

New Forms of Employment and The Ways of Application in Developing Countries

Author(s), DILMUROD ABDULLOEVICH NASIMOV

Abstract:

The article considers the emergence of new forms of employment, caused by innovative processes and transformation of economy. Digitalisation of the economy is natural process and demands modernizations. Consequences of such transition for labor market is also covered.

Keywords: Employment, new labor market, virtual employment, non-standard employment, decent work, digital economy,

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About Author

Author(s): DILMUROD ABDULLOEVIH NASIMOV
RESEARCHER, SAMARKAND STATE UNIVERSITY
UZBEKISTAN.
E-mail: uzdilmurod@yahoo.com



INTRODUCTION

Modern trends in economic development prioritize the creation and dissemination of information as the main factor of production. The development of new technologies is always accompanied by the development of education and the discovery of new knowledge. The basis of the information society is a networked economy with networked organizations. An information society assumes the emergence of new non-standard forms of employment, an increase in the flexibility of the labor market and the development of knowledge-intensive sectors of the economy. The formation of the information labor market as a socially useful activity is aimed at using intellectual capital.

Distance employment is now becoming widespread, which is an employee's activity outside the employer's location. The interaction between an employee and an employer through telecommunication technologies has received the definition of virtual employment. At the same time, participants in the labor process in real life may not even see each other. The virtual form of employment is characterized by the removal of the employee from the office, it implies a flexible regime and the use of information technology to perform tasks. This type of employment provides an opportunity for older workers to extend their work activities, which would not only increase their income and pensions, but also reduce the burden on the economy.

LITERATURE REVIEW

The issues of employment trends and the development of social and labor relations have recently been developed in the works of D.Howcroft, I.Mandl, T.Wilthagen, Yu.G.Odegova, V.N.Bobkov, L.V.Sankova, I.D.Kotlyarov and others [1-7]. However, the problem of the formation and development of social and labor relations in the context of globalization, the formation of new forms of employment remains insufficiently developed, and the issues of regulating social and labor relations in new segments of the labor market and new forms of employment in developing countries also require a systematic scientific study.

RESULTS

Unlike traditional employment, innovative employment involves working for different customers, partial use of an employee's means of production, the use of flexible systems in matters of working time and remuneration, a shift in the employee's interests towards self-expression and stimulation of non-standard thinking. The role of a person expands from a subject of labor activity to a carrier of intellectual capital, carrying out innovative activities.

Based on data from labour force surveys, the ILO estimates that 7.9% of the world's workforce worked from home on a permanent basis prior to the COVID-19 pandemic, or approximately 260 million workers. These estimates are based on data from 118 countries representing 86% of global employment [8].

The innovative development of the economy involves the emergence of new non-standard forms of employment, each of which has its own characteristics and rationality of application:

1. Temporary employment.

2. Self-employment.
3. Part-time employment.
4. Virtual employment.
5. Informal employment.

According to International Labor Organization, nonstandard forms of employment include: temporary employment, part-time work and job to call, multi-sided labor relations (leasing, agency work), hidden labor relations (dependent selfemployment) [9].

According to Eurofound report the project identified nine broad new forms of employment: employee sharing; job sharing; voucher-based work; interim management; portfolio work; platform work; casual work; ICT based mobile work; collaborative self-employment [10].

At present, the economy of developed countries can be characterized as a "knowledge economy" in which the formation and development of human capital is put in the first place. State policy and the orientation of the main large sectors of the economy should be aimed at a transition to technological structures in which information and digital technologies become an integral part of human life. All this dictates the need for highly qualified specialists who are needed not only for the maintenance and software of new equipment, but also for innovative development and substantiation of innovative economic paradigms.

Non-standard flexible forms of employment appear in the system of social and labor relations as the adaptation of their subjects to new dynamic multi-vector changes. They have both positive and negative aspects.

Flexible forms of employment play an important role in solving the problems of unemployment, contributing to the regulation of its level, providing part of the working-age population with work (sometimes temporary and part-time) and providing an opportunity to receive income (often lower than in traditional forms of employment). Also, flexible forms of employment allow those who cannot work in traditional working conditions (disabled people, women with small children, etc.) to find a job. Flexible working regimes also expand employment opportunities for people who combine different forms of employment or fulfill various social obligations. The development of flexible forms of employment is gradually transforming the worker-employer model of labor relations into a customer-executor. These forms pose a threat to civilized labor relations. Hired workers in precarious work not only lose most of the benefits and guarantees, but are deprived of the opportunity to defend their legal rights through trade union organizations, which are also negatively affected by flexibilization. The development of flexible forms of employment is mainly associated with the desire of employers to reduce production costs, especially during the global financial and economic crisis. This crisis gave rise to a lot of problems and contradictions, including in the social and labor sphere, the resolution of which, in our opinion, is complex and long-term.

The negative sides of the use of non-standard forms of employment can also include: difficulties in organizing work in the development of change schedules; part-time workers tend to be less adapted in production teams than those working under normal conditions; the use of compressed working hours often leads to increased fatigue, etc.

Such a flexible form of employment as homework, which is attractive for people with limited activity (the elderly, the disabled, women with small children), is becoming

widespread in developing countries. This form of employment allows employers to save on production costs by paying lower wages and avoiding the cost of renting industrial premises, and employees - to get a livelihood without leaving home. However, the trend towards an increase in the proportion of highly qualified workers involved in home work is alarming, since it is expressed in a reduction in their real incomes, lack of social guarantees and may lead to a partial loss of qualifications.

Outstaffing has also become widespread in many countries and in Ukraine as a procedure for "removing personnel from the enterprise's staff", which allows you to reduce the cost of money and time when working with hired personnel. This human resource management tool allows companies to regulate the number of real employees and not tie them to the official number of employees. Outstaffing is a type of precarious employment of employees who have informal jobs in formal sector enterprises.

Work on temporary contracts has become widespread in Western countries and in Ukraine. Such work can be classified as precarious work for a number of reasons: firstly, it does not guarantee stable employment (an enterprise can fire an employee upon expiration of the contract); second, temporary contracts do not imply a wide range of social benefits; thirdly, career opportunities for such workers are significantly limited. In addition, flexible forms of employment stimulate the emergence of intermediary wage firms, which increases the cost of labor for the employer and reduces the wages of the employee.

The modern labor market has formed a new labor group of independent workers - freelancers who independently implement their services in the market. The market for freelance services, mainly represented by professionals, is sufficiently developed not only in Western countries, but also in Ukraine, attracting more and more new participants - performers offering their services, and enterprises willing to cooperate on a remote basis. The expansion of the new category of freelance workers is associated with the development of information and communication technologies, a corresponding increase in the volume of work on the production and processing of information, and an increase in the level of mastery of new technologies by workers. A freelancer is more independent in choosing an employer, he can work with several customers at once and perform those types of work that he likes more, but at the same time he is not formalized and is not provided with social guarantees.

Part-time employment is considered to be an alternative type of employment that has become widespread in Ukraine during the global crisis. It is expressed in the reduction of working hours or division of the workplace by two or more workers. Such measures, as a rule, are used as an alternative to the complete layoff of workers and are conditionally voluntary.

Expanding the scope of precarious work, in turn, will contribute to the expansion of risks and uncertainties in the world of work. This implies the development of a set of measures to eliminate the risks and uncertainties that are formed by flexible employment. We propose to pay attention to the issues of education, professional development and retraining of labor potential, which are important aspects of an employee's adaptability to rapidly changing labor market conditions.

CONCLUSIONS

The digital development of the economy leads to the reduction and further disappearance of some specialties. Computers are gaining more and more opportunities, and with the development of artificial intelligence, they can completely replace personnel. Already, Internet banking, e-government, automatic accounting programs, self-service points in the field of food, transport, etc. are becoming widespread. Rapid response to technological challenges can offset the impact of these changes through training and retraining of workers.

Automation and robotization of production processes will undoubtedly lead to an increase in unemployment, so it is important to think over an effective employment policy already now. Human capital is becoming the most important resource for economic growth. The innovative orientation of the economy implies the combination of material and intellectual resources.

The need to create jobs and livelihoods for millions requires balancing the socioeconomic system with the ecosystem, investing in skills, infrastructure and technology and promoting - through fiscal stimulus and beyond - a shift towards a more human-centred and inclusive digitalisation, more investment in the care economy and a greener and gender-equal economy for all¹.

The digital development of the economy and employment system is an inevitable process that will greatly simplify communication between the state, entrepreneurs and employees. Opportunities for training, research will also expand, new technologies for doing business and production will open up. The labor market quickly enough adapts to a new direction, becomes more flexible and mobile, which means that in the near future it will enter a completely new innovative phase.

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