Gig Economy and the Future of Work: A Fiverr.com Case Study

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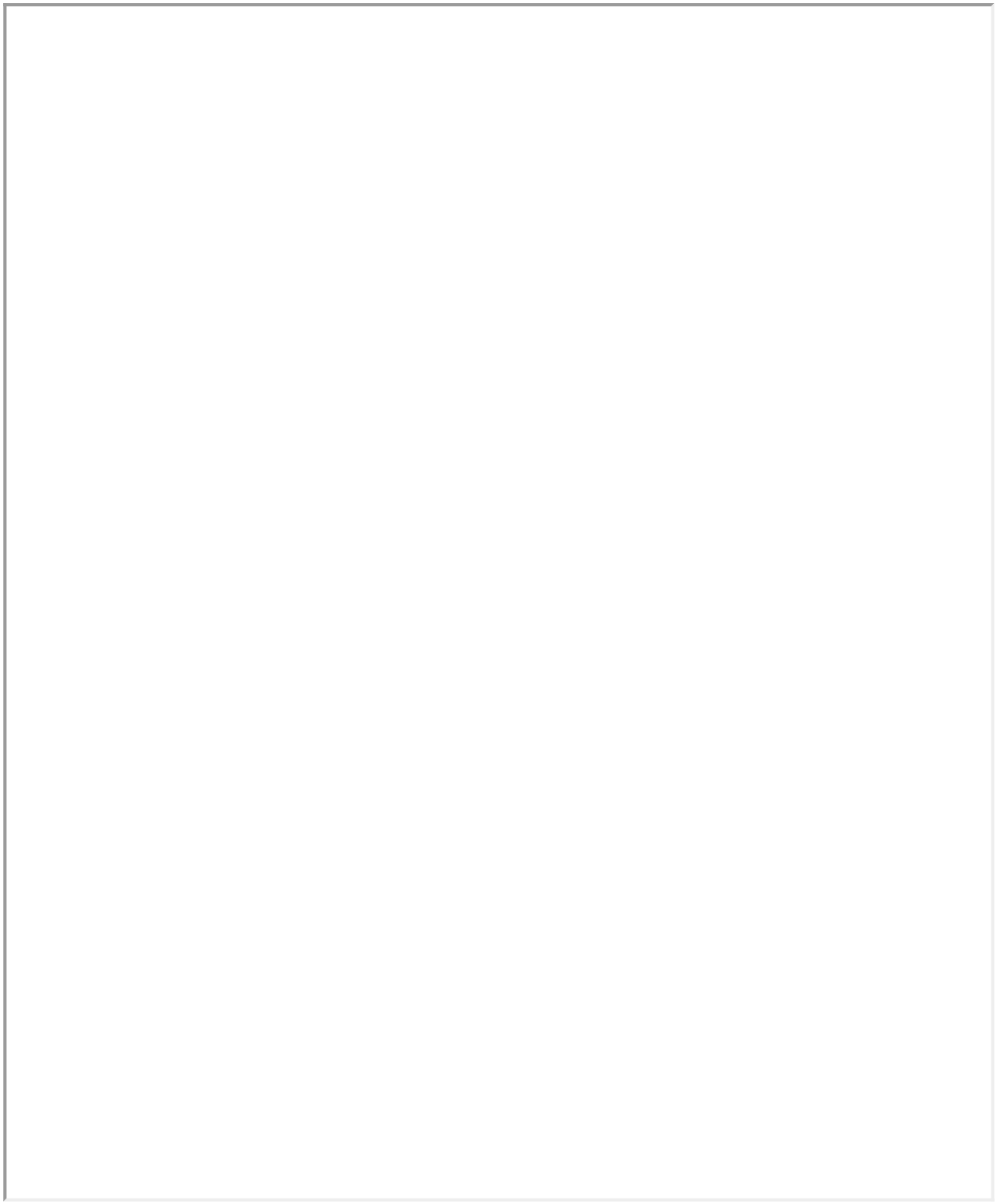
Authors: Daryl D. Green, Jack McCann, Thao Vu, Nancy Lopez and Samuel Ouattara
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Why did we select this research:

Case study on Fiverr, a digital platform that offers freelance services posted by lean entrepreneurs.

Key findings:

- Gigs are more likely to be found in some occupations versus others because work that requires a single task, like writing a business plan, is probably a better fit to this type of work.
- The hottest point is freelancers' health benefits compared with traditional nine-to-five employees.
- As a potential testing solution, the creation a new system in freelancers' benefits management. In the current scenario of this issue, focusing on freelancers' benefits can impress the global online market.



Reference:

Green, D. D. (2018). Gig economy and the future of work: a Fiverr. com case study. *Management and Economics Research Journal*, *4*(2018).