

# **Gig Workers in the Platform Economy: The Case of App-based Cab Companies in India**

Shalini (FP/12/15), HRM Group

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## **Abstract**

Advanced forms of technology have enabled digital platforms that facilitate online correspondence between management, workers, and customers (Kallebarg and Dunn, 2016). Such dynamically interactive platforms' upsurge allows individuals to share their assets, time, and labor for remunerative tasks or jobs (Cherry, 2016; Sundararajan, 2016). This form of business model has furthered the opportunities for gig work, thereby resulting in an increasing base of the gig economy (Donovan et al., 2016). The gig economy mediated via digital platforms is characterized by short-term peer-to-peer transactions, remunerated per task or job, and consists of a high degree of autonomy and flexibility (De Stefano, 2015). The 1 0 0 1 72.1 526.1 Tm0 C



2019). The intentional deployment indicates the rhetoric to be a legitimacy lie that is ethically wrong from both the perspectives of deontology and utilitarianism (Hannafey, 2003; Rutherford et al., 20

form of collectivization where physical meeting places and digital space reinforce each other to enable faster and constant connections, enhancing a sense of community-hood. The study contributes to the literature on unionization by suggesting phygital collectivization as an alternative to the traditional unionization process, pointing towards the scope of labor movements in the gig economy. The study also augments the literature on vertical and public forms of resistance mechanisms at the individual and collective levels. Further, it delineates the role of phygital inclusion in translating individual-level resistance mechanisms to the collective level and shows the dynamics between individual and collective level resistance mechanisms.

Overall, the dissertation offers theoretical and empirical insights about the dynamics existing at the level of management, workers, and the role of broader social-political processes in the context of the gig economy mediated by digital platforms. This dissertation augments the literature of cultural entrepreneurship, management control, and extends the arguments about the scope of labor movements and resistance in the given context.

## **References**

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