



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Negeri Sembilan
Kampus Rembau

2024

RONA TINTA

e-BULETIN
EDISI
2024

FAKULTI PENGURUSAN & PERNIAGAAN
UNIVERSITI TEKNOLOGI MARA
CAWANGAN NEGERI SEMBILAN, KAMPUS REMBAU



CHIEF EDITOR
SYAZLIANA KASIM

EDITORS
FARRAH OTHMAN
NOOR AZILLAH MOHAMAD ALI
SHAHRUL AMRI AB WAHAB
DR. HAFIZ ALI, M.

eISSN 2785-9126



9 772 785 912 007





THE IMPACT OF THE GIG ECONOMY ON CAREER PATHWAYS FOR HIGHER EDUCATION STUDENTS

SAZLIN SUHALMIE BINTI MOHD SHARIFF

The gig economy, characterized by temporary and flexible jobs, has become increasingly prevalent in the modern workforce, and its impact on the career choices of higher education students is a topic of significant interest (Abraham et al., 2018). As the gig economy continues to expand, it is therefore crucial to understand how it shapes the aspirations and career decisions of students pursuing higher education.

Advantages of the Gig Economy for Students

One key aspect of the gig economy's influence is its ability to provide alternative earning opportunities for students. Specifically, gig work, such as freelancing, driving for rideshare services, or completing online tasks, offers students a flexible way to supplement their income while managing academic responsibilities. This flexibility, in turn, can be particularly appealing to students with financial obligations, as it allows them to choose their work schedules and, potentially, earn more than through traditional part-time jobs. Consequently, many students

find that the gig economy enables them to maintain a healthier work-life balance alongside their studies.

Moreover, the gig economy exposes students to a diverse range of career paths and skills, which can significantly influence their future career choices. For example, students who engage in gig work often develop entrepreneurial skills, gain experience across various industries, or even discover new areas of interest that they had not previously considered (Singh, 2023). As a result, the gig economy not only provides financial benefits but also broadens students' professional horizons, contributing to a more holistic learning experience.



Picture 1: Advantages of the Gig Economy for Students

Challenges and Limitations

However, despite these benefits, the gig economy also presents certain challenges for higher education students. Notably, the lack of job security, benefits, and stable income associated with gig work can create uncertainty and financial instability. This reality, in effect, might deter some students from pursuing this type of employment, particularly if they are seeking long-term stability (Hsieh et al., 2023). Furthermore, the gig economy's emphasis on short-term, project-based work may not always align with the more traditional

career paths that students have been exposed to, thereby necessitating greater career exploration and planning.



Picture 2: Challenges and Limitations of the Gig Economy for Students

The Role of Higher Education Institutions

In light of these challenges, higher education institutions can play a crucial role in supporting students navigating the gig economy. By offering career counselling, workshops on financial planning, and skill-building opportunities, universities can help students acquire the necessary tools and knowledge to make informed decisions about their career paths (Chritton, 2006; Singh, 2023; Hsieh et al., 2023; Datta et al., 2023). Furthermore, integrating discussions about the gig economy and its implications for the future of work into academic curricula can help students better understand and prepare for the changing employment landscape (Datta et al., 2023; Hsieh et al., 2023).

In summary, while the gig economy presents both opportunities and challenges for higher education students, understanding and addressing these factors can empower students to make more informed and strategic career choices. By acknowledging the diverse ways in which the gig economy influences students' lives, higher education institutions can foster a more adaptable and resilient workforce that is prepared for the evolving demands of the job market.

References

- Abraham, K. G., Haltiwanger, J., Sandusky, K., & Spletzer, J. R. (2018). *Measuring the gig economy: Current knowledge and open issues* (Working Paper No. 24950). National Bureau of Economic Research. <https://doi.org/10.3386/w24950>
- Datta, N., Chen, R., Singh, S., Stinshoff, C., Iacob, N., Nigatu, N. S., Nxumalo, M., & Klimavičiūtė, L. (2023). *Working without borders: The promise and peril of online gig work*. The World Bank. <https://doi.org/10.1596/40066>
- Hsieh, J., Adisa, O., Bafna, S., & Zhu, H. (2023). *Designing individualized policy and technology interventions to improve gig work conditions*. ACM. <https://doi.org/10.1145/3596671.3598576>
- Singh, D. (2023). *Theoretical integration of gig economy: Exploring various prospects, challenges, and regulatory measures*. *International Journal of Finance and Management Research*, 5(1). <https://doi.org/10.36948/ijfmr.2023.v05i01.4860>