



A CONCEPTUAL STUDY ON CHANGING PERSPECTIVE OF INFORMATION TECHNOLOGY ENABLED EMPLOYMENT SERVICES THROUGH FREELANCE JOBS

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Abstract

In a developing country like India, every year a huge number of graduates are produced by different universities and institutions. The ratio of graduate to employment is not proportional or numbers of graduates are more and only a few of them are getting employed. In this context, due to the drastic development of information and communication peoples can earn money or get employment through freelance jobs and employees can sit in their place or home and work for different clients without any restriction of time and place. In order to work in freelance jobs, first, employee or user should register in any of the website or portals which find respective skilled jobs and drops to the employer. In the website, the user should maintain a good profile and showcase his skills and talents to others. After creating the complete profile user has to register in some membership plans and user will bid for projects based on their skills. A new approach for getting more projects and to earn more money is proposed. The new approach is analyzed using SWOT analysis. This paper helps to improve the user's knowledge in freelance jobs and also help them to get new methods to earn more money. If the user or employee is skilled in different areas like website development, content writing, coding, designing, data entry and advertisement preparation can earn a good amount from home without any physical barriers.

Index Terms: Freelance, Biding, SWOT Analysis & Content Writing

1. Introduction:

All over the world every year students are get graduated in large proportion and these students are not able to get jobs due to many reasons like competition, lack of skills and high increase in the ratio of a number of applicant to a number of jobs etc. Due to several reasons self-employment gets more and more popularity. A freelance or freelancer word is commonly used for persons who have set up their own business or self-employment [1-2]. They may also work from home online [3-5]. This freelance job will create specific jobs in different skilled areas like typing, content writing, designing, software testing and developing, garments and design and many more other areas. Depending on the organization, freelance work structure or behaviour will vary and continuously change over time and payment of freelance job is depending on industry or organization, work type, different skill sets, and experiences [6-7].

Freelance jobs are not attracted by old or mid-aged persons due to some of its constraints like loneliness, lack of employer-employee eye to eye contact or relationship, lack of friendly environment, and also due to insecurity [8-9]. Nowadays there are plenty of freelance service provider websites are available. Due to some of the constraints, people are finding difficult to set initial business for their freelancing [10]. Usually in an organization, employment rank, rules, regulations and time constraints are direct affects the work culture of an employee or it creates pressure on employees. Cohen and Mallon studied on how freelance workers make sense of their enterprise and how much information they will acquire on that enterprise [11]. Freelance is an alternative employment to traditional employment in terms of four different

arrangements which include independent contractors, temporary agency workers and on-call workers [12-13]. Nowadays tendency is shifted to more flexible jobs that can be achieved using freelance jobs. By studying the present freelancing service providing web portal, in this paper, a new model is proposed. This model helps to build initial target marketing for a fresh freelancer or for existing freelancer. This model will also help for people who are working for freelancer and through this, they can improve their income. The model is analyzed using SWOT analysis. This paper will indirectly improve the people knowledge in freelance jobs and also help them to get new methods to earn more money.

2. Objective and Methodology of the Study:

The main objective of this paper is to propose an innovative model through which freelancer and people hired by freelancer gets a new idea to improve their business and to increase their overall turnover or income. The sub-objective is to avoid some hurdles or difficulties that exist in the present freelancing field. The main concepts involved in this work are

- ✓ Providing sample projects for workers to know their working behaviour.
- ✓ Promoting and motivating the worker by publishing their work details in websites or portals.
- ✓ A good employer and employee relationship by continuous communications through a mobile phone or email.

3. The proposed Model-Enhanced Employment Service Freelance Model:

The proposed model-Enhanced Employment Service Freelance Model as shown in Fig.1 helps for the freelancer and freelance worker to improve their employment services. For Freelance worker it's helpful to get new projects and to earn more money. The proposed model-Enhanced Employment Service Freelance Model, comprises of different units like Registration, Personal website or blog, bidding, Trustworthy services, Membership plans, sample project, freelance service provider website, Efficiency and time consciousness, Freelance worker, freelancer and key skills. The existing freelance service provider and freelancer assign jobs to worker only if they bid more or if they have good experience in respective key skills.

3.1 Freelancer: Freelancer is a person or a team who works as designer, content writer, developer and self employed and provide employment to others or to freelance workers.

3.2 Freelance Worker: Freelance worker is a person who works as a designer, content writer, developer and works for freelancer and gets paid by freelancer. Here Freelancer worker has flexibility in time and place anytime, anywhere, he can work and no barriers as office surroundings.

3.3 Registration: Every freelance worker and freelancer initially, has to register in one of the freelance service provider websites. This service provider website requires different details like personal details, work experience details, key skills details, security details and much more other details. Even if a freelancer has their own well-established websites, initially it is better to register in some already established freelancer websites.

3.4 Personal Website or Blog: In order to get more assignments or projects, every freelancer should build their own separate websites. This should be linked to their profile in freelance service provider websites. Freelancer worker should showcase their skills and already completed projects in their personal websites. They should be connected through social networking sites to communicate with other freelance worker or freelancer. The personal websites will get more hits and get popularized, if it is connected through social networking sites.

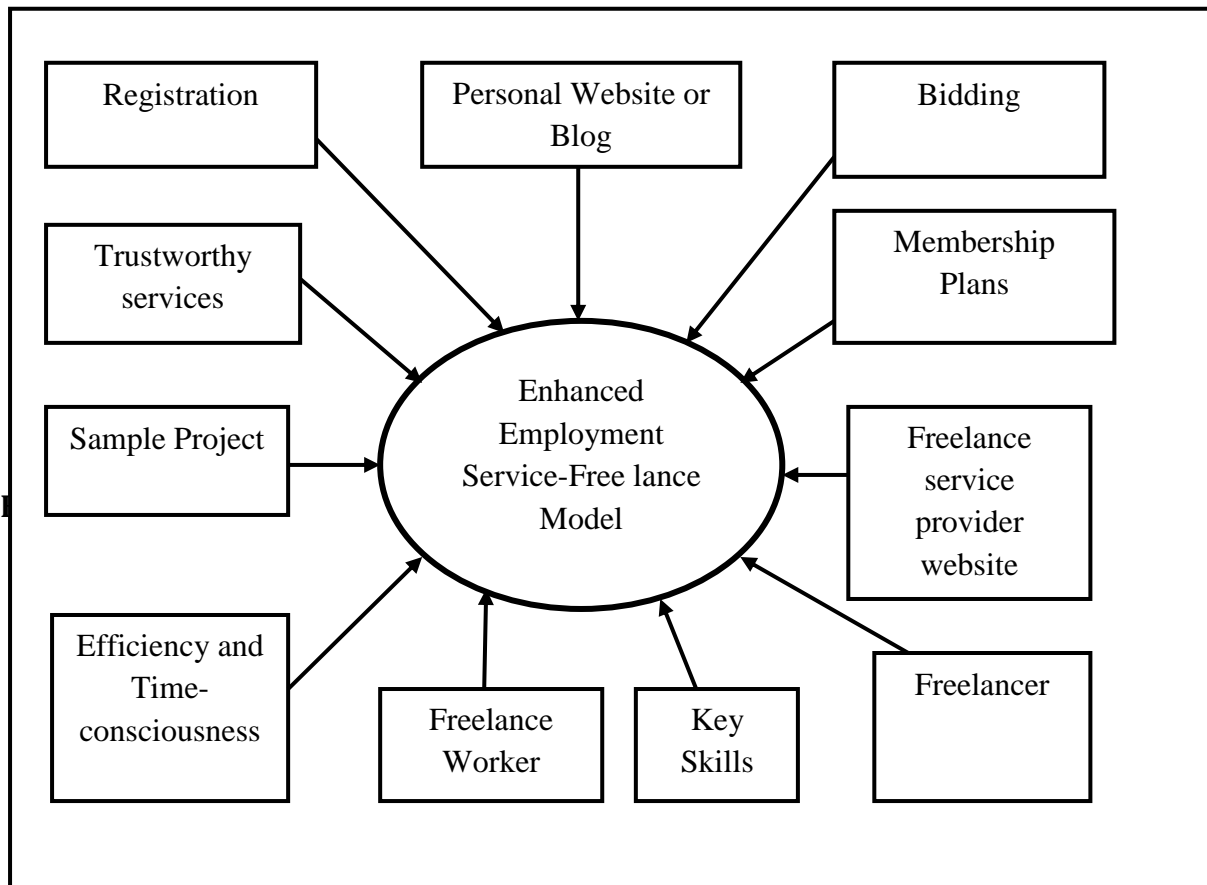


Figure 1: Enhanced Employment Service-Free lance Model

3.5 Bidding: Usually, freelance service provider has to publish a project or work for some amount. This project is bided by freelance workers and service provider portal inform this to freelancer. The freelancer will assign the work to one of the worker, who has bided for a cheap amount. Only those who have bided and have pre-knowledge and experience will only get projects frequently. In this model, paper suggests avoiding this and freelancer should provide work based on the performance of sample project.

3.6 Trustworthy Services: Many people show a lack of interest in freelance jobs because of insecurity and untrustworthy services. Freelancer and freelance worker should be trustful each other in terms of personal data security, financial security and in providing or hosting or completing projects.

3.7 Membership Plans: In Freelance service provider's website freelancer or freelance worker has to register in some membership plans in order to get frequently projects or works. They have to pay some amount for some period of time. If a freelance worker or freelancer has a good, attractive and informative websites of their own, they can avoid or bypass this registration process.

3.8 Sample Project: Usually, new freelance worker is not able to properly bid and get projects. In order to avoid this as soon as freelance works registers and requests for some projects, the freelancer should make proper communication with the freelance worker. After identifying the interest of freelancer worker, the freelancer should provide one sample project to freelance worker and should observe the interest, commitment and time conscious of later one. The sample project is the main unit of this new model.

3.9 Freelance Service Provider Website: Freelance service provider website, act as an intermediate between freelancer and freelance worker. They should focus mainly own

satisfying the requirements of the new customer and also help them in the freelance process. In freelance jobs freelance worker registers and bids for a project through this website.

3.10 Efficiency and Time-Consciousness: Freelancer and freelance worker should show commitment to their work. The work should be completed in time with more efficiency. Whatever offerings or wordings are made by freelancer or worker, they should stick on, and that should be reflected in their work and be a faithful mirror to the real word.

3.11 Key Skills: To get more and more projects, freelance worker should have some key skills in some areas like website development, content writing, coding, designing, data entry and advertisement preparation and many more.

4. Enhanced Employment Service Free Lance Model-SWOT Analysis:

The new model-Enhanced Employment Service Freelance Model is analyzed using its strength, weakness, opportunities, and challenges. The main attraction of this model is sample projects unit and identifying the efficiency and truthfulness and time consciousness through this unit.

Strengths:

- ✓ The first and foremost advantage of this model is people can work from anywhere, anytime they want with high flexibility
- ✓ Freelancer has control over work and clients, if the worker does not works properly, they can shift the worker and can give job any one else who is good in that area due to the reason that worker is not bound by any service rules.
- ✓ Freelancer worker is free from eye to eye and time to time unnecessary troubles from hirer or boss.
- ✓ Freelancer will be chief or boss, no one will be there to impose some rigid policies.
- ✓ In this model, freelance worker gets a sample project, which will help for him to study the work culture of freelance jobs.
- ✓ Due to sample project way of getting project is changed through bypassing bidding process for initial or beginner freelance worker.
- ✓ This model helps to build trusted partnership between freelancer and worker.
- ✓ This model helps for the freelance worker to gain more money.

Weakness:

- ✓ We cannot distinguish between work and personal life
- ✓ Being a freelancer or worker the profits and workload will be unbalanced and contradictory
- ✓ Freelancer should run here and there in order to set-up his business. He will be the heart and soul of his business.
- ✓ A Lot of ground work will be involved for freelancer to set up initial business.
- ✓ Even if the freelance worker completes the sample project in time, there is fear of continuing the same, when real project is given.
- ✓ Some time Freelancer or worker not paid for many days
- ✓ Lack of trust, insecurity in work
- ✓ Being online in most of the times is one of the barriers in reaching the rural area people in undeveloped countries.
- ✓ There will not be any benefits of employer, cannot use any sick leave or vacation time.

Opportunities:

- ✓ New employment is created in large-scale and widespread across the world without any restriction of the place
- ✓ Smart and hard working nature works makes more earnings for freelancer or worker
- ✓ Creates large scale of employment in marketing fields.
- ✓ Un-employment can be reduced to a large extent.
- ✓ Opportunity to interact with diverse people all over the world.

Threats:

- ✓ Not paid for many days in the beginning stage of the business development can make frustration in freelancer or worker and a chance of quitting the work soon.
- ✓ A Freelance worker has a chance of getting cheated by the freelancer means after completing the work or job freelance worker are not paid or less paid.
- ✓ Loss of teamwork.
- ✓ Due to in regularity of time, personal life is not balanced.
- ✓ Difficult to find the nature, ethics of worker.
- ✓ Threat to traditional business

5. Conclusion:

Freelance jobs will be one of the best employment services for the youth, they find difficult to get jobs after completion of their studies. Freelancer should have some basic computer knowledge and some special skills in order to get projects. In order to work in freelance jobs, first, employee or user should register in any of the website or portals which find respective skilled jobs and drops to the employer. Following are the different suggestions to become a good freelancer.

- ✓ Use your contacts, skill, and references while starting or in improving the business
- ✓ In order to build a good network use good social networking sites and always communicate with your workers or co-workers.
- ✓ Use your brand, strength to build networks.
- ✓ Do a plan of Action.
- ✓ Always do the jobs differently than others in terms of time and efficiency.
- ✓ Make continuous research in your business
- ✓ Be always friendly, listener and a good observer

By studying the present freelancing service providing web portal, in this paper a new model-Enhanced Employment Service Free lance Model proposed. This model helps to build initial target marketing for a fresh freelancer or for existing freelancer. This model will also help for people who are working for freelancer and through this, they can improve their income. The model is analyzed using SWOT analysis. This paper also helps to improve the user's knowledge in freelance jobs and also help them to get new methods to earn more money.

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