

## FROM SIDE HUSTLES TO MAINSTREAM: A BIBLIOMETRIC EXPLORATION OF THE GLOBAL GIG ECONOMY LITERATURE

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### Abstract

The past decade's technology driven dramatic shift in the lifestyles, work habits and consumer behaviour, amplified by social networks has created unprecedented income and consumption opportunities. This digital realm caused the emergence of a transformative paradigm in the contemporary labour markets, the Gig Economy. While temporary or independent work often referred to as "gigs", has historical precedent, the modern Gig Economy is defined by novel, technology-facilitated employment. This study employs the bibliometric analysis of 1576 studies from Scopus and Web of Science (WoS) databases, using the PRISMA Model to provide a comprehensive intellectual mapping of gig economy research by leveraging advanced quantitative techniques, including descriptive analysis, citation analysis, co-authorship analysis, clustering by coupling, co-occurrence analysis, and bibliographic coupling by considering the Total Link Strength (TLS). The findings reveal the interdisciplinary nature of the field, with significant intersections across core work, workplace and labour dynamics, while advancing a robust foundation for future research in an increasingly platformized world.

**Keywords:-** Gig Economy, Gig Work, Bibliometric, Citation Analysis, Thematic Structure.

*G*ig Economy has emerged as a key aspect of the contemporary labour market, marked by flexible work arrangements and rise of digital platforms, transcending the disciplinary boundaries. Independent workers who are compensated per task

or project rather than salary or hourly wage; consumers seeking specific services and platform-based companies that facilitate direct connections between these workers and consumers with the support of technology underpin the structure of Gig Economy (Harris Jonathan, 2017).

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Despite its modern perceptions pertaining to the digital platform-driven form that facilitates matching of providers and customers in exchange of money between individuals or companies on a short-term basis for which payments vary based on the rate of task completion, it possesses historical antecedents, indicating its existence over an extended period (Charlton Emma, 2024; Harris Jonathan, 2017), with a remarkable increase in scale and significance over the past decade with the outburst of digital platforms and other large scale mediating technologies (Sutherland & Jarrahi, 2018). It encompasses platform mediated tasks that necessitate the worker's physical presence for local delivery, as well as those conducted and fulfilled remotely via digital platforms (Huws et al., 2016). However, the former is often regarded as the epitome of "gig work" and is often used interchangeably with the term, despite the latter being equally represented (Wood et al., 2019).

### Scope and Significance

This rapidly growing sector is positioned to offer flexibility and income opportunities to workers, while raising concerns around worker classification, control, job security, fair wages, social protection, regulatory framework and the erosion of traditional employment structures, sparking considerable debate and research across various disciplines, necessitating the policy makers, businesses, and individuals to gain comprehensive understanding of multifaceted impacts on work and employment landscape. Acknowledging the power of bibliometrics to process large volume of scientific data, thereby substantially

influencing the research impact (Passas, 2024) and considering the growing scholarly and policy relevance, this research employs bibliometrics approaches to understand the cognitive landscape of Gig. This analysis will uncover emerging trends in publication performance, collaboration patterns and research constituents exploring the intellectual construction of Gig Economy domain within the existing literature. The study addresses the following research questions:

1. What is the current state of literature in the field of Gig Economy?
2. How has gig economy research evolved, and what factors have driven this change?
3. What are the dominant research trends and emerging areas within Gig Economy studies?
4. What are the prominent collaboration trends in Gig economy research?
5. What are the gaps and under-explored areas within the Gig Economy literature?

### Methodology

This study employs a bibliometric analysis, a quantitative approach to systematically examining the scholarly publications, to identify patterns, relationships, and trends within the Gig Economy domain, using an R-based tool and VOS viewer. Bibliometric tools, including descriptive analysis, citation analysis, co-authorship analysis, clustering by coupling, co-occurrence analysis, thematic mapping, and bibliographic coupling, were employed to present the current status of literature on Gig Economy. It offers insights into the

Table 1  
Research Objectives and Methodology

Research Objectives	Research Methodology
Obtain a comprehensive understanding of publication trajectory	Descriptive analysis of publication trends
Assess the relevance, impact, and categorization of significant sources	Descriptive analysis of source and journal metrics, Application of Bradford’s Law, Bibliographic coupling of sources
Country specific scientific production in terms of number of publications and citations	Descriptive analysis of geographic distribution, Bibliographic coupling of countries
Identify the top authors, productivity of authors and most cited document in this domain	Authorship analysis, Application of <u>Lokta’s Law</u> , Citation analysis
Examine the collaborative relationship between researchers from different countries	Countries collaboration world map, Co-authorship analysis of countries
Identify the thematic structure in the literature	Clustering by coupling, co-occurrence analysis

thematic structure of keywords, top-ranked journal, countries and organisations, as well as the collaborative relationship among researchers in different countries.

Data Collection

The analysis follows a structured approach, beginning with data collection from reputable databases like Web of Science and Scopus, to ensure peer-reviewed, high-quality sources. Data were extracted on 22<sup>nd</sup> December 2024, using pre-defined inclusion and exclusion criteria. The retrieved articles underwent rigorous review of the titles, abstracts and key details to guarantee alignment with the research objectives. Given the interchangeable use of distinct terms like “sharing economy”, “on-demand economy” and “platform economy”, this review focused on articles explicitly using the terms “gig economy” or “gig work.” Accordingly, a search strategy combining keywords and Boolean operators was implemented to refine the dataset.

Article Selection

Scopus and Web of Science (WoS) databases were chosen for their reputation and comprehensive scholarly coverage. Scopus offers disciplinary breadth, while WoS provides robust citation tracking, together ensuring a reliable bibliometric analysis. Initial keyword searches returned 2104 results from Scopus and 941 from WoS. Subsequently, articles were reviewed based on titles, abstracts and keywords wherein filters for full-text articles, language and source type through which 1419 articles from the Scopus and 261 from WoS were extracted in Bib Tex (bib) and the plain text (txt) formats, respectively. Using bibliometric, an R-based bibliometric tool, the two datasets were seamlessly merged after filtering out duplicate entries yielding 1576 articles, which were then exported in Comma-Separated value (CSV) and research information system (RIS) formats for bibliometric analysis.

Results & Discussion

Descriptive Analysis

Annual Scientific Production:

Although the term “Gig Economy” coined in 2008, academic interest began only in 2014, with noticeable growth from 2017 onward. The publications surged during 2020-2024, peaking in 2024 at 422 articles, driven by the pandemic’s impact on labour dynamics and the rise of digital platforms like Uber, Ola, Swiggy etc. Contraction of traditional jobs, and shift of focus of workers and companies to gig work, prompted public debates on

worker rights and protections. The “season of strikes” in 2020 and global legal reforms such as Proposition 22 (2020) of California; Guidelines for Online Ride-Hailing and Food Delivery Platforms (2021) of China, Freelancer Protection Act (2021) of South Korea, Platform Workers Law (2022) of Chile, EU’s Platform Work Directive (2021-2022) etc including India’s Code of Social security, 2020 along with State-level Regulations introduced during this period catalysed research and regulatory focus (Rakheja Harshit, 2020). As a result, Companies faced pressure to improve

Figure 1  
PRISMA Model

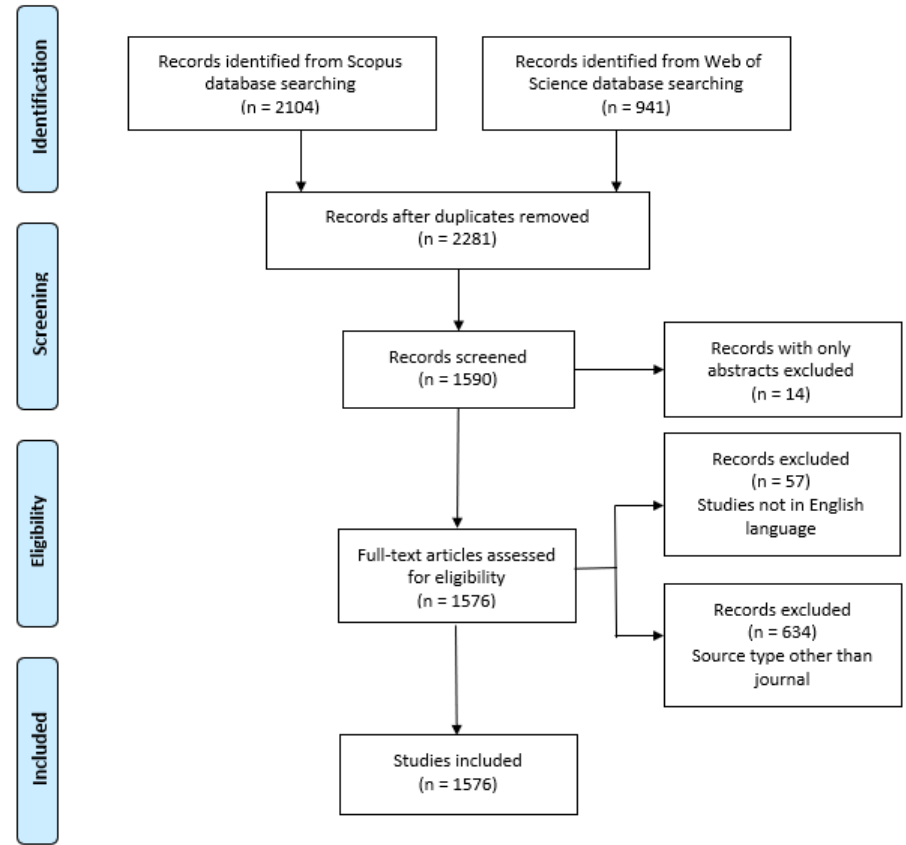


Table 2  
Keywords Used

Database	Search String
Scopus	TITLE-ABS-KEY (“gig economy” OR “gig work”) AND LIMIT-TO (LANGUAGE, “English”) AND LIMIT-TO (SOURCE TYPE, “journal”)
Web of Science	“gig economy” OR “gig work” (Topic) and Article (Document Types)

working conditions, while policymakers grappled with balancing innovation and worker rights through regulatory developments, thereby stimulating research activity. This confluence of economic shifts, policy innovations, and labour activism catalysed media focus on the Gig Economy, with regulatory reforms acting as a pivotal narrative thread, within an ecosystem supporting evolving perceptions of gig work from a temporary hustle to a core component of employment landscape, boosting the article production.

**Average Citation:**

The table shows a general downward trend in the average citations per year from 2014 to 2024. In 2014, the average total citations per article (330.00) is the highest, although there was only 1 article published. Even though, it’s a fact that earlier publications had more time to accumulate citations compared to the recent ones, the initial high citation rate in 2014 could indicate a surge of interest as the Gig Economy emerged as a significant phenomenon and subsequent decline suggesting the shift in focus of researchers

to more specific and nuanced aspects of the Gig Economy. The number of articles published generally increases over the years, peaking in 2024 (N = 422), which lead to citations being distributed across more papers, reducing the average per article.

**Source Analysis:**

The analysis of Gig Economy research reveals a concentration in technology-focused journals, with a small core- led by *Proceedings of the ACM on Human-Computer Interaction* (40 articles) and *New Technology, Work and Employment* (39 articles) - driving the field. Bradford’s Law confirms this dominance within a small set of core journals in “Zone 1,”, highlighting the role of digital platforms, algorithms, and socio-technical aspects. While ACM leads in volume, *New Technology, Work and Employment* shows strong local impact (*h-index:16;g-index:33*). Meanwhile, *Work, Employment and Society* stands out for its early contributions. Overall, the analysis reveals the multidisciplinary scope of Gig Economy research, spanning technological, social, and economic dimensions, with a

Figure 2  
Annual Scientific Production Over the Years

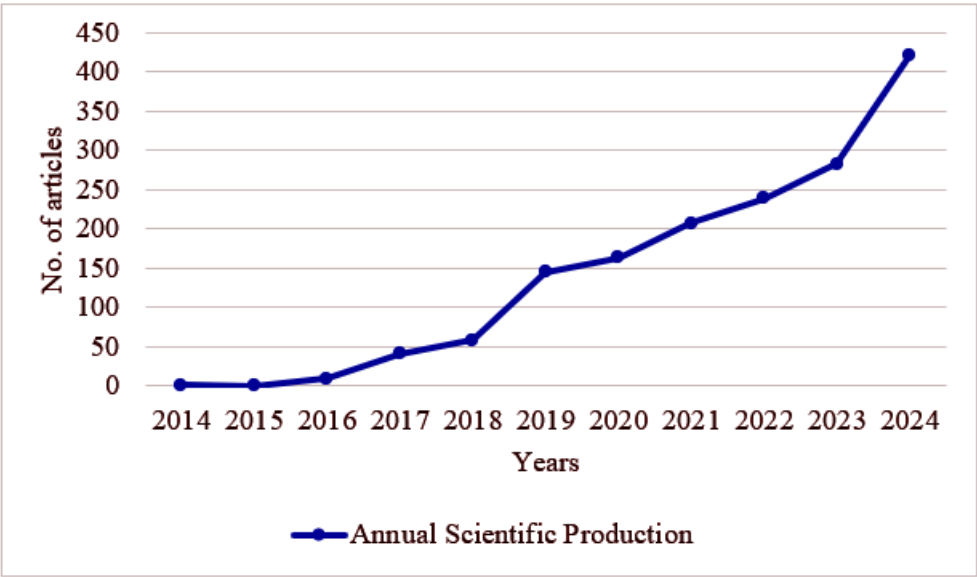
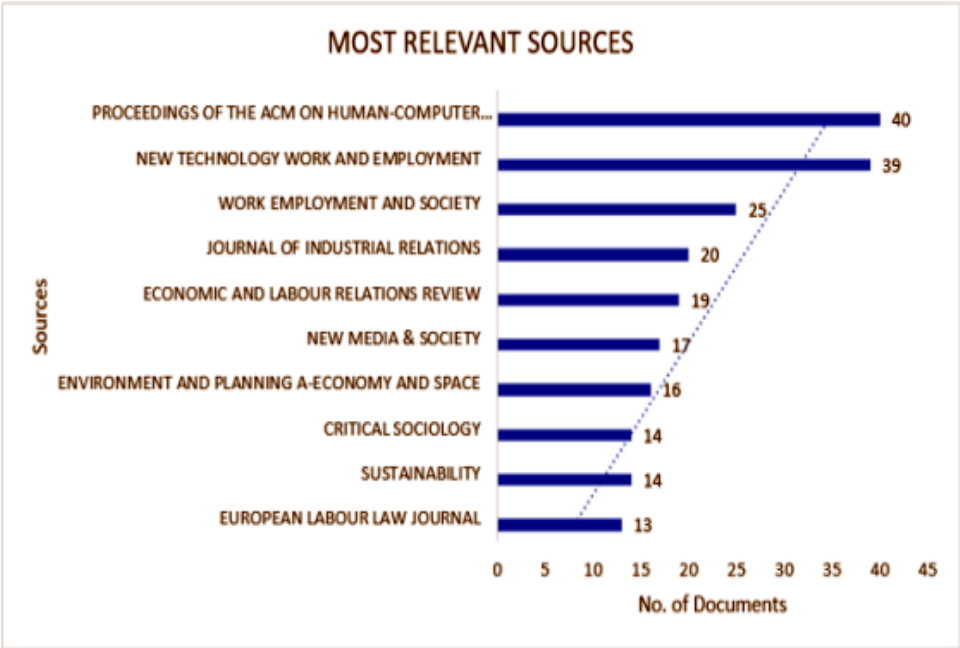


Figure 3  
Most Relevant Sources in terms of Number of Publications



publication surge in journals intersecting technology, employment, and industrial relations.

**Bibliographic Coupling of Source:**

Bibliographic coupling reveals conceptually linked publications based on shared citations, with the Total Link Strength (TLS) measuring intellectual relevance. The analysis highlights the field’s interdisciplinary nature, spanning technology, labour economics, social dynamics and psychological. Digital technologies are fundamental to the Gig Economy (Collins Ava, 2023), explaining the prominence of computer science and HCI-related sources. “Proceedings of the ACM on Human-computer Interaction” (40 documents, 763 citations, TLS 21400) and “New Technology, Work and Employment” (39 documents, 1153 citations, TLS 20904) are the most strongly coupled sources demonstrating deep

multidisciplinary links. Despite fewer publications, “Work, Employment and Society” (25 documents, 2340 citations) transcends as a key source on the convergence of work and technology. Strong bibliographic coupling of journal like *Economic and Labour Relations Review* and *Journal of Industrial Relations* demonstrates the Gig Economy’s roots in labour economics and industrial relations, focusing on labour policy, precarity, and economic sustainability. Furthermore, the interdisciplinary sources like *New Media & Society* (9486 TLS) and *Environment and Planning A-Economy and Space* (8944 TLS) indicates the field’s expansion into digital communication, spatial economics, and platform governance. The inclusion of journals like *Frontiers in Psychology*, *Journal of Managerial Psychology*, and *Industrial Law Journal* indicates rising interest in psychological and managerial dimensions of Gig work, while “Sustainability” and

Table 3

India’s Production of Publication  
Over the Years

INDIA'S PRODUCTION OF PUBLICATION OVER THE YEARS	
Year	No. of Publication
2014	0
2015	0
2016	0
2017	0
2018	0
2019	12
2020	18
2021	28
2022	47
2023	71
2024	111

Table 4

Average Citations Received for  
Article Over the Years

Year	Mean Total Citation per Article	N	Mean Total Citation per Year
2014	330.00	1	30
2015	-	0	-
2016	51.00	9	5.67
2017	73.49	41	9.19
2018	51.88	58	7.41
2019	43.26	145	7.21
2020	42.27	164	8.45
2021	21.87	207	5.47
2022	12.64	239	4.21
2023	6.73	283	3.37
2024	1.91	422	1.91

“Safety Science” points to a growing awareness around environmental and occupational well-being.

### ***Author’s Productivity:***

Lotka’s Law posits that a small fraction of highly prolific authors produces the majority of publications and exhibits exponential decline in number of authors at increased productivity levels, reflecting an early-stage field shaped by concentrated scholarly output. However, Single-Publication Authors represents the highest proportion (80.4 per cent) with infrequent contributions to this field. This indicates limited collaborations with in Gig Economy research as well as increasing number of emerging scholars and researchers. Meanwhile, this proportion reduces to 12.8 per cent when productivity moves to 2 publications per author and only a handful of authors have published more than 10 articles. Mark Graham, Vili Lehdonvirta and Jian Li are identified as the top contributors in this field of study.

### ***Most Globally Cited Documents:***

Table 8 exhibiting most globally cited documents reveal a dynamic research field, blending foundational works with emerging influential articles. The titles and sources of these papers offer insights into central themes and research areas, highlighting the interdisciplinary nature of domain. A strong focus on the Gig Economy’s impact on labour markets, work conditions, and employment relationships is evident, alongside research examining the Gig Economy from management and organizational perspectives, the role of technology and digital platforms, and broader societal

implications. The articles by Wood et al., (2019) and Kellogg et al., (2020) stand out as seminal works with the highest total citation counts (759 and 687 respectively), while (Kellogg et al., 2020) leads in TC per year (114.50). Despite lower TC per year, Sutherland & Jarrahi, (2018) and Graham et al., (2017) retain significant total citations, suggesting enduring influence as foundational studies. Finally, Petriglieri et al., (2019) and Spreitzer et al., (2017), though having lower normalized citation scores, still contribute valuable, potentially niche, insights into areas like gig worker psychology or organizational dynamics.

### ***Country-wise Analysis:***

The global Gig Economy research is led by the USA (669 publications; 8,308 total citations), UK (343 publications; 7,021 citations) and China. India ranks seventh in quantity (111 publications) and fifth in total citations (923) surpassing countries like the Netherlands, Italy, and Spain. However, its average citations per article (13) remain low, indicating limited global influence. Despite increasing output since 2019, India’s impact lags behind countries like Germany and China. In contrast, smaller nations like Norway and France achieve higher average citations, reflecting a focus on research quality. India is emerging as a key contributor, driven by rapid growth in gig platforms particularly in ride-hailing, freelancing, and food delivery, requiring focus on impactful studies to improve citation impact.

### ***Country Collaborations:***

Country specific analysis also reveals that India is building an international research network in the Gig Economy, collaborating with 10 countries,



Figure 4  
Overlay Visualisation of Bibliographic Coupling of Sources

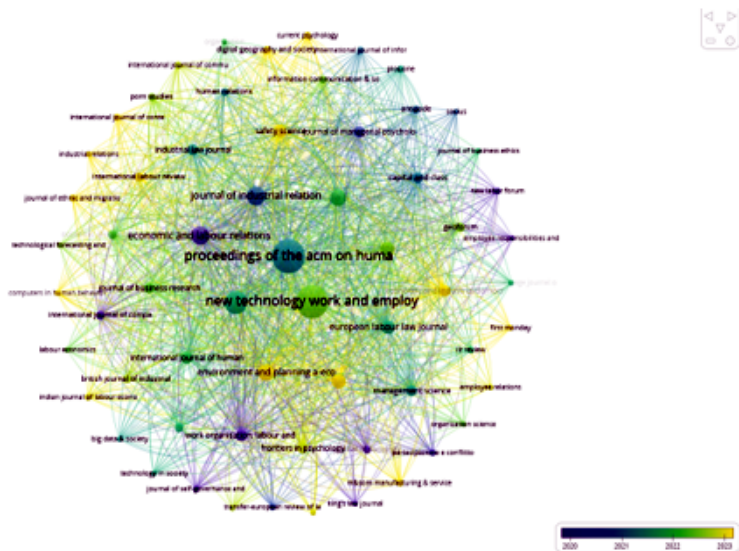


Table 5  
Representation of the Core Sources Identified through Bradford's Law

Sources	Rank	Frequency	Zone
Proceedings Of the ACM On Human-Computer Interaction	1	40	Zone 1
New Technology Work and Employment	2	39	Zone 1
Work Employment and Society	3	25	Zone 1
Journal Of Industrial Relations	4	20	Zone 1
Economic And Labour Relations Review	5	19	Zone 1
New Media & Society	6	17	Zone 1
Environment And Planning A-Economy and Space	7	16	Zone 1
Critical Sociology	8	14	Zone 1
Sustainability	9	14	Zone 1
European Labour Law Journal	10	13	Zone 1
International Journal of Human Resource Management	11	12	Zone 1
Safety Science	12	12	Zone 1
Economic And Industrial Democracy	13	11	Zone 1
Work Organisation, Labour and Globalisation	14	11	Zone 1
Capital And Class	15	10	Zone 1
Frontiers In Psychology	16	10	Zone 1
Industrial Law Journal	17	10	Zone 1

particularly in Europe and the Middle East, with strong ties to Italy and Netherlands, uncovering regional hubs contributing to Gig Economy literature. However, the limited collaborations per country suggests the scope for the country to further solidify its position in the global academic landscape.

**Bi bibliographic Coupling of Countries:**

The Gig Economy research landscape is a maturing field with strong coupling, indicating a consensus on theoretical frameworks, methodologies and concerns on future of work. This can be analysed through bibliographic coupling of countries and co-authorship analysis of

countries, wherein both highlights the key players, strength of connection and global flow of collaboration patterns, the former based on shared references and latter based on country wise collaborations. The USA, UK, Australia, India and China, possessing the largest and most inter-connected nodes emerge as the core centers of the Gig Economy activity, wherein the blue-to-yellow colour gradient in the co-authorship network shows older to newer collaboration across more countries. USA, being the pioneer in platform-based work, forms the largest node, demonstrating strong academic output and interconnected publications through shared references as well as

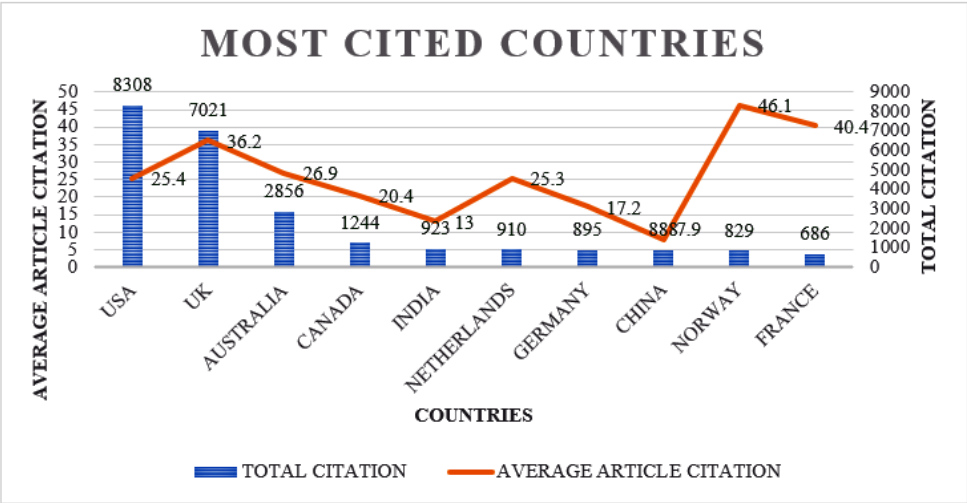
**Table 6**  
**Local Impact of Significant Sources Measured through Various Indexes**

Sources	H index	G index	M index	TC	NP	PY Start
New Technology Work and Employment	16	33	2.286	1153	39	2018
Work Employment and Society	16	25	2.000	2340	25	2017
Proceedings Of the ACM On Human-Computer Interaction	15	27	1.875	763	40	2017
Environment And Planning A- Economy and Space	10	16	2.000	562	16	2020
International Journal of Human Resource Management	10	12	2.500	348	12	2021
Journal Of Industrial Relations	10	20	1.429	616	20	2018
New Media & Society	10	17	1.429	458	17	2018
Economic And Labour Relations Review	9	19	1.125	733	19	2017
Journal of Managerial Psychology	8	10	1.333	554	10	2019
Human Relations	7	7	1.000	688	7	2018
Journal of Business Research	7	10	1.167	317	10	2019
Management Science	7	10	1.000	544	10	2018
Safety Science	7	10	2.333	113	12	2022
Antipode	6	7	1.000	276	7	2019
Capital and class	6	10	1.000	196	10	2019
Critical Sociology	6	10	1.500	113	14	2021
Journal of sociology	6	7	1.000	210	7	2019

Table 7  
Author's Productivity based on Lokta's Law

Documents written	No. of authors	Proportion of authors
1	2444	0.804
2	390	0.128
3	108	0.036
4	48	0.016
5	16	0.005
6	19	0.006
7	7	0.002
8	4	0.001
9	1	0.000
11	1	0.000
12	1	0.000
17	1	0.000
21	1	0.000

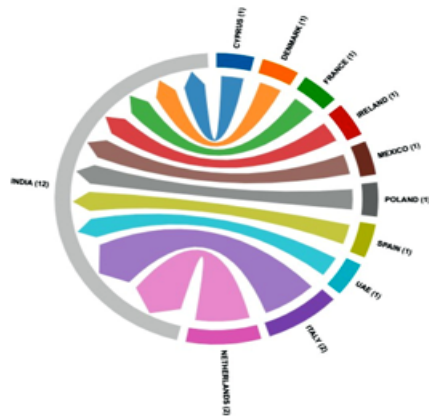
Figure 5  
Representation of Most Cited Countries both in Terms of Average Article Citation and Total Citation



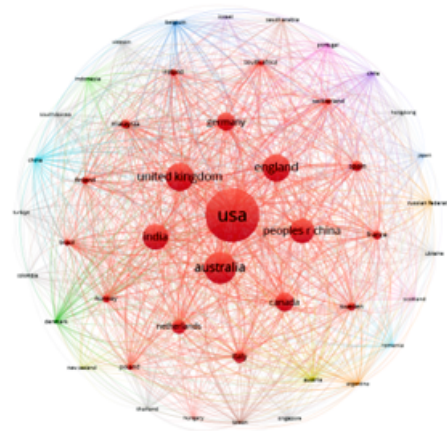
internationally co-authored publications, enabled through established research infrastructure and influential academic publications based in this country. The strong presence of European and Commonwealth Nations (UK, Germany,

Australia and Canada), reflects their similar labour markets and academic communities often focused on legal frameworks, worker rights and social impacts, guiding the cross-border academic dialogues. Regional clusters with

**Figure 6**  
**Representation of Collaboration Pattern of India with other Countries using RAWGraphics 2.0**



**Figure 7**  
**Network Visualisation of Bibliographic Coupling of Countries**



**Figure 8**  
**Overlay Visualisation of Co-authorship Analysis of Countries**



Table 8  
List of Most Globally Cited Documents

Author	Title	Source	Total Citation (TC)	TC Per Year
(Wood et al., 2019)	Good gig, bad gig: Autonomy and algorithmic control in the global Gig Economy.	Work, Employment and Society	759	108.43
(Kellogg et al., 2020)	Algorithms at work: the new contested terrain of control	Academy of Management Annals	687	114.50
(De' et al., 2020)	Impact of digital surge during Covid-19 pandemic: A viewpoint on research and practice	International Journal of Information Management	506	84.33
(Vallas & Schor, 2020)	What Do Platforms Do? Understanding the Gig Economy	Annual Review of Sociology	495	82.50
(Sutherland & Jarrahi, 2018)	The sharing economy and digital platforms: A review and research agenda	International Journal of Information Management	488	61.00
(Duggan et al., 2020)	Algorithmic management and app-work in the Gig Economy: A research agenda for employment relations and HRM	Human Resource Management Journal	468	78.00
(Graham et al., 2017)	Digital labour and development: impacts of global digital labour platforms and the Gig Economy on worker livelihoods	Transfer European Review of Labour and Research	439	48.78
(Gandini, 2019)	Labour process theory and the Gig Economy	Human Relations	395	56.43
(Petriglieri et al., 2019)	Agony and ecstasy in the Gig Economy: Cultivating holding environments for precarious and personalized work identities	Administrative Science Quarterly	361	51.57
(Spreitzer et al., 2017)	Alternative Work Arrangements: Two Images of the New World of Work	Annual Review of Organizational Psychology and Organizational Behaviour	357	39.67

strong intellectual alignments are observed, potentially due to geographic proximities and shared EU Level policies affecting the labour market and digital economy, in turn promoting research in similar directions. An active academic partnership within Europe and North America thus forms a dense cluster with frequent co-authorship links.

**Co-authorship Analysis of Countries:**

Asiatic influence in Gig Economy research is led by India and China, fuelled by massive gig workforce, tech innovation hubs and R&D investments. Their focus

spans technological adaptation, economic inclusion, and informal labour in emerging economies. While prominent in bibliographic coupling, their co-authorship presence is smaller but connected to both Western and regional research, with India showing strong collaboration with UK. Countries like South Korea, Brazil, Malaysia and South Africa in bibliographic coupling offer unique perspectives particularly regarding digital inclusion and economic precarity. Although global platform economies foster cross-national research (Figure 8), co-authorship analysis reveals a lopsided distribution of

**Figure 9**  
**Graphical Representation of Themes Identified through Clustering by Coupling**

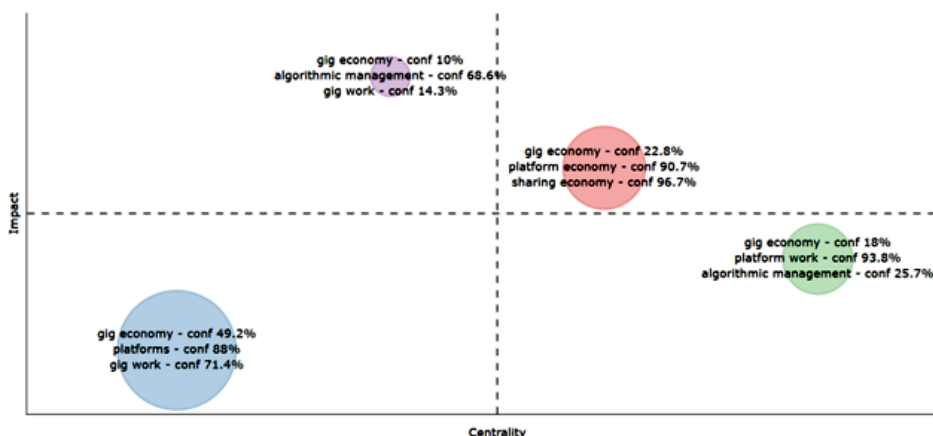
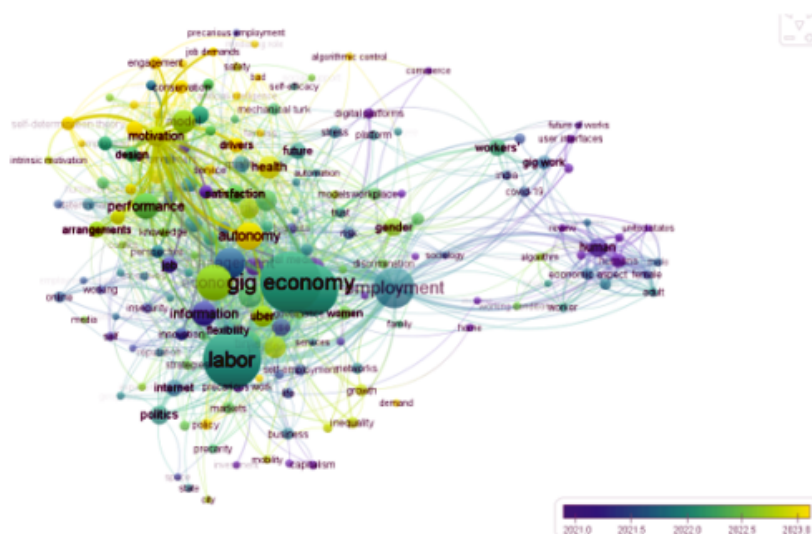


Figure 10  
Overlay Visualisation of Co-occurrence Analysis of Keywords



collaboration, concentrated around the transatlantic corridor (USA-UK-Europe), with growing Asian involvement and isolated contributions from countries like Russia, possibly due to language, geopolitics or smaller academic presence.

## Thematic Analysis

### Clustering by Coupling:

Thematic clustering reveals key trends in Gig Economy literature, with clusters varying in confidence and influence. The

four-quadrant graph (Figure 9) maps these clusters: The top right quadrant (motor themes) features highly influential topics like “platform economy” (90.7 per cent) and “sharing economy” (96.7 per cent), central to the discourse. The top left quadrant presents niche but emerging themes like “algorithmic management”, “gig work” and “Gig Economy”, focused on control, governance and worker experiences. The bottom left reflects either foundational or peripheral themes like “Gig Economy” (49.2 per cent), “Platforms” (88 per cent) and “Gig work” (71.4 per cent) often context specific. The bottom right quadrant contains connecting themes like Platform work (93.8 per cent), showing strong links across literature, though still building academic impact. Weaker coupling of broad terms like “Gig Economy” suggests thematic overlap rather than deep specialization.

### ***Co-occurrence of Keywords:***

Co-occurrence analysis reveals key themes in Gig Economy research, with keyword clusters representing a shift from broad to recent experience-based studies, marked by a blue-to yellow timeline. Central terms like “gig economy,” “labour,” and “employment” dominate due to their frequency and importance, while “autonomy,” “motivation,” and “flexibility” reflect a focus on worker experience, job satisfaction, and the trade-off between freedom and insecurity. The rise of terms like “self-employment,” “inequality,” “policy,” and “precariat” signals growing concerns over long-term socio-economic impacts of gig work, underscoring the need for better governance and worker protections. The

key themes in gig literature are grouped into distinct clusters in Figure 10. The “Work & Workers” cluster focuses on job types, impacts of technology and significant events like Covid-19. The “Platform & Technology” cluster explores the digital platforms and algorithms, while “Motivation & Design” cluster examines the psychological and motivational drivers of participation. The “Labor & Policy” cluster addresses the aspects of job security, policy interventions, and potential inequalities. The “Autonomy & Flexibility” cluster investigates the benefits and challenges around the work-life balance. Finally, the “Demographics & Diversity” cluster highlights varying impacts across various demographic groups, especially on gender-related issues. Despite its interdisciplinary nature (economics, sociology, management computer science and psychology), the Gig Economy researchers are skewed towards technology and worker experiences. The nascent stage of research in many nations is reflected in the prevalence of newer publications (green and yellow) in clusters like “Motivation & Design” and “Autonomy & Flexibility.”

### **Findings**

- Gig economy literature rapidly expanded post-2017, especially during the pandemic, due to economic and policy changes. Initially marked by high citations, early interest declined as the field broadened, with recent focus on worker rights and policy implications, influenced by pandemic-era labour changes, ‘season of strikes’ in 2020 and new

regulations. The field once led by tech and labour studies, now spans around psychological and managerial aspects.

- Gig economy research centers on the impact of digital platforms, worker experiences and labour market implications. Emerging areas include algorithmic management, psychological impacts, and sustainability/safety. Thematic analysis indicates a shift from broad economic themes to nuanced studies of lived experiences and specific policy interventions.
- Global collaboration is evident, though Lotka's Law confirms that a small group of prolific authors drives most research, with the USA, UK, and Australia leading in research output and influence. India, ranking seventh in publications, emerges as a significant and rapidly growing contributor but lags in influence. Co-occurrence and bibliographic coupling analysis suggest a maturing field, with regional collaboration networks forming around shared policy interests, particularly within Europe and Asia.
- Despite the concentration of literature on technology and labour, algorithmic management, psychology, management, sustainability, safety and marginalized groups dimensions presents high-potential research areas.

## Conclusion

This study reveals that Gig Economy research landscape is rapidly maturing,

especially post-pandemic, marked by increasing publication and nuanced research globally. The field is demonstrably interdisciplinary, drawing from diverse academic areas, yet exhibits a strong concentration on the interplay of technology and worker experiences, explained by the socio-technical nature of this field. Despite increasing publications, average citations per article have declined, indicating a shift towards more specialized research. Even though foundational studies continue to hold influence, newer research explores emerging themes like algorithmic management and the long-term societal impacts of gig work, reflected in evolving keyword trends and journal publication patterns. Despite advancements, the field continues to evolve, increasing focus on worker rights, policy implications, and the psychological dimensions of gig work, highlighting the need for continued research to inform policy and practice in the Gig Economy.

## Future Research Directions

- Future bibliometric analyses should incorporate "grey literature," such as reports produced by governmental bodies, think tanks, and industry organizations, to develop a more holistic understanding beyond the traditional academic publishing landscape.
- Dedicated bibliometric analysis should explore algorithmic management in the Gig Economy considering its power dynamics, impact on worker autonomy and conditions, and ethical implications, alongside platform cooperatives.



- Analyse the existing literature on Gig Economy policy and regulatory frameworks, assessing scholarly impact on policy discourse and the effectiveness of diverse approaches in balancing innovation and worker protection across different contexts.
- Future research should conduct a focused analysis of gender and diversity within Gig Economy studies, examining the representation of demographic groups in samples and exploring gender-specific impacts of gig work.

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