



JOB SATISFACTION, JOB SECURITY, AND CAREER ADVANCEMENT IN THE GIG ECONOMY (A STUDY OF UBER DRIVERS IN LAGOS, NIGERIA)

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ABSTRACT

This article examines job satisfaction, job security, and career advancement experienced by individuals working as Uber drivers within the gig economy. This study employed a structured questionnaire to collect responses from 200 Uber drivers in Lagos. The collected data were analyzed with SPSS, concentrating on simple regression analysis. According to the study's findings, the gig economy provides job satisfaction, which can be attributed primarily to flexibility, autonomy, and diversified work opportunities. However, no correlation was found between job security and career advancement in the gig economy, as evidenced by inadequate compensation, unpredictable work hours, excessive responsibilities, insufficient rest, and significant exhaustion. In light of the myriad findings obtained in this investigation, our research ascertained that the utilization of digital platforms is imperative for the operational efficacy of the gig economy.

KEYWORDS: Job satisfaction, Job security, Career advancement, Gig economy.

1. INTRODUCTION

The "gig economy," also called the "sharing economy," refers to a system in which a significant portion of labor is obtained through digital platforms (Fumagalli et al., 2018). In this system, employees engage in various jobs with varying durations and are compensated for their efforts, albeit without the protections and benefits of traditional permanent employment. According to Pazim et al. (2023), examples of "gig employees" include self-employed individuals, independent contractors, and individuals engaged in impermanent employment through agencies (Buck, 2020). The proliferation of cell phones and the Internet has facilitated the emergence of employment arrangements characterized by short-term contracts and independent work. This has resulted in the emergence of the so-called "gig economy," which represents a novel approach to connecting employees with clients (Agrawal & Bhukya, 2022). In Nigeria, gig platforms, such as Uber, In-Driver, Guovo, and Bolt, have significantly expanded employment opportunities and income generation. Consequently, many individuals are leaving the traditional employment structures characterized by fixed schedules and long-term commitments to gig work structures (Gusek & Wiesche, 2022).

Schreck (2022) argues that gig employees accept short-term engagements because it increases job autonomy. Therefore, using digital labor platforms by workers for scheduling and job searching exemplifies technology's function as an intermediary in the gig economy (Mousa et al., 2022). Workers utilize online resources such as websites and applications to obtain and maintain freelance employment, while others prefer to establish professional connections through personal referrals. The "gig economy" enables workers to determine their work schedules by dividing labor into smaller tasks that can be assigned to individuals or groups based on their preferences (Singh et al., 2022; Erik, 2022). However, the increasing prevalence of temporary employment has led to a decline in permanent employment



opportunities due to its flexibility. The transition can be attributed to several factors, including changes in the demographic composition of the labor force, technological advancements, and economic downturns (Veal, 2023). Despite this, the freelance economy has encountered several obstacles in terms of the level of worker satisfaction. Moslehpour et al. (2020) describe job satisfaction as a positive state resulting from evaluating one's occupation as conducive to achieving job-related goals. There is a correlation between fewer opportunities for employees to attain their ideal work environment and a decline in job satisfaction. According to Pham et al. (2023), an individual's subjective well-being in the workplace can be determined by evaluating the degree of positive or negative emotion experienced while performing job-related duties. In contrast, Suhariadi et al. (2023) contend that a positive outlook on one's profession reflects an emotional orientation characterized by satisfaction and respect for one's chosen career.

1.1 Problem Statement

The expansion of the gig economy has led to an increase in the number of workers employed (Tan et al., 2021). Due to the exposure of these workers to financial and job-related risks, legislators and policymakers at various levels of government have spent considerable time assessing the viability of enforcing employment standards and regulations in the gig economy, albeit with limited success (Schwartz & Weber, 2023). In a workplace accident, employees, particularly those in the role of driver, personally bear the financial responsibility or seek out financing to cover the costs associated with repairing the employer's vehicles to pay later from their pocket. Hence, employers and platform owners benefit from workers' labor, while workers confront limited opportunities (Kaine & Josserand, 2019). Christie & Ward (2019) assert that gig workers, particularly drivers, commonly encounter fatigue, anxiety, and occasionally face pressure to violate traffic regulations to fulfil job requirements. Certain risks are linked to exposure to severe climatic conditions, dangerous substances, and hostile behaviors such as harassment and vandalism. According to Cropanzano et al. (2022), gig workers generally abide by the principles of "pay as you go" and "the greater one's work effort, the higher one's earnings." Nevertheless, employers deprive these employees of job security and comprehensive employment protections.

Wotruba (1990) noted that contract workers tend to exhibit lower levels of job satisfaction than traditional employees. Contradictory studies, however, suggest that contingent workers do not experience any disparity and may even experience an increase in job satisfaction (Wittmer & Martin, 2011). The inconsistent results underscore the need for additional research contrasting the perspectives of gig workers and traditional employees regarding their respective occupations. Existing research on the difference in job satisfaction levels between contract workers and non-gig workers has yielded inconclusive results regarding which group demonstrates greater levels of job satisfaction. Based on the findings of Wotruba's (1990) study, it can be concluded that contract workers report higher levels of job satisfaction than those with conventional employment. Several studies, however, have found either no correlation or a negative correlation between job satisfaction and the gig economy (Wittmer & Martin, 2011). In order to address this deficiency, the present study examines the perspectives of gig employees regarding their levels of job satisfaction, job security, and career advancement opportunities.

1.2 Research questions

The objective of this study is to investigate job satisfaction among gig workers. The following pertinent variables and research questions were identified and thoroughly examined to establish interrelationships.

- Do individuals employed in the gig economy perceive a sense of job satisfaction?
- Does job security exist for workers in the gig economy?
- Are there opportunities for career advancement available to workers in the gig economy?

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Theoretical framework

According to Wood et al. (2019), the gig economy is expanding rapidly and provides various advantages, such as increased autonomy and flexibility in work scheduling. Nevertheless, gig workers encounter increased competition within an expanding labor market, accompanied by potential risks and challenges. There exists a need for established theories that can be effectively integrated to facilitate the management of employees in the context of the emerging freelancer trend. Consequently, it is imperative to consider theories that account for the reciprocal advantages for



workers and employers to ensure that the emerging trend can foster personal and business achievement. Therefore, this research is grounded in the following theories:

Psychological contract theory

According to Bi (2019), psychological contract theory refers to a person's understanding of the terms and conditions governing a transaction involving multiple parties. The theoretical framework consists of three primary elements: transactional, relational aspects, and balanced/equilibrium contracts. The transactional aspect entails employees' perceptions of contracts, frequently emphasizing short-term gains, materialistic considerations, and perceived onerous obligations. Consequently, employers frequently have high expectations for the immediate performance of their employees. Beyond monetary incentives, employees bound by relational contracts demonstrate a strong connection with their organization and a commitment to its growth. Depending on the particular characteristics of the business and the employment relationship, the rigor of the provisions in a balanced contract may vary. Classifying a contract as transactional or relational depends on how the contractual terms align with the employer's and employee's needs.

Expectancy Theory

The expectancy theory posits that employees are driven by the anticipation of rewards that they perceive will be obtained due to their efforts (Daouk-Oyr & El-Farr, H. (2023)). The theory comprises three fundamental elements: expectancy, valence, and instrumentality. Expectancy entails that employees are more inclined to demonstrate heightened commitment and exert greater effort when anticipating positive outcomes. Instrumentality provides insight into an employee's anticipation of receiving a reward upon achieving the desired outcomes. The primary determinant impacting employee satisfaction with their compensation is the subjective evaluation of the value of their prospective earnings. Due to the complex interaction among these variables, employees tend to be drawn toward opportunities that evoke the highest enthusiasm. Consequently, employees exhibit greater motivation in carrying out their responsibilities when they possess heightened expectations for each element (Nimri et al., 2015). In order to achieve long-term success, it is imperative for employers participating in the gig economy to possess the ability to provide compensation that aligns with the level of effort exerted by workers. Employers should consider the input of their employees, as this approach cultivates a heightened sense of motivation among workers to pursue and achieve established goals.

2.2 Conceptual Review

The Gig Platform in Nigeria

According to the findings of Meijerink & Keegan (2019), the gig working environment consists of three distinct entities: gig workers, who are individuals engaged in freelance work; clients who seek their services; and a digital platform that serves as an intermediary connecting the two parties. Intermediary digital platforms are crucial in facilitating the connection between workers and clients without a formal employment agreement. These platforms play a vital role in facilitating the efficient implementation of projects and optimizing payment processes. Based on a study conducted by Roy & Shrivastava (2020), a significant proportion of individuals involved in gig work, specifically 85%, prefer participating in contractual arrangements rather than traditional employment structures. The gig workers examined were solely conventional self-employed individuals who chose this form of employment; the study concluded that there is a growing trend among full-time workers to supplement their income through gig work. The gig economy has experienced a notable increase in popularity in recent years, exemplified by the rise of cab and delivery services. In the ten years since the establishment of Uber and Bolt, there has been a significant expansion in the labor force participating in the gig economy. According to Cooper (2023), the gig economy will likely experience further growth in the foreseeable future as an increasing number of individuals express interest in engaging with this sector. It empowers employers to maintain substantial control and influence over the assignments and responsibilities of their employees. In the Nigerian context, there have been allegations of labor mistreatment directed toward organizations, thereby giving rise to apprehensions regarding the credibility of this framework. The advent of this phenomenon has given rise to numerous legal disputes, thereby diverting attention from their accomplishments. Several legal actions have hindered and significantly impacted the advancement of this dynamic business model. Moreover, it has been argued by specific authors that the sustainability of the Gig economy is jeopardized by legal disputes about employment that are filed against these entities. On the other hand, it has been argued by some scholars that the failure of companies in the gig economy to classify their workforce appropriately may have negative repercussions for the gig economy as a whole (Steinbaum, 2019).



The Gig Economy and Job satisfaction

Zamanan et al. (2020) defined "job satisfaction" as the emotional response of employees toward their occupation and the subsequent influence of this sentiment on their job performance. The level of job satisfaction can be impacted by a range of human and organizational outcomes, including employee enthusiasm and productivity (Arifin et al., 2019). Adotey et al. (2023) argued that work satisfaction is critical in influencing staff turnover rates, potentially resulting in substantial financial consequences for organizations. Hence, job satisfaction can measure an individual's capacity to regulate their positive and negative emotions about their occupation effectively. The relationship between employees' workplace behaviors and job satisfaction is positively correlated, as indicated by their degree of satisfaction as it is widely acknowledged that employees who demonstrate enthusiasm, competence, and appreciation for their work are more inclined to experience job satisfaction (Kurniawaty et al., 2019).

Perez-Colon (2023) underscored the importance of job satisfaction in an individual's professional and personal realms. The author posited that employees should find fulfillment in their work, as it positively influences their overall job experience. Consequently, an employee's perception of recognition for achievements is an important gauge of job satisfaction, particularly intrinsic motivation. Considering that the level of job satisfaction experienced by an employee can indicate the overall well-being within a business, it can be deduced that contented employees demonstrate higher levels of productivity compared to their discontented counterparts. However, it is important to recognize that differences in job satisfaction between non-gig and gig workers can be influenced by several factors, including but not limited to compensation, career progression chances, opportunities, supervisory practices, and interpersonal dynamics. Tilly (1992) observed that individuals engaged in the gig economy exhibit lower levels of job satisfaction than their counterparts. The issue can be attributed to insufficient compensation and a lack of career progression or promotion opportunities, while gig workers employed in "retention jobs" that provide lucrative salaries and opportunities for career progression demonstrate job satisfaction similar to those of full-time workers.

In their study, Gesemai et al. (2020) investigated the level of job satisfaction experienced by individuals engaged in gig work. The study examined the disparity in job satisfaction levels between adjunct faculty members who engage in gig work and those who do not. The authors observed that gig workers demonstrate high autonomy and flexibility as they seek employment opportunities. On the other hand, non-gig workers lack autonomous decision-making capabilities and instead function as regular workforce members. Nevertheless, conventional occupations possess certain advantages distinguishing them from non-traditional occupations, notably providing employment security. The study's findings also indicate that individuals who engaged in the gig economy while maintaining long-term employment reported higher levels of job satisfaction than those who exclusively relied on freelance work.

Arslan (2020) conducted a study to examine the influence of gig economy employment on the overall welfare of young adults. The study's findings suggest that the millennial generation exhibits elevated levels of job satisfaction due to the increased flexibility the gig economy offers. It suggests that the gig economy provides opportunities for individuals to pursue innovative ideas that may have been less viable if employed in a conventional 9-to-5 job. The author noted that in contrast to traditional modes of employment, gig economy labor typically exhibits a dearth of commensurate stability and corresponding perks, such as comprehensive healthcare provisions, retirement savings plans, or remunerated periods of absence, subjecting workers to financial instability. In brief, the gig economy offers certain benefits to millennials, including increased autonomy and flexibility. Nonetheless, it also presents certain drawbacks, such as insufficient benefits, instability, and limited prospects for career progression.

H₀: There is no significant and positive relationship between the Gig economy and job satisfaction.

The Gig Economy and Job Security

According to Obrenovic et al. (2021), job security refers to the guarantee given by an employer to retain an employee for a prolonged duration, regardless of whether there are valid grounds for such retention. The concept refers to an employee's confidence in job security, regardless of economic fluctuations (Maryatmi, 2020). According to a study by Stankeviit et al. (2021), there is a positive association between employees' perception of job security and their dedication toward achieving an organization's goals. Hence, it is within the purview of management to cultivate a workforce that excels in performance by establishing a favorable environment that supports and enables job security. Promoting efficient communication and a shared commitment to the advancement of the organization is facilitated by reassuring employees that their employment is stable and not susceptible to capricious termination. Therefore, the



absence of a contractual arrangement with a predetermined duration that guarantees a sufficient period of employment while allowing for termination at any given time contributes to the instability of work conditions. Providing job security yields mutual benefits for both employees and managers due to its ability to instill confidence in employees and enhance their productivity, thereby reducing the expenses associated with employee recruitment and training for employers (Saif & Adnan, 2019).

According to Dhuryana & Hussain (2018), gig workers demonstrate adverse behavioral tendencies as a result of experiencing job insecurity. According to the author, many individuals in Nigeria are willing to endure a reduction in their wages or voice grievances regarding unfavorable working conditions due to apprehensions surrounding limited prospects for securing alternative employment. This phenomenon holds considerable implications for the broader societal context. Despite this apprehension, workers willingly accept this risk in exchange for increased compensation (Corgnet & Hernán-González, 2019). Furthermore, the incorporation of gig work by companies has increased insecurity among gig workers in Nigeria. According to Joungtrakul (2019), privately owned transportation and logistics companies have been compelled to reduce their workforce due to the prevailing economic conditions and apprehensions surrounding profitability, competition, and organizational viability. Consequently, this has engendered pervasive anxiety and bewilderment among employees.

The challenges and opportunities within the freelance economy were investigated by Gobinda & Avinash (2020). The authors asserted that the gig economy's impact on the labor market is far-reaching and evident in various sectors. As a result, there have been significant changes in how businesses engage with their workforce over time, as an increasing number of highly skilled individuals prioritize the gig economy as their main means of financial sustenance. The study analyzed the various stakeholders involved in the gig economy, particularly identifying key factors contributing to the sector's substantial growth and increasing significance globally. The study findings indicate that gig workers experience certain advantages, such as increased autonomy to engage in personal pursuits while working and enhanced access to employment opportunities on a global scale. However, individuals engaged in the gig economy encounter notable degrees of employment volatility.

H₀: There is no significant and positive relationship between the Gig economy and job security

The Gig Economy and Career development

According to Philipsen et al. (2019), career development is an ongoing process that involves formulating and attaining professional objectives. The effectiveness of career development significantly impacts individuals' personal development, existential significance, and acquired skills. In addition, it determines the economic and social value that employees contribute to organizations. According to Scott & Sims (2017), providing career advancement opportunities increases an organization's capacity to attract and retain highly competent employees. Kamau & Kamara (2017) referred to "career development" as the process by which organizations attempt to align the career aspirations of their employees with the business's objectives. It implies that accomplishing professional objectives result from the collaborative efforts of an organization and its employees. Therefore, the ability to attract and retain high-performing individuals, enhance employee engagement and productivity, strengthen the organization's succession planning, facilitate the transfer and retention of valuable skills, and cultivate a positive reputation are all benefits of career progression for an organization (Christine et al., 2022).

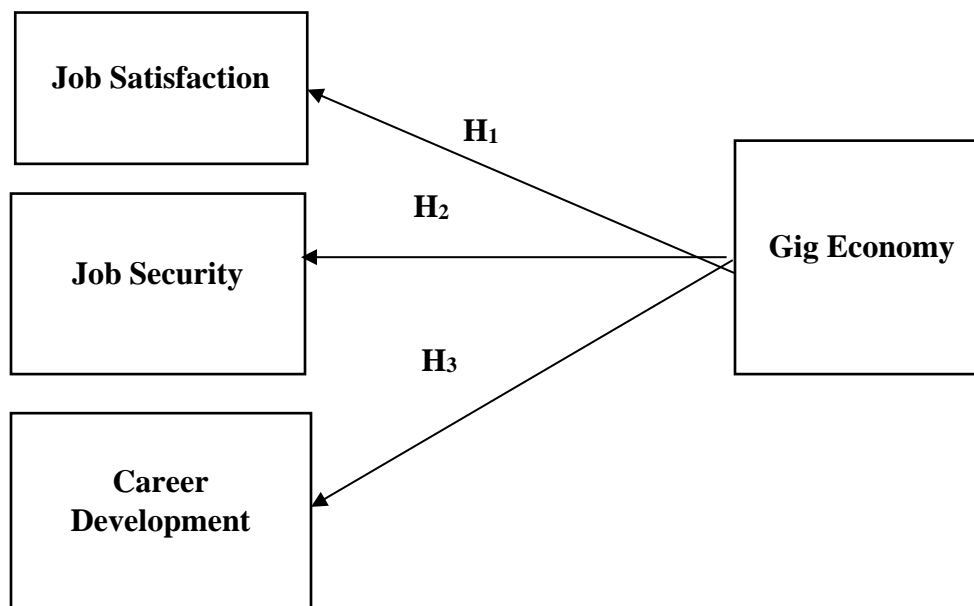
Dominique & Christian (2019) researched the phenomenon of "boundaryless careers" in the gig economy. The authors stated that employees should be responsible for their career advancement rather than relying solely on their employers; this includes proactively enhancing their skills and abilities to advance professionally. In addition, it is notable that employees actively engage in professional self-regulation, highlighting the significance of maintaining independence from their employers. The discussion surrounding allocating responsibility for career advancement is proposed to transfer from the organization to the individual. According to the findings, the prevalence of gig-based employment sites can be attributed to providing opportunities for individuals to generate income online. However, these professions have been criticized for their role in exacerbating unfavorable working conditions due to the lack of employee benefits, employment security, and advancement opportunities.

H₀: There is no significant and positive relationship between the Gig economy and career development.

2.3 Hypothesized Model

In 2014, Deloitte investigated the utilization of gig workers within organizations; the study's findings indicated that most executives, specifically 51% of those surveyed, anticipated a notable increase in the utilization of temporary workers over the next three to five years. A sizeable segment of workers who rely exclusively on the gig economy for employment experience inequitable compensation relative to the level of effort and contribution. The claimed that this type of employment is better suited for individuals seeking additional income or those with unpredictable schedules. Based on the survey results, it was concluded that gig employment has the potential to supplement workers' income effectively. It is, however, important to acknowledge that this phenomenon can substantially reduce individuals' income due to fluctuations in compensation rates, which do not possess a pre-established minimum threshold. The fluctuating nature of income often results in an irregular pattern characterized by alternating periods of abundance and scarcity. Consequently, individuals in such circumstances encounter elevated stress levels in their relationships at home and work, along with a prevailing sense of mistrust from employers (John-Igbiele et al., 2023). Consequently, this can create undue psychological stress, hindering the capacity to predict and accumulate savings. The lack of paid sick leave and retirement benefits also pose considerable challenges, as it leaves independent contractors unable to earn any income and frustrated. This study therefore considers three factors in relation to the gig economy; namely, job, satisfaction, job security, and career development.

Fig 1: Conceptual model



Source: Iyobhebhe et al. (2023)

The research model depicts the study's components, with each arrow denoting a hypothesized association between the respective variables. It demonstrates an assumed correlation between the independent variables, Gig economy, and the dependent variable; Job Satisfaction, Job Security, and Career Development.

3. METHODOLOGIES

The researchers utilized a quantitative methodology, employing a random sampling technique to select participants for the study. The Taro Yamane formula was employed to select a representative sample of 200 participants from a population of 1,500 Uber drivers in Maryland, Lagos. One of the inclusion criteria for the study required that participants be currently and actively employed as gig workers. The study utilized a survey-based approach, employing



a structured, closed-ended questionnaire to gather responses. Furthermore, the questionnaire underwent a comprehensive process of revision in order to guarantee the utilization of suitable language. Participants were instructed to utilize a 5-point Likert scale to express their degree of agreement with each statement. The scale encompassed a range from 1 to 5, where 1 indicated a high level of disagreement, and 5 indicated a high level of agreement. Furthermore, a preliminary inquiry was undertaken to assess the clarity and comprehensibility of the statements and establish the precision of the questions in measuring the pertinent variables. The pilot study utilized a sample size consisting of twenty individuals. Each participant was provided with a survey link, which allowed them to access the questionnaire. Upon completing the evaluations, it was ascertained that every component exhibited authenticity and reliability, results are presented below;

Table 1 Cronbach Alpha Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.891	4

Item-Total Statistics	
	Cronbach's Alpha
Job Satisfaction	.788
Job Security	.760
Career Advancement	.764
Gig Economy	.813

The table provides the results of the reliability test. In this test, Cronbach's alpha reliability coefficients were calculated and resulted in a cumulative score of 0.891. This score signifies the robust validity and reliability of the collected data. Results were calculated for each of the study variables: job satisfaction (0.788), job security (0.760), career advancement (0.764), and the gig economy (0.813).

4. RESULTS/HYPOTHESE TEST

H₀: There is no significant and positive relationship between the Gig economy and job satisfaction.

Table 2 Regression Analysis

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson	ANOVA	
						F	Sig.
1	.455 ^a	.607	.605	1.115	1.699	89.236	.000 ^b
Coefficients							
		B	Std. Error	Beta	T	Sig.	
	(Constant)	2.859	.250		11.421	.000	
	Job satisfaction	.026	.045	.455	9.446	.000	
<i>a. Predictors: (Constant), Gig economy</i>							
<i>b. Dependent Variable: Job satisfaction</i>							

SPSS Computation

The R-value (0.455) indicates a positive relationship between the independent variable (gig economy) and the dependent variable (job satisfaction), as presented in Table 2. The coefficient of determination, also known as R squared, assesses how much variations in the independent variable influence the dependent variable. The R-squared value of 0.607 suggests that the freelance economy accounts for approximately 60.7% of the variance in job satisfaction. In addition, the ANOVA table, which helps determine the statistical significance of the model's ability to predict the outcome, reveals that the parameters were statistically significant with a significance of .000, less than the predetermined alpha level of 0.05. The table of coefficients provides additional evidence for the statistical significance



of the relationship between the variables. It indicates a statistical significance value of .000, also less than the predetermined threshold of 5%. Thus, the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating a statistically significant relationship between job satisfaction and participation in the gig economy. This finding is consistent with the findings of Arslan (2020), who contends that the flexibility offered by the gig economy results in greater job satisfaction among gig economy workers, allowing individuals to have greater control over their work schedule and location than is conceivable with a standard 9-to-5 job.

H₀: There is no significant and positive relationship between the Gig economy and job security

Table 3 Regression Analysis

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson	ANOVA	
						F	Sig.
1	. -026 ^a	.276	.274	1.085	1.780	130.631	.007 ^b
Coefficients							
		B	Std. Error	Beta	T	Sig.	
	(Constant)	2.881	.218		13.227	.007	
	Job security	-.440	-.039	. -026	11.429	.007	
<i>a. Predictors: (Constant), Gig economy</i>							
<i>b. Dependent Variable: Job security</i>							

SPSS Computation

The results of the regression analysis for the second hypothesis are summarized in Table 3. The R-value for the gig economy and job stability relationship is -0.026, suggesting a negative relationship. The R-squared value of 0.276 suggests that the gig economy accounts for only 27.6% of the observed variation in job security. Observing the ANOVA table, we find that a value of 0.07, higher than the assumed alpha threshold 0.05, indicates a none statistical significance. According to the table of coefficients, the analysis has a coefficient of 0.07, well above the 0.05 threshold for statistical significance. As a result, we can conclude that there is no link between job security and the gig economy, lending credence to the null hypothesis and disproving the alternative hypothesis. This finding corroborates the conclusions of Gobind & Avinash (2020), who found that a lack of employment stability characterizes the gig economy. The authors asserted that an increasing number of people divert to the gig economy as their main source of income due to the many advantages it offers, such as more time for hobbies and interests outside of work and more opportunities to find fulfilling work. Despite this, workers in the gig economy risk significant job insecurity.

H₀: There is no significant and positive relationship between the Gig economy and career development.

Table 4 Regression Analysis

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson	ANOVA	
						F	Sig.
1	.010 ^a	.060	.058	1.096	1.642	120.1	.009 ^b
Coefficients							
		B	Std. Error	Beta	T	Sig.	
	(Constant)	2.727	.250		10.907	.009	
	Career Development	-.486	-.044	.010	10.962	.009	
<i>a. Predictors: (Constant), Gig economy</i>							
<i>b. Dependent Variable: Career development</i>							

SPSS Computation

In Table 4, the R-value (-0.010) shows a negative relationship between participation in the gig economy and career advancement. With an R-squared value of 0.060, the gig economy accounts for only 6% of professional advancement; the remaining 94% is due to variables not considered in the study. The analysis of variance results shows that none of the parameters is statistically significant, with a value of 0.09, which is higher than the 0.05 alpha level. The coefficient result confirms a none statistical correlation between the variables, which is reinforced by the calculated value of 0.09.



Since the results did not support the alternative hypothesis, we can conclude that the gig economy is not significantly correlated with career advancement. This result aligns with those of Dominique & Christian (2019), who discovered that gig-based employment allows people to make money; however, they lack employment uncertainty, making these arrangements less desirable. As a result, people employed in such positions never know how long their jobs will last.

5. CONCLUSION AND RECOMMENDATIONS

The results of this study suggest that gig workers exhibit a general sense of job satisfaction; nevertheless, they also face obstacles to job security and prospects for professional growth. The study thoroughly examined three key variables: job satisfaction, job security, and career advancement within the freelance economy. Observations were made on the critical role played by digital platforms in facilitating the functioning of the gig economy. Even though digital platforms allow freelancers to exercise formal autonomy regarding their work location and methods, these workers face difficulties in terms of job security and opportunities for career advancement. This scenario results in diminished job fulfillment and a dearth of enduring professional relationships. In a similar vein, it is noteworthy that while workers place significant importance on the ability to control their work schedules, a considerable number find themselves obliged to work extended hours in order to fulfill client demands, resulting in detrimental consequences such as excessive workloads, insufficient sleep, and overall fatigue.

Additionally, a restricted level of structure is evident due to the lack of formal contractual arrangements to establish a framework for governance, thereby impeding operational efficiency and overall effectiveness. Additionally, it was found that digital platforms enable clients to easily access a wide-ranging global labor market with minimal regulatory oversight; hence, the employment of gig workers is influenced by their negotiating ability, which is determined by their relative position within the employer-worker hierarchy. Consequently, the assets possessed by each employee play a pivotal role in shaping this dynamic. Among these resources, expertise and delivery are recognized as particularly significant. Individuals who lacked these resources encountered a reduction in their income levels and a diminishment in the number of employment prospects accessible to them.

It is recommended to incorporate safety and security mechanisms within the gig economy. Also, providing benefits, such as employee insurance, is essential to afford workers specific advantages. Organizations should adopt a more adaptable approach to traditional employment arrangements rather than solely relying on freelance labor as a substitute for full-time positions. This approach would afford full-time employees the autonomy to determine their preferred work schedule and location while avoiding potential disadvantages such as reduced compensation, employment instability, and restricted avenues for professional growth. Despite its disadvantages, it is important to note that the gig economy is experiencing significant growth in nations such as China, the United States, and the European Union. In the Nigerian context, it would be advantageous for freelancers, independent contractors, and platform providers to engage in a comprehensive study of the approaches adopted by these nations in addressing the drawbacks.

Moving Forward

Moving forward, academicians, advocates, policymakers, and professionals should continue and expand their participation in this discourse. Future examinations of the gig economy require meticulous analysis. Additional research should examine the effect of the establishment of long-term contractual agreements on employment security among gig workers. Due to the technological organization of freelance work, a study of the role of various digital platforms in the gig economy and their impact on worker delivery is warranted. There is a need for empirical research to be conducted in order to examine particular aspects of the freelance economy; these studies should concentrate on organizational structure and prevalent control mechanisms. Extensive research is required to examine the broad perspective of the gig economy, the unique characteristics of individual perspectives, and the interconnections between gig workers, their employment, and the platforms they use.

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