

Index

- Adobe (Company), 76
- Airbnb (platform-based start-ups), 3
- Akamai Technologies, 27
- Algorithmic management, 16
- Amazon, 10
- Amazon Mechanical Turk (AMT), 14, 35
- Asset renting, 14
- Asset Sharing Services, 35
- Australian Bureau of Statistics framework, The 50

- Benefits, 13, 20–24, 26, 69, 76, 83–84
- Bite-sized learning (microlearning), 79
- Brain workers, 40
- Bridge employment, 12
- Brooking Institute, 41

- Career, 14, 41
- Casual earners, 35
- Challenges, associated with the gig economy, 17
- Codification, 49
- Colgate-Palmolive corporations, 19
- Communal support, 2
- Companies, 75–76, 79
 - managing gig workers, 68
- Contest-based model, 36
- Contract workforce model, 62
- Core employees, 68–69
- Core functions, 82
- Courier services, 26
- COVID-19 pandemic, 11, 61
- Creative human capital, 54
- Crowd work, 14, 36
- Crowd-sourced platforms, 36
- Crowdsourcing models, 36
- Customer service, 82

- Decision-making process, 16
- Demand, 75

- Development analysis (DEA), 57
- Digital accessibility and literacy, 80
- Digital disruption, 9
- Digital Evolution Index, 56
- Digital leaders, 2
- Digital platforms, 2–3, 6, 10, 13, 33, 67–68
- Digital skills, 66
 - policy to increase, 80
- Digital start-ups, 19
- Digital technologies, 10
- Digital transformation, 2
- Digitalisation of Knowledge Work, 80
- Distributed micro-task models, 36
- Dot-com revolution concept, 1
- Drivers of knowledge economy, 49

- e-knowledge networks, 53
- eBay, 10
- Economic growth, 74
 - in Malaysia, 82
- Economics of knowledge, 49
- Education, 53–54, 77
 - system, 78
- Embodiment, 56
- Employees, 11
- Employees Provident Fund (EPF), 83
- Employment relationships, 22
- Ernst & Young corporations, 19
- Evaluation system, 16–17
- Explicit knowledge, 45, 49
- External workforce, 4

- Fibre optic cable, 78
- Financially strapped workers, 35
- Fiverr, 36
- Fiverr.com, 15
- Flexible Fund, 80
- Foreign direct investment (FDI), 49
- Free agents, 35
- Free-market system, 2

- Freelance gigs, 83
 Freelancers, 15
 Freelancers.com, 3, 15, 36
- Gender, 81
 disparities, 81
- Gig economy, 1–5, 13, 33, 37–38, 40–42, 62, 76 (*see also* Knowledge economy; Knowledge-based gig economy)
 business perspectives, 19–21
 categories of gig workers, 13–15
 cons of, 83–84
 economic benefit, 17–19
 ecosystem, 12–13
 emotional issues, 24–25
 evaluation system and impact, 16–17
 gig economy opportunities and challenges, 17
 Indonesia, 25–27
 legal issues, 23–24
 need to regulate, 84–85
 platforms, 15–16
 risk/challenges, 21–23
 skills/lifelong learning, 21
 trends, 11–12
 work identity, 25
- Gig global ecosystem
 cons of gig economy, 83–84
 demand and supply of gig workers, 75–76
 Malaysia, 82
 Malaysian Gig Economy, 82–83
 need to regulate gig economy, 84–85
 preparing workforce for knowledge-based gig economy, 76–77
 roadmap for knowledge-based gig economy, 77–82
- Gig professional worker, 6
 Gig work, 33
- Gig workers, 6, 12–13, 16, 20–22, 24, 40, 46, 62, 79 (*see also* Knowledge workers)
 categories of, 13–15
 characteristics, 47
 clients and, 34
 within companies management, 68
 create knowledge, 40
 economic and social impact dimension, 52
 education, 53–54
 four pillars of, 48
 human capital dimension, 51–52
 ICT, 52
 informal economy and gig economy, 40–42
 innovation and entrepreneurship, 51
 intellectual capital, 54
 KEI, 56–57
 key factors, 53
 knowledge management, 54–56
 professional gig worker/knowledge worker, 38–39
 required skills and assets for future of work, 39–40
 talent economy, 37–38
 transaction to, 47–51
 types of, 34–37
- Gigification of knowledge work, 80
 Gigs, 5, 12
 Global Gig-Economy Index, 3
 Global Innovation Index (CII), 57
 Globalisation, 49
 GoDaddy (Company), 76
 Gojek company, 25
 Government, 77
 policy, 81
 Grab company, 25
 Guru, 3
- Handmade Goods, 35
 Hard skills, 78
 High speed mobile connections, 78
 High-level expertise, 79
 High-speed fixed internet connections, 78

- Household, 35
- Human capital, 54
- Human knowledge, 45
- Human resources, 82
- Impact, 16–17
- Independent contractors (*see* Gig workers)
- Independent employees, 15
- Independent professionals, 68–69
- Independent workers, 10
- Indonesia
 - gig economy ecosystem, 25, 28
 - internet penetration/digital divide, 27
 - outlook for, 27–28
- Industrial Revolution 4.0, 41
- Informal economy, 40–42
- Information and communication
 - technology (ICT), 46, 49, 52, 64
- Information revelation, 49
- Innovation Systems, 81
- Innovative human capital, 54
- Intellectual capital, 54
- International Labour Market, 80
- Internet, 27
 - access, 78
- Investment in knowledge, 77
- J&T Express, 26
- Japanese businesses revolutionised
 - supply chains, 1
- Justin-time manufacturing concept, 1
- KBUD initiatives, 82
- Knowledge
 - city, 47
 - gig workers create, 40
 - knowledge-based economy, 52
 - management, 54–56
 - related labour, 48
 - transactions, 63
- Knowledge Age, 73
- Knowledge Assessment Methodology, The, 53
- Knowledge economy, 6, 46, 54, 62, 64
 - (*see also* Gig economy)
 - characteristics, 47
 - concept, 34
 - economic and social impact
 - dimension, 52
 - education, 53–54
 - foundation initiatives for, 82
 - four pillars of, 48
 - of gig workers, 75
 - heart of, 63
 - human capital dimension, 51–52
 - ICT, 52
 - innovation and entrepreneurship, 51
 - intellectual capital, 54
 - KEI, 56–57
 - key factors, 53
 - knowledge management, 54–56
 - transaction to, 47–51
- Knowledge workers, 6, 55, 62–63, 74
 - (*see also* Gig workers)
 - management, 64–66
 - professional gig worker/knowledge worker, 38–39
- Knowledge-based gig economy
 - digital platforms/platform economy, 67–68
 - economic and social benefits, 68
 - managing change, 63–64
 - managing gig workers within companies, 68
 - managing knowledge workers and professional gig workers, 64–66
 - preparing workforce for, 76–77
 - professional gig workers, 66–67
 - roadmap for, 77–82
 - transferring to knowledge-based gig economy, 63
 - workforce trends and digital skills, 66
- Knowledge-Economy Index (KEI), 56–57
- Knowledge-intensive business services, 82

- Knowledge-intensive digital platforms, 69
- Knowledge-intensive tasks, 68
- Labour
 - core employees, 68
 - independent professionals, 68
 - process, 65
 - routine workers, 68
 - types of, 68
- Labour market, 1–2, 5, 9–10, 18, 21, 25, 51, 57, 68, 77
- Lalamove, 26
- Learning, 69
 - agility concept, 39
- Legal, 5, 21–22, 51
 - documents, 27
 - issues, 23–24
 - services, 40
- Liquid workforce, 12, 40
- Location-based low-skill gig work jobs, 67
- Location-based work, 35
- Location-independent work, 35
- Long-term
 - contract basis, 37
 - employees, 2
 - goals, 46
 - growth, 22
 - planning, 1
 - plans, 82
- Low-income countries, 3
- Low-skill employment, 17
- Low-skilled work, 66
- Lyft (platform-based start-ups), 3
- Malaysia
 - Draft National Industry Policy Framework, 79
 - gig global ecosystem, 82
- Malaysian Gig Economy, 82–83
- Malaysian government, 84
- Management control, 65
- Management knowledge of labour process, 65
- Meploy, 67
- Microsoft (Company), 76
- Microwork, 14
- Mid-to-Long-Term National Education Development Program, 57
- Middle-income countries, 3
- Ministry of Higher Education's National Economic Reform Plan Career Advancement Programme (KPT-CAP), 84
- Models for knowledge transformation, 55
- Motorcycle taxis, 25
- Multimedia Super Corridor (MSC), 82
- National Information and Communication Technology Agenda (NITA), 82
- Neo-classical economics, 63
- Non-core jobs, 75
- Nordic Innovation report, The, 67
- Ojek, 25
- On-demand economy, 13
- On-demand gig employment, 36
- On-demand jobs via apps, 14
- Online freelancing platforms, 68, 74
- Online Labour Index projects, 76, 83
- Online platforms, 42
- Onsite platforms, 36
- Opportunities and challenges, gig economy, 17
- Organisation for Economic Cooperation and Development (OECD), 46
- Organisations, 10
- Payoneer study, 76
- Permanent employees, 11
- Pillars of knowledge economy, 48
- Platform economy, 2, 6, 13, 67–68
- Platform-based market, 68
- Platforms, 36

- Policy-makers, 1–2
- Political economy, 81
- PricewaterhouseCoopers corporations, 19
- Principles of Scientific Management, 64
- Productivity, 63
 - of labours, 64
- Professional gig workers, 2, 20, 66–67, 74
 - management, 64–66
 - professional gig worker/knowledge worker, 38–39
- Professional Networks, 80–81
- Professional Services, 35
- Professional workers, 40
- Project-based gigs, 83
- Public sector, 76

- Regulation, 9–10, 23–24, 74, 81, 84
- Reluctants, 35
- Remote gig employment, 14
- Remote gig worker, 14–15
- Reskilling, 21, 79, 81
- Ride-hailing companies, 25
- Roadmap for knowledge-based gig economy, 77–82
- Routine workers, 68

- Sharing economy, 82
- Short-term
 - contract basis, 37
 - employees, 2
 - goals, 46
 - growth, 22
 - planning, 1
 - plans, 82
- Skilled workers, 66
 - recurrent sourcing of, 69
- Skills-based management methods, 65
- Socialisation, 56

- Tacit knowledge, 45, 49
- Talent economy, 37–38
- Taylor's principle of Scientific Management, 63
- Technological transformation, 66
- Technology, 1
- Temporary workers, 6, 10–11, 20
- Tertiary-educated workforce, 68
- Transaction-based Services, 35
- Trends in gig economy, 11–12
- Truelancer corporations, 19
- Types
 - of gig workers, 34–37
 - of knowledge, 45

- Uber (platform-based start-ups), 3, 67
 - company, 25
 - drivers, 17
- United Nations Development Programme (UNDP), 18
- Upskilling, 21, 79–81
- Upwork, 3, 14–15, 36
- Upwork.com, 15

- Wall Street Journal (WSJ), 11
- Work, 12
 - on demand, 14, 36
 - identity, 25
- Work Bank Institute, 48
- Worker power, 81
- Workforce
 - development programmes, 79–80
 - global trends, 74
 - preparing workforce for knowledge-based gig economy, 76–77
 - trends, 66
- World Bank index, 56
- World Bank, The, 48