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# **RESHAPING THE FUTURE**

Phenomenon of Gig Workers  
and Knowledge-Economy

# **Reshaping the Future**

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# **Reshaping the Future: The Phenomenon of Gig Workers and Knowledge- Economy**

BY

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# Preface

The rise of the gig economy has resulted in a new set of work expectations and attitudes. The growth of online labour platforms and the gig economy in low-income countries is viewed as an enabler of a new wave of online outsourcing, thus resulting in employment growth and poverty reduction (The Rockefeller Foundation, 2013; UNDP, 2016; World Bank, 2016).

Policy-makers and digital leaders should consider: how to prepare the workforce to produce knowledge, perform, and transform the country into a knowledge hub via gig workers and transform the economy into a knowledge economy and a destination for national and international clients looking for professional workers. This estimate is based on the growing number of gig workers and digital platforms worldwide.

Companies use freelancers for business activities such as customer support, learning and development, corporate website development, and support; however, most companies now prefer to have only a couple of regular employees in those functions and outsource the rest of the work to external experts.

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