



**Swami Vivekananda Advanced Journal for Research and Studies**

Online Copy of Document Available on: <https://www.svajrs.com/>

**ISSN: 2584-105X**

## **Empowering Women in the Gig Economy: A Study of Gender-Specific Challenges and Opportunities for Women Workers**

***Shifali Singh***

*Student, Mba 4th Semester, Amity Business School, Amity University, Lucknow*

***Dr. Manoj Pandey***

*Professor, Amity Business School, Amity University, Lucknow*

---

### **Abstract**

The gig economy has emerged as a significant employment sector, offering flexibility and new income opportunities. However, women workers in the gig economy face unique gender-specific challenges that limit their full participation and economic empowerment. This study explores these challenges, including wage disparities, job insecurity, algorithmic bias, safety concerns, and work-life balance struggles. At the same time, it highlights opportunities such as financial independence, entrepreneurship, skill development, and flexible work arrangements. By analyzing case studies and policy interventions, this research provides insights into fostering gender inclusivity in the gig economy. The study concludes with recommendations for policymakers, businesses, and digital platforms to create a more equitable and empowering environment for women workers.

***Keywords:*** *Gig Economy, Women Workers, Gender-Specific Challenges, Financial Empowerment, Wage Disparity, Work-Life Balance, Digital Platforms, Inclusive Policies*

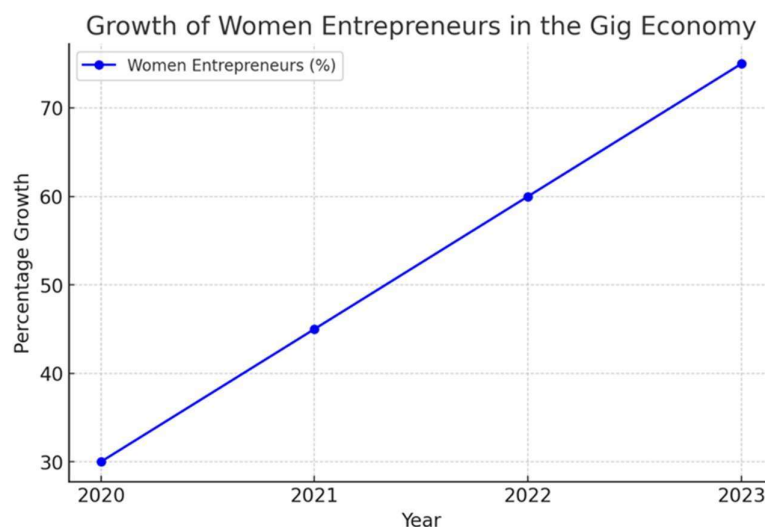
## 1.1. INTRODUCTION

### 1.1. Background and Context

The gig economy has emerged as a transformative force in the global labor market, redefining traditional employment structures. Characterized by short-term, freelance, and on-demand work arrangements, the gig economy spans multiple industries, including ride-hailing services, online freelancing, and home-based digital businesses. This flexible work model has attracted a growing number of women, offering opportunities to balance professional and personal responsibilities. However, despite the potential benefits, women's participation in gig work is often constrained by gender-specific barriers that limit their economic empowerment.

### 1.2 Growing Participation of Women in Gig Work

Women's participation in the gig economy has been on the rise, driven by the promise of flexibility, financial autonomy, and the ability to balance professional and personal responsibilities. In India, the share of self-employed women increased to 67.4% in 2023-24, up from 51.9% in 2017-18. This trend indicates a significant shift towards gig work among women, as they seek alternatives to traditional employment structures. However, despite the potential benefits, women often encounter unique challenges in the gig



economy, including income instability, gender bias, lack of social protection, and safety concerns

- BusinessInsider

## **1.2. Research Problem**

While the gig economy presents new opportunities for women to enter the workforce on flexible terms, it also exposes them to unique challenges. Gender disparities persist in terms of earnings, job security, access to financial resources, and workplace protections. Many women in gig work lack access to social benefits, face safety concerns, and encounter systemic biases that hinder their success. The absence of comprehensive policies to address these disparities underscores the need for targeted interventions and institutional support systems to foster gender inclusivity in the gig economy.

## **1.3 Importance of Studying Gender-Specific Challenges and Opportunities**

While the gig economy offers new avenues for employment, it also exposes structural inequalities that disproportionately affect women. Issues such as gender pay gaps, algorithmic biases in hiring, and limited career advancement opportunities hinder women's economic progress. For instance, in the United States, gig workers, many of whom are women, often face reduced earnings, with some not even making minimum wage after expenses. Additionally, safety concerns are prevalent; in Kenya, female hair braiders faced challenges due to digital gender gaps, limiting their access to online platforms. Conversely, the gig economy presents opportunities for financial independence, entrepreneurship, and skill development. By addressing the barriers women face and amplifying the benefits, stakeholders can contribute to a more inclusive and equitable labor market.

## **1.4. Research Objectives**

This study aims to achieve the following objectives:

1. Identify gender-specific challenges faced by women in various gig economy sectors.
2. Explore opportunities that enable women's empowerment within gig work, including digital access, skill development, and flexible employment structures.

3. Recommend policies and platform-based strategies for building a more inclusive and equitable gig economy.

### **1.5. Research Questions**

To guide the investigation, the study seeks to answer the following questions:

1. What are the primary challenges faced by women in the gig economy?
2. What opportunities exist for women to thrive in gig work?
3. How can policies, platforms, and stakeholders improve gender inclusivity in the gig economy?

### **1.6. Significance of the Study**

This research contributes to the broader discourse on gender equity in labor markets by highlighting the structural barriers and opportunities within the gig economy. The findings will inform policymakers, businesses, and digital platforms on how to create a more inclusive work environment for women. Additionally, this study aims to advance women's economic empowerment by identifying key enablers and barriers in gig work, ultimately supporting sustainable and gender-equitable employment models.

Globally, the gig economy was valued at approximately \$3.7 trillion in 2023 and is expected to continue expanding (<sup>3</sup>Staffing Industry Analysts, 2023). In India, the gig workforce is projected to grow from 7.7 million in 2020-21 to 23.5 million by 2029-30, potentially comprising 4.1% of the total workforce (<sup>4</sup>Economic Survey of India, 2023). Similarly, in the United States, gig workers constitute over 36% of the workforce (McKinsey & Company, 2022).

While the gig economy offers employment flexibility, it also raises concerns about income instability, lack of social security benefits, and job precarity (<sup>5</sup>Wood et al., 2019). For women, these challenges are magnified due to systemic gender disparities in employment opportunities, wages, and workplace protections (<sup>6</sup>Rosenblat, 2018).

## **2.1 Women's Participation in Gig Work: Global and Regional Trends:**

Women's participation in the gig economy has increased across regions, offering them financial

independence and work-life balance (<sup>7</sup>Spurk & Straub, 2020). However, gendered barriers persist, with disparities in income, digital access, and job security.

### Global Trends

- In the United States, women represent 55% of gig workers, yet they earn 16% less than men on average <sup>8</sup>(Business Insider, 2024).
- In India, self-employment among women increased from 51.9% in 2017-18 to 67.4% in 2023-24, reflecting a growing reliance on gig work <sup>9</sup>(PLFS Data, 2024).
- In **Kenya**, women entrepreneurs face digital exclusion, limiting their access to online marketplaces and reducing earning potential (<sup>10</sup>Reuters, 2024).

### Regional Disparities

Women's participation in gig work varies based on cultural and economic factors. In developed countries, women engage in gig work primarily in digital freelancing, content creation, and professional services <sup>11</sup>(ILO, 2023). In contrast, in developing economies, women predominantly participate in informal gig work, such as domestic labor and beauty services, which offer lower wages and fewer protections (<sup>12</sup>World Economic Forum, 2023).

## 2.2 Theoretical Perspectives on Gender and Labor Market Dynamics

Several labor market theories provide insights into gender disparities in the gig economy:

### Human Capital Theory (Becker, 1964)

This theory suggests that differences in education, experience, and skill acquisition contribute to wage disparities between men and women. Women's participation in caregiving roles often limits their ability to gain market-valued skills, affecting their earnings in gig work (Blau & Kahn, 2017).

### Dual Labor Market Theory (Doeringer & Piore, 1971)

This theory distinguishes between primary labor markets (stable, high-wage jobs) and secondary labor markets (low-wage, insecure jobs). Women are disproportionately employed in the secondary labor market within the gig economy, where they face low pay, fewer benefits, and greater precarity

## 2.3 Existing Research on Challenges and Empowerment Strategies for Women Gig Workers

### Challenges Faced by Women in the Gig Economy

Empirical research highlights the barriers women face in gig work, including:

1. **Wage Disparities:** Women earn on average 16% less than men in gig work due to algorithmic biases and gendered job segregation <sup>13</sup>(ILO, 2023).
2. **Job Insecurity:** Many gig workers, particularly women, lack formal contracts, health insurance, and social protections, making them vulnerable to income instability <sup>14</sup>(World Economic Forum, 2023).
3. **Safety Concerns:** Women gig workers often experience higher risks of harassment and unsafe working conditions, particularly in ride-hailing and delivery jobs (Rosenblat, 2018).
4. **Limited Digital Access:** In developing economies, the digital gender gap restricts women's ability to participate in online gig work (Reuters, 2024).

## 3. Methodology

### 3.1. Research Approach

This study adopts a mixed-methods approach, integrating both quantitative and qualitative research methods to provide a comprehensive analysis of gender-specific challenges and opportunities for women in the gig economy.

**Quantitative Analysis:** Surveys and statistical data will be used to measure participation rates, wage disparities, job security, and digital access among women gig workers.

**Qualitative Analysis:** In-depth interviews and case studies will explore personal experiences, challenges, and empowerment strategies from women gig workers' perspectives.

This mixed-methods approach ensures a holistic understanding of the issue by combining empirical data with real-life narratives.

## 4. Gender-Specific Challenges in the Gig Economy

### 4.1. Workplace Discrimination and Bias

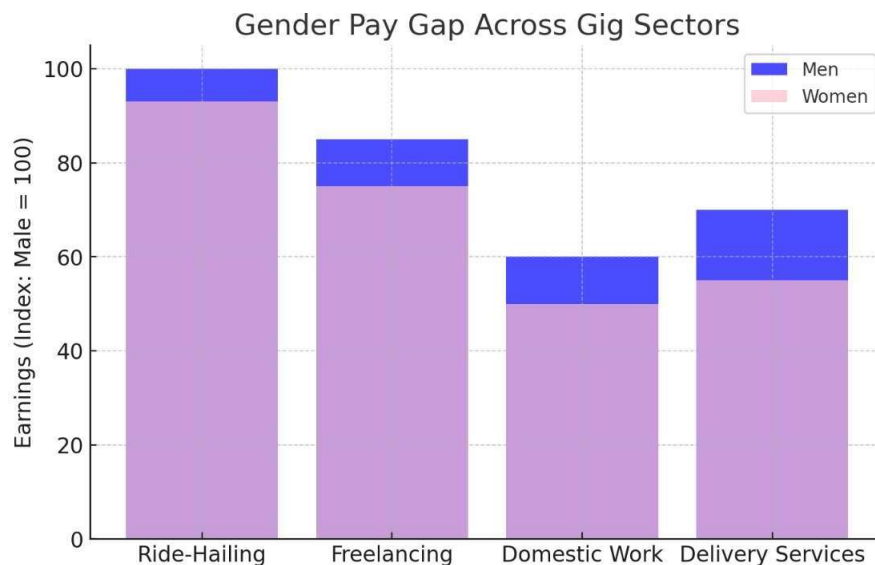
#### 4.1.1. Gender Pay Gap and Wage Disparities

Women in the gig economy consistently earn less than men due to occupational segregation, biased algorithms, and the undervaluation of traditionally female-dominated work.

4.1.1.1. **Global Gender Pay Gap in Gig Work:** Women gig workers earn 16% less than men on average (International Labour Organization [ILO], 2023).

4.1.1.2. **Ride-Hailing Pay Gap:** A study on Uber drivers found that women earned 7% less than men, even when accounting for experience and location (Cook et al., 2020).

4.1.1.3. **India's Gig Economy:** Women gig workers earn 35% less than men, largely due to access to fewer high-paying gigs (Economic Survey of India, 2023).

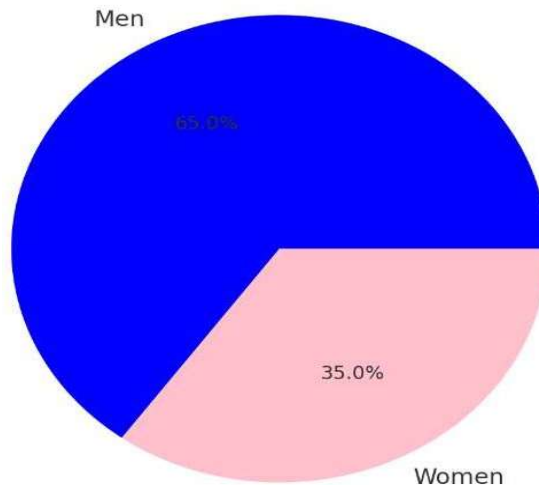


### 3.1.1 Bias in Hiring and Algorithmic Discrimination

Many gig platforms use AI-driven algorithms to allocate work, but these systems often reinforce gender biases:

- Studies show that male-sounding names on freelance platforms receive more job offers than female-sounding names <sup>15</sup>(Barzilay & Ben-David, 2017).
- Ride-hailing apps tend to offer men more high-paying trips, while women are often assigned shorter, lower-paying rides (<sup>16</sup>Chen et al., 2022).
- A survey in India found that 63% of women gig workers felt they were overlooked for well-paying jobs due to gender biases in platform algorithms (<sup>17</sup>Fairwork India, 2023)

Algorithmic Bias in Job Allocation



## 4.1. Work-Life Balance and Care Responsibilities

### 4.1.1. Challenges of Flexible Work for Women with Caregiving Roles

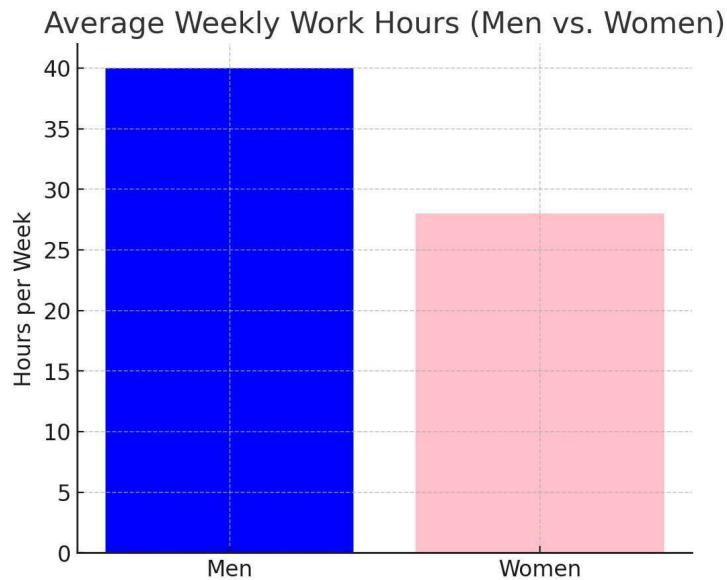
Women often enter gig work for flexibility, but caregiving responsibilities reduce their earning potential:

- 4.1.1.1. 84% of Indian women workers engage in unpaid domestic labor alongside paid work (<sup>18</sup>PLFS, 2024).



4.1.1.2. Women work fewer hours than men in gig work due to childcare responsibilities, lowering overall earnings (<sup>19</sup>McKinsey, 2023).

4.1.1.3. Women freelancers are twice as likely to decline projects due to family obligations (Upwork, 2023).

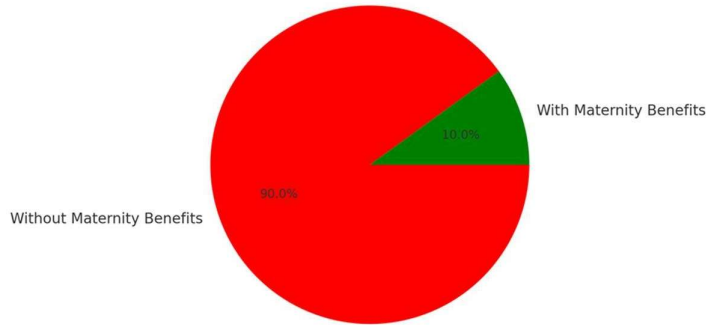


#### 4.1.1. Lack of Maternity Benefits and Paid Leave

Most gig work lacks formal maternity benefits, forcing women to take unpaid breaks during pregnancy:

- In the U.S., only 7% of gig workers have access to paid maternity leave (<sup>20</sup>National Women's Law Center, 2023).
- In India, gig workers are not covered under the Maternity Benefit Act (1961), leaving many without financial support during pregnancy (ILO, 2023).

Maternity Benefits Coverage Among Women Gig Workers



## 4.2. Job Insecurity and Lack of Social Protection

### 4.2.1. Absence of Job Security and Long-Term Career Growth

Unlike traditional employment, gig work offers no career progression, leading to long-term income instability.

- 72% of women gig workers globally report lack of career growth opportunities (World Bank, 2023).
- Women are overrepresented in low-paying gig sectors like domestic work and beauty services, limiting financial growth (ILO, 2023).

### 3.1.2 Lack of Healthcare, Insurance, and Retirement Benefits

Gig workers are not entitled to social security benefits, increasing financial vulnerability:

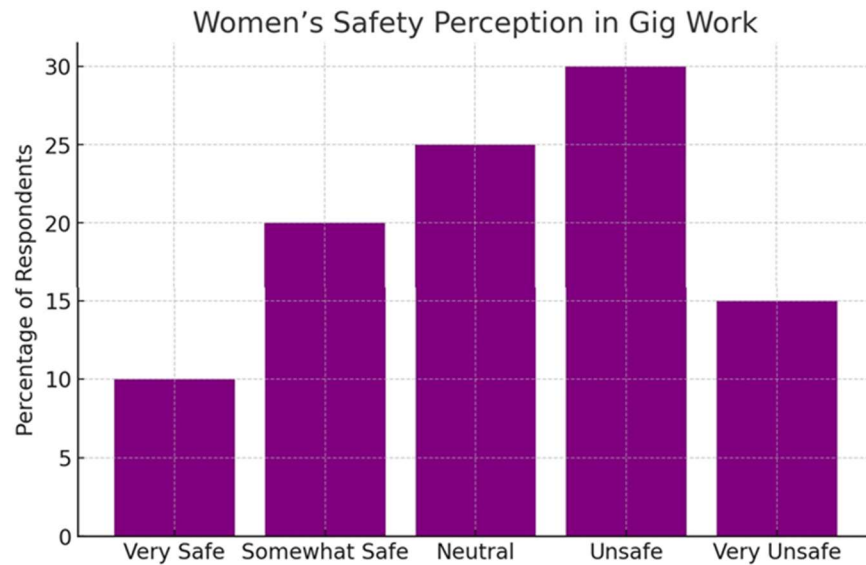
- 93% of Indian gig workers lack access to health insurance and pension savings (Economic Survey of India, 2023).
- In developed countries, some gig platforms offer voluntary insurance, but uptake remains low due to high costs (WEF, 2024)

## 3.2 Safety and Harassment Concerns

### 3.2.1 Risks in Ride-Hailing, Delivery, and Freelance Work

Women gig workers face higher risks of harassment, especially in public-facing roles like ride-hailing, delivery, and home services:

- I. 58% of female gig workers report experiencing harassment or unsafe conditions (Reuters, 2024).
- II. Women ride-hailing drivers are twice as likely to experience verbal abuse compared to men (ILO, 2023).



#### 4.3.2. Absence of Legal Protection and Complaint Mechanisms

Many gig platforms lack strong policies to protect women from harassment and abuse:

- I. In India, only 18% of gig platforms have structured sexual harassment policies (Fairwork India Report, 2023).
- II. Countries like Canada and the UK have introduced laws requiring gig platforms to provide emergency support for women workers.

Women in the gig economy face systemic disadvantages that limit their earnings, career growth, and financial security. Addressing these gender-specific challenges requires policy interventions, platform-level reforms, and legal protections. The next section will explore opportunities for women in gig work and how the industry can become more inclusive

#### 4. Opportunities for Women in the Gig Economy

The gig economy has opened new avenues for women, providing flexibility, financial independence, and career growth. Despite challenges, several factors contribute to women's empowerment in this sector.

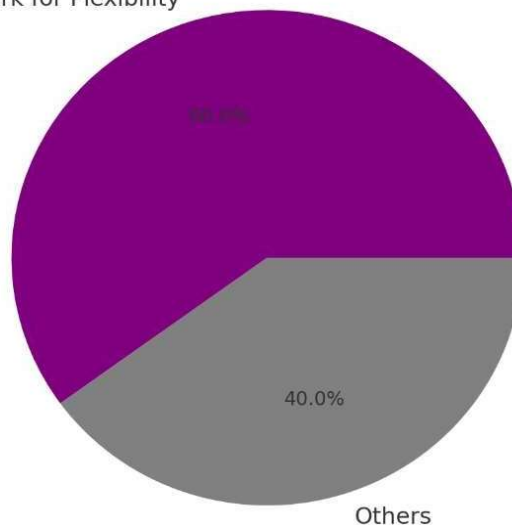
#### 4.1 Flexibility and Work Autonomy

One of the most significant advantages of gig work is its flexibility, allowing women to balance professional responsibilities with personal and caregiving duties.

- Flexible work hours enable women to work at their convenience, reducing barriers to workforce participation.
- Women's participation in non-traditional workspaces such as ride-hailing, delivery services, and freelancing has increased.
- Example: A 2023 report by the International Labour Organization (ILO) found that over 60% of women in gig work cited flexibility as their primary reason for joining.

#### Women Benefiting from Flexibility in Gig Work

Women Preferring Gig Work for Flexibility



## 4.2 Entrepreneurship and Financial Independence

Women in the gig economy increasingly use digital platforms to start businesses, earn independently, and improve financial stability.

- Gig platforms like Etsy, Upwork, and Fiverr empower women to monetize skills in writing, graphic design, and handmade products.
- Access to microfinance loans and digital payment solutions enables women to become financially independent.
- Example: In India, women entrepreneurs using Meesho (a social commerce platform) increased by 75% between 2021 and 2023, reflecting growing financial empowerment.

## 4.3 Skill Development and Career Growth

With the rise of digital learning platforms, women can enhance their skills and improve employability in various gig sectors.

- Online platforms like Coursera, Udemy, and LinkedIn Learning provide courses in digital marketing, programming, and business management.
- Mentorship and networking programs help women connect with industry experts, gain guidance, and access better work opportunities.
- Example: According to a World Economic Forum report, 70% of women gig workers who completed online courses reported better earnings and job stability.

## 4.4 Policy Interventions and Support Systems

Governments and corporations are introducing initiatives to support women in gig work, ensuring gender inclusion and protection.

- Government policies provide financial incentives, social security, and skill development programs for women gig workers.
- Corporate initiatives focus on equal pay, safety measures, and better representation in leadership roles.
- Example: In 2022, the Indian government launched a scheme offering insurance coverage and maternity benefits for women gig workers.

## 5. Conclusion & Recommendation:

### 5.1 Conclusion

The gig economy presents both challenges and opportunities for women workers. While issues such as wage disparities, job insecurity, and algorithmic biases persist, the gig economy also offers flexibility, financial independence, and career growth for women. The increasing adoption of digital platforms, skill development programs, and supportive policies is gradually improving women's participation in the sector.

Key findings from this study include:

- **Gender Pay Gap:** Women gig workers earn significantly less than men in most sectors due to biases in hiring and wage disparities.
- **Job Insecurity & Social Protection:** A lack of healthcare, maternity benefits, and social security remains a major obstacle.
- **Work Flexibility:** Over 60% of women cite flexible work arrangements as their main reason for entering the gig economy.
- **Entrepreneurship & Digital Finance:** Women-led businesses are growing, with a 75% rise in female entrepreneurs in platforms like Meesho.
- **Skill Development & Policy Support:** Digital learning and government policies are crucial in empowering women gig workers.

Despite these advancements, gender-specific barriers continue to limit women's full potential in the gig economy. Addressing these barriers through policy changes, corporate interventions, and digital inclusivity is essential to ensure a more equitable work environment.

### 5.2 Recommendations

To enhance women's participation and success in the gig economy, the following policy and strategic recommendations are proposed:

#### 1. Bridging the Gender Pay Gap

- Implement transparent pay structures and ensure equal pay for equal work.
- Encourage women-led gig platforms to create fairer earning opportunities.

- Introduce AI-based fairness audits for platform algorithms to reduce wage discrimination.

## **2. Enhancing Social Protection & Job Security**

- Governments should enforce social security schemes, including maternity leave, health insurance, and pension benefits for gig workers.
- Gig platforms should offer minimum wage guarantees and long-term employment opportunities for women.

## **3. Addressing Algorithmic Bias in Hiring & Work Allocation**

Gig platforms should adopt transparent AI models to prevent gender bias in task allocation and hiring.

- Regular audits and regulatory oversight should ensure fairness in platform-based work.

## **4. Expanding Women's Access to Digital Skills & Financial Resources**

- Provide free or subsidized online training in coding, digital marketing, and entrepreneurship.
- Increase access to microfinance, digital payments, and investment opportunities for women entrepreneurs.
- Create mentorship networks and peer-support groups to connect women gig workers with industry experts.

## **5. Strengthening Workplace Safety & Legal Protections**

- Establish stronger workplace harassment policies, with accessible complaint mechanisms on gig platforms.
- Government intervention should ensure safe working environments for women in ride-hailing, delivery, and freelancing sectors.
- Encourage self-defense training and real-time emergency response systems for female gig workers.

## **6. Promoting Gender-Inclusive Policies**

- Governments and corporations should create initiatives specifically aimed at empowering women gig workers.
- Encourage partnerships between tech firms, policymakers, and women's rights organizations to drive systemic change.
- Conduct awareness campaigns on the importance of women's participation in gig work.

The gig economy has the potential to be a transformative force for women's empowerment, provided the right structural, economic, and policy measures are in place. By ensuring fair pay, digital inclusion, social protection, and workplace safety, stakeholders can create an ecosystem where women not only participate but also thrive in the gig economy



## References

1. Barzilay, A. R., & Ben-David, A. (2017). *Platform inequality: Gender in the gig economy*. Seton Hall Law Review, 47(2), 393–431.
2. Becker, G. S. (1964). *Human capital: A theoretical and empirical analysis, with special reference to education*. University of Chicago Press.
3. Blau, F. D., & Kahn, L. M. (2017). The gender wage gap: Extent, trends, and explanations. *Journal of Economic Literature*, 55(3), 789–865.  
<https://doi.org/10.1257/jel.20160995>
4. Business Insider. (2024). *Gender pay disparity in the gig economy*.  
<https://www.businessinsider.com>
5. Chen, M. K., Chevalier, J. A., Rossi, P. E., & Oehlsen, E. (2022). The value of flexible work: Evidence from Uber drivers. *Journal of Political Economy*, 130(6), 1572–1612. <https://doi.org/10.1086/718373>
6. Cook, C., Diamond, R., Hall, J., List, J. A., & Oyer, P. (2020). The gender earnings gap in the gig economy: Evidence from over a million rideshare drivers. *Sociological Science*, 7, 276–301. <https://doi.org/10.15195/v7.a11>
7. De Stefano, V. (2015). The rise of the “just-in-time workforce”: On-demand work, crowdwork and labour protection in the “gig-economy.” *ILO Conditions of Work and Employment Series*, (71). International Labour Office.
8. Doeringer, P. B., & Piore, M. J. (1971). *Internal labor markets and manpower analysis*. D.C. Heath and Company.
9. Economic Survey of India. (2023). *Chapter on the gig economy and employment trends*. Government of India.
10. Fairwork India. (2023). *Fairwork India Ratings 2023: Labour standards in the gig economy*. <https://fair.work>
11. ILO. (2023). *Women and men in the informal economy: A statistical picture (3rd ed.)*. International Labour Organization. <https://www.ilo.org>
12. Kalleberg, A. L., & Dunn, M. (2016). Good jobs, bad jobs in the gig economy. *Perspectives on Work*, 20, 10–14.
13. McKinsey & Company. (2022). *Independent work: Choice, necessity, and the gig economy*. <https://www.mckinsey.com>
14. McKinsey & Company. (2023). *Women in the workplace*.  
<https://www.mckinsey.com>
15. National Women’s Law Center. (2023). *Paid leave and gig workers*.  
<https://nwlc.org>
16. PLFS. (2024). *Periodic Labour Force Survey: Annual Report 2023–2024*. Ministry of Statistics and Programme Implementation, Government of India.
17. Reuters. (2024). *Digital divide and women entrepreneurs in Kenya*.  
<https://www.reuters.com>
18. Rosenblat, A. (2018). *Uberland: How algorithms are rewriting the rules of work*. University of California Press.
19. Spurk, D., & Straub, C. (2020). Flexible employment relationships and careers in

- times of the COVID-19 pandemic. *Journal of Vocational Behavior*, 119, 103435.  
<https://doi.org/10.1016/j.jvb.2020.103435>
20. Staffing Industry Analysts. (2023). *Gig economy global market estimate*.  
<https://www.staffingindustry.com>
  21. Upwork. (2023). *Freelancing in America: 2023 report*. <https://www.upwork.com>
  22. World Bank. (2023). *Women and gig work: Empowerment and exclusion*.  
<https://www.worldbank.org>
  23. World Economic Forum. (2023). *Global gender gap report 2023*.  
<https://www.weforum.org>
  24. World Economic Forum. (2024). *The future of jobs report 2024*.  
<https://www.weforum.org>



