

Review of Gig Economy and Contemporary Human Resource Practices in the Professional Workforce

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Abstract

The gig economy has emerged as a significant feature of the contemporary labour market, transforming traditional employment relationships and creating new challenges and opportunities for Human Resource (HR) management. This study reviews the relationship between the growth of gig work and contemporary human resource practices within the professional workforce. The gig economy includes freelance, contract-based, temporary, platform-mediated, and project-oriented forms of employment that provide organizations with greater flexibility in accessing specialized skills. The study examines how the expansion of these work arrangements is influencing recruitment, talent acquisition, performance management, compensation, employee engagement, learning and development, and workforce planning. Particular attention is given to the changing relationship between organizations and gig professionals, who may experience greater autonomy and flexibility but may also face uncertainty regarding income, benefits, career progression, job security, and organizational belonging. The study further explores how digital platforms, remote work technologies, data analytics, and artificial intelligence are reshaping the management of distributed and non-traditional workforces. Contemporary HR practices increasingly require organizations to balance operational flexibility with fair treatment, professional development, data privacy, and appropriate worker protections. The review highlights the need for adaptable HR policies that recognize the distinctive expectations and circumstances of gig professionals while maintaining organizational productivity and workforce sustainability. It concludes that the gig economy is encouraging a shift from conventional employment models toward more flexible and digitally enabled workforce structures, requiring HR professionals to develop inclusive, transparent, and strategically responsive approaches to talent management.

Keywords: Gig Economy, Human Resource Management, Gig Workers, Professional Workforce, Freelancing, Flexible Work, Talent Management, Digital Platforms, Remote Work, Employee Engagement, Workforce Planning, Contemporary HR Practices.

