THE GIG ECONOMY

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Short-term contracts and freelance work has started to increase (especially during Covid-19 period)
The actual concept of using a contingent workforce has been around for many years, particularly in industries such as technology.
why gig economy works for different generations.

millennials and generation-Z workers
- digital natives
- exposed to various technology
- more adaptable
- better able to thrive in the digital economy
- drawn to the flexibility and freedom

generation-X and baby boomer workers
- manages time easily
- able to negotiate premium pay as they offer maturity
- more insightful perspectives
- large professional network
- can act as an advisor for start-ups and SMEs

Gig Economy: SUCCESS
Working from apps

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