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# Focus Of Artificial Intelligence On Gig Economy: Hrm Process

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**ARTICLE INFO** ABSTRACT As the GIG economy continues its rapid growth, this article delves into the unique opportunities and challenges of applying artificial intelligence in HRM. Unlike traditional employment, the GIG economy is characterized by individuals taking on temporary roles or executing discrete tasks, often through independent platforms. This setup grants temporary employees more autonomy in managing their workdays. We explore the emerging research topics and trends in this dynamic field. Furthermore, we establish the literature according to the GIG economy, considering GIG labor, GIG workers, and digital platforms. From the literature, we extract numerous observations, resulting in the idea that we should avoid conservative, employer-centric HRM in various firms. Artificial intelligence (AI) can improve accuracy and provide helpful recommendations for digital platform solutions. Keywords: GIG Economy, Platform Economy, Artificial Intelligence (AI), HRM, Work Flexibility

## **INTRODUCTION**

Sheikh's viewpoint has gained a strong following among the gig economy elite. The prevailing belief is that AI is here to stay, and with good reason—its remarkable ability to solve many problems. Embracing a new perspective seems to be the only way forward.

In the GIG economy, robots and Artificial Intelligence-powered systems are replacing workers; however, all platforms that facilitate freelancing and link GIG workers and employers either use Artificial Intelligence now or are approaching it. It seems that artificial intelligence could generate more jobs than it destroys.

Though the GIG economy offers companies and organizations more economical options for accomplishing work, finding a suitable fit is not always straightforward. In today's world, GIG workers and employers can leverage Artificial Intelligence-powered platforms that utilize data to assist them in finding what they need. Justin Brenner and Aidan Ranzieri, renowned researchers and GIG economy marketers, use these statistics to provide companies and initiatives that employ GIG workers with the necessary knowledge to drive impactful change. In California, Brenner and Ranzieri were instrumental in promoting the benefits for drivers as part of the marketing team.

**Duggan et al. (2020)** defined the GIG economy as "an economic system that uses online platforms to connect workers or individual service providers with consumers digitally." This implies that three primary stakeholders are engaged in the work's execution: customers needing services, platforms managing the online platform, and staff members fulfilling customer requests.

At present, individuals distinguish the GIG economy from more conventional forms of employment. The GIG economy's expansion highlights how the concept of a "job" has changed over time, moving from relatively stable employment with a single corporation to demand-driven, temporary projects (GIGs). The amount of platform-based GIG labor has increased dramatically during the last five years. According to Katz and Krueger (2019), the proportion of workers in the United States who participated in non-traditional work arrangements increased from 10.7% in February 2005 to as much as 15.8% by the end of 2015. Furthermore, the study revealed that in 2015, only 0.5% of US workers were employed as service providers through online technology intermediaries

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According to The MasterCard Report 2019, the GIG economy is expected to grow at a steady pace of 17% annually, reaching a total value of \$455 billion by 2023, driven by the integration of Artificial Intelligence-powered systems. The report also forecasts that by 2021, the GIG economy will account for 15%–20% of the market, with an estimated valuation of USD 450 billion. According to the BCG Report (2019), emerging countries have witnessed a substantial rise of over 30% in the usage of GIG employment platforms. In 2017, Freelance NASSCOM forecast that the GIG economy in India would reach a net worth of USD 455 billion by 2024, growing at a 10% CAGR (*IBEF Report, 2021*). We must acknowledge the risks and challenges of this kind of work structure because research suggests it is here to stay and might even flourish in the future.

## ARTIFICIAL INTELLIGENCE AND GIG ECONOMY

The emerging technology known as artificial Intelligence holds immense potential for job creation. It may support and facilitate connections between employers and job seekers on other digital platforms, especially in the GIG economy. When humans and artificial intelligence collaborate, they can change labor and workers **(Su et al., 2021).** 

We are seeing the emergence of a global labor market for talented workers. This market, which uses digital technology to supply labor globally or even on a planetary scale, does not eliminate geography; instead, it exists to benefit from it. (*Graham and Anwar, 2019*) This phenomenon can be seen as a form of data-centric worker empowerment, as described by *Altenried (2020)*, and represents the future of work, as posited by *Posada (2020)*. It also aligns with the concepts of platform economy and platform work, as explored by *Vallas and Schor (2020)*.

Software-based media, or platforms, can be entrepreneurial incubators or digital applications such as Uber, Ola, Amazon Flex, Lyft, Etsy, and others. In the platform economy, the responsibility and control of economic transactions are shifted externally, resulting in a concentration of power. This distinctive feature of platforms gives rise to governance mechanisms that differ from those observed in traditional markets, posing unique challenges for regulators, workers, and competitors in the conventional economy (Vallas and Schor, 2020).

## ARTIFICIAL INTELLIGENCE AND HRM PRACTICES

Human resource leaders expect more and more material to be added to significant hierarchies. However, the importance of authoritative positions can sometimes keep HR managers from carrying out this simple task. Computer-powered intelligent systems may be able to help with this issue. This highlights artificial intelligence's immense development potential. If more businesses employ Artificial Intelligence to undertake authoritative jobs, the efficiency of the HR department may increase, allowing HR experts to focus more on the critical expected levels. (*Churlly & Praimnath, 2020*).

In the human resource (HR) sector, Artificial Intelligence is a relatively new idea that has recently acquired popularity. On the other hand, it has dramatically influenced human resource management, creating the impression that it is required for recruiting, training, developing, and keeping employees. A human dynamic process is flawed, given the shortcomings in human theory. As Artificial Intelligence becomes more prevalent, many creative solutions enter the business center. One excellent example of the increasing array of Artificial Intelligence options is computing. It evaluates fresh dialogue situations and searches for hints of elusive traits like empathy—in 2017—Ivanov and Webster.

Artificial intelligence has the potential to help organizations finish tasks faster. The increasing burden of including human resources management in critical decision-making has led companies to understand the value of integrating their HR strategy with modern technologies. A prompt reaction is required due to the swift changes in market conditions. In Western countries, HR associations invest in R&D to create innovations that help them stay in business. Businesses benefit from Artificial Intelligence's theoretical foundations in incorporating new architectures. Further, it provides a platform that might simplify and improve all human resource management duties, such as hiring, choosing, training, career promotion, paying, and performance management. Artificial Intelligence might benefit the company and make HR functions more ecologically friendly (*Agrawal et al., 2019*).

In addition, there's a chance that the recent trend toward relying heavily on Artificial Intelligence and machine learning technologies for HR operations could significantly increase workplace efficiency and employee engagement (*Neumann & Bisschops, 2019*).

#### LITERATURE REVIEW

Previous research investigations have criticized the detrimental impact of internet technologies and artificial intelligence on various industries and the terms and conditions of work and employment. This concern is particularly relevant in the gig economy (Harari 2018; Frey and Osborne 2017). Most prior research has primarily focused on the individual level, examining the vulnerability experienced by individuals in the face of technological advancements. However, in this scholarly article, we adopt a structural perspective and contend

that artificial intelligence merely amplifies the preexisting conditions of vulnerability inherent in our systems and structures rather than serving as the primary cause of these difficulties. Specifically, in a national context where a robust welfare system provides safeguards against vulnerability, implementing AI would reduce vulnerability compared to a system lacking safety nets.

**James and Whelan (2021) argue** that even within a welfare state, utilizing technology and ethical applications necessitates monitoring through accountability structures. Recognizing that the digital economy's precarity cannot be solely attributed to AI but mirrors the existing precarity prevalent in traditional work environments is essential. AI technology can amplify inherent vulnerabilities, exploitative practices, and discriminatory work methods in contexts with less regulation. Consequently, AI technology-based platforms employed in the gig economy do not inherently yield positive or negative outcomes but instead manifest a combination of both, resulting in multifaceted consequences contingent upon the systems in which they are embedded.

GIG labor appears to be expanding throughout sectors and countries, which means economies are seeing its penetration more frequently. Interest in it has spread far beyond academic scholars, including policymakers and the general public, because of its rise and implications for individuals and the social structure of the workplace. Cross-disciplinary publication patterns in labor law, consumer studies, marketing, employment relations, sociology, strategy, and other subjects indicate that scholarly interest has increased despite the relatively young topic. There is a lot of discussion about the advantages and disadvantages of GIG work for both people and society at large, with two opposing and well-known viewpoints. *Kirven (2018) and Douggan et al.*, *2021b*.

**Myhill et al. (2021)** address a topic that has received little attention in the literature thus far: the essential traits and norms of GIG employment. The authors aim to employ an approach that acknowledges GIG workers' subjective, lived experiences while emphasizing the objective qualities of a high-quality job. The study highlights the shortcomings of the work quality models that are currently in use, especially those that focus on objectively styled characteristics. The lived experience of GIG workers seems to be more complex and nuanced than prior studies. Despite critical discussion about the drawbacks of the strict, technical control typical of GIG labor, workers tended to be less concerned about much of this and instead saw themselves as having more control.

**Shanahan and Smith (2021) examine** coping strategies GIG workers use to address psychological contract violations that uphold and undermine platform corporations' dominance. The findings offer exciting new insights into how different ideologies and explicit and implicit power dynamics influence GIG workers' perceptions of their occupations.

The case study by **Kamasak et al. (2020)** examined Uber drivers in the UK, who primarily consisted of minority ethnic Muslims from working-class backgrounds. The authors' research revealed valuable insights into the gig economy, specifically with ethnicity, religion, and social class. It is important to note that the issues uncovered in these studies highlight the significance of considering socio-demographics.

*Caza's (2020)* study concentrated on the predominance of GIG work, which is also used in management education for all organizing-related topics. It also identified three major areas for further research: how the GIG economy may affect universities, faculties, and students.

**Rukhsar (2019)** examined how employees perceived and understood the GIG economy. The writers also discussed the issues at hand and a few possible fixes. They discovered that the GIG system permits a better network inside and outside the company and does not impose any restrictions on talent.

**Banwari (2018) investigated the rapidly expanding GIG economy, which is centered** on technology platforms and is quickly growing in every area of the nation. The author has discovered that this economy has potential advantages and difficulties that may become opportunities with cooperation from the government and educational institutions.

**Kathuria et al. (2017)** conducted a study titled "Future of Work in a Digital Era: The Potential and Challenges for Online Freelancing and Microwork in India" to evaluate the growth of Microwork and Online Freelancing in India. These platforms allow individuals to work independently and temporarily by connecting their skills with businesses through web-based platforms. The authors highlight that Online Freelancing and Microwork have emerged as lucrative prospects within India's informal labor market. The digitally empowered workforce can find employment and enhance productivity across straightforward, complex business processes. The study reveals that online platforms continuously innovate to encourage greater participation from freelancers in this expanding ecosystem. They offer training programs to equip users with the necessary technological skills. Additionally, platforms have recognized and addressed payment, bidding, and website navigation challenges. Algorithmic improvements are being implemented to simplify platform usage for clients and freelancers.

### CLASSIFICATION OF WORK FORMS IN THE GIG ECONOMY

The GIG economy is booming, and technology is making it easier for employers, workers, and other related resources to participate in this platform economy. People are demanding more flexibility in response to the changing nature of the job. In addition to home delivery, driving, and customer service, the GIG or platform

economy also increases opportunities for freelance labor. This study discusses several GIG and platform economy employments given below:-

- Digital Marketing
- Freelance Writing
- Virtual Assistant
- Driving
- Apps and Web Site Development
- Home Food Delivery
- Proof-reader / Editor
- Video / Photograph Editor

#### ARTIFICIAL INTELLIGENCE DRIVERS IN THE GIG ECONOMY

The demand-based component of GIG labor has been integrated into a successful business model based on four variables addressed in this section: the nature of work, technology advancements, the preferences of the current workforce, and work flexibility.



Figure: Artificial Intelligence Drivers in GIG-Economy

• **Nature of Work**—Jobs become more fragmented, decontextualized, and granular as workers break them into smaller tasks (Connelly et al., 2021). The technological foundation that enables this distribution and the task's fragmented character allows for its dispersion across numerous individuals. Often, organizations have a pool of workers from whom they can select employees for brief assignments requiring minimal comprehension of the environment in which the job is being done.

• **Technological Advancements** - The GIG economy has grown rapidly in technological improvements (*Gawer, 2014*). Without the technology that facilitates transactions by offering bandwidth and security, the GIG economy would not exist. In the past five years, India's internet connectivity and access have more than doubled, rising from 15% to 40%, laying the groundwork for a more diverse labor force that spans the country's cities and outlying regions (*Vision, 2021*).

• Work Preferences of a New Workforce—Despite the benefits of GIG labor for companies, the preferences of millennials—the younger generation of workers—are a significant factor influencing the shift to GIG employment. With 400 million workers, India boasts the largest millennial population in the world (*Morgan Stanley Research, 2017*). The ideas that motivate these young people are autonomy, flexibility, work-life balance, and growth and development (*Bansal, 2017*).

• **Flexibility** - According to **Sprinkler et al. (2017)**, the GIG platform allows workers to operate from anywhere, which lessens the restriction of physical boundaries. The GIG worker is not required to work at a physical workplace or office. It allows employees to work for clients in a different town, state, or nation without moving there in person. Furthermore, it has made a sizable and untapped labor pool—primarily in India's tier two and three cities—able to find employment. People who lost their jobs due to the present COVID-19 pandemic are now able to make money through GIG platforms (*Samuel, 2021*). According to the study by Outlook India, the GIG economy can now hire more women than before the COVID-19 pandemic (*Outlook*,

**2021).** The GIG platform has created a way for those already employed to make extra money. Approximately 56% of participants in a McKinsey study stated they work independently to boost their income (*McKinsey Report, 2016*). GIG platforms facilitate the distribution of work and connections between workers and consumers, making it easier to perform independent work. It gives organizations a chance to benefit from the experience of individuals residing in other nations.

## **ROLE OF HR PROCESS IN THE GIG ECONOMY**

• Human Resource Planning - Firms must consider the number of employees who report to a manager or supervisor and the reporting lines. To avoid adding to the workload, organizations should consider full-time staff and contract workers when determining the number of employees reporting to a specific manager or supervisor.

• **Performance Management and Rewards** - GIG workers might get recognition on par with normal employees, whose performance is tracked, and rewards are paid according to performance. Organizations should train their excellent task force for the business's long-term advantage while keeping business continuity in mind. Besides this, companies should maintain digital records of every GIG worker and their performance, as this could be useful in determining whether or not to reconnect with the GIG worker.

• **Employee Retention** - Unlike most traditional organizations, platform organizations use the network effect to attract users to their platform. Examples include offering incentives to attract many clients, crowd workers, or both. Yet, these networks may be ineffectual due to the unpredictability of the clients' task expectations or the workers' availability. In this regard, many rideshare drivers work for both Uber and Lyft to have enough employment to make a decent living. As a result, they might say they are available on both platforms, but this might not be true. GIG workers may also be more likely to be geographically distributed and work at a distance from their clients and platform organizations, depending on the type of work being done.

• **Compensation and Benefits** - The introduction of new algorithmic technologies significantly impacts HR departments' duties concerning pay and benefits. *Cheung and Hackett's (2019)* study explains how algorithms facilitate tracking employee performance and assessing each individual's value-added and likelihood of leaving the company. Nonetheless, these technologies provide the comparable potential for optimizing GIG workers' remuneration. While employers might believe contingent labor is more economical, this relies on the company's specific circumstances. The low pay provided to employees may not be sufficient to offset the costs associated with turnover, which can be disruptive (*De Stefano, Bonet, & Camuffo, 2019; Fisher & Connelly, 2017*).

• **Job Design** - Creating suitable job designs for every organizational role involves an enormous HR contribution. However, as **Bush and Balven (2019)** point out, crowd-sourced work must also consider this. Work features (such as job characteristics and meaningfulness) are essential because they can't be fostered by long-term employment relationships or even intimate relationships with supervisors to increase the engagement of GIG workers.

• Knowledge Management and Succession Planning—GIG labor contracts require Specialized programs, technology, and skills. Organizations must design a systematic knowledge management strategy for GIG workers to enable succession planning and continuous learning.

### THE IMPACT OF ARTIFICIAL INTELLIGENCE ON WORKFORCE EMPLOYMENT

As Artificial Intelligence develops, the cost of automation will gradually drop, replacing human labor with machine labor. The fact that robots are replacing humans in labor due to technological advancements is not a recent development. Numerous economists have studied this subject in-depth ever since industrialization began in the late 18th century, trying to determine if technical innovation increases or decreases employment. The evidence now available suggests that technological innovation may affect employment in two ways: negatively by impeding it and positively by providing jobs. The influence of technology on employment is two-fold. On the one hand, it enhances worker productivity and substitutes specific labor tasks, reducing employment opportunities. This perspective is supported by Schumpeter, who argued that process innovation would result in cost savings, ultimately causing a decline in labor demand and an increase in unemployment. Conversely, technological innovation and productivity improvements can temporarily amplify the demand for the primary factors in producing novel goods.

On the other hand, technological progress also creates employment prospects through market capitalization effects. As a result, the cost of lost employment due to capitalization has already been paid. Furthermore, the faster technology advances, the more the present value of profits increases, and the effective discount rate of future profits decreases. Companies will expand the scope of their industrial operations and create more jobs

to maximize profits. Scientists disagree about the relative importance of the two results listed above. Over the past 200 years, automation and technological improvements have not displaced workers. Although unemployment rates exhibit cyclical changes, there is little evidence that technological advances have led to sustained increases in unemployment rates.

Artificial Intelligence is akin to other technological revolutions in that it frees up labor from humans and significantly boosts output. Artificial Intelligence also performs several new tasks. Artificial Intelligence's speed, breadth, and depth set it apart from previous technological revolutions. The development of machine learning has enabled the computerization of production processes by turning non-routine jobs into routine ones. Machines are starting to take the role of brains. Not only is it a machine that increases human potential, but it also can replace human labor in an entirely new way, affecting many professions that have not yet been influenced by technology. Labour can now be replaced at a never-before-seen rate and scale thanks to the advancement of Artificial Intelligence. Three main areas of current research on Artificial Intelligence's impact on the labor market are the possibility of job automation, the effect of Artificial Intelligence on employment overall, and the effect of Artificial Intelligence on the structure of work.

## THE IMPACT OF GIG-WORK-THE WORKER PERSPECTIVE

Since they lack the emotional, psychological, social, and financial stability that an organizational setting offers, independent contractors—a significant portion of the GIG economy—operate in an environment of uncertainty. Scholars have not yet thoroughly examined the ramifications and strategies for managing this component of independent employment (*Petriglieri et al., 2018*). Below, we've attempted to list the effects that GIG labor has on its employees:

• **Uncertainty**: according to 35% of American GIG workers and 60% of Indian workers, they frequently worked between the hours of 22:00 and 5:00, which corresponds to when the work was placed on crowdsourcing websites (*Berg, 2016*). They love the freedom and flexibility of GIG labor, but they are uncertain about their future employment opportunities. Concerns include how long they will remain employed by the current company and what will happen to them when their contract expires.

• Alienation: For GIG workers, choosing to be alone is a forced decision. They frequently operate at a distance from companies, and permanent staff may view them as outsiders or threats, making it difficult for them to integrate seamlessly and increasing the risk of conflict. Under these circumstances, GIG workers frequently find it challenging to comprehend, much less embrace, the more considerable organizational processes and personnel (*Hasija et al., 2020*).

• Economic Uncertainty: Independent contractors cannot predict if they will have a steady source of revenue for the duration of their desired task. According to *Petriglieri et al. (2018)*, they experience intense emotional stress due to economic instability, which forces them to constantly cope with concerns about finding a steady stream of labor.

• **Existential Ambiguity:** These workers, stripped of the limitations and comforts that come with belonging to an organization, were left to define who they were in a situation marked by isolation, independence, and constant exposure to the free market (*Petriglieri et al., 2018*). This void clarified who they were not: members of an organization.

• **Intricate dynamics of unequal rewards and compensation, sense of fulfillment, and flexibility:** Employees' Fairness views significantly influence individual and organizational results. While GIG workers enjoy the flexibility and the ability to express themselves through their work, permanent employees' complete or partial lack of these qualities can lead to complex people dynamics that can affect commitment and satisfaction for all individuals involved in the organization.

## THE IMPACT OF GIG-WORK-THE ORGANISATIONAL PERSPECTIVE

Supervising GIG labor is more complicated than it is sometimes believed. According to the **Ernst & Young** (2018) report, many organizations struggle with manual systems and processes, fragmented governance frameworks, and managing contingent workforces. Instead of employing data analytics, organizations frequently use simple measures to gauge the success of their contingent workforce. According to data provided by contingent workers, 55% did not complete the ban on the boarding procedure. When there is a lack of leadership, GIG workers become unaccountable for their work, which may lower their satisfaction. A gulf could be developed between the GIG worker and the company, leading to low organizational commitment. This includes several possible dangers mentioned in the Ernst & Young employer study. Some leading issues are cyber security, intellectual property, information security, etc. Concerns about contingent labor may affect current employees' work environment and culture have also been raised. In the meantime, just half of

contingent workers receive performance feedback from their employers, and 52% report no training. Performance monitoring is also sporadic. Apart from the risks associated with the organization, several other potentially grave concerns related to regulatory compliance and employment law exist. Notably, 44% of firms anticipate seeing more government regulation of the GIG economy soon. Nonetheless, 30% lack faith in their capacity to handle this problem better. *Davis & Storey (2018)*.

If a company employs a GIG worker to perform a task that most organizations' typical metrics are still unable to measure adequately, performance evaluation could potentially present challenges (*Hasija and colleagues, 2020 HBR publication*).

The previously mentioned emphasizes the necessity of creating personal holding contexts consisting of four types of connections: people, routines, spaces, and purpose. These connections offer the interpretation and containment necessary to bind and release the self through work (*Petriglieri et al., 2018*). However, it impacts the GIG workers' productivity; therefore, the company must consider it.

### **OPPORTUNITIES OF ARTIFICIAL INTELLIGENCE AND GIG ECONOMY IN INDIA**

• **The Minimization of Human Error:** Although humans occasionally make mistakes, computers are not susceptible to these errors if programming is done correctly. By applying a specific set of algorithms to previously collected requirement analysis or information, artificial intelligence reduces programmed errors and increases the likelihood of accurate output. An illustration of Artificial Intelligence-powered weather forecasting in action.

• **Anticipates Risks in Place of People:** The most significant benefit of artificial intelligence is swapping people. By creating an artificial intelligence robot that can perform dangerous tasks in place of people, we can avoid many harmful jobs humans undertake, such as traveling to Mars, disarming a bomb, extracting coal and oil, and dealing with any natural or artificial calamity.

• **Constantly accessible:** The most a human can work in a day is six to eight hours, with breaks, but with Artificial Intelligence, we can program robots to work continuously for twenty-four hours a day. When human connection is unnecessary, customer care services or helplines, such as those offered by educational institutions or organizations in the banking sector, answer consumer inquiries. And Artificial Intelligence is being used here.

• Assisting with Recurrent Tasks: In our daily lives, we perform several repetitive tasks, such as responding to emails of gratitude, checking that computers in the IT industry are operating correctly (e.g., SAP applications), and checking documents for errors. Automation is applied to assist with these tasks, or artificial intelligence (AI) can be used.

• Virtual Support: A small number of large organizations communicate with users through digital assistants, eliminating the need for human resources. Digital assistants can be used on the organization's website to address users' questions and doubts. Customers and users can chat with them to get the information we're looking for. Chatbots are made so we can't tell if we are speaking with a human or a Chabot. For instance, most businesses have a customer service department that can address any queries or concerns from customers and dispel any worries they may have. In this situation, we can use Artificial Intelligence to create a voice bot or Chabot to respond to consumer inquiries.

#### CHALLENGES OF ARTIFICIAL INTELLIGENCE AND THE GIG ECONOMY IN INDIA

• **Data security and privacy issues:** AI solutions based on ML and DL lean on large amounts of sensitive data, often of a sensitive or personal nature. In addition to automation, AI also brings several security and privacy vulnerabilities, resulting in increased exposure of businesses to cyber and geopolitical risks. However, India is moving in the right direction with her Personal Data Protection Act 2019 and National Cybersecurity Strategy 2020.

• **Deficiency in AI and cloud computing infrastructure:** The inseparability of AI and cloud computing arises from AI's voracious appetite for data, which can only be satisfied through cloud-based solutions. The convergence of AI and cloud computing offers limitless avenues for expanding AI capabilities. However, India's progress in this realm is impeded by the lack of access to dedicated computing and storage facilities, which are the backbone for AI advancements. India has embarked on developing its AI-centric computing infrastructure, AIRAWAT, to overcome this challenge. This cloud platform facilitates advanced AI processing and empowers the analysis of extensive datasets for Big Data analytics.

• Low job prospects: As Artificial Intelligence replaces humans for most repetitive tasks, robots will interact with humans less, leading to a significant problem for employment standards.

• Lack of integrity and ethics with AI and ML solutions: The lack of integrity and ethical considerations in AI and ML solutions has become a prominent issue in light of the emergence of AI products and algorithms and their increasing role in decision-making processes. Providers of AI solutions now face the challenge of grappling with the ethical and moral dilemmas associated with their technologies. AI algorithms leverage the training they receive, allowing them to generate predictions based on the provided data and their ability to learn from it. However, there are instances where these algorithms overlook the accuracy of the data, resulting in outcomes that are open to interpretation. Additionally, the integrity of the dataset itself can be compromised, leading to biased results.

## DISCUSSION AND IMPLICATIONS FOR PRACTICE

The gig economy has fortunes for companies as well as for individuals.

**For companies both people and businesses can benefit** from the GIG economy. Businesses should set up the necessary infrastructure and HR systems to engage with "independent workers." Employers can use the competencies of the possible staff layoffs by utilizing the Internet economy approach: Hiring will inevitably slow down, and layoffs will result as industries use exponential technology to fix inefficiencies and create more competitive business models. Businesses can help laid-off workers become freelancers, internet workers, or entrepreneurs by providing them with retraining, counseling, and mentoring. It is possible to use their current competencies to support legacy systems. Access to company training materials and their newly learned skills, which support the organization's resource capacity ramping and utilization strategies, can help assist each employee's reskilling efforts. (*World Bank 2016*).

**For Individuals** - People need to reskill or upskill themselves continuously in the changing workplace. Individuals need to understand that the present paradigm of formal education, up until the age of twenty or twenty-five, followed by employment and experiential learning for the remainder of our lives, is slowly being altered. In the digital age, their job is to make their lives meaningful and fulfilling. They must use the learning possibilities offered by the enabling ecosystem the government provides and the organizations they work for.

## CONCLUSION

Artificial Intelligence plays a vital part in introducing GIG culture to underdeveloped nations and far-flung regions of the globe. GIG workers include several opportunities in the GIG economy, including a flexible work environment, the ability to work in areas of interest, and access to job postings worldwide. Nevertheless, it presents multiple challenges for independent contractors, including lower income, less social benefits, and unstable employment. Employing freelancers offers corporates several advantages, including lower expenses, less commitment, and access to talent when needed. Still, while managing business tasks with the assistance of freelancers, organizations can come across numerous issues in maintaining the privacy of data, information, and intellectual property.

Based on an in-depth study of the available literature review, we couldn't find much information regarding how organizations might employ freelancers to protect their data and copyright due to the firm's confidentiality issues. Consequently, future studies may address data security and privacy concerns in the GIG economy. Examinations of freelancers' concerns regarding payment security and compensation on Artificial Intelligence platforms are additionally missing in the literature. Further research on safeguarding freelancers' rights in the GIG economy is recommended. Also, an inadequate number of studies examine how GIG workers could leverage different marketing channels and develop their online brand to advance their careers and achieve long-term success in this market. Thus, research on the crucial elements influencing the promotion of freelance goods and the development of strong brands should be a focus of future directions.

Organizations should be granted the ability to hire contract workers. Government has a duty to protect the rights of independent contractors and temporary workers. As with normal employees, GIG and contractual employees must be protected by minimum wage laws, maternity benefits, and other welfare regulations. Appropriate labor legislation must be created to address this. Following COVID-19, there has been an increase in the trend of online contracts; both individuals and businesses feel comfortable using Artificial Intelligence platforms for employment. The GIG and Artificial Intelligence economies are expanding quickly, necessitating thorough control.

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