gig economy has been rising in the digital labor market. The gig economy concept, which is seen as an important development in the field of both economy and labor relations, refers to the contract-based work with the employer for those who want to work independently, temporarily, or for a short time. Today, while trying to classify gig economy sectors as web-based and location-based businesses, companies such as Uber and Airbnb are shown as the most common examples. Web-based jobs have come to the fore in the gig economy sector, as digitalization has become almost necessary in the business world. However, while revealing the concept of the digital gig economy in the changing business world, it has been seen that both web-based and location-based businesses are included in the digital gig economy and are discussed as a whole in this study. The digital gig economy is preferred because it offers a flexible, cost-effective, and straightforward working environment for both businesses and the self-employed. Today, while this situation is considered an opportunity, the digital gig economy has started to rise. In this study, firstly, the digital labor market and the gig economy concept are explained; afterward, it has been revealed with the reasons for the rise of the digital gig economy with the developing technology.

Keywords: Digital Labor Market, Gig Economy, Digital Gig Economy, Web-Based Jobs

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