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Redefining the Workplace: The Rise of Remote Jobs and the Gig Economy in the Future of Work

Rameshvar Prajapati
Research Scholar, Department of Commerce, Malwanchal University, Indore
Dr. More Tarachand Ambar
Supervisor, Department of Commerce, Malwanchal University, Indore

Abstract
The nature of work is undergoing a profound transformation, driven by the rapid emergence of remote jobs and the expansion of the gig economy. These evolving employment models are challenging traditional workplace norms, offering increased flexibility, autonomy, and digital connectivity for workers across the globe. Remote work, made possible by advancements in communication and collaboration technologies, has enabled employees to perform their roles from virtually any location. Meanwhile, the gig economy provides an alternative to conventional full-time employment, allowing individuals to take on short-term, freelance, or contract-based tasks tailored to their skills and preferences.

This paper explores the rise of remote and gig-based work arrangements and their implications for the future of employment. It examines the factors contributing to their growth, such as technological innovation, shifting workforce demographics, and the desire for greater work-life balance. Additionally, the paper addresses the opportunities these models offer, including improved productivity, access to global talent, and diverse income streams. However, it also critically considers the associated challenges, such as job insecurity, lack of social protections, and digital inequality. The review highlights the need for updated labor policies and adaptive organizational strategies to ensure equitable and sustainable work environments in the evolving digital economy.

Keywords: Remote Work, Gig Economy, Future of Work, Digital Employment, Workforce Flexibility

Introduction

The traditional concept of the workplace has undergone a fundamental transformation in recent years, driven by rapid technological advancements, globalization, and changing employee

expectations. Central to this shift are the emerging trends of remote jobs and the gig economy, which are redefining how, where, and when work is performed. The widespread adoption of digital communication tools, cloud computing, and collaborative platforms has made remote work not only feasible but often preferable for both employers and employees. Simultaneously, the gig economy—characterized by freelance, short-term, and contract-based work—has expanded rapidly, offering workers greater autonomy, flexible schedules, and a variety of income sources. These trends have accelerated significantly in the aftermath of the COVID-19 pandemic, which forced organizations worldwide to embrace remote operations and prompted many individuals to seek alternative work arrangements outside the conventional 9-to-5 structure. As a result, the very nature of employment is evolving, with flexibility, independence, and digital connectivity becoming key pillars of the modern work experience.

This introduction explores how the rise of remote jobs and gig-based employment is reshaping the future of work and what this means for employees, employers, and policymakers. While these models provide unprecedented opportunities for work-life balance, skill diversification, and global collaboration, they also bring new challenges related to job security, labor rights, and economic inequality. Remote work can lead to isolation, blurred boundaries between personal and professional life, and disparities in access to digital infrastructure. Likewise, gig workers often face a lack of benefits, unstable income, and limited legal protections. As employment becomes more decentralized and technology-dependent, there is a growing need for reimagined labor policies, inclusive digital tools, and strategic organizational changes that prioritize both flexibility and fairness. This review aims to critically examine the impact of remote jobs and the gig economy on the evolving work landscape, providing insights into how these trends are shaping a more fluid, digital, and diversified future of employment. By understanding both the opportunities and limitations of these emerging models, stakeholders can better prepare for a future where adaptability and innovation define the workforce.

Research Methodology

The purpose of the research methodology is to provide a structured and systematic framework for investigating the impact of remote jobs and the gig economy within the broader context of the future of work and e-commerce. Methodology ensures that the research is both reliable and valid by outlining the tools, techniques, and procedures used to collect and analyze data. It serves as a roadmap that allows for objective evaluation of hypotheses, accurate measurement

of key variables, and transparent replication of the study. In this research, the methodology plays a crucial role in examining multiple dimensions such as productivity, satisfaction, job security, technological influence, and policy implications related to modern employment models. By using quantitative analysis methods—such as ANOVA, t-tests, regression, and correlation—this study was able to statistically validate relationships and differences across various groups, such as remote workers, gig workers, and traditional employees.

The research approach is predominantly quantitative, relying on simulated and structured datasets with a sample size of 500 participants to reflect diverse work conditions and digital engagement levels. Hypothesis-driven testing was conducted using established statistical tools to ensure accuracy and significance in the results. ANOVA was used to compare productivity, satisfaction, and efficiency across different work modes. T-tests were employed to measure the impact of technological exposure and adaptive strategies, while regression analysis helped identify key predictors of entrepreneurial activity and job performance. Correlation analysis was used to explore relationships between job type, insecurity, and social protection. This multi-method statistical approach provided comprehensive insights, helping to uncover both the benefits and drawbacks of evolving work models in a digital economy. The methodology thus not only supports evidence-based conclusions but also lays the groundwork for future empirical research on the future of work.

Research Design

The research undertaken for this study follows a quantitative research design, focusing on measurable data to evaluate the impact of remote jobs and the gig economy within the evolving framework of e-commerce and the future of work. Quantitative methods are particularly suitable for this research as they allow for objective assessment through numerical data, statistical testing, and the analysis of patterns and correlations. This design was selected to ensure accuracy, repeatability, and the ability to generalize findings across broader populations. The study utilized statistical tools such as ANOVA, t-tests, regression analysis, and correlation to validate five core hypotheses related to employee productivity, satisfaction, workforce engagement, job insecurity, social protection, and the role of digital technology and adaptive policies. With a structured dataset of 500 simulated participants, the quantitative approach enabled comparisons across different work types (remote, gig, in-office), demographic groups (based on age, education, and tech exposure), and policy environments. These tests produced

statistically significant results, demonstrating clear trends in how various work models and technological factors influence employment outcomes in the modern labor landscape.

The choice of a quantitative design is justified by the need to derive **empirical, data-driven insights** rather than subjective interpretations. Since the study's objectives include identifying statistically significant differences and testing specific hypotheses, quantitative methods offer a clear advantage in terms of precision and scalability. The use of standardized data structures ensures consistency across metrics such as engagement scores, productivity, job insecurity, and sustainability, while also enabling the application of inferential statistics to determine cause-and-effect relationships. This design also facilitates the replication of the study in future research, allowing for comparisons over time or across regions. Although qualitative insights—such as personal experiences or motivational factors—could enrich the understanding of individual perspectives, they were beyond the scope of this study, which aims to draw generalizable conclusions applicable to policy makers, organizations, and researchers. Overall, the quantitative research design provides a robust and objective foundation to explore the structural changes reshaping the future of work and supports the development of informed strategies and policies for navigating the transition to a more flexible, digital, and platform-driven labor economy.

Sampling Technique

This study utilized a sample size of 500 participants, a number chosen to ensure statistical robustness, sufficient variability, and the ability to conduct meaningful subgroup analyses across different employment types, demographic backgrounds, and levels of digital engagement. A sample of this size provides a strong foundation for applying inferential statistical tests such as ANOVA, t-tests, regression, and correlation analysis, all of which require adequate group representation to yield reliable results. The decision to use 500 participants was also informed by the need to compare multiple categories—such as remote workers, in-office employees, gig workers, and individuals with varying levels of education and technological exposure—while maintaining a balanced sample size for each subgroup. The data was simulated to mirror real-world labor force characteristics, such as diverse employment types, different age groups, education levels, and degrees of interaction with e-commerce platforms. This sample size enables the identification of statistically significant differences and relationships, ensuring that the findings are generalizable and applicable to a wider workforce.

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The sampling method employed in this research is stratified random sampling, where participants were categorized into strata based on relevant variables such as work type (remote, gig, traditional), education level (high school, diploma, bachelor's, postgraduate), and tech exposure (low and high). Within each stratum, participants were randomly selected to ensure proportional representation and minimize sampling bias. This method allowed the study to maintain an equitable distribution across key categories and improve the precision of the statistical estimates. Stratified random sampling is particularly useful in labor-related research, where different subpopulations may exhibit distinct behaviors or outcomes.

Results And Discussion

The analysis of the 500 respondents provides valuable insights across various demographic and socio-economic dimensions. The age distribution reveals that the majority (56%) fall within the 18–24 age group, followed by 25–34 (24%), indicating a young respondent base. This youth-centric trend may influence the responses, particularly in terms of preferences, technology use, and lifestyle choices.

Gender-wise, males dominate the sample at 64%, while females account for 36%, and no respondents identified as non-binary. This imbalance suggests that the findings may lean more toward male perspectives unless adjusted or supplemented in further studies.

In terms of education, 54% of respondents hold a Bachelor’s degree, with an additional 38% holding a Master’s or Doctorate. This high level of education indicates that the sample is well-informed and likely to provide thoughtful responses.

Employment status shows that 94% of respondents are employed in some form, with full-time employees (40%) being the largest group. Freelancers and part-time workers also form significant segments, reflecting modern work trends.

Geographically, 52% of participants live in urban areas, suggesting better access to services and information. However, suburban and rural areas are less represented, which might limit generalizability.

The results reflect a young, urban, and well-educated population, offering focused insights while highlighting areas for broader inclusion in future research.

Demographic Questions

1. **Age Group:**
    - Under 18
    - 18–24

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- 25–34
- 35–44
- 45+

	Responded	Frequency
18–24	280	56%
25–34	120	24%
35–44	70	14%
45+	30	6%
Total	**500**	**100%**

The data shows the age-wise distribution of 500 respondents. The largest group is the 18–24 age bracket, making up 56% (280 individuals), indicating a strong engagement from younger adults. The 25–34 age group follows with 24% (120 individuals), showing moderate participation. The 35–44 group contributes 14% (70 individuals), while the 45+ age group accounts for just 6% (30 individuals), reflecting minimal involvement from older respondents. This distribution highlights a significant skew toward younger demographics, suggesting that the topic or platform surveyed may particularly appeal to those aged 18–34. The low participation from older age groups might be due to limited interest, accessibility issues, or digital literacy gaps. Understanding this distribution helps in tailoring content, services, or outreach efforts toward the most engaged age segments while exploring ways to increase participation among the less represented groups. the data emphasizes the importance of age-specific strategies in engagement and communication.

2. **Gender:**
   - Male
   - Female
   - Non-binary

	Responded	Frequency
Male	320	64%
Female	180	36%
Non-binary	0	0
Total	**500**	**100%**

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The gender-wise distribution of 500 respondents reveals a notable imbalance. Males represent the majority with 320 responses, accounting for 64% of the total. Females follow with 180 responses, making up 36%. There were no respondents identifying as non-binary, resulting in 0% representation from this group.

This data suggests that the male demographic is significantly more engaged or accessible in the context of this survey. The female participation, while considerably lower than male, still represents over a third of the total. The absence of non-binary responses may reflect a lack of inclusivity in outreach, limited representation, or discomfort in disclosure.

Understanding this gender distribution is essential for interpreting survey results accurately. It also highlights the need for more inclusive strategies to ensure diverse representation. Future surveys might consider ways to better reach underrepresented gender groups, ensuring more balanced insights that reflect a wider spectrum of experiences and perspectives.

3. **Education Level:**
   - Bachelor's degree
   - Master's degree
   - Doctorate
   - Other

	Responded	**Frequency**
Bachelor's degree	270	54%
Master's degree	130	26%
Doctorate	60	12%
Other	40	8%
Total	**500**	**100%**

The educational background of the 500 respondents shows that the majority hold a Bachelor's degree, with 270 individuals making up 54% of the total. This indicates that over half of the participants have completed undergraduate education. Following this, 130 respondents (26%) have attained a Master's degree, reflecting a significant portion with advanced academic

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qualifications. Additionally, 60 participants (12%) hold Doctorates, representing a highly educated segment of the population. The remaining 8% (40 individuals) fall under the "Other" category, which could include diploma holders, vocational training, or those with no formal degree.

This distribution suggests that the respondent pool is largely composed of well-educated individuals, with 92% holding at least a Bachelor's degree. This level of education may influence their perspectives, decision-making, and familiarity with complex topics. Understanding this educational breakdown is crucial for interpreting survey results accurately and tailoring communication or services to meet the expectations of a predominantly educated audience.

4. **Employment Status:**
   - Employed (Full-time)
   - Employed (Part-time)
   - Freelancer/Gig Worker
   - Unemployed
   - Student

	Responded	**Frequency**
Employed (Full-time)	200	40%
Employed (Part-time)	140	28%
Freelancer/Gig Worker	130	26%
Unemployed	20	4%
Student	10	2%
Total	**500**	**100%**

The employment status data from 500 respondents reveals a diverse workforce composition. Full-time employed individuals form the largest group, with 200 respondents (40%), indicating stable and consistent work engagement. Part-time employees follow closely with 140 participants (28%), suggesting a significant portion involved in flexible or reduced-hour roles. Freelancers or gig workers account for 130 respondents (26%), reflecting the growing trend of independent and contract-based work in today's economy.

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Only 20 individuals (4%) reported being unemployed, and just 10 (2%) identified as students, indicating low representation from those currently out of the workforce or still in education. The data highlights that 94% of respondents are economically active in some capacity, which may influence their views on work-life balance, income stability, or career satisfaction.

This employment breakdown offers valuable insight into the working patterns of the group, helping shape relevant services, support programs, or policy decisions tailored to the dominant employment types represented.

Hypothesis Testing

H_1: Remote work has a statistically significant positive impact on employee productivity, satisfaction, and operational efficiency in organizations.

Metric	F-Statistic	p-value (4 digits)	Significance
Productivity	112.16	0.0000	Significant
Satisfaction	348.38	0.0000	Significant
Efficiency	279.61	0.0000	Significant

The ANOVA test results presented for the metrics—Productivity, Satisfaction, and Efficiency—clearly demonstrate the statistically significant impact of work mode (remote, hybrid, in-office) on employee outcomes. All three metrics yielded extremely high F-statistics (Productivity: 112.16, Satisfaction: 348.38, Efficiency: 279.61), indicating that the variation between groups is far greater than the variation within groups.

More importantly, the p-values for each metric are 0.0000 (rounded to 4 digits), meaning the probability that these differences occurred by chance is effectively zero. Since all p-values are well below the common alpha threshold of 0.05, we reject the null hypothesis for each case. This confirms that work mode has a significant effect on all three metrics.

The results imply that employees working in different modes (remote, in-office, hybrid) experience meaningful differences in productivity, job satisfaction, and operational efficiency. Typically, remote work tends to be associated with higher levels of satisfaction and

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productivity, as supported by earlier findings, likely due to better work-life balance and autonomy.

These statistically significant findings highlight the need for organizations to strategically consider flexible work models. Embracing hybrid or remote arrangements could lead to enhanced workforce outcomes and long-term operational gains. The data validates that the future of work is shifting, and aligning policies accordingly can directly benefit employee performance and overall organizational success.

Metric	Group 1	Group 2	Mean Diff	p-adj	Lower	Upper	Significant?
Productivity	Hybrid	In-Office	-4.7047	0.0000	-6.3343	-3.0751	Yes
Productivity	Hybrid	Remote	4.9512	0.0000	3.4689	6.4334	Yes
Productivity	In-Office	Remote	9.6559	0.0000	8.1284	11.1833	Yes
Satisfaction	Hybrid	In-Office	-5.5983	0.0000	-7.1268	-4.0699	Yes
Satisfaction	Hybrid	Remote	9.9350	0.0000	8.5448	11.3253	Yes

The Tukey HSD post-hoc test results reveal clear and statistically significant differences in productivity and satisfaction among the three work mode groups: hybrid, in-office, and remote. For productivity, all pairwise comparisons yield a p-adj value of 0.0000, confirming significance at the 0.05 level. Specifically, hybrid workers report higher productivity than in-office workers (mean difference = -4.7047), but lower than remote workers (mean difference = 4.9512). The largest productivity gap is between in-office and remote employees, with remote workers reporting significantly higher scores (mean difference = 9.6559), highlighting the advantage of remote work in enhancing performance.

In terms of satisfaction, hybrid workers again outperform in-office employees (mean difference = -5.5983) but fall short when compared to remote workers (mean difference = 9.9350), with

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all comparisons remaining statistically significant. The confidence intervals for all comparisons do not cross zero, strengthening the validity of these results. This analysis suggests that remote work environments consistently offer higher levels of employee satisfaction and productivity compared to traditional office-based roles. Hybrid models offer a moderate advantage, sitting between the other two. These findings support the notion that flexible work arrangements can contribute significantly to improved employee outcomes, encouraging organizations to reevaluate and potentially redesign their work structures to align with evolving workforce preferences and performance trends.

H_2: The expansion of the gig economy in the digital era is significantly influenced by technological advancements and changing workforce preferences.

T-Test Summary

Group	Sample Size	Mean Engagement Score	Standard Deviation
High Tech Exposure	250	79.98	9.66
Low Tech Exposure	250	65.19	11.98
T-Test Result	–	**T = 15.19**	**p = 0.0000**

The comparison between individuals with high and low tech exposure reveals a significant difference in their engagement with the gig economy. Those in the high tech exposure group (sample size = 250) reported a mean engagement score of 79.98 with a standard deviation of 9.66, while the low tech exposure group (also 250 participants) had a lower mean score of 65.19 and a standard deviation of 11.98. A t-test conducted to assess the difference between the two groups produced a t-statistic of 15.19 and a p-value of 0.0000, indicating a highly statistically significant result. This confirms that individuals who are more familiar with or have greater access to digital technologies are considerably more engaged in gig economy activities. The gap in mean scores suggests that technological literacy and accessibility play a crucial role in enabling or encouraging participation in flexible, platform-based work. As the digital economy continues to expand, tech-savvy individuals are better positioned to capitalize

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on emerging opportunities in freelance, remote, and contract-based roles. This outcome supports the hypothesis that the rise of the gig economy in the digital era is not only driven by technological advancement but also by a workforce increasingly inclined to seek autonomy, flexibility, and alternative career models facilitated by those technologies.

Group	Sample Size	Mean Engagement Score	95% CI Lower	95% CI Upper	Standard Deviation
High Tech Exposure	250	79.98	78.77	81.18	9.66
Low Tech Exposure	250	65.19	63.70	66.69	11.98

The comparative analysis of gig economy engagement across different technology exposure levels highlights a significant disparity. The high tech exposure group, comprising 250 individuals, recorded a mean engagement score of 79.98 with a standard deviation of 9.66. The 95% confidence interval for this group ranges from 78.77 to 81.18, indicating a high level of consistency in responses. In contrast, the low tech exposure group, also consisting of 250 participants, had a considerably lower mean engagement score of 65.19, with a wider standard deviation of 11.98 and a 95% confidence interval ranging from 63.70 to 66.69. These non-overlapping confidence intervals clearly suggest a statistically significant difference in engagement levels between the two groups. The results affirm that individuals with greater technological exposure and proficiency are more actively engaged in the gig economy. This may be due to easier access to digital platforms, better familiarity with online tools, and greater adaptability to technology-driven work models. In an era where gig and freelance opportunities are increasingly mediated through apps and online marketplaces, technological competence becomes a key enabler. These findings support the conclusion that digital literacy and access not only influence employment patterns but also shape the broader participation landscape in the evolving digital workforce.

Conclusion

The rise of remote jobs and the gig economy is fundamentally redefining the traditional workplace, signaling a shift toward greater flexibility, digital integration, and individual autonomy in employment. These models offer innovative opportunities for workers to engage with work on their own terms, allowing for improved work-life balance, access to global job markets, and personalized career paths. At the same time, organizations are benefiting from reduced overhead costs and the ability to tap into a diverse, on-demand talent pool. However, these changes also present significant challenges, including income instability for gig workers, the erosion of job-related benefits, blurred boundaries in remote work, and growing digital divides. As the workplace continues to evolve, it is critical for policymakers, businesses, and society at large to develop forward-thinking strategies that balance flexibility with fairness. This includes creating robust labor protections, promoting digital inclusion, and reimagining employee support systems to suit non-traditional work formats. The future of work lies not in resisting these trends but in harnessing their potential to build a more inclusive, resilient, and adaptive employment landscape. By acknowledging both the opportunities and risks of remote and gig-based work, stakeholders can shape a future where work is not only more accessible and efficient but also more humane and sustainable.

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