

The Impact of the Gig Economy on Traditional HR Practices: A Case Study of Uber

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ABSTRACT

The gig economy, led by companies like Uber, is reshaping traditional HR practices. This study explores how digital platforms are redefining recruitment, performance, compensation, and engagement. Using qualitative methods and secondary data, it highlights Uber's shift to algorithm-based management and outlines challenges and strategic HR adaptations needed for the gig model.

Keywords: gig economy, HR practices

I. INTRODUCTION

The gig economy offers flexible work via digital platforms, challenging conventional HR systems. Uber is a key example of how businesses manage workers without formal employment. This study analyses how HR must evolve to address this shift.

II. RESEARCH METHODOLOGY

A qualitative case study approach is used, relying on secondary data from academic sources, industry reports, and Uber's public documents. Content analysis was applied to extract insights about HR changes

III. FINDINGS

- Uber uses minimal traditional HR, relying on algorithms and digital tools.
- Workers gain flexibility but lack job security, benefits, and career growth.
- Performance is monitored digitally, with limited engagement.

IV. CHALLENGES

- Regulatory uncertainty

- Worker dissatisfaction
- Ethical concerns in data use
- Lack of long-term loyalty

V. RECOMMENDATIONS

- Create hybrid HR systems for gig and full-time workers.
- Offer voluntary benefits like health insurance.
- Ensure transparency in algorithmic decisions.
- Provide mobile-based skill training.
- Improve communication and feedback systems.

VI. CONCLUSION

HR in the gig economy is shifting from control to support. Companies must blend tech-driven efficiency with human-centred policies to ensure fairness and sustainability.

VII. REFERENCES

De Stefano (2016), Rosenblat & Stark (2016), McKinsey (2016), and Uber (2023)