

Fairness Dilemmas of Location-Based Gig Work: Case Study of East African Countries, pages 205-227 in the book "Humanistic Management in the Gig Economy: Dignity, Fairness and Care," edited by Kemi Ogunyemi

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Abstract

In recent times, the digital gig economy has experienced an exponential growth due to various factors including limited opportunities for full-time employment and preference for flexibility by the workers. For the operators who manage the gig platforms, they have benefited from reduced overhead costs, leading to substantial profits. However, decent gig work has been a problem mainly because the employment-related impacts that are associated with the gig economy have not been fully exploited to provide a win–win solution for both the worker and the employer. For location-based gig work, the gig worker must be present at the specific location to offer the services. The platform operators treat the gig workers as independent contractors thus denying them the benefits that they would enjoy if they were classified as employees. This chapter has utilized qualitative research through the review of real-life case studies on the location-based gig economy in some of the East African Countries with the aim of identifying the challenges and gaps

in this kind of work and possible remedies to ensure that fairness prevails when providing location-based gig work.