

Bibliometric Analysis on the Emergence of the Gig Economy

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Abstract. The research aims to enhance the understanding of the gig economy through a comprehensive bibliometric analysis. Utilizing co-citation and co-occurrence techniques, this study seeks to identify key articles, prominent topics, and emerging trends within the field. The objective is to provide valuable insights for researchers as well as practical guidance for policymakers and organizations aiming to engage effectively with the gig economy. The analysis draws upon data from the Scopus database, which includes a robust dataset of peer-reviewed journal articles, ensuring the reliability of the findings. The study highlights three primary research clusters: the theoretical foundations of the gig economy, the digital platforms and precarious aspects of gig work, and the lived experiences and power dynamics within gig employment. Key emerging topics identified include the relationship between technology and jobs, the realities of gig employment, innovation and entrepreneurial strategies, and traditional employment factors in the gig economy. The findings indicate that while the gig economy has significant transformative potential, there is an urgent need to redesign traditional employment strategies to ensure equitable benefits for all participants. In conclusion, the gig economy presents a complex interplay of technology, innovation, and human factors. Future research should delve deeper into these dimensions to maximize opportunities while addressing the inherent challenges. Achieving a balanced approach will be essential for fostering an inclusive and sustainable gig workforce moving forward.

Keywords: Gig economy; Digital transformation; Technology; Innovation; Employment; Bibliometric analysis.

1.0 Introduction

Gig work symbolizes an evolution of today's labor market, where workers are hired on a short-term basis and operate as independent contractors instead of company staff. Over the last ten years, this concept has gained widespread popularity, mainly due to technological innovation and the rise of online platforms. Approximately 36% of US workers are now freelancers, according to one recent Gallup Poll (as cited by Ye et al., 2022), and there is an observed similar trend going globally. There are several reasons for the rise of the gig economy. The 2008 financial market economic meltdown triggered many individuals to search for other streams of income (Singh, 2024). At the same time, technology has all but erased the barrier that separates consumers from service providers, such as smartphones and digital platforms. The likes of Uber and TaskRabbit, launched in 2009 and 2008 respectively, have played a part in a shift to this highly digital kind of work, and are re-ordering labor relations. As reported by Maynika et al. (2016), the estimated online talent platforms could add up to \$2.7 trillion to global GDP by 2025.

Some interesting patterns emerge in regional differences in willingness to participate in the gig economy. In developed economies like the United States and the United Kingdom, for example, gig work supplements traditional work. While gig work is often a side source of income in countries like India and Indonesia, it can also be a primary source of income in the developing world. The Asia-Pacific Employment and Social Outlook (2022) reports that gig work may represent as much as 12 per cent of the total employees in South East Asian countries, highlighting the importance of this phenomenon in such growth markets. Additionally, the gig economy carries both a promise and risks for work and society as a whole. For everything good they offer, such as increased flexibility, low barrier to entry, and income diversification, it also has a flip side. This otherwise favorable scenario has, however, its downsides, like instability of income, the erosion of the rights of work traditionally offered by employment, and a lack of access to certain social protections. According to Anderson et al. (2021), 78% of gig workers find this kind of work appealing due to the flexibility, but 63% worry about economic security.

The gig economy benefits not only self-employed individuals but also the macro-economy as a whole. It lubricates the wheels of the market by bringing supply and demand more closely in line and by cutting transaction costs. However, it also raises regulatory questions, mainly around worker classification and social safety nets. The European Parliament (2024) describes the recent attempts of the European Commission to improve the rights of gig workers, stressing the need for any innovation to fit within a framework that guarantees the rights of workers, and the future looks bright for the gig economy as it continues to grow. The COVID-19 pandemic has fast-tracked digitalization and working from home; new opportunities in this space are likely to be unleashed. It is now expected that the global gig economy will grow to \$455 billion in 2023, with a compound annual growth rate of 17.4% (Zapanta, 2025). This actual trajectory begs serious questions about the future of work, social protection systems, and economic inequality, which policymakers, industry, and society must carefully consider.

The demographics amongst gig economy workers broadly indicate that they are younger individuals who have an urban dwelling, based on the findings of Anderson et al. (2021). Additionally, estimates suggest that 16% of Americans have earned money through online platforms for gig work, as online work has become increasingly appealing due to its flexible schedules and potential for additional income, particularly for those struggling to find employment (Dunn, 2020). Notably, TransUnion (2024) highlights that for a substantial portion of these workers, specifically 40%, income derived from gig economy activities constitutes their sole source of revenue. The financial aspect of the gig economy is also discussed by Schwellnuss et al. (2019), proposing a symbiotic relationship that, despite the gig economy enhancing GDP, may erode the traditional employment arrangements. Likewise, Hwang (2024) is concerned that the expansion of the gig economy can aggravate declining wages and income inequality. As reported by Statista Research Department (2024), the expanded industry of the gig economy may contextualize human rights violations.

Looking towards the future, Pasricha (2024) predicts that the continued development of technology, especially in AI and automation, will further transform the gig work landscape. Additionally, Cygal et al. (2021) argue that the COVID-19 pandemic catalyzed the move of work into remote and flexible modes, which could give rise to an extended gig economy. Given these emerging tendencies, one could highlight the importance of well-drilled strategies that encourage innovation but also protect workers participating in the gig economy.

Given these trends and observations, the study aims to contribute to the understanding of the gig economy by relying on a bibliometric analysis of the literature to gain insights into its ideas and themes. Through co-citation and co-occurrence techniques, this investigation seeks to reveal seminal articles, leading topics, and new issues related to the gig economy. For researchers, the results are expected to provide invaluable insights, and for policymakers and organizations, practical recommendations to manage the gig economy efficiently. By providing a deep understanding of this phenomenon, patterns, and relationships, this study seeks to facilitate the emergence of more innovative and less exploitative businesses in the gig economy.

In order to help readers get some sense of the context of this study, the paper is structured as follows: Section 2 reviews the gig economy in detail, which contains the related works and framework of this study. Section 3 presents the methods, which cover a description of the search strategy, data collection methods, and the analysis procedures used in the bibliometric analysis. Section 4 presents co-citation and co-occurrence results: it emphasizes the most-occurring and the most-cited topics. Section 5 concludes with the implications of our findings, theory, future research, and practical recommendations for the industry and policymakers. Finally, Section 6 is the conclusion, which outlines the conclusions of the paper and highlights the contribution of this

study to the literature on the gig economy.

2.0 Methodology

This study uses bibliometric analysis as the core method to review the academic literature on the gig economy systematically. This bibliometric analysis is a powerful tool to investigate academic publications, to discover the citation patterns and the connections between research papers (Donthu et al., 2021). This method was chosen due to its ability to determine patterns, trends, and pioneering studies in the field, providing meaningful insight into the evolution of research on the gig economy over time.

The research, in particular, employed two main bibliometric techniques: co-citation analysis and co-occurrence analysis. Co-citation analysis measures the rate and nature of co-citation (or citing in common) between any two papers. It is one of the important means of gauging intellectual relationships in academic work (Small, 1973). VOSviewer software was used to produce the co-citation networks that represent key research clusters and theoretical underpinnings in gig economy research. Moreover, co-occurrence analysis was used to investigate the extent of the occurrence of keywords collectively within academic literature, which will enable the identification of central themes and conceptual development in the field (van Eck & Waltman, 2020). Using these two methods, the study was able to examine not only the intellectual structure but also the thematic development of research on the gig economy.

Data were sourced from the Scopus database, which encompasses peer-reviewed articles about the gig economy published between 2016 and 2025. The researcher chose the specific publication window as 2016 was the year in which there was an observed increase in the number of publications concerning the gig economy. The search within the Scopus database was executed on March 9, 2025, utilizing the specific search term "gig economy." The analysis incorporated article metadata, including authors, titles, abstracts, keywords, and citation data. As for the limitations, only journal publications were considered, excluding conference proceedings, books, and book chapters. This criterion ensures the selection of high-quality, peer-reviewed publications that adhere to the rigorous editorial standards of Scopus. By employing the bibliometric software tool VOSviewer, this research generated visualization maps and computed various bibliometric indicators, such as citation counts, overall link strength, keyword occurrences, and their frequencies. This systematic methodology allowed for an objective identification of major research streams, prominent authors, and prevailing trends within the literature on the gig economy through quantitative analysis techniques.

3.0 Results and Discussion

3.1 Co-Citation Analysis

Table 1 presents the top 10 highest co-cited documents and their total link strength based on the co-citation analysis. Of the 94,777 cited references derived from the database, 60 meet the threshold of a minimum of 27 cited references. The threshold was tested several times until robust, evenly distributed clusters were formed and until the best visualization was achieved. The threshold must be an appropriate level, not too high or too low, which can result in oversimplified or complicated visualization. According to ACS Publications (2021), data visualizations can significantly affect the understanding and interpretations of data. The highest co-cited publications are Wood, A. J., Graham, M., Lehdonvirta, V., and Hjorth, I. (2019) with 147 citations, Gandini, A. (2019) with 128 citations, and Rosenblat, A. (2018) with 116 citations. Meanwhile, the Total Link Strength indicates the total strength of the links between an article and other articles in the sample analyzed (Pandey et al., 2024).

Table 1. Top 10 documents with the Highest Co-Citation and Total Link Strength

Documents	Citation	Total Link Strength
Wood, A. J., Graham, M., Lehdonvirta, V., & Hjorth, I. (2019). Good gig, bad gig: Autonomy and algorithmic control in the global gig economy. <i>Work, Employment and Society</i> , 33(1), 56-75.	147	766
Gandini, A. (2019). Labour process theory and the gig economy. <i>Human Relations</i>	128	674
Rosenblat, Alex. (2018). <i>Uberland: How Algorithms Are Rewriting the Rules of Work</i> .	116	515
Gerald Friedman, 2014. "Workers without employers: shadow corporations and the rise of the gig economy," <i>Review of Keynesian Economics</i> , Edward Elgar Publishing, vol. 2(2), pages 171-188, April.	109	468
Srnicek, N. (2017). The challenges of platform capitalism: Understanding the logic of a new business model. <i>Juncture</i> , 23(4), 254-257.	105	336
Graham M, Hjorth I, Lehdonvirta V. Digital labour and development: impacts of global digital labour platforms and the gig economy on worker livelihoods. <i>Transfer</i> (Bruss). 2017 May;23(2):135-162. doi: 10.1177/1024258916687250. Epub 2017 Mar 16. PMID: 28781494; PMCID: PMC5518998.	99	519
Sundararajan, A. (2016) <i>The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism</i> . Mit Press, 128-129.	97	244
Prassl, Jeremias, <i>Humans as a Service: The Promise and Perils of Work in the Gig Economy</i> (Oxford, 2018; online edn, Oxford Academic, 19 Apr. 2018).	91	272
Lehdonvirta, V. (2018). Flexibility in the gig economy: Managing time on three online piecework platforms. <i>New Technology, Work and Employment</i> , 33(1), 13-29.	89	453
Tassinari, A., & Maccarrone, V. (2020). Riders on the Storm: Workplace Solidarity among Gig Economy Couriers in Italy and the UK. <i>Work, Employment and Society</i> , 34(1), 35-54.	88	440

Figure 1 shows the network structure in the co-citation analysis. Based on the network visualization, co-citation analysis produces three distinct clusters. Each cluster is labelled and characterized based on the representative publications, as interpreted by the researchers, according to the three clusters.

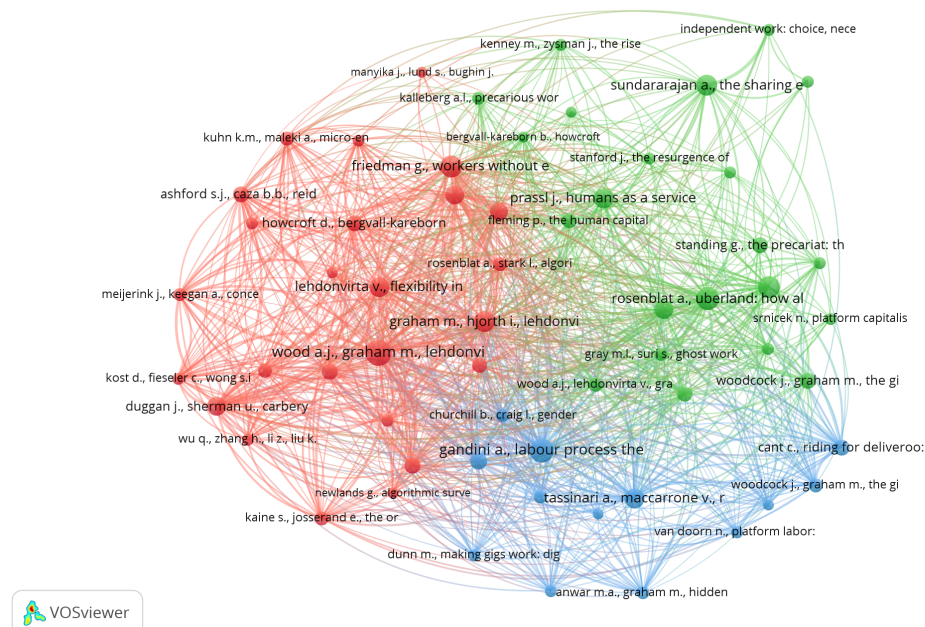


Figure 1. Co-citation analysis of big data analytics in the Gig Economy

Cluster 1 (Red)

This cluster is labelled as “Conceptual Foundations of Gig Economy.” Important trends emerging from this cluster relate to the conceptualization and description of gig work in light of changes in the labor market. The development of a workforce that is not in the traditional employment structure and its potential social implications were explored by Friedman (2014). Furthermore, the Gig Economy is tentatively portrayed as a key and nascent focus of academic scholarship, especially when considering individual experiences and entrepreneurial behavior (Ashford et al., 2018; Burtch et al., 2018). The research of Braun and Clarke (2006) suggests that early work in this area probably employed qualitative research methods (e.g., thematic analysis) to navigate the nuances of gig work. These seminal research studies have situated the Gig Economy as an important

topic that deserves investigation in many academic areas. Together, the cluster symbolizes the very first attempts to shape, classify, and develop a more on-topic comprehension of elements of this emerging modality of working.

Cluster 2 (Green)

This cluster is labelled as the “Role of Digital Platforms and the Precariousness of Gig Work”. It highlights the importance of examining critically the mechanisms of the gig work, in connection with digital platforms and algorithmic management. Kenney and Zysman’s (2016) and Srnicek’s (2017) work demonstrates how these platforms have grown to become powerful intermediaries, reworking employment relations and shaping new economic relations of power in the processes of data extraction and control. Srnicek’s idea of “platform capitalism” is fundamental in thinking about the underlying infrastructures of gig work. As studied by Rosenblat and Stark (2016) and Rosenblat (2018), algorithmic management involves automated task assignment, pay setting, and monitoring of performance by opaque systems. This movement creates potentially deskilling and de-empowering conditions for workers. Scholz (2017) expresses apprehension at undercompensation in an economy of open knowledge, and Gray and Suri (2019) introduce the concept of “ghost work,” which exposes the invisible work that upholds digital services. Bergvall-Kåreborn and Howcroft (2014) discuss commodification as central in platform-based work, for example the transformation of human labor into a commodity, which can be provisioned by and exchanged in service markets, under conditions of greater or lesser ‘industrial arbitration’, where less value is given to the labor being exchanged, for example, offering lower wages or skill recognition. Combined, this collection of articles acts as a ‘counterpoint’ to previous studies by emphasizing barriers and limits of the Gig Economy, and inciting necessary debates about regulation, labor protection, and the ethical dimensions of the platform economy.

Cluster 3 (Blue)

This cluster is labelled as the “Lived Experiences and Power Dynamics in Gig Work”. This explores the nuances of worker agency, power relations, and social dialects of gig work. Anwar and Graham (2020) developed the idea of “hidden transcripts,” explaining how gig workers on the ground negotiate and challenge their power asymmetries in practice, through informal tactics, such as maximizing their earnings, sharing information on unfair practices, etc. Gandini (2019) uses the labor process theory to explain how platforms govern labor via algorithms and contracts. At the same time, Veen et al. (2020) present a case study on the food delivery sector , drawing attention to the tension between operational efficiency and worker autonomy. In addition, this cluster includes social and demographic aspects. As shown in Churchill and Craig (2019) and Van Doorn (2017), gig workers’ experiences are also mediated by gender and race, which exacerbate already-existing inequalities. Dunn (2020) focuses on the incentives for individuals to pursue gig work and emphasizes the popularity of flexibility and autonomy. Furthermore, Shapiro (2018) discusses the tension between the supposed autonomy in gig work and the level of control that platforms have. This is also illustrated in Tassinari and Maccarrone (2020), who give insights into sector-specific experiences, distinguishing between sectors such as delivery services and freelance writing. Finally, Graham and Woodcock (2019) offer a detailed overview of the Gig Economy in an attempt to harmonize different viewpoints and ongoing discussions. Overall, these studies offer a rich analysis of the gig economy from the vantage point of workers’ lives and the complex dynamics that shape their workplace realities.

Table 2 summarizes the co-citation analysis by presenting its clusters, cluster labels, number of articles, and representative publications.

Table 2. Co-citation clusters on big data analytics in the Gig Economy

Cluster	Cluster label	Number of articles	Representative Publications
1 (red)	Conceptual Foundations of Gig Economy	22	Capelli & Keller (2013), Friedman (2014), Ashford et al. (2018), Burtch et al. (2018), and Braun & Clarke (2006).
2 (Green)	Role of Digital Platforms and the Precarious Nature of Gig Work	19	Kenney & Zysman (2016), Srnicek (2017), Rosenblat & Stark (2016), Rosenblat (2018), Fleming (2017), Kalleberg (2009), Scholz (2017), Gray & Suri (2019), and Bergvall-Kareborn & Howcroft (2014).
3 (Blue)	Lived Experiences and Power Dynamics within Gig Work	12	Anwar & Graham (2020), Gandini (2019), Veen et al. (2020), Churchill & Craig (2019), Van Doorn (2017), Shapiro (2018), Dunn (2020), Tassini & Maccarrone (2020), and Graham & Woodcock (2019).

3.2 Co-Word Analysis

Table 3 summarizes the top 15 co-occurred keywords with their number of occurrences and total link strength. The co-word analysis applies to the same database. From the 7041 keywords, 60 met the minimum of 105 occurrences, resulting in 3 clusters. The highest co-occurrence keywords are Gig Economy with 955, Employment with 151, Workers with 122, Gig Work with 116, Human with 110, Sharing Economy with 109, and Platform Economy with 100.

Table 3. Top 15 keywords in the co-occurrence of keywords analysis

Ranking	Keyword	Occurrences	Total link strength
1	Gig Economy	955	1595
2	Employment	151	574
3	Workers	122	338
4	Gig Work	116	268
5	Human	110	714
6	Sharing Economy	109	239
7	Platform Economy	100	217
8	Digital Platforms	94	239
9	Platform Work	82	208
10	Covid-19	73	193
11	Uber	72	167
12	Algorithmic Management	70	203
13	Humans	68	467
14	Gig Workers	67	129
15	Labor Market	66	211

Figure 2 presents the network map of the co-word analysis. The map produces three clusters and is classified and labeled based on the author's inductive interpretation of the occurring words. All the clusters are shown to be closely related and partially integrated.

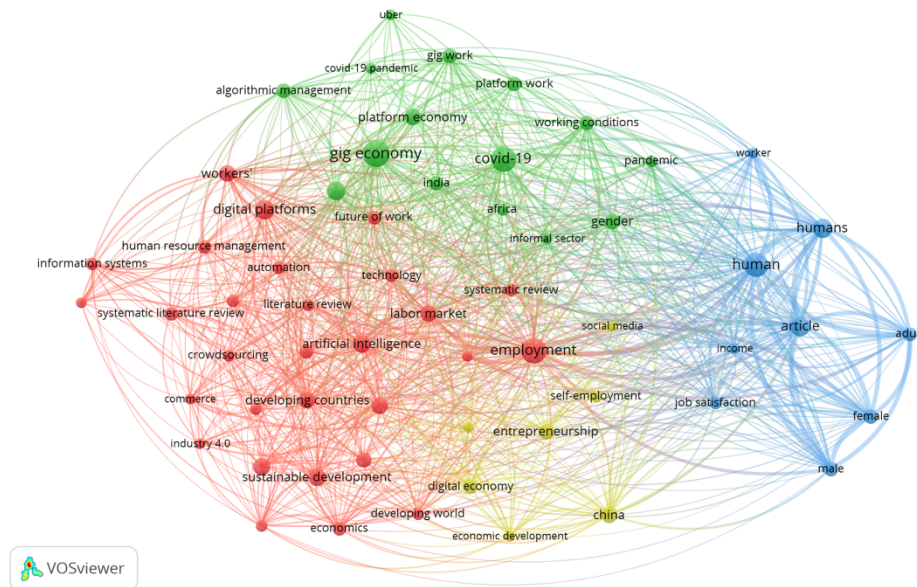


Figure 2. Co-word analysis of big data analytics in the Gig Economy

Cluster 1 (Red)

This cluster has 29 keywords and is cataloged under "Technology and Employment". The weight of the keywords on this cluster, focused on the intersection of technology, work, and economic growth, is especially significant in the arena of the Gig Economy. In this sense, digital platforms and artificial intelligence (AI), for instance, are dramatically restructuring labor relations. For example, the notion of platform capitalism articulated by Srnicek (2017) draws attention to the role new digital platforms have in transforming work organization and potentially the position of workers per se as central intermediaries in the Gig Economy. This movement requires changes in

the human resource management process. To manage gig workers effectively, Meijerink and Keegan (2019) suggest using a platform ecosystem approach. Moreover, algorithmic management, as discussed by Rosenblat and Stark (2016), demonstrates that platforms can control and manage gig workers through software's decision-making based on data, which also has the possibility of reducing autonomy and leading to more vulnerability of gig workers. These trends are in line with a larger transformation of the economy around Industry 4.0 and the Sustainable Development Goals. As one witnesses technological progress, especially in emerging countries, gig economy activities can be important sources of employment, and research is investigating the effects on labor markets. Taken together, the key words in this cluster emphasize the importance of understanding the Gig Economy as a complex interplay between technology and labor, and regarding the significant transformations in the economic structures and the workers' practices in the wake of technological change.

Cluster 2 (Green)

This cluster includes 15 keywords, which are categorized under the heading "Gig Work Realities". The cluster focuses on the dynamics of work and daily life associated with the gig economy, which is akin to much of the current debates about platform work. Recent studies have paid more attention to the work of gig workers, especially at a time when algorithmic management systems are deployed to regulate tasks and to oversee performance. This state of affairs frequently leads to reduced autonomy and increased precarity (Rosenblat & Stark, 2016; Rosenblat, 2018). Furthermore, the COVID-19 pandemic has highlighted weaknesses in the gig labor force and has led to questions about how platforms have dealt with these issues and their knock-on effects for worker safety and rights (Dunn, 2020). This setting underlines the need to have gig work studied not only as a labor phenomenon, but also as a social matter, and in particular as regards gender inequalities, and their connections with the informal economy, also as portrayed by Van Doorn (2017). Furthermore, the geographic context of this study extends to local contexts such as Africa, pointing to how local context can shape the experiences of gig workers and the unique challenges that they face in different societal settings (Churchill & Craig, 2019). In sum, this cluster offers a careful examination of the truths of the gig economy and the social implications of the gig economy, not the least of which have been emphasized by the pandemic and the shifting terrain of work.

Cluster 3 (Blue)

This cluster consists of 9 keywords and is labelled as "Innovation and Entrepreneurship Strategies". The focus of this cluster was innovation and entrepreneurship, as well as strategic management in the digital and sharing economies, which is highly relevant for the gig economy, where many gig platforms represent the spirit of digital entrepreneurship. Studies have shown that digitalization acts as an enabler to drive new business models, which are also crucial for gig platforms to be run efficiently; for example, taxi sharing services (Srnicsek, 2017). These digital platforms utilize digital technologies and big data to facilitate efficient operation and human experience, and are consistent with the innovative tactics introduced in this cluster. Also, the gig economy's attention to independent workers and micro-firms being a predominant feature in the contemporary economic relations relates well to the interest of SMEs in establishing a presence in the digital domain (Kuhn & Maleki, 2017).

Furthermore, the focus on sustainability in digital business models is in line with the gig economy's flexibility to deliver customizable work schedules that are responsive to economic needs (Ashford et al., 2018). Additionally, the strategic management knowledge resulting from this study is important for understanding how gig platforms compete and operate in an ever-changing market. The intersection of digital entrepreneurship and the gig economy also demonstrates how innovation not only helps shape new platforms but also paves the way for the adaptation of existing business models in line with the need for a digital-first service economy (Graham et al., 2017). As such, this cluster yields important lessons about the structural prerequisites for the emergence and persistence of the gig economy.

Cluster 4 (Yellow)

This cluster is described as "Traditional Work and Gig Economy Factors" and is comprised of 7 keywords. This cluster focuses on the effectiveness of organizations, employee behavior, and management of human capital, providing an informative lens when it comes to the dynamics that characterize the gig economy. However, its main line of enquiry is rather the case of more classic types of employment. Research within the context of job satisfaction, motivation, and turnover intention is especially salient in gig working contexts, where, despite being labelled as independent contractors, gig workers report divergent levels of satisfaction and engagement in their work (Duggan et al., 2020). Indeed, the factors that shape the performance of gig workers, such as their skills and

motivation, can be similar to those of regular employees. Acknowledging these aspects could be helpful to understand the motivations for choosing or not choosing to do gig work, as Dunn (2020) does in researching why people choose to engage in gig work. Moreover, the concepts of knowledge sharing and successful leadership, which are being used in traditional offices, are likewise applicable to how gig platforms organize their employees, though this time in a more time-independent fashion (Meijerink & Keegan, 2019). However, the gig economy is a very different world from the traditional one. Existing models of supervision and training may not always make sense when it comes to gig-based work with its emphasis on self-directed work and algorithmic monitoring that is found across many platforms (Rosenblat & Stark, 2016). This variation illustrates the need to modify human capital theories to more appropriately capture the gig work context as the gig economy disrupts traditional labor models, wherein new thinking is required to understand worker satisfaction and performance.

3.3 Theoretical Implications

The literatures offer a variety of theoretical perspectives on the gig economy and modern working conditions. Among these, Classification Theory and Typology Theory categorize new forms of employment into the economy as a whole (Cappelli & Keller, 2013). In addition, Howcroft and Bergvall-Kåreborn (2019) provide a typology of the different crowd work platforms. Friedman (2014) defines the phenomenon of employerless work and presents "shadow firms" as a key aspect of this landscape. In the labor dynamics literature, Ashford et al. (2018) approach Theories of Individual Adaptation and Agency, accounting for how workers adapt to new forms of work. Manyika et al. (2016) differentiate between voluntary and involuntary independent workers. A theoretical field delineated by Kalleberg (2009) draws attention to precarity and insecurity as core features of work in our time. Within this framework, Fleming (2017) challenges Human Capital Theory by pointing out how platform work, like that found in Uber, could be a source of financial precarity as opposed to advancement, calling it a possible "hoax." Bergvall-Kåreborn and Howcroft (2014) use the Theory of Labour Commodity to examine the likelihood of platforms such as Amazon Mechanical Turk to become the norm and generate labor where it does not currently exist.

Contrary to some short-sighted critics, Burtch et al. (2018) consider the topic from an entrepreneurial perspective. Additionally, Graham et al. (2017) focus on theories that analyze how workers' living and working conditions are affected by participation in the global digital labor platforms. The majority of these contemporary analyses elaborate, extend, or borrow from classic labor process theorizing on control and consent in the workplace.

3.4 Practical Implications

The findings from the gig economy literature review have important implications for policymakers, organizations, and gig workers. First, policymakers must generate wide-ranging policy frameworks that deal with the particularities of gig work. This must encompass the enactment of labor protections that guarantee fair compensation, employment security, and benefits for gig workers. For example, legislation could establish minimum wage standards for gig workers that are similar to those for traditional workers to address the riskiness of gig work, per Gray and Suri (2019). Second, gig economy firms need to consider strategies that promote worker control and autonomy while improving operational efficiency. Finally, platforms might offer features that enhance job satisfaction, leading to lower turnover, by enabling gig workers to set their hours or to select what jobs they want to do. Such findings are in line with those of Meijerink and Keegan (2019), whose classification of traditional workplace dynamics may not apply to the gig scenario in the presence of self-management. Third, with the rise of the gig economy, an emphasis on the welfare of gig workers is required. Mental health and support services should be incorporated into platforms, for instance, through access to counseling or support networks, to mitigate against the challenges related to stress and isolation that gig workers often experience, particularly in the context of additional stressors associated with the COVID-19 pandemic (Dunn, 2020). Finally, the gig economy must continue to be studied so that business model and practices adapts to the needs of workers in the gig economy. Firms will need to collaborate with schools to research the lived lives of gig workers and how technological development is altering working conditions. These collaborations could be the source of creative solutions for improving the effectiveness of the organization and the satisfaction of employees, as supported by Ashford et al. (2018).

4.0 Conclusion

Through the co-citation and co-word analysis of literature about the gig economy, the study was able to gain a panoramic view of a market segment in significant expansion. The co-citation analysis presents the seminal papers that have influenced the field discussion about the gig economy. It is also remarkable that the influence of the contribution of both Wood et al. (2019); Gandini (2019); and Rosenblat (2018) underlines that there is no lack

of interest by scholars to define gig labor, investigate critically the functioning of online platforms as well as analyze the condition of gig workers. The discovery of varied clusters, such as the conceptual underpinnings of gig labor and precarious gig work, writes, illustrates the complexity of the topic.

In addition, a word analysis complements these findings, reviewing relevant keywords such as “Gig Economy,” “Employment,” and “Gig Workers.” These keywords represent the major themes that recur throughout the literature, which validate the findings of the analysis. Furthermore, groups focused on “Technology and Employment” and “Gig Work Realities” highlight the two sides of gig work, between the prospects offered by technological innovation and the perils of precarious working conditions, especially during the COVID-19 crisis.

In conclusion, this study contributes novel practices and insights to advance the understanding of the gig economy and its labor dynamics. With the continued growth of the gig economy, addressing questions of job security, worker autonomy, and organizational productivity becomes increasingly pressing. The implications are that, although the gig economy is generative of transformative potential, it may require us to rethink economies and work to guarantee fairer distributions of the rewards between all platform participants.

In sum, the gig economy is a blend of novelty, technology, and the human experience. More work needs to be done exploring these dimensions to maximize the potential benefits of the gig economy while minimizing challenges triggered by these dimensions. In addition, striking the right balance will also be crucial for building a sustainable, inclusive gig workforce in the long run. Therefore, future studies may focus on the interdisciplinary perspective of the gig economy or comparative studies of the situation of the gig economy, depending on the field, industry, or economy.

5.0 Contribution of Authors

The sole author is responsible for all aspects of this work, including conceptualization, methodology, data analysis, and writing.

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7.0 Conflict of Interest

The author reported no potential conflict of interest.

8.0 Acknowledgment

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