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Titolo	Sustainability in the Gig Economy : Perspectives, Challenges and Opportunities in Industry 4.0 // edited by Ashish Gupta, Tavishi Tewary, Badri Narayanan Gopalakrishnan
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Soggetti	Telemarketing Internet marketing Business information services Entrepreneurship New business enterprises Digital media Digital Marketing IT in Business Digital and New Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Evolution of Gig Economy: A Review -- Gig Workforce: A Saviour During COVID-19 Pandemic -- Sustaining Gig Economy in Industry 4.0 -- Dark Side of Gig Economy: A Legal Perspective -- Achieving SDGs Under Gig Economy -- Managing Business in Crisis: Future Implications of COVID-19.
Sommario/riassunto	This book provides a comprehensive and contemporary source of reference for the gig economy for sustainable businesses with a focus on Industry 4.0. It covers the theoretical and practical implications of the rise of an alternative system in the era of technology-driven business entities; and explains the emergence of the gig economy as a crucial factor in devising approaches that will help in ensuring better decision making. As the COVID-19 pandemic rages on, investors and

corporations are attempting to overcome the turbulence in financial markets over the past few months. Governments and economists are scrambling to mitigate the impacts of lockdowns. Many businesses have transferred to a remote working system, and the critical challenge remains to make this form of work and business productive, efficient, and sustainable. Against this backdrop, the book provides an overview of the gig economy from varied perspective such as general business and economics; ethics, governance, and legal issues; diffusion of IT in the workplace; sustainability; future of workforce and workplaces during and post-pandemic scenarios. This edited volume also highlights several challenges and opportunities for managing the diverse workforce in the prevailing situation which has no precedence. With its discussions on the impact of the gig economy on the business world, the book carries appeal for scholars in the business, human resource professionals, industry practitioners, corporates, and policy advocates interested in learning about evolution, automation, marketing, and sustainability in the gig economy.

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