

Exploring the Emerging Careers: Opportunities Beyond Traditional Career Paths in a Gig Economy

Kalpana Solanki

City University, UAE

ORCID: 0000-0003-3202-8254

ABSTRACT

Making a feasible career choice plays a key role in career goal advancement and achievement for all the professionals. This research study aims to explore the new career opportunities which are different from the traditional careers. This research will use a qualitative data through primary (interviews) and secondary data collection. This research is an attempt to explore the feasibility of the modern career choices beyond the traditional career paths and their viability as a full-time long-term career choice by aspirants.

Keywords: Gig economy, Career path, Job choice, Traditional careers, nontraditional professions, Modern careers.

HYPOTHESIS

- H1: Nontraditional careers options provide full time job guarantee to the professionals
- H2: Nontraditional career options provide career growth opportunities to the professionals

INTRODUCTION

The traditional career pathways like medical, engineering, management, scientists have been the first choice of most of the students as it is assumed that these professions guarantee a secure career, regular earnings and continues career growth for most career aspirants.

Contrary to the traditional careers the non- traditional career options seemed to grab attention and generated interest of a huge number of students and professionals from different sections of the society as a premium career choice. The demand for the professionals like writer, bloggers, you-tubers, home delivery services, digital content writers, Influencers, online sales professionals etc., has suddenly seen a drastic increase in the job market. Other similar professions are also riding high since their demand is increasing in the market across the globe constantly. Moreover, these careers were in low demand well before Covid 19 but now the scenario has changed. The gig economy is the economic system by which a workforce of people engages in freelance and/or side-employment. Employees who are a part of the Gig economy are mostly working as freelancers or having alternative work arrangements like work from home or telecommuting It has been witnessed that during and after the Covid 19 period (2020-2022) a tremendous growth can be witnessed in the gig economy in all the continents across the world. The business of the Gig companies in UAE like Careem, Insta-shop, Silkhaus, service market, TruKeer has grown dramatically.

DISCUSSION

The nontraditional jobs have on a rise since last decade. These jobs provide a lucrative work options to the professionals who prefer to work independently work from home or would like to have flexi work schedules. The success in the nontraditional jobs requires the following attributes in the job holder namely – focus, dedication, excellent subject knowledge, self-dependency, capability to work without monitoring, meeting the deadlines in a timely manner and similar other traits. Nontraditional jobs like Digital content writer can be done easily from home as it requires the job holder to be creative and good in written skills and capabilities to express effectively through the content and reach out to the audience.

Top Gig platform can provide the below mentioned services-

1. **On-demand services:** Anyone who meets the requirements can get immediate work assignment (like Uber, DoorDash, and Instacart) typically short-term work engagements that the person can pick up and do at any time. If you'd like to grab a job and earn money at a moment's notice, from just about anywhere
2. **Writing and content creation:** A person can explore earning money as a writer through these other gig and freelance job sites.
 - **The Medium Partner Program:** This service, part of the Medium platform, is a way for writers to earn money based on the number of paid Medium subscribers that interact with a story.
 - **Contently:** The Contently platform connects companies with teams of writers, journalists, editors, and other creatives interested in gig work.
 - **Crowd Content:** The Crowd Content platform accepts applications from writers and editors. Once accepted, professionals can pick up short-term jobs that include writing blog posts and e-commerce product pages (<https://www.upwork.com/resources/best-gig-economy-platforms#top-gig-platforms-by-category>)
3. **Design and digital marketing:** visual artists and digital marketers can find work, gig websites that are great for remote jobs.
 - **Fiverr:** A Fiverr gig is typically a fixed price package that freelancers put together for clients to purchase. It's a popular spot for professionals to market their logo design, illustration, and web design services.
 - **Freelancer.com:** The Freelancer.com marketplace is similar to 99Designs in that one can participate in contests—but there's also the option to do a longer-term project directly with a client.
4. **Technology:** One can find opportunities for tech and AI jobs on many project-based gig websites-these platforms are heavily focused on work for web developers, machine learning engineers, programmers, and similar pros.
 - **Toptal:** The Toptal platform connects clients with software developers and web developers. All talent on the Toptal platform is prescreened to verify their expertise in a particular field. (The site also happens to offer jobs for finance experts and project managers, too.)
 - **Turing:** The Turing platform pairs generative AI and machine learning professionals with businesses in need of support. Fittingly, the app uses AI to match talent and clients. (<https://www.upwork.com/resources/best-gig-economy-platforms#top-gig-platforms-by-category>)

5. **Specialized consulting:** Professionals with all kinds of experience can offer their services as a consultant. Consulting an on-demand service through Instant Consultations—but one can book consulting meetings in advance both on the gig platform as well as the ones below.
- **Clarity:** The Clarity site is a directory of professionals from a wide range of industries offering one-on-one consultations with clients. (Consulting charges are billed by the minute.)
 - **Expert360:** Professionals in Australia and New Zealand can use Expert360 to submit pitches to consulting clients and take on projects that interest them.
 - **Catalant:** The Catalant service matches independent consultants with startups that need specific expertise.

LITERATURE REVIEW

Gig Economy

A gig economy, also known as the sharing economy or access economy, relies heavily on temporary and part-time positions filled by independent contractors and freelancers rather than full-time permanent employees. Gig workers have flexibility and independence but little or no job security. In a gig economy, employers save money when they do not have to provide benefits such as health coverage and paid vacation time.

(<https://www.investopedia.com/terms/g/gig-economy.asp>)

Gig Startups

There are 472 Gig Economy in United Arab Emirates startups which include Careem, TruKKer, ServiceMarket, InstaShop, Silkhaus. Out of these, 69 startups are funded, with 21 having secured Series A+ funding, and 1 achieving unicorn status.

(https://tracxn.com/d/explore/gig-economy-startups-in-united-arab-emirates/_OYxuzmyrIFDJOtx69e6N6dhYww8-hBCeLDH7fIJMcSY/companies)

Independent Workers

To learn what it takes to be successful in independent work, we recently completed an in-depth study of 65 gig workers. We found remarkably similar sentiments across generations and occupations: All those we studied acknowledged that they felt a host of personal, social, and economic anxieties without the cover and support of a traditional employer — but they also claimed that their independence was a choice and that they would not give up the benefits that came with it. Although they worried about unpredictable schedules and finances, they also felt they had mustered more courage and were leading richer lives than their corporate counterparts. (<https://hbr.org/2018/03/thriving-in-the-gig-economy>)

Nontraditional Employment

Nontraditional employment refers to work arrangements that differ from traditional, full-time, permanent jobs with a single employer. These arrangements include part-time work, temporary or contract work, freelance or gig work, remote work, and job sharing. Nontraditional employment is becoming increasingly common as organizations seek flexibility and workers pursue diverse opportunities.

(<https://www.allvoices.co/glossary/nontraditional-employment#:~:text=Understanding%20Nontraditional%20Employment,remote%20work%2C%20and%20job%20sharing>)

Nontraditional Companies

Companies like Careem who are App-based ride-hailing aggregator. Where the users can book rides by providing location, passenger details, payment details, and more. The platform also offers services like food delivery, recharge services, grocery delivery services, and more. Apps are available for Android and iOS users. Or Insta shop which is an Online platform of multi-category grocery products. Its product offerings include fruit & vegetables, seafood & meat, bakery products, and more. It also offers pet products, cosmetic products, flowers, medicine, and more. Its features include in-app payments, scheduled delivery, and more are extremely successful.

https://tracxn.com/d/explore/gig-economy-startups-in-united-arab-emirates/_OYxuzmyrIFDJ0tx69e6N6dhYww8-hBCeLDH7fIJMcSY/companies#t-1-careem

ANALYSIS

Content Writing Services and Digital Marketing

The below mentioned chart shows an upward trend in the Content Writing Services Market on 5 major region of the world i.e. North America, Europe, Asia Pacific, Middle east and South America. The demand of the digital content writing service will further increase until 2033.

According to Cognitive Market Research, the North American region is expected to grow substantially in the global content writing services market because North America has been at the forefront of the digital transformation, with businesses of all sizes expanding their online presence. This expansion required a continuous flow of quality content to engage audiences across various digital platforms. Many North American businesses recognize the importance of content marketing in building brand loyalty and engaging customers. This emphasis increased the demand for high-quality, informative, and engaging content.

(<https://www.cognitivemarketresearch.com/content-writing-services-market-report?srsltid=AfmBOor36D0KiF1fjnl-Vy84m1SQiatbVRVaN2MK3sGXJlZl5UvFbj3>)

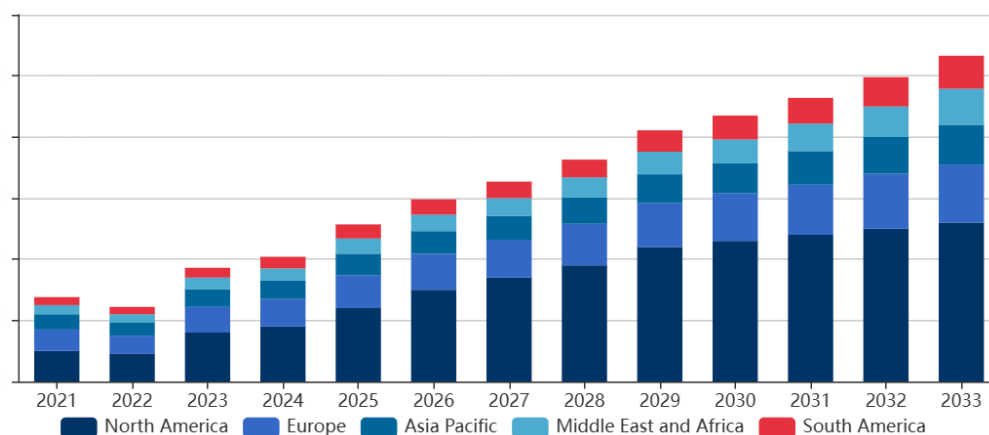


Chart 1: Content Writing Services Market Share (%) by Region (2021-2033)

Type of the Content Writing Service:

Global Content Writing Services Market Report 2025 Edition talks about crucial market insights with the help of segments and sub-segments analysis. In this section, we reveal an in-depth analysis of the key factors influencing Content Writing Services Industry growth. Content Writing Services market has been segmented with the help of its Type, Application Services, and others. Content Writing Services market analysis helps to understand key industry segments, and their global, regional, and country-level insights. Furthermore, this analysis also provides information pertaining to segments that are going to be most lucrative in the near future and their expected growth rate and future market opportunities. The report also provides detailed insights into factors responsible for the positive or negative growth of each industry segment.

Copywriting holds a significant share during the forecast period. Copywriting is specifically geared toward driving actions and conversions. It's used in various marketing materials such as advertisements, sales pages, product descriptions, and email campaigns to persuade readers to take a specific action, such as purchasing or signing up for a newsletter.

- Copywriting
- Article Writing
- Other

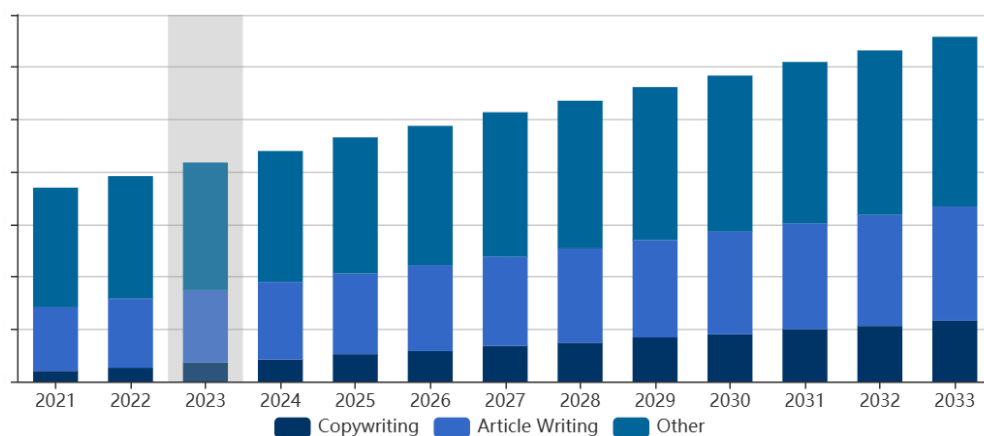


Chart 2: Types of the Content Writing Services Market Share (%) in 2021-2033

(<https://www.cognitivemarketresearch.com/content-writing-services-market-report?srsltid=AfmBOor36D0KiF1fjnl-Vy84m1SQiatbVRVaN2MK3sGXJjI5UvFbj3>)

Technology Services

Region and country analysis section of IT Infrastructure Services Industry Analysis has been segmented into 5 major region such as North America, Europe, Asia Pacific, Middle East & Africa, and Latin America (along with respective major contributing countries) and provides the revenue share, current trends.

The base years considered for all the estimations by analyzing trends and growth rate will help you gain an in-depth understanding of the conclusions provided in this report. This report also includes figures, graphs, pie charts, tables and bar graphs that explain the data analysis based

on current trends at the country level as well as key regions. This research report also focuses on assessing factors such as profit, product price, capacity, production, supply demand market growth rate along with others to create a clear picture on the future prospects of IT Infrastructure Services market.

(<https://www.cognitivemarketresearch.com/it-infrastructure-services-market-report>)

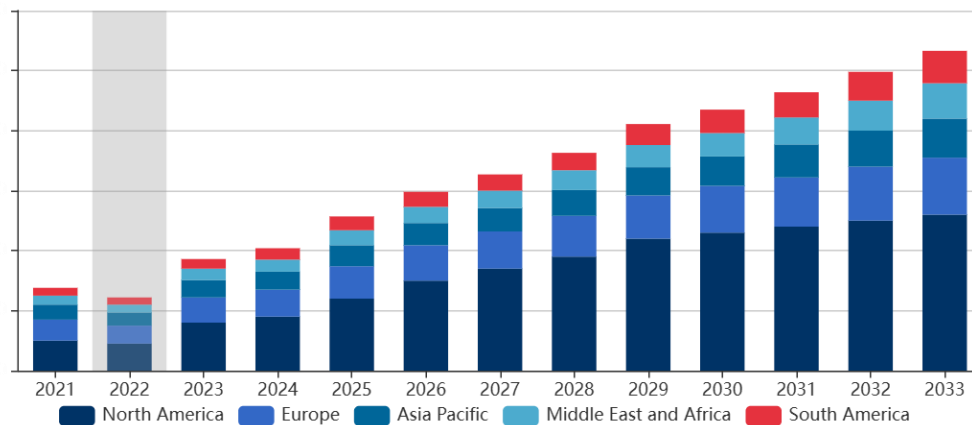


Chart 3: IT Infrastructure Services Market Share (%) by Region (2021-2033)

Type Segment Analysis of IT Infrastructure Services Market

The IT Infrastructure Services market is typically segmented by Type, which play a significant role in determining the structure and growth potential of the industry. Understanding the market by Type allows businesses to focus on specific product categories that are likely to perform the best in the coming years.

By understanding the performance and demand trends of each type, companies can target the most lucrative segments, innovate within specific categories, and develop products or services that align with the needs of their target customers. Analyzing the growth patterns by type helps to pinpoint which segments are most likely to grow at an accelerated pace and which ones might experience slower or stagnant growth. Type of IT Infrastructure Services analyzed in this report are as follows:

- IT service desk
- End user support
- Enterprise systems network management
- Data center consolidation and hosting
- Database services
- Cloud hosting (AWS)
- Project management and governance
- Virtualization Solutions

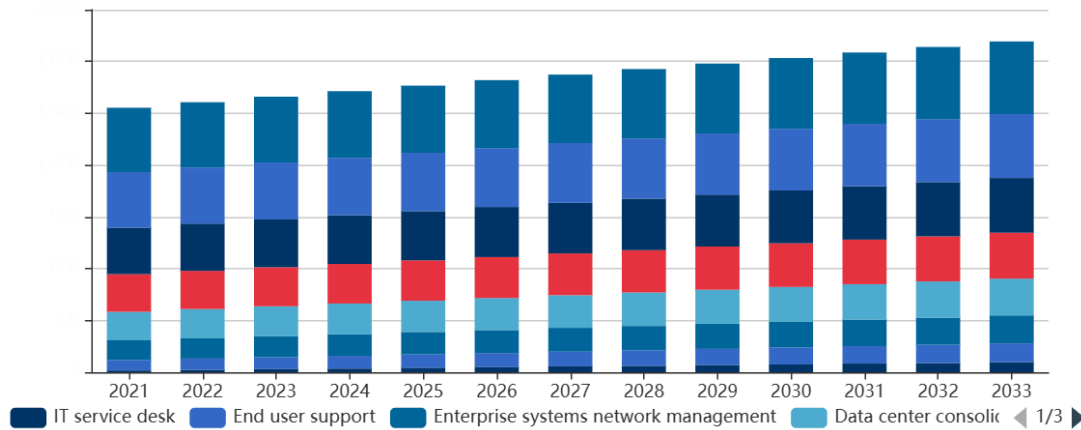


Chart 4: IT Infrastructure Services Market Share (%) by Type in 2021-2033

(<https://www.cognitivemarketresearch.com/it-infrastructure-services-market-report>)

On Demand Service Market Growth (Food Delivery)

Trends in the Market:

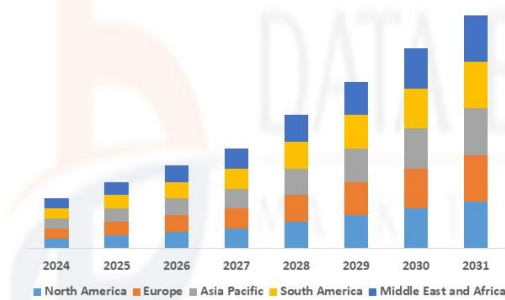
In the United States, the online food delivery market has seen significant growth, with the rise of third-party delivery services such as Uber Eats, DoorDash, and Grubhub. These platforms have become increasingly popular, particularly among younger consumers, who value the convenience and variety of options available. In China, the online food delivery market has become dominated by two major players, Meituan and Ele.me, which have been able to leverage their scale to offer competitive pricing and a wide range of services. In Europe, the market is more fragmented, with a mix of local and international players vying for market share. It is expected to exhibit a compound annual growth rate (CAGR 2025-2029) of 7.83%, resulting in a projected market volume of US\$1.89tn by 2029.

(file:///C:/Users/97150/Desktop/Online%20Food%20Delivery%20-%20Worldwide%20_%20Statista%20Market%20Forecast.html)

Global online food delivery market was valued at USD 60.48 billion in 2023 and is expected to reach USD 222.75 billion by 2031, registering a CAGR of 17.7% during the forecast period of 2024-2031. "Online" segment dominate the market due to its convenience, wide variety of choices, and the ease of ordering from the comfort of one's home or office, appealing particularly to busy urban consumers seeking quick and hassle-free meal solutions. In addition to the market insights such as market value, growth rate, market segments, geographical coverage, market players, and market scenario, the market report curated by the Data Bridge Market Research team includes in-depth expert analysis, import/export analysis, pricing analysis, production consumption analysis, and pestle analysis.

(<https://www.databridgemarketresearch.com/reports/global-online-food-delivery-market>)

Global Online Food Delivery Market is Expected to Account for USD 222.75 Billion by 2031



DMCA Protected © Data Bridge Market Research- All Rights Reserved.

Source: Data Bridge Market Research Market Analysis Study 2024

Global Online Food Delivery Market, By Regions, 2024 to 2031

2024
2031

DATA BRIDGE MARKET RESEARCH



Chart 5: Global Online Food Delivery Market, By Type (Restaurant-to-Consumer, Platform-to-Consumer), Payment Method (Cash on Delivery, Online) - Industry Trends and Forecast to 2031

Consultancy Services

The Global Marketing Consulting Market size is USD 25.02 billion in 2024 and is expected to reach USD 33.93 billion by 2032, growing at a compound annual growth rate (CAGR) of about 3.88% during forecast period. The global COVID-19 pandemic has been unprecedented and staggering, with the marketing consulting market experiencing higher-than-anticipated demand across all regions compared to pre-pandemic levels. The sudden spike in CAGR is attributable to the market's growth and demand returning to pre-pandemic levels once the pandemic is over.

(Source: <https://www.businessresearchinsights.com/market-reports/marketing-consulting-market-102458>)



Chart 6: Global Marketing Consulting Market size

The marketing consulting market has grown with an increasing demand for better marketing services. The growth of this industry has been influenced by various factors such as the lack of specialists to handle specific tasks, and the rise in demand for both digital marketing and

traditional marketing channels delivering high-quality services. Thus, these driving factors will likely spur market growth during the forecast period.

(Source: <https://www.businessresearchinsights.com/market-reports/marketing-consulting-market-102458>)

Global Marketing Consulting Market Share, By Type

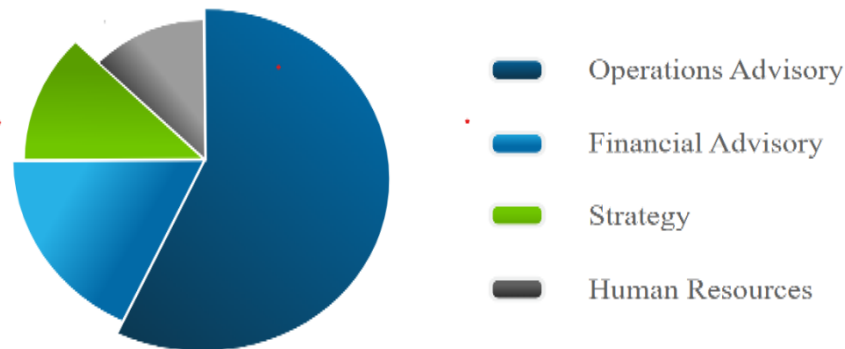


Chart 7: Global Consulting market share by Type of services

RESULTS

The research shows that both the Hypothesis 1 and 2 are correct and valid

- H1: Nontraditional careers options provide full time job guarantee to the professionals
- H2: Nontraditional career options provide career growth opportunities to the professionals.

The data collected through the primary (interviews) and secondary sources indicates that the nontraditional careers can provide a full-time job guarantee and career growth opportunity to employees as there a tremendous growth predicted in these jobs in the next decade in various market survey reports included in this research. North America, Australia and Europe have already taken substantial steps in the direction of nontraditional job creation whereas Asia and middle east are not far behind in this race along with Africa.

LIMITATION OF THE RESEARCH

- The research is based on partial primary and more of the secondary data collection which is a limitation of the study.
- The research is just a prediction or forecast which might lack some important indicators like economic changes around the world in the next decade.

CONCLUSION

It can be concluded that the topic of growth in the nontraditional jobs is a new topic for research and this research is one of the initial steps towards exploring this topic. This research has highlighted that the future of nontraditional careers is bright and the Gig economy will create numerous work opportunities for employees in this sector in the next decade. However, the job security and career growth opportunities are yet to be explored further but a swift growth in the nontraditional careers will surely be witnessed by the world in the future.

References

- [1]. <https://www.upwork.com/resources/best-gig-economy-platforms#top-gig-platforms-by-category>
- [2]. https://tracxn.com/d/explore/gig-economy-startups-in-united-arab-emirates/_OYxuzmyrIFDJOtx69e6N6dhYww8-hBCeLDH7fIJMcSY/companies)
- [3]. (<https://www.allvoices.co/glossary/nontraditional-employment#:~:text=Understanding%20Nontraditional%20Employment,remote%20work%2C%20and%20job%20sharing>)
- [4]. https://tracxn.com/d/explore/gig-economy-startups-in-united-arab-emirates/_OYxuzmyrIFDJOtx69e6N6dhYww8-hBCeLDH7fIJMcSY/companies#t-1-careem
- [5]. (<https://www.cognitivemarketresearch.com/content-writing-services-market-report?srsId=AfmBOor36D0KiF1fjnl-Vy84m1SQiatbVRVaN2MK3sGXJlZl5UvFbj3>)
- [6]. (<https://www.cognitivemarketresearch.com/content-writing-services-market-report?srsId=AfmBOor36D0KiF1fjnl-Vy84m1SQiatbVRVaN2MK3sGXJlZl5UvFbj3>)
- [7]. (<https://www.cognitivemarketresearch.com/it-infrastructure-services-market-report>
- [8]. (<https://www.cognitivemarketresearch.com/it-infrastructure-services-market-report>)
- [9]. (file:///C:/Users/97150/Desktop/Online%20Food%20Delivery%20-%20Worldwide%20_%20Statista%20Market%20Forecast.html)
- [10]. <https://www.databridgemarketresearch.com/reports/global-online-food-delivery-market>)
- [11]. (<https://www.businessresearchinsights.com/market-reports/marketing-consulting-market-102458>)