

Disruptive Technology and Gig Work Force; An Empirical Study in Bengaluru City.

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Introduction:

The world of business is changing with changing business environment the employment models are also changing. The technology brought down the different variant in the operation for creating the economic activities. The people are looking gig workforce as the new income steam and this has made drastically demand for the gig work. Digital platforms are made many people access to the gig work and assignment. Such transformation made significant change in the people prospective towards gig work. Gig workforce is going to be the future of the world's economy.

A market for gig workers has been created as a result of the widespread use of the internet and the expanding popularity of smart phones, which have made it feasible to connect online users in many countries through digital platforms. The market that is based on a fixed-term contract or that is paid on a project-by-project basis by a business, a third party, or an online marketplace is referred to as the "gig economy." Online start-ups, small and medium-sized firms, solo entrepreneurs, and even some large organizations, which commonly engage gig workers for both short- and long-term activities, are the main actors in the gig economy's supply side. Those who are employed, digital middlemen and final end users create a triangle. The gig economy is expanding in India as more and more young, educated individuals enter the enormous global freelance market. The main traits of gig labour forces include contingent workers, project-based income rather than a salary, temporary workers and scheduling flexibility, self-employed Platform employees, and agency-based services.

Disruptive technologies and the emergence of the gig workforce have revolutionized the way work is performed in the modern world. With the rapid advancement of technology and the growing popularity of digital platforms, traditional employment models are being challenged, leading to the rise of the gig economy. This phenomenon has garnered significant attention from researchers, policymakers, and economists due to its potential impact on employment patterns, economic growth, and social well-being.

This research paper aims to explore the relationship between disruptive technology and the gig workforce, focusing on an empirical study conducted in Bengaluru city. Bengaluru, the capital of Karnataka state in India, is known as the "Silicon Valley of India" due to its thriving IT industry and technological innovation ecosystem. This makes it an ideal location to examine the interplay between disruptive technology and the gig work force.

The primary objectives of this study are threefold. Firstly, the research seeks to investigate how the gig economy contributes to the reduction of unemployment and poverty levels in Bengaluru. As traditional job opportunities become scarcer or fail to provide sufficient income, the gig economy offers individuals an alternative means of earning a livelihood. By examining the relationship between gig work and unemployment rates, this research aims to shed light on the potential of the gig economy to address economic challenges faced by individuals and society at large.

Secondly, this study aims to ascertain the reasons why people choose gig work over traditional employment. In recent years, there has been a significant increase in the number of individuals opting for gig work, such as freelance projects, on-demand services, and online platform-based jobs. Understanding the motivations behind this choice is crucial for comprehending the appeal of gig work and its potential benefits. By analysing the factors that influence individuals to engage in gig work, this research aims to provide insights into the drivers of the gig economy.

Lastly, this study seeks to identify the opportunities for and difficulties faced by gig workers in Bengaluru. The gig economy offers a range of employment opportunities that are often flexible, location-independent, and enable individuals to leverage their skills and expertise. However, gig work is not without its challenges. Gig workers may face issues related to job security, income instability, lack of benefits, and limited social protection. By examining the experiences and perspectives of gig workers in Bengaluru, this research aims to shed light on the opportunities and difficulties associated with gig work, providing a nuanced understanding of this growing segment of the workforce.

To accomplish these objectives, a mixed-methods research approach will be employed, combining quantitative surveys and qualitative interviews. The research will target a diverse sample of gig workers in Bengaluru. The data collected will be analyzed using statistical methods to identify patterns, correlations, and trends related to the research questions.

Scope of the Study:

The unorganised gig economy will find this planned project to be very relevant. The majority of gig workers put in at least 10 to 12 hours per day despite not having any formal training.

They faced many difficulties while working on a pay-per-order basis, including bike skids, mishaps, and bad weather. The largest problem for workers is that they are not covered by any welfare legislation, which would protect their interests, health, unstable employment, compensation, or labour regulations, while having sufficient flexibility and flexible working hours. Furthermore, none of the unions are on their side.

The findings of this research will contribute to the existing body of knowledge on disruptive technology and the gig economy by providing empirical evidence from the specific context of Bengaluru city. The insights gained from this study can inform policymakers, industry stakeholders, and researchers on the potential benefits, challenges, and opportunities associated with gig work. Additionally, the research outcomes can guide the formulation of policies and interventions aimed at maximizing the positive impact of the gig economy while mitigating its potential downsides.

In conclusion, this research paper aims to explore the relationship between disruptive technology and the gig work force, focusing on an empirical study conducted in Bengaluru city. By investigating how the gig economy lowers unemployment and poverty, ascertaining the reasons why people choose gig work, and identifying the opportunities for and difficulties faced by gig workers, this study aims to provide valuable insights into the dynamics of the gig economy in the context of Bengaluru.

Objectives of the Project:

1. To investigate how the gig economy lowers unemployment and poverty.
2. To identify the reasons why people choose gig work.
3. To explore the opportunities for and challenges faced by gig workers.
4. To examine the HR practices used by gig employers
5. To suggest strategies and the suitable model to make effective usage of gig workforce using descriptive technology.

Methodology:

The respondents (gig workers) will be questioned about their opinions of the gig economy. A total of 400 samples from Bengaluru will be used in the investigation. According to the researcher's convenience and the distribution of questionnaires to respondents, the study will incorporate data from both primary and secondary sources, such as primary data. Primary data will be gathered via a questionnaire and direct conversations with respondents. The secondary data will be gathered using the internet, journals, books, etc. With the aid of SPSS 20, tables and factor analysis will be used to analyse the data.

Selection of Study Area:

Bangalore is considered for the study as it is Silicon Valley of India where most of the business activity carried on. It also used to be startup capital in previous year, in Bangalore we can see people are engaged in various economic activity for the income source. It is one of the busiest cities in India, Bangalore also known for having most of the IT (information technology) firms. Most of gig workforce is based on IT where most of the company hires the gig workers for work. It is also convenient to conduct the survey in Bangalore.

Most of people in Bangalore are working for many IT firm and also, they seek many other jobs for their other streams of income where people work as freelancer in the gig workforce. Many people do work in the delivery partners, uber driver, software developer and data managers etc. After covid the world of business changed drastically where one can sit at home work, teacher can teach from very distant place to remote area of the country side. These all because of Disruptive technology which enabled the human brains do more work efficiently. Industry revolution 4 is focused on AI intervention in the business which can make people lose their jobs.

Bangalore being silicon city it has more opportunity to work in the gig workforce. People are utilizing this has opportunity and working in gig workforce where people have jobs based on their minimum skills. These are the some of the reason to consider the gig workforce has area of study.

Statement of Problem:

Gig workforce is unorganized sector of the economy where there are more loopholes as there is no structured authority, framework or a regulation to govern the gig workforce. The study

emphasises on what are the reason behind choosing the gig work and how gig work helps one to improve their standard of living. Also, study focuses on the gig workers opportunities and their struggles and challenges in their work, how this has made significant changes in the HR practices.

The most of the problem lies in the contract of employment as there is no specific regulation or law for gig workforce. One has to work according to requirement of the employer as they have supreme power. In the era of digitalization people are more attracted to the piece-based work as freelancers or people seeks have dynamic and flexibility to work has it provides one to have freedom to work and choose the work periodically. This has increased after covid 19 people are ready to work as freelancers on the contact bases. The paper also focuses on how gig work has helped particular sector of economy to grow, how the shadow of gig economy reflects in the growth of individual and community

Review of Literature:

(Dr. Ramar V eluchanny, 2021) the paper archives that physiological needs are the main factor to understand the key determinants of the success of gig workers, the study determining the success is set under this conceptual framework of correlating the level of job security with the motivation which leads to work life balance and improve the efficiency in work the study also emphasis on how the different independent variables like marital status age and gender and education level have no impact on productivity but there is the significant impact of dependent variable such as satisfaction.

Performance of gig employees is affected by multiple factors under the conceptual framework of the study Where researcher as found that satisfaction level is influenced by the flexible of working hours. Incentive and benefits should be provided to increase the productivity and motivation of to work better. Companies can focus on a technology part to improve the productivity and part to achieve secreted reach and serve the customer in to end. Which conclude saying the motivation the worker is drawn from various dependent factor which helps company to have good productivity, whereas company can focus other important operation of the organization.

(Chaudhary, 2021) Here the paper emphasises on how gig economy is boosting in India which has made thousands of people to get access to the gig workforce and make their livelihood. In this digital era the more online retailing platforms is on demand this has made a

significant change in the concept of work. Witness created plenty of opportunity for many people after all this the gig workers get the least pay for their work.

Many women in India are also taking this opportunity and working in gig force where womanis participating due to the flexible of work time and earning potential. Women are considering doing beauty and Wellness service in a gig workforce. As data suggest that there is 7% increase women participation in gig economy where in 2008 there was only 40,000 women participation in gig workforce where as in 2019 it is increased to 67,900. Apart from this there are some of issues faced by women working in gig economy some of them are:

- women can manage their household expenses with their income but there is no guarantee of consistent income.
- There will be unpredictable working hours where women cannot manage the work as she occupied with the housework.
- The expected income is much higher than actual income.
- It also found that 92% of service provider are not entitled for any other benefit expect health insurance.
- 81% of respondent had dissatisfaction with their work.
- There is no regular increase in increment.
- One can also suffer the penalty if they refuse or cancel to work or reschedule their work
- Most of the women feels that there is no long-term career development involved in in the gig workforce.

(Galperin & Alarcon) the research focus on the significant change by the technology on the work where we can see automation in the business where machines are replacing humans. These global trends and the digital platform add made gig economy and micro work to have bigger platform in this digital era. The survey was conducted 456 workers. Here are some findings:

- 68% respondent says that gig work has given them new stream of income which made them to save more money.
- 53% of respondent very strongly agreed that dear job involves the complex tasks and they have given independent space to complete the task.

- Many of them joined gig workforce because they didn't find any good opportunity in the local employment market are they lacking particular skill so without any other choice they walk into the gig world.
- There is discrimination done in the work based on their origin the clients feel that if workers are from lower income country their work will be less valuable so this resulting in their earning disproportionately to their titles.
- Some of the respondents feels that they are limiting their working capability only in digital platform.
- 74% of the respondents feels that there's rarely get mingle or have face to face conversation with other platform workers.
- Most of the clients are in the different time zones so the workers are finding themselves working in unsocial hours.
- Online gig workers finds that there is no work life balance.
- The 55% of respondents feels that they are working in a high speed.
- 22% of respondent experience the pain as a result of work.
- Only 15% of respondent won't work in a tight deadline.
- 10% of respondents don't know the name of the person who hired them.

(Agrawal & Bhukya, 2022) says that Gig economy system is the simplest and new faster way to work there is several factor influencings the race of short-term work such as freelancing it is due to the digitalising the platform of the work venturing into the world wild work these are the some of the factors which made gig economy on demand. Global focus could be maintained to make the economic structure important although demanding situation of gig finance system the study shows that freelancing is the right here to stay therefore allows these jobs with mobility to be able to grow into the new industry and build the talent pull to pick from the employees in the comparison. But they are also so many issues facing by the workers such as schedule conflict, uneven earning work or existence stability this could be a more difficult to establish the long-term partnership between the workers managers and consumers.

(Dey, Ture, & Ravi, 2022) the concept of physical offices and the work exchanging the employee and employer relationship and HR practices are changing this is due to the disruptive technology in the field of business. This technology has a significant impact on the work done by gig workers because disruptive technology brought in the more opportunities in

the gig work as we can see the growing numbers of workers in the gig economy. Research mainly focuses on challenges in HR practices such as:

- Ascertaining the fare benefits for gig workers.
- unlike the full time and regular employees gig workers might not be a highly paid or not provide with the benefit.
- Gig workers gets their payment late
- gig workers shows that lack of commitment towards work.
lack of confidence on the workers has the workers show no commitment or less commitment towards the work.

The big platform offers a chance to reach out to the people labours market that are not reached in the formal job market the HR departments need to prepare itself to engage the optimally utilised this New Labour market.

the author states the Jeevan capacity now organization is replacing with the machine. As machine are made up for making decision regarding hiring as there is previously set of Gaze algorithms generating data and evaluating the information to have a better decision making. Workers do not want to avoid the observation within the normal hours of work. And go to the great efforts to maintain the algorithmic Gaze in when the Internet connection are disrupted or their smartphones run out of battery could be late to the problem.

(Balakrishnan, 2022) argues that skills and capabilities are preferred over the qualification and academic credentials. Present generation is focusing on having multiple careers in the multiple streams where people started doing multitasking to meet their requirement. The dynamic environment of a business Made arelatable change in the hiring process of employees where in traditional the employment exchange was made based on employment agreement whereas now people are looking towards having a contract-based work which is also called as gig work. In the recent trends this is the boost in the short-term contract jobs due to the skill gap in the organization, where many organizations give opportunity to their employees to upskill and reskill. The study says that hey social skill and economic skills I am digital skills are more important in the digital era than any other skills. It's also providing the details about increasing the increment of wages when the worker has emotional and physical skills.

34% of data says that digital skill is very important skill for a future work whereas only 14% of data contribute towards entrepreneur skills. The top required skills for future job mostly include emotional and mental ability than any other skills. Indian government's planning to drive the whole Indian economy towards digitalisation as a part of that we can see that new education policy where more emphasis is given to the technology and computer skills than any other set of skills. In the future due to artificial intelligence, automation or digitalisation of the whole business and economic process may lead to the disappearing of many leading jobs today it may also give a bright opportunities of new job sets.

(Stewart & Stanford, 2017) Gig workforce doesn't have proper organised regulation and framework to operate efficiently and effectively this has made the life of gig workers very hard. The government has not made any specific regulation or law for a quick economy this has made the many exploitations of gig workers because there is no set of instruction or regulation to be followed by the agencies or employer. Even if there is a regulation or a framework which is defragging economy this is broadly based on agents an employer dominance with showcase that employer and agents have a more power than a gig worker actually works. The only regulation or documentation made available for a gig worker is the contract document which have a specified rules and regulation which is prescribed by the employer or agents in favour of them rather focusing on workers. It is very clear that the existing rules for gig economy is not effective one in some cases whereas, in some other cases the laws are made the frameworks are done but not efficiently implemented into the market.

Hence this paper suggests government to come up with the proper rules and regulation or a policy to the gig economy where employer start considering gig worker as a formal worker enjoys the facility at the freedom of work. If Government come up with good policies and the regulation then gig workers could have protection in their work and it can also strengthen the gig sector of economy.

(Roy & Shrivastava, 2020) the authors states that gig economy or gig work works as a bridge of employment before joining the permanent work. Even big corporations are regularly hiring the gig workers further working process. very recent trend shows that America is been witnessing high gig workers as freelancers there is drastic increase in the percentage of freelancers in 2014 USA had a 3.7 million people working in as a freelancer but in 2019 they increase 2 62.2 million freelancers. Even though all the Fortune 500

companies' corporations Are part of hiring the gig workers so that they can focus on keep performance in the organization. Only the core work is managed by the employees everything else its delegated to freelancers as it reduces the burden of employment.

Many professional people are also joining into Gig economy even in India manyof educated professional people are looking towards doing a freelance are independent work then being stuck in 9 to 3 jobs.

Indian freelances are joining into gig economy due to the independence in the work and flexibility of time in the skill requirement etc. 41% of Indian gig workers are engaged in IT that is information technology. India is having both buying and selling the gig economy that means India is having a potential market in the gig economy where people can have a great opportunity. The research also shows that computer skill and networking skill is a very important skill to have in order to sustain enough gig economy and also to advance the career in the gig economy. The fake portfolios of many workers have also led to the creating problem has agent or company May fails to recognise the real talent. Agender of a worker also plays a very critical role in a gig economy the woman needs to work harder to build a good reputation than a male. The challenges in this model are there is no proper law, job security, consistency of income and secured platform.

(suryavanshi & pushpa, 2022) due to the implementation of disruptive technology the concept of gig work is increased other factors like unemployment technology skill and unskilled employees are making gig economy. The way business operates are changed drastically which leads to the upgradation of the skills this made the regular employees to decrease their capability which had made a company to come up with reskill or upskill the skills of the employees. The whole world is working towards automation in the form of digital platform this also leads to set up the temporary agency between the employees or a gig worker to set up a link between employer of a big company or any small company. The study is also focus on to have a specific law or a framework gig economy worker such as minimum wage floor wage etc. An estimated 56 percentage of new employment in India is being generated by the gig economy. Gig economy can create up to 90,000,000 jobs in India, it has a potential to add 1.25% of GDP over the long term.

All this capability and potentials can strengthen any kind of economy so Indian government should focus bringing out the best possible policies and regulationfor gig economy by

strengthening this kind of environment can lead to have a better GDP and good Employment Opportunity which helps us to solve the many social and economic problems.

Research Gap

The majority of research both inside and outside of India focuses more on the characteristics, working conditions, and experiences of gig workers in a variety of industries. Although there have been some studies on particular gig economy sectors, including ride-hailing or food delivery, there is a need for more comprehensive research on the difficulties faced by gig workers. Additionally, little study has been done on the social and economic effects of gig employment for both employers and employees. This includes how to use descriptive technology to effectively use the gig workforce and how the gig economy lowers the unemployment rate in a city like Bangalore.

The Innovation in the Project

With the huge opportunities and scope for the skilled people who are involved in the gig workforce in the era of emerging descriptive technologies, the outcome of the project will assess the challenges faced by gig workers. “The uniqueness of this study is having an understanding of various problems faced by both gig workers and employees, and incorporating the suggestions being offered would certainly lead to process improvement and stakeholder satisfaction”. The proposed strategies will help the gig working community adopt strategies to overcome these challenges and create a sustainable business model for gig workers by maximising their efficiencies.

Scope for Future Work

The current study doesn't describe the different types of manpower in terms of skills, knowledge, and abilities with respect to various kinds of descriptive technologies; therefore, there is a huge scope to take up further studies with respect to each of the specific discipline technologies and respective workforce involved.