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TITLE PAGE

Article Title: Key Factors Influencing Gig Workers' Performance and Adaptability in Digital Platforms.

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ANALYZING THE IMPACT OF DIGITAL PLATFORMS ON GIG WORKERS' PERFORMANCE: INSIGHTS FROM PRACTITIONERS

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Abstract. The gig economy has fundamentally changed labor markets by offering flexible and short-term work through digital platforms. Despite the opportunities, gig workers face challenges including limited digital skills, unpredictable income, difficulties in managing time, and low motivation. This study examines the factors that influence gig workers' performance and adaptability from practitioners' perspectives and suggests strategies to address these challenges. Interviews were conducted with six gig workers across various sectors. The findings reveal that digital literacy, adaptability, proactive mindset, and effective time management are critical for achieving high performance. These results provide insights for developing frameworks to enhance gig worker competencies and inform policies for supporting digital labor platforms.

Keywords: gig economy; digital platforms; worker performance; adaptability; time management

INTRODUCTION

The emergence of digital platforms has reshaped traditional employment patterns, giving rise to the gig economy. Workers engage in short-term, flexible tasks facilitated by online platforms, which demand continuous skill development, efficient time management, and the ability to adapt to new digital tools. While gig work offers flexibility and autonomy, it also

presents challenges such as income instability, irregular work hours, and the need to navigate evolving platform requirements. Understanding the factors that contribute to gig workers' performance and adaptability is crucial for both workers and policymakers. This study investigates these factors by gathering insights from practitioners, aiming to identify obstacles and enabling factors that can improve productivity and resilience in the gig economy.

LITERATURE REVIEW

Resistance to Change and Adaptability

Gig workers often encounter the need to adopt new technologies and adapt to platform-specific rules and expectations. Resistance to change can impede their ability to perform effectively. Research indicates that individuals who are adaptable and open to learning are more likely to navigate the challenges of gig work successfully. Developing the capacity to adjust quickly to changing conditions enhances both performance outcomes and job satisfaction.

Digital Skill Gaps

A lack of digital proficiency is a common challenge for gig workers. Navigating platform functionalities efficiently requires competencies such as digital literacy, communication skills, and task management. Workers who lack these skills may experience lower earnings, incomplete tasks, and reduced overall performance. Studies suggest that targeted training and continuous support significantly improve productivity and performance in gig work settings.

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