

Employee Engagement in the Gig Economy

Keterlibatan Karyawan dalam Gig Economy

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ABSTRACT

This research conducted a systematic literature review to investigate Employee Engagement in the context of the Gig Economy. Key factors, such as work flexibility, organizational support, and work-life balance, were identified as important determinants in influencing employee engagement levels. The research results show that employee engagement contributes to increasing work efficiency, work quality, job satisfaction, and stress management in gig workers. In addition, involvement in employee communities and increasing professional networks are crucial aspects in expanding impact and career opportunities. These findings have significant implications for human resource management policies and practices in supporting the well-being and success of gig workers in the ever-growing gig economy.

Keywords: *Employee Engagement, Human Resource Management, Gig Economy*

ABSTRAK

Penelitian ini melakukan tinjauan literatur sistematis untuk menyelidiki Employee Engagement dalam konteks Gig Economy. Faktor-faktor kunci, seperti fleksibilitas kerja, dukungan organisasi, dan keseimbangan kehidupan kerja, diidentifikasi sebagai faktor penentu penting dalam mempengaruhi tingkat keterlibatan karyawan. Hasil penelitian menunjukkan bahwa keterlibatan karyawan berkontribusi terhadap peningkatan efisiensi kerja, kualitas kerja, kepuasan kerja, dan manajemen stres pada pekerja gig. Selain itu, keterlibatan dalam komunitas karyawan dan peningkatan jaringan profesional merupakan aspek penting dalam memperluas dampak dan peluang karier. Temuan-temuan ini memiliki implikasi yang signifikan terhadap kebijakan dan praktik manajemen sumber daya manusia dalam mendukung kesejahteraan dan kesuksesan pekerja gig di era gig economy yang terus berkembang.

Kata Kunci: *Employee Engagement, Human Resource Management, Gig Economy*

Introduction

In the technology of globalization and hastily growing facts era, the traditional paintings paradigm is increasingly transferring toward the gig economic system. Freelance paintings or the gig economic system is a phenomenon that can not be omitted in the global scope of employment. In this context, employee engagement has become a key focus for understanding how gig workers engage and contribute to their work environment (Behl,2022). This research aims to investigate Employee Engagement in the context of the gig economy through a systematic literature review method. This research has high relevance considering the dramatic changes in today's employment structure, where more and more individuals are choosing to freelance and rely on temporary projects. In the ever-developing gig financial system, a deep knowledge of employee engagement is crucial. worker engagement now does not best effect character productiveness, however additionally has an instantaneous impact at the achievement of the enterprise as an entire (Ashford,2018).

In the context of the gig economy, a striking phenomenon is the lack of long-term job security, income uncertainty and worker independence. This condition can have a negative impact on employee engagement levels, considering that gig employees often feel isolated or less connected to the organization where they work (Hats, 2021). Therefore, understanding the

factors that influence employee engagement in the gig economy needs to be further explored. The gig economy creates unique challenges in managing employee engagement. With high levels of job mobility and freedom, factors such as self-identification, motivation, and feelings of ownership of work become crucial to understand (Berger,2019). By understanding engagement in the gig economy, we can develop more effective management strategies to motivate and retain gig workers. Gig employees often face challenges feeling connected to their organization and coworkers, which can negatively impact engagement levels. By understanding these dynamics, research can identify solutions that can improve the bond between gig workers and their companies (Donovan,2016).

Despite much research on employee engagement, there is a lack of adequate information and understanding of how this paradigm applies in the context of the gig economy. This research gap increases the want to fill this information gap through extra in-depth and systematic research, which can offer a richer view of the factors that affect worker engagement in the gig economy. For this reason, it is hoped that this research could make a massive contribution to understanding the dynamics of employee engagement within the gig financial system, fill present knowledge gaps, and offer insights for practitioners and academics inside the area of human resource control. I was hoping that this research can offer new insights regarding worker management in the gig economic system era. By supplying higher insight into the factors that have an impact on worker engagement, this research can assist practitioners design regulations that assist gig employees. Similarly, this research can serve as a basis for further research on this location, motivating the development of management theories and fashions that are applicable to the latest work context.

Worker engagement in the gig economy has a giant effect on various aspects of the work environment and man or woman productiveness. here are some of the primary impacts of employee engagement within the gig financial system:

Increased Productivity

The level of employee engagement inside the gig economy is without delay associated with the extent of productiveness. Actively engaged employees tend to be more enthusiastic and centered on their paintings, which in turn improves painting output and performance. This engagement enables creating an effective painting environment, in which gig people experience related to the company's goals and experience like they have had a tremendous impact on the fulfillment of the employer (Chiu,2022).

Retain and Attract Talent

Gig employees who feel engaged have a higher tendency to stay with a particular organization or project. Good engagement can be a determining factor in retaining valuable talent and attracting new workers to the gig economy. Organizations that are able to create an environment that motivates and maintains employee involvement can compete better in attracting quality workers (de Grouchy, 2018).

Mental and Emotional Wellbeing

Employee engagement in the gig economy is also related to the mental and emotional well-being of employees. High engagement can create a sense of engagement and satisfaction in work, reducing stress and burnout levels. This is especially important in the gig economy where workers often work independently and may face particular psychological challenges. Good mental wellbeing allows gig employees to remain productive and contribute positively (Kaine, 2019).

Innovation and Creativity

Gig worker engagement additionally plays a key function in stimulating innovation and creativity. personnel who experience empowered and recognized have a tendency to be greater open to new ideas and dare to take optimistic dangers. inside the gig financial system, in which flexibility and adaptability are key to success, high degrees of creativity can be a competitive advantage for individuals and corporations (Kuhn,2021).

Relationship and Network Building

Employee engagement can facilitate building strong relationships between gig workers and companies or business partners. Employee engagement creates positive interpersonal bonds, strengthens trust, and increases collaboration. These good relationships can open the door to new work opportunities, collaborative projects, and growing professional networks, all of which are crucial in a gig economy that often relies on reputation and personal connections (Keith,2020).

Through these impacts, employee engagement inside the gig economy plays an vital function in shaping a dynamic, productive and sustainable work surroundings. investing in employee engagement may be a smart approach for businesses and individuals as they face the precise demanding situations and possibilities of the gig economic system.

Research Methods

This study is dedicated to delving into the intricacies of worker engagement within the dynamic landscape of the gig economy through a scientific literature review. Our exploration encompasses scientific articles that delve into the symbiotic dating between employee engagement and the gig economy. We cognizance of elements together with the factors influencing worker engagement, both supportive and inhibiting, in addition to its broader impact on both people and groups.

To do a comprehensive research, we navigated through prominent educational databases spanning numerous disciplines, together with Psychology, management, Sociology, and Economics. Our chosen databases, specifically IEEE Xplore, JSTOR, Scopus, and Google Scholar, served as precious repositories of scholarly knowledge. The key phrases hired for the duration of our seek encompassed phrases along with "worker Engagement," "Gig financial system," "Gig people," "Freelancers," and "transient work." With the aid of strategically combining these keywords with logical operators "AND" and "OR," we aimed to cast a huge internet, shooting the maximum applicable articles. For example, our searches protected terms like "worker Engagement AND Gig economy" or "Gig workers OR Freelancers AND Organizational dedication."

In our meticulous choice manner, articles taken into consideration for the literature assessment had to meet unique criteria. They had to be posted these days, normally within the last decade, and labeled as studies articles as opposed to editorials or trendy opinions. Moreover, the articles must center around the topic of employee engagement inside the gig financial system.

The end result of our efforts will result in a systematic literature evaluation that synthesizes key findings, draws comparisons among effects, and pinpoints existing gaps inside the literature. This thorough analysis aims to pave the manner for future research with the aid of highlighting regions that call for in addition exploration. By navigating these steps, our studies aspire to provide profound and comprehensive information of worker engagement within the gig financial system, grounded in the present day and maximum pertinent scientific literature.

Results and Discussions

Factors that Influence Employee Engagement

1. Work Flexibility

Work flexibility within the context of the gig economic system consists of the capacity for gig workers to have extra time to manage their working hours, pick projects that suit their pastimes and abilities, and determine the most effective place of work for them. research indicates that this level of pliability is undoubtedly associated with levels of worker engagement. Gig employees who have extra manage over their time and work tend to be more glad and engaged because they could adapt their work to their private needs and choices (Hazarika, 2019).

2. Relationship with Organizations

The level of support and communication an organization provides to gig workers plays an important role in shaping employee engagement. Gig workers who feel supported by the organization, whether through mentorship, recognition, or resources provided, tend to have higher levels of engagement. This positive relationship creates a sense of attachment and loyalty to the organization, despite the temporary nature of work in the gig economy (Mohsin, 2022).

3. Work - Life Balance

Factors that support work-life balance in the gig economy include flexible leave policies, psychological support programs, and organizational awareness of individuals' needs to achieve balance between work and personal life. This balance plays an important role in influencing the level of employee engagement. Gig workers who feel they have control over their time and have support from the organization to achieve this balance, tend to be more engaged and have higher job satisfaction (Le Brocq, 2023).

Through these three categories, it can be understood that factors such as flexibility, positive relationships with the organization, and work-life balance are key elements in shaping employee engagement in the gig economy. Understanding gig workers' needs and preferences and providing appropriate support can be an effective strategy to increase levels of engagement and well-being in this dynamic work environment.

The Impact of Employee Engagement on Productivity

1. Work Efficiency

Engaged gig workers have a higher level of efficiency in completing their projects. High levels of engagement increase motivation to deliver the best results. Workers who feel positively engaged in their work are more likely to manage time efficiently, identify solutions to problems quickly, and increase focus on assigned tasks. The work flexibility that gig workers have can allow them to adjust their schedules to reach peak productivity at the right time, resulting in increased overall efficiency in the gig economy (Riley, 2017) (Hazarika, 2019).

2. Quality of Work

The level of employee engagement also has a direct impact on the quality of work produced. Gig workers who feel positively engaged tend to produce better work results. Involvement creates a high level of commitment to the work, increasing the sense of responsibility for quality and accuracy in each project. Workers who feel engaged usually care more about their reputation and understand that good quality work can have a positive impact on their chances of getting more interesting projects in the future. Therefore, employee engagement not only increases productivity but also contributes to improving the quality of work produced (Pichault, 2022) (Williams, 2021).

Through increasing efficiency and quality of work, employee engagement in the gig economy not only impacts individual satisfaction but also increases the competitiveness of gig workers in a competitive job market. Empowering workers to deliver the best results and focus on quality can form a strong foundation for growth and success in the ever-expanding gig economy.

Psychological and Emotional Well-Being

1. Job satisfaction

High employee engagement in the gig economy is positively correlated with the level of job satisfaction. Gig workers who are actively engaged in their work tend to experience higher levels of satisfaction. Factors such as flexibility, organizational support, and work-life balance can contribute greatly to job satisfaction. Workers who can manage their work in a way that suits their personal preferences and values tend to feel more satisfied, creating a positive work environment. High job satisfaction not only impacts individual productivity but can also increase talent retention and a positive image of the organization in the job market (Riezzo, 2021) (Yang, 2023).

2. Stress Management

The level of employee engagement also plays a role in gig workers' stress management. Workers who feel involved tend to have more effective coping strategies for work pressure. Engagement provides a strong psychological foundation, enabling individuals to better manage the challenges and stress that may arise in a dynamic work environment. Engaged gig workers may be better able to identify solutions to cope with stress, seek support from coworkers or organizations, and develop resilience to work pressures that can improve their mental well-being (Roy, 2020) (Wang, 2022).

Through increasing job satisfaction and stress management, employee engagement in the gig economy not only has a direct positive impact on individuals but also creates a healthy and sustainable work environment. By paying attention to these aspects, organizations can create favorable conditions to improve the well-being and performance of gig workers, providing benefits for both parties.

Relationship and Network Building

1. Involvement in the Worker Community

Gig workers' involvement in the workforce has a significant impact on career development and further involvement in a particular industry or sector. Workers who are actively involved in gig worker communities tend to have greater access to the latest information, industry trends, and collaboration opportunities. They can share experiences, knowledge and resources with fellow workers, creating an environment that supports the exchange of ideas and mutual growth. This involvement can also open the door to new projects that may not be achieved without connectivity within the community (Roberts, 2022) (Todolí, 2017).

2. Enhanced Professional Networking

Employee engagement can increase gig workers' ability to build strong professional networks. Through active involvement in projects and communities, gig workers have the opportunity to interact with a variety of professionals, clients, and other stakeholders. This engagement creates opportunities to build mutually beneficial business relationships and gain access to new employment opportunities. An increased professional network not only benefits

current projects but also opens doors to future career opportunities, broadening scope and recognition within the industry or gig worker community (Taylor,2023) (Shekar,2020).

Through involvement in worker communities and increased professional networks, gig workers can expand their impact and growth potential. Involvement in the community creates a solid base for collaboration and mutual support, while enhanced professional networks provide opportunities to develop careers and diversify project portfolios.

Conclusion

Within the growing gig economy, worker engagement performs a critical position in developing a dynamic and efficient work environment. via a systematic literature overview, this research investigates a variety of factors and influences of worker engagement inside the context of the gig economic system.

To begin with, work flexibility, organizational aid, and work-lifestyle balance are demonstrated to be the main elements that influence worker engagement. Flexibility gives gig people manage over their work, whilst organizational guidance creates fine bonds and a feel of belonging. paintings-lifestyles stability, with supportive rules, helps create a work environment that takes character desires under consideration. work efficiency and work first-rate have additionally been established to increase with excessive ranges of employee engagement. definitely engaged gig workers tend to supply high-quality consequences, growing common productivity and developing a sturdy recognition. Task satisfaction and pressure control are also inspired by ways of worker engagement, creating a superb work environment and assisting intellectual property-being.

Gig workers who are engaged have a tendency to be more happy with their jobs and feature greater effective coping techniques for coping with worker stress. Furthermore, involvement in employee communities and elevated expert networks are becoming crucial factors in increasing the impact and profession opportunities of gig people. Involvement in the network lets in access to collaborative tasks and information trade, even as better professional networks open doors to future opportunities.

Ordinarily, this study highlights that employee engagement no longer best impacts character delight and overall performance, however it also forms the premise for boom, innovation, and sustainability inside the gig economic system. enforcing policies that aid flexibility, organizational support, and work-existence stability, together with attention to mental proper-being, may be the key to success in maximizing the capacity of gig workers inside the ever-growing gig economy.

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