

THE GIG ECONOMY AND MILLENNIALS EMPLOYMENT

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Introduction

The general definition of the gig-economy is lacking in consensus (CIPD, 2017). It was represented as working via a network with customers and customers (Brinkley, 2016). It is known as 'crowdsourcing' as well as 'sharing economy' (Stewart&Standford 2017, p.421). Features of Gig Company include: employees who are subjected to flexible work patterns depending upon service demand; employees who provide their own workplace; tasks carried out on an online platform and usually a three-part partnership between their staff, end customers and virtual intermediary (Stewart &Standford)

It is often unclear what should be included in the gig industry, but it primarily includes working through a digital platform. There are now four different types of platforms: highly qualified innovative and IT activities that can be carried out from anywhere, routine low-level work from anywhere, manual operation at our customers ' premises and finally work involving driving and distribution. There are a wide variety of jobs, from voluntary employment, IT and the application of short-term contracts (Huws & Joyce, 2016).

This addresses the classification of workers in the gig industry (Rogers, 2016). Companies also identify itself as a database that links clients and staff, known as self-employed workers (Todoli-Signes 2017). It allows the networks, by activities outside of traditional job systems, to use bypass regulations

This emerging economy offers significant opportunities and benefits, including the creation of new work structures as well as increased productivity and better access to goods and services (Huws et al. 2016).

The millennials

The millennial, that is, those born from 1980 to 2000. Today's literature is usually directed at gig workers, but it doesn't focus specifically on thousands of years and not the characteristics and expectations of gig workers (Huws et al., 2016). Academic literature stresses that certain classes are giant economy preferences (Parker, 2017). The attitudes, values and satisfaction of an individual change when they are in their careers (Rhodes, 1983). A conceptual context, which predicts actions and attitudes of different generations, is given through the generational theory (Strauss and Howe 1991).

This is derived from the idea that personality characteristics can be influenced by important events over a generation of learning years (Linden, 2015; Smits et al., 2011; Twenge et al., 2012). In this situation, the technological age has an impact on the ages. This supports hypothesis of the characteristics, wishes and expectations of the millennials (Linden, 2015). The millennials are considered a group that prefers this form of labour relations. It means that the gig-economy might possibly fit with the tastes of the millennium generation, which might contribute to a different perspective.

Aspirations for gig-work

The freelance economy has grown exponentially up to now and the working relationship is evolving historically (Horney, 2016). Gig business is expected to continue to expand, becoming a substantial proportion of the economy in the coming years (Sundararajan, 2014 and Malhotra & Van Alstyne, 2014). It forms part of the wider trend of job accidentality as businesses enter the digital era (De Stefano, 2015). To crowdsourcing companies across many industries there is considerable untapped potential which will trigger an increase in the number of employees required (Massolutions, 2012). A good measure is difficult to calculate for the size of the economy (CIPD, 2017).

Innovation has enabled growth (Kalleberg, 2009). Although there are still technology-enabled solutions that have changed the industry to a certain degree (Horney, 2016). Taxi companies, for instance, have historically had a phone reservation system, but Uber has technically adapted this model to cost-effective compared to traditional systems and thus competitive prices (Collier et al., 2009).

There has been growth in the gig-economics from push and pull factors that influence the decision of people to join the industry (Balaram et al. 2017). Evidence from Deloitte (2017) suggested that for

three key reasons some people have preferences for non-traditional forms of work: the soft economy, the growing number of alternative opportunities, and the mobility as a result of technological development (Brown, 2017). This applies in particular to millennial people whose self-employed employees are preferred by one third compared with full-time (Deloitte 2017).

The 2007-2009 recession allegedly pushed people into the big business, lacking the opportunity and ability to work in traditional employment relations (Brown, 2017). The rising unemployment level has brought the industry growing attention (Schneider & Enste, 2013). Data suggest that 14 percent of employees working as typical full-time workers were unable to find (CIPD, 2017). However, literature is often considered as a secondary reason why people choose to work with a gig-economy, given the pressure factors such as lack of alternatives.

Advantages of gig employment

The way it can work has been revolutionized, offering both opportunity and risk. Digital technology has been used by companies to create value and productivity (Dyal-Chand, 2015). It can increase economic growth and provide welfare by growing worker efficiency, improve consumer spending and boost innovation and undertakings (Burtch et al. 2016 and Sundararajan 2014). This offered opportunities for further research that suited many, particularly the millennium generation, needs and circumstances. It supports the idea of significant advantages for workers.

Highly flexible is the most important gig work (Dobson, 2017). Both employers and employees benefit from the versatility that has been created. The academics stress this degree of flexibility, so that employees may devote time and resources at their discretion (Hall & Kruger, 2017 and Burtch, 2016). This is in accordance with the rules of the labour law, which allow self workforce to accept jobs and to decrease, at will (Emir & Selwyn, 2016). As discussed earlier, this control dimension is critical in the job classification.

Though not ideal, contract work may be argued better than being unemployed (Odgers, 2017). This career potential is illustrated for the centuries that have struggled more and more hard to find jobs that previous generations don't have (Brown, 2017). Earlier work stability standards and the belief that they will remain in a job for life no longer apply in the current world (Kowske et al., 2010). Millennials have evolved and are different from previous generations and are often happy with lower levels of job safety. The lack of loyalty to companies and opening them up to short-term work is attractive for the gig-economy (Adkins, 2016).

Because of its capacity to encourage entrepreneurship (CIPD, 2017), the Platform is attractive. When and where they want, the versatility and ability to work together with a secure pay check allow employees to undertake other tasks concurrently (Shah & Tripsas, 2007 and Burtch et al., 2016). This has particularly attracted thousands of years, which expanded over the time of troubling start-ups (Brown, 2017). This might raise questions about why they continue to be active in traditional jobs when there are tremendous possibilities elsewhere.

Disadvantages of gig work

The essence of work in the gig economy also endangers employees. The workers are less regulated and obliged than the self-employed, but less secure than the workers in the new middle class of jobs relation (Emir & Selwyn 2016). This absence of employment has led to many concerns regarding unequal negotiating power with domination workers (Rogers, 2016). Workers often have more control than people, which causes workers to suffer. Many have low salaries and poor working conditions without a safety net (Taylor, 2016 and Kuhn, 2016).

Such forms of employment relationships are often formed without recognition for full legal rights (Rogers, 2016). Persons also experience maltreatment because their legal status is uncertain, employers profiting from the condition (Rogers, 2016). (Rogers, 2016). It leaves employees vulnerable in severe circumstances for vast amounts of jobs, without health insurance, pension plans, statutory ill pay and maternity leave and other basic benefits offered by a traditional arrangement between employer and employee (De Stefano, 2017). Most people gradually reduced their contractual independence, which is the term 'skimming economy' (Aloisi, 2016, p.670).

The Need for regulation

There is obviously no solution to the problems faced by employees under the current Regulation. There is ongoing discussion on how this labour relationship can be managed and the workforce defined in this sector (Horney, 2016). The current theory of what constitutes workers' rights and evades control seems at present to be challenged by the gig economy. Gig work is considered to be similar to other types of insecure work and laws could therefore be applied in a similar manner (Lewchuk, 2017). The measures taken were relatively slow to date.

Further regulation is needed to protect these employees' rights. The problems related to this undefined working class must be addressed and more rights must be defined (De Stefano, 2015). In the recent Uber case, where court actions against the company have been taken to protect workers'

rights (BBC, 2017, the big business is not fully immune from the regulation. The need for more oversight has been fostered by this issue (EP 2017). Studies across all ages showed that 63% of gig employees believe that the government must control gig-economical activities in order to preserve equality and basic labour rights (CIPD, 2017).

Mixed opinions exist as to whether policing this concept of "human-as-service" would be successful in preventing it (Aloisi, 2016, p 653). It is obvious that the confusion about employment rights and responsibilities was created and strengthened (Silberman & Irani 2016 and Bergvall-Kåreborn&Howcroft 2014). The policy makers were suggested to begin analyzing the gig economy from a new perspective and as a new form of capitalism (Dyal-Chand, 2015).

Conclusion

Although there is a clear public interest in the gig-economy, the academic literature around this market currently has gaps (Healy et al. 2017). Many of today's literature and primary research reports seek to provide a summary of the gig economy and related working conditions (Huws et al., 2016).

The lack of a clear conceptual framework and understanding of the gig market is due to the fragmented existence of contemporary literature (Donovan et al. 2016). This leaves the theory defective and the data pockets collected can be regarded as a snapshot of the concert staff, but not as a sufficient representative of all the people. The behaviours over thousands of years and their effects on them are therefore not yet fully explored.

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