

# **European International University**



## **MBA in General Management**

### **Action Research Paper**

#### **The Freelancing and its Impact on Unemployment**

**Forename: AHMAD**

**Surname: ALKHATIB**

**Student ID number: EIU2020946**

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**E-SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**EIU Paris City Campus**

**Address:** 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 | **Email:** [paris@eiu.ac](mailto:paris@eiu.ac)

**EIU Corporate Strategy & Operations Headquarter**

**Address:** 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 |  
**Mobile/WhatsApp:** +33607591197 | **Email:** [info@eiu.ac](mailto:info@eiu.ac)

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## I. Dedication



To my parents, brother, sisters, wife, sons and entire family

## **II. Acknowledgment**

All thanks and gratitude go to Allah Almighty, who giving me the strength and the decision to begin this not easy journey, and he is the one who made me struggle to begin this study until the preparation of this research paper.

Special thanks and gratitude to my parents, thanks to whom, after God, I was able to complete my university studies and enable me to reach this stage in which I present this research paper in order to obtain a Master's degree in Business Administration. I thank my entire family, my brother and sisters.

I would also like to thank my wife for the support she gave me throughout this stage of study.

Lastly, thanks to my friends who were my companions on this trip, and I also thank CEO and EIU university for their continued support.

### **III. Abstract**

In the modern world, the problems of employment of graduates of higher educational institutions began to meet more often. In connection with the changes that have taken place in the world, young people in the twenty-first century have more opportunities and ways to integrate into society, but the same situation has led to the erection of certain barriers to employment.

The emergence of the gig economy has transformed traditional employment structures, giving rise to a workforce characterized by freelancers, independent contractors, and short-term project-based engagements. This research aims to investigate the impact of freelancing jobs on two crucial economic indicators: unemployment rates and per capita income. The study will delve into the dynamic landscape of the gig economy, exploring how the proliferation of freelancing opportunities has contributed to the reduction of unemployment rates and the elevation of per capita income.

Utilizing a multidimensional approach, the research will examine the role of freelancing in providing flexible employment options and generating income for individuals who may have faced challenges in traditional job markets. It will analyze data from diverse sectors, considering the economic implications for both workers and the broader community. Additionally, the study will assess the potential drawbacks and challenges associated with gig work, such as job insecurity and the absence of traditional employment benefits.

Through a combination of qualitative analysis, case studies, and literature review, this research aspires to provide a nuanced understanding of the complex relationship between freelancing jobs, unemployment rates, and per capita income. The findings aim to inform policymakers, businesses, and the workforce about the opportunities and challenges presented by the evolving nature of work in the gig economy.

## 1. Rationale for the Research

Rampant unemployment arguably represents one of the most pressing political challenges in many countries across the Middle East and North Africa region and the world as a whole. It appears that young people, women, and those with university degrees are the most affected. As for the latter group, some say that the significant growth in the youth population and improved opportunities for obtaining higher education has led to an increase in the number of graduates entering relatively stagnant economies suffering from rigid labor laws and regulations. In addition, the skills they acquire are often intended for work in the public sector and are not suitable for the private sector due to a lack of communication and exchange between academic circles and private companies.

This action research paper focuses its study on the two basic aspects of the field of freelancing jobs, namely the employee and the party that need his services. This research asks what are the advantages that an individual can benefit from through freelancing and discusses the advantages of this type of work and its benefit to companies. It also discusses the benefits of freelancing jobs for the individual, companies, and society in terms of reducing the unemployment rate, increasing the individual's income, and reducing the direct and indirect costs of companies.

With the increase in the number of companies that rely on temporary, limited and short-time projects, this makes their ability to appoint employees to permanent jobs difficult and expensive for them and may threaten their continuity and future ability to compete and sustain. This is why several companies have resorted to this type of job, which allows the company to benefit from the services of individuals to perform jobs or complete specific tasks linked to a period of time whose wages are agreed upon by both parties, instead of employing people and paying them permanent salaries.

Technological advances resulting from developments in information and communications technology have facilitated a significant increase in remote work. While some sectors are using this technology as nothing more than a new form of remote working, others – mostly MSMEs – are going further. They use dedicated websites on the Internet to accomplish some of their (non-essential) tasks or work and thus reap the benefits of their connection to the global economy. Currently, the market value of electronic freelancing websites is increasing over time. It is likely to grow further as electronic self-employment becomes more widespread. A

representative of one of these sites described how many people often start online freelancing as a means to increase their income, but with time, they devote themselves to working as a freelancer.

This action research paper will focus on the impact of freelancing jobs in general on society as a whole in terms of reducing the unemployment rate and increasing the income of individuals, and thus leading to an improvement in the economic situation of the country in general. It will also focus on the impact of this type of work on individuals in terms of continuously improving their skills, keeping pace with developments in their fields, and improving their management skills for their time and for themselves.

## **2. Research Questions and Objectives**

Freelancing Jobs is a solution for some people to increase their income or to find a source of income, even if it is unstable. This type of work is widespread in some societies, but it does not represent a general culture in society like the culture of government jobs, fixed-income businesses, or private projects.

The main objective of this research paper is to reach a decision based on previous studies and reports as to whether the freelancing is an effective and feasible way to reduce the unemployment rate. Through it, we will also seek to verify whether freelancing is another solution that allows political systems to apply it, rely on it, and motivate people to engage it in order to reduce the unemployment rate in the society and create more job opportunities for individuals. In order to achieve this objective, we must answer these questions so that we can judge in detail and accurately:

- What are the advantages of freelancing for the individual and the entity seeking his services?
- What are the negatives of freelancing for the individual and the entity seeking his services?
- Can individuals rely on it as a source of income?
- Will freelancing develop in the future or will it decline?
- What are the jobs or tasks that can be accomplished through freelancing?



By answering the previous questions, we will be able to judge this issue in an objective and expanded manner, and these answers will ultimately facilitate us in reaching the objective of this research paper, which is whether the freelancing represents a managerial solution to reduce the unemployment rate in the society??

### **3. Literature Review**

#### **3.1 Factors Affecting Freelancing Success:**

Idrees, A. (2022), Data were collected and tests were conducted for this study in order to determine the factors that lead to the success of freelancers. The results showed that self-efficacy, support for digital technology, and a proactive personality have a significant and positive impact on the career success of the freelancers. Therefore, individuals who prefer to work as freelancers must enhance these factors in terms of self-efficacy and proactive personality, as they are variable individual factors, and government systems seeking to improve this type of work must increase support for digital technology to facilitate it for society.

This could encourage community members to work in freelancing field and succeed into it and not rely entirely on jobs with a fixed income.

#### **3.2 Exploring Solutions to Reduce Unemployment via Creative Freelancing:**

Brunner, N. (2023), He based his research on data that he collected in 2023, ensuring an appropriate and up-to-date view of the research topic in terms of time. He built in his research a concept that integrates the creative industry with independent work and analyzes strategies that can be studied to adapt to the economic and social situation.

Finding effective and innovative solutions to reduce unemployment for a particular country or region compared to another place highlights a complex and dynamic situation where the difference in adaptation between cultures, political strategies, and skills development of individuals affects the success of the idea or strategy used to reduce unemployment. Despite the difficulties, freelancing has distinctive potential, and this

idea represents a distinct incentive for research, discussions and studies to reduce the problem of unemployment. Specially designed methods for freelancing, comprehensive platforms, and proactive policies work to develop the individual's skills and enhance innovation to make this idea a success.

### **3.3 Does freelancing have a future:**

Khan, F. S. (2022), Freelancing is becoming very popular and attention at this time. The fast expansion of freelancing, especially after COVID-19 pandemic when everything went online, we can describe it as the spread of infection. This research studied the impact of information in the growth of freelancers as a mathematical model.

As per this research, role of the information on growth of freelancer. After being aware about the freelancing benefits, the population of non-online employees became interested in it. Many individuals are motivated to start working through various online platforms of freelancing because of the good news and information created in the social networks by the freelancers. We also obtained the reproduction number  $R_0$  expression. This is quite comparable to the commonly used basic reproduction number in epidemiology. The reproduction number collected here allows us to discover the factors that contribute to the spread of online work. The equilibrium analysis in the study resulted in two equilibrium points: freelancing free Eq1 and non-trivial equilibrium point Eq2. When  $R_0 < 1$ , the free equilibrium point Eq1 of the freelancer is locally asymptotically stable. The Lyapunov function is used to find local and global stability criteria for the non-trivial equilibrium point Eq2.

In brief, information has a significant impact on the growth of freelancing. Also, the studied models prove its validity on US data. This states that it's not a mere theory; if we actually work on this result, it will benefit the youth to showcase their talents in the best possible way and place.

### **3.4 Upskilling Engineers for Freelancing – Economic and Social Dynamics:**

Masood, R. (2021), Freelancing has developed since its inception, but it has witnessed greater interest since the start of the Covid-19 pandemic, as some companies decided to change from their previous strategies and rely on strategies for hiring external workers. This led to an improvement in the temporary job economy and opened the way for new freelancing jobs in new fields such as engineering which has a lack of freelancing workforce in this field.

It is necessary to highlight the field of freelancing in the curriculum and include independent project management courses in it. This gives the engineer more flexibility, ability, and readiness to work in the field of independent work.

This study showed that electrical engineering is the most in demand in the field of freelancing comparing it with other engineering specialization because there are many tasks related to electrical engineering that can be done remotely without the need to come to sites and factories, as is the case with mechanical and civil engineering.

One of the best programs that ranks highly in freelancing engineering projects is AutoCAD, MATLAB, SolidWorks & CAM/CAM.

Training courses should also be offered for engineers according to their specializations by having trainers conduct research and be able to know what jobs are most in demand in freelancing for each engineering specialty and focus on them through training courses for engineers.

### **3.5 Online Freelancing Website:**

Kaur, B. & Other (2021), One of the advantages of freelancing is that the individuals has the ability to select the clients they wants to work with and control their numbers. They are also able to choose the appropriate job with the required wage. One of the most important features of freelancing is the flexibility in working hours, as the worker in this field is able to choose the appropriate times to work without any commitments to specific times. He has the freedom to work full time throughout the day or at other times according to his desire and circumstances.

Freelancing allows many people who want to become a self-employment and prefer to work as a part time employee type in their life. Where; as per to many online studies and statistics freelancer earns more amount of money versus to employee in an office, it is even more important to do freelancing where your name and reputation are a job to bring business. Lucas suggests a simple way to evaluate your public presence health: from time to time search yourself on the platforms you works on to see what people are finding out about you.

Freelancers typically earn money on a per-job basis, charging hourly or daily rates for their work. Independent work is usually temporary. While a freelancer is not officially employed by another company, it can also be hired by other businesses. It is not uncommon for freelancers to work on many different projects or projects at the same time, but some private contractors may restrict who else is working independently to complete the project. Some of the most common independent activities are within the creative industries such as graphic design, copying, website development, or photography; however, freelancers can work in almost any service-based industry, such as translation, consulting, or cooking.

## **4. Methodology**

### **4.1. Description of participants of the study**

The corresponding research adopts the descriptive approach to evaluate the impact of freelancing in reducing the unemployment rates. This research will focus on the qualitative research approach. According to MacDonald, C. (2012), the qualitative research is a research methodology approach that requires further consideration and understanding.

By concentrating on the research paper design, we can note that the study uses interpretivism philosophy. According to Iovino and Tsitsianis (2020), the design of the research can support the research to explain the methodology.

In this approach, the research evaluates, the impact of freelancing in reducing the unemployment, which the interpretivism philosophy is supportive to back the results.

The paper by using the qualitative research can reach to the deductive approach where qualitative approach meaningfully relates the previous researches in order to evaluate the objectives of the researches by reviewing the research approach.

In addition, the strategy of the research is the literature review study, which is supported by freelancing cases and studies that highlighting the role of freelancing to reduce the unemployment in the countries, enhance the individual's income and abandoning the traditional work idea of getting a job with a fixed income.

The time horizon is cross sectional that is because the study collects a data from secondary sources in the same meantime. The paper's main sample is entrepreneurial freelancers works in this field for a long time.

Taking in the consideration several cases from different regions will enhance the research's credibility in proposing the freelancing as a good work option for all individuals.

#### **4.2. Description of intervention and data collection tools.**

In order to achieve the objectives of this research, the required information related to it was collected from various sources such as the Open University Library, scientific journals, previous research related to this field, scientific books, and open data of the World Bank. Some scientific websites such as ResearchGate and scientific search engines such as RefSeek and Google Scholar were also used. In addition, websites on the Internet contain extensive information about self-employment, unemployment rates around the world, how to enter the freelancing market, what jobs are most in demand through it, the average income of people working in it, and what skills must be focused on to succeed in this field.

Freelancing has really become popular in the recent years due to unemployment and also due to other benefits which people enjoy from freelancing, like flexible timings, good quality work, working on your own terms, work-life balance. The research also studies the effectiveness of self-employment and its impact on reducing unemployment rates and the extent to which individuals and society accept it as a work culture or alternative option to fixed-income jobs. This research focuses on a solution to the problem of unemployment as a global problem and not within a specific geographical spot or region. The development of technology and the availability of the Internet in most countries of the world makes reliance on this solution and the support of freelancing work by political systems and governmental directions makes it a possible and applicable solution in most countries across the world that suffer from high rates of unemployment.

Previously published studies, action papers and researches about this topic were relied upon to study and analyze their results as a literature review. Google Scholar was relied upon in order to ensure their credibility. Other sites were also used, such as the Open University Library and other sites, in order to obtain specialized books on the subject of freelancing work and unemployment, Gig economy, Self-employment and remotely working. With assistant of some software such as Microsoft Excel, we were able to collect the required statistics, arrange them, and extract some tables graphs, and figures that used in this research.

Therefore, the approach taken to collect data from several sources supports the information and enhances the validity of the research. The methods of analyzing information adopted in this research and relying on many sources of information increase the comprehensiveness and credibility of the research.

### **4.3. Data collection procedure**

The qualitative approach used in this research shows that reliance on freelancing work plays an important role in reducing unemployment.

According to Cohen: Verifying the credibility and validity of the data and information collected for research is extremely important in order to analyze objectives of the research.

In this way, there are many different steps in order to collect data, which leads to an analysis of the content of freelancing work as a means for individuals to obtain a source of income instead of a traditional job or to

increase their income and as a means for governments to reduce unemployment rates. This result was reached and supported through several studies that focused on the advantages of freelancing work and the possibility of considering it an alternative solution of traditional jobs. Some studies also confirmed that the average income of individuals working in the field of freelancing in some fields exceeds the income of individuals who work traditional jobs in the same field.

Data was collected and analyzed according to the following steps and procedures:

- 1- The extent of benefit from this research: This means that the research topic is of great importance to some fields and that it provides an understanding of the topic or actual solutions to the research topic.
- 2- Defining the research topic: This is for the researcher to devote his effort to learning more about the research topic.
- 3- Setting questions and the goal of the research: This step aims to answer the questions that motivated the start of the research process, and by answering the questions we will be able to achieve the goal of the research.
- 4- Specify the research methodology: It should either be qualitative, like this research, or quantitative, like many other researches.
- 5- Finding previous researches or studies related to the same topic: through the university library or scientific search engines and using these studies as references, analyzing them and benefiting from their results.
- 6- Identifying the participants in the study: whether it was previous research, scientific books, or websites that helped provide the information required for the research.
- 7- Read and study a group of research related to the advantages of freelancing work and its impact on unemployment.
- 8- Extract the advantages and disadvantages of freelancing work.
- 9- Arriving at the results drawn from this research and presenting them in a simple, scientific way that is easy to understand.
- 10- Setting some recommendations regarding the freelancing work of individuals, companies, and political systems.
- 11- Writing the conclusion of the research and its results in a summarized paragraph.

## 5. Data Analysis & Presentation of Results of Findings

### 5.1. “The Global Survey on Freelancing: Overall Results”

This survey was conducted in 2021, which is the first important and collaborative global survey of freelancing, which aims to identify distinct visions of freelancing, which was done with the help of a wide range of platforms working in this field. More than 75 independent communities, agencies, and platforms registered in this research project, and approximately 1,900 Individual freelancers participated in this survey (Dr. Jon Younger, 2021).

The more than 75 partners who have joined the project represent a true microcosm of the global community of freelancers, as this group includes communities, agencies, small and large platforms, startups, and well-established companies distributed all over the world.

This research survey shows many factors and advantages of freelancing, whether for individuals or companies. Through this survey, several factors and statistics were identified about the field of freelancing including:

- Educational Experience:

The range of educational experience among the freelancers in this survey was wide, as university graduates constituted 49%, those with higher academic degrees such as MBA, PHD, or law constituted 42%, while 9% described themselves as self-taught.

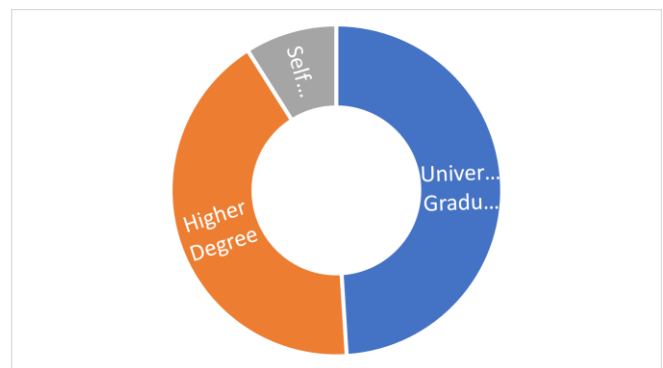


Figure 5.1: Educational Experience



- Age

Multiple generations were well represented: were 30-39 almost 30%, and 25% were 40-49. 15% were under 30 and 31% were 50 and over, where 0.5% less than 20.

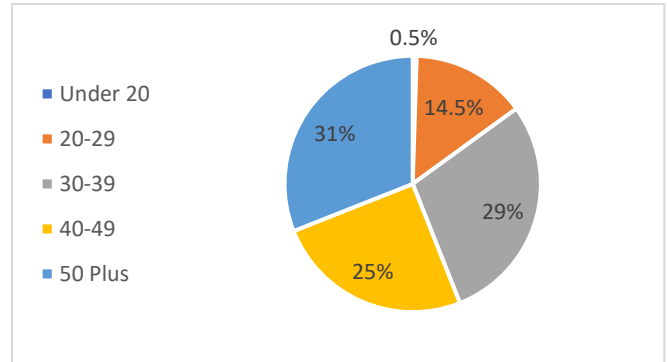


Figure 5.2: Age

- Gender

The participating freelancers choose traditional gender labels. Males represent almost 63%. where 37% of freelancers were female.

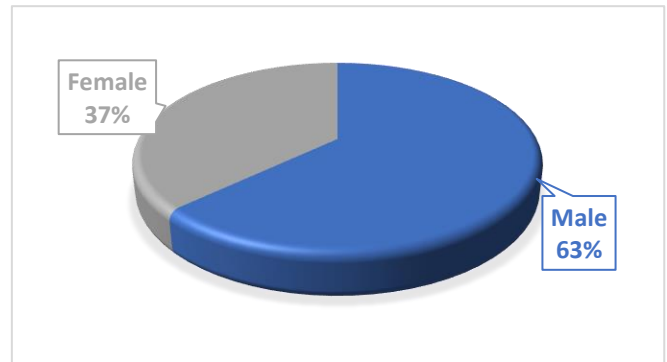


Figure 5.3: Gender

- Location

Freelancers in North American were around 18% of the total number. European freelancers including the Nordics, Eastern Europe, and Russia, almost 46%. As per response numbers, we re-constructed regions groups: Greater Europe, North America, Russia, Asia and Pacific including Australia, China and India, Latin America and Africa. Where Asia and Pacific were around 9% of participants, Latin region have 16%, and freelancers in Africa contributed 11% of the total population.

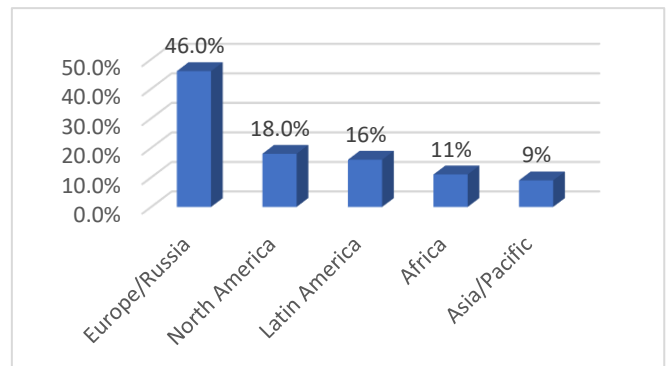


Figure 5.4: Location

- Specialty

The information technology specialist had the highest percentage among other specialties with 33% of the participants, and 20% went to management consultants, while the marketing and advertising specialties achieved 19%, and the share of workers in scientific specialties was approximately 5%, while the event coordination and hospitality received It was 6% of the participants, and 17% was for other specialties.

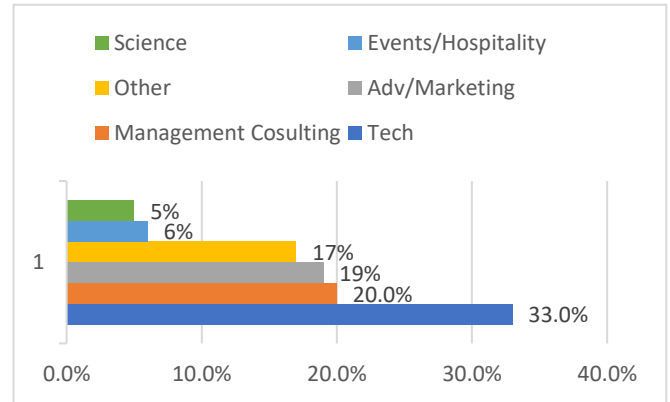


Figure 5.5: Specialty

## 5.2. “Freelancing As a Type of Entrepreneurship: Advantages, Disadvantages and Development Prospects”

It is convenient for organizations to deal with freelancers as remotely working. There's no need to provide them with jobs, consumables, office equipment, and the good thing that they are have no vacations, they are will not late for work and will not complain about the privacy time. In addition, less traffic jam on the roads, and for people who find it difficult to come to the office daily due to their health situation.

### **Freelancing Advantages:**

- Many experts, prefer to leave office walls, and they will be happy to give up control, leadership, and continuously communication with their colleagues. Freelancers have a wide communication in electronic format.
- Freelancers are also including the students trying to earn money for their expenses during the semester. Choosing the freelancing work for student will be the first option due to its flexibility in time and place.
- Freelancers are not time dependent like office workers. As per the results of domestic and Western studies about freelancers, the main advantage of freelancing work is the flexibility in time schedule and location. Actually, with freelancing it is possible to do the tasks not from home only: some freelancers prefer to move or travel to quiet places. Simply, you can choose the best mode that you want to work in.
- Being a freelancer, you can choose the clients you like, and it is not necessary to work with annoying clients or those you do not like. You can terminate the contract with them or not work with them again, as there is no such flexibility in working with companies, as you must deal with all clients. In order to achieve the company's goals, regardless of your satisfaction with the client or the task assigned to you.
- Working remotely, one encounters uncertainty and fluctuations in income. But these revenues are directly dependent on the freelancer himself: he receives as much as orders or projects managed to complete.

### **Freelancing Disadvantages:**

- Studies shows that the freelancers sometimes complain about lack of working environment and communication with colleagues. One of the biggest benefits of working in office is the ability to consult with colleagues and to learn from employees who have more experience. To work on freelancing requires the ability to search for answers to questions, engage in self-study, to build their own development plans (Eden, 1973)

- Many freelancers informed that continuing issues with clients in payment time, and the unemployment for a long time can happen.
- Freelancers do not receive unemployment benefits, such as pensions, sick leave, paid leave, bonuses or health insurance, which can be a serious problem in future
- It is necessary to plan and break your activities on time in order to take the work on time. In addition, for remote work it is important to be able to motivate yourself to work.
- Freelancers have to look for a job themselves. There are a number of freelance exchanges, but the competition there can be quite high. The most reliable way to find customers is to promote your services and build customer base. This requires sales and bargaining skills, and before leaving for free swimming it makes sense to expand your professional knowledge if they are not enough to find customers.

Most reasons that led to the increase in the number of freelancers:

- 1- Ability to work from anywhere for any organization.
- 2- Flexibility in time schedule.
- 3- Rising the unemployment rate and job terminations.
- 4- Flexibility of choosing the tasks and activities.
- 5- Saving money and time of going to work place and return back to home.
- 6- Income or salary depends on the individual him-self, not on other party such as employer.

Below are the results of survey that conducted for freelancers to identify the main advantages, disadvantages, market share, budget and average cost of projects of freelancing work:

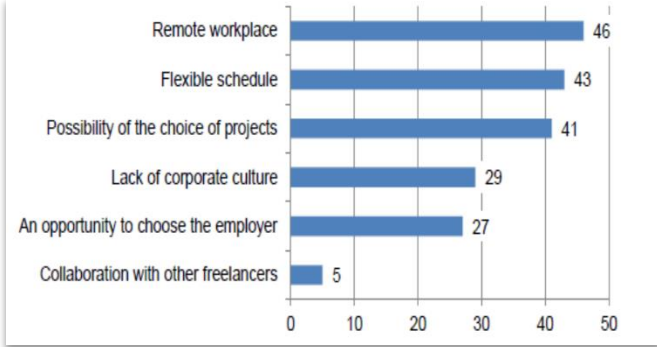


Figure 5.6: Main advantages of freelancing

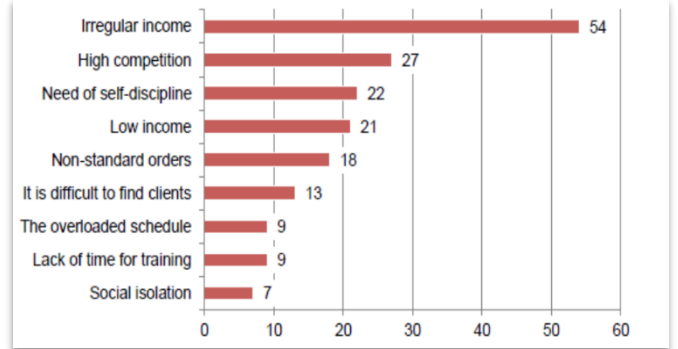


Figure 5.7: Main disadvantages of freelancing

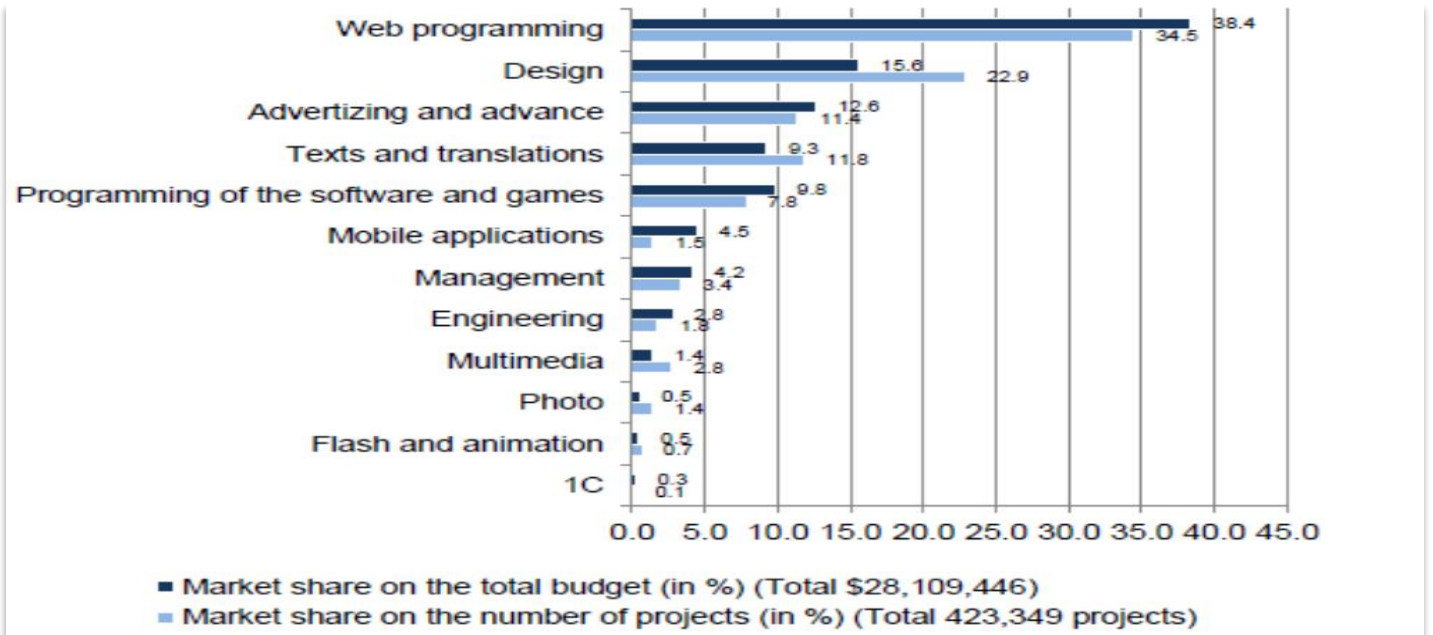


Figure 5.8: Market share by the No. projects and by the total budget of various freelancing regions

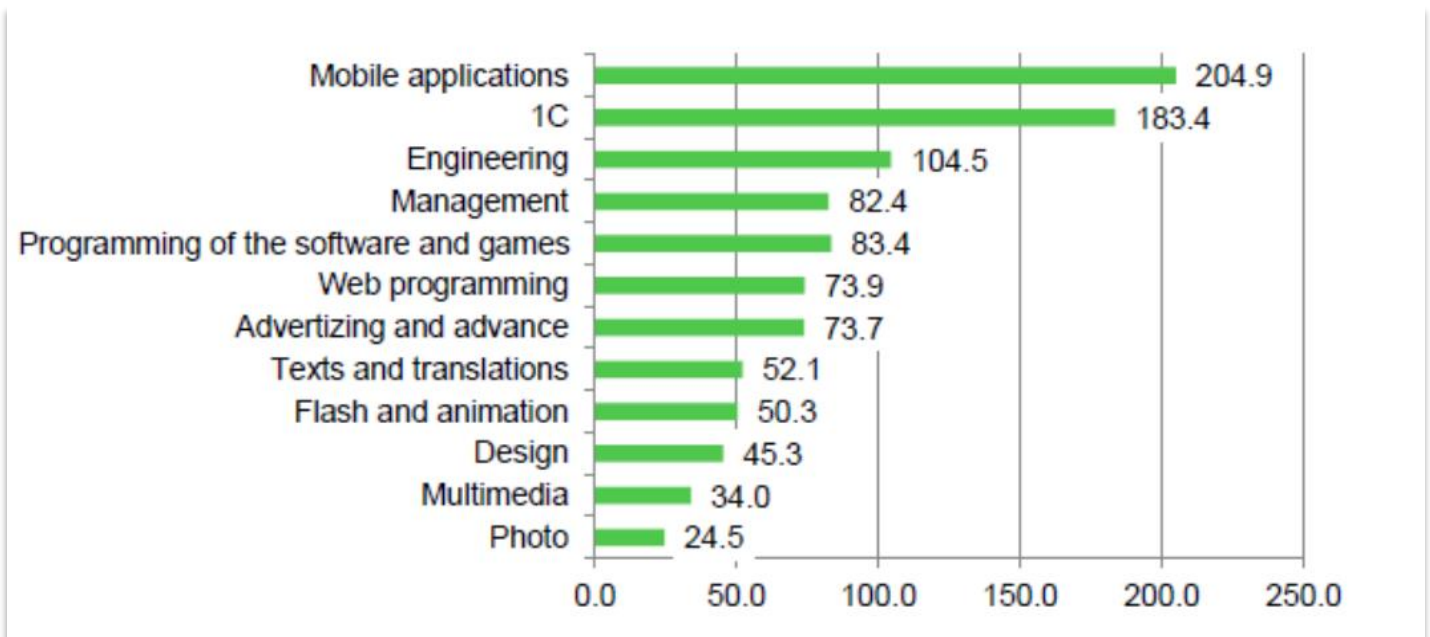


Figure 5.9: Average Project Cost (USD)

### 5.3. Case Study: “Freelancing in America 2018”

In the past five years before 2018, this continually evolving workforce increased by 3.7 million to total nearly 57 million freelancers. By 2018 we found that one in three American workers did freelance work, making freelancers a massive contributor to the U.S. economy. That year’s survey also found that Americans did more than a billion hours of freelance work per week.

#### Key Findings:

Freelancers in America by 2018 are more numerous than five years before.

- Over the five years prior to 2018, the number of people choosing freelance work has increased, as 63% of freelancers said that they chose freelancing work of their own free will and were not forced to do it, as the percentage increased by about 10% since 2014.
- In America, more than one person in three is freelanced at that year, and the workforce of freelance has grown from 3.7 million to 56.7 million.

- The spending time per week on freelancing in America were more than 1 billion hours, by increasing of 72.8 million hours per week since 2015.
- The reason of this increase because of the younger generations growth and full-time freelancers.

**This report also shows that:**

- Freelancers searching out for education and training to stay updated with new skills and technologies.
- Despite challenges, the freelancers are more acheiving of the wanted work-life balance more than non-freelancers.
- Freelancers are more politically engaged and require to address their issues by policymakers.
- Freelancers are more optimistic about current situation, and the progress in technology is making it easier for them to find new work.

## **6. Conclusion, Implications, & Recommendations**

### **6.1. Conclusion:**

At the end of this research, we can say that unemployment has become an annoying matter and a problem that must be stopped due to its consequences that could negatively affect the individual and societies. This research discusses the subject of freelancing work and how it can be an individual and social solution to reduce the problem of unemployment.

This research followed a qualitative approach in collecting and analyzing data and extracting results. Information was collected from several sources, including the university library, the open library, scientific research engines, and open data of the World Bank. We studied many previous research, reports, and studies,

and we collected them and selected the best ones to achieve the objectives of this research and discuss all its topics.

Introducing freelancing work as a tool in the hands of members of society will encourage all groups to engage in it and perhaps rely on it as a main source of income. Freelancing work contains many fields of work for many specializations, including the field of technology, programming, engineering, design, and many fields that can meet the demand in the field of freelance work.

As we explained in this research previously; Freelance work carries many benefits, not only for individuals, but also for entities searching for individual services, such as companies and organizations, where freelancing represents a suitable solution for them to reduce fixed expenses and costs.

We also explained the advantages of freelancing for individuals and companies, and on the other hand, we also mentioned its disadvantages from the point of view of freelancers.

In this research, we also presented several characteristics of freelancing work such as the average age of the freelancers, the percentage of employees of both genders, the most in-demand specializations, the average income of individuals according to their fields, and many other characteristics.

There is no doubt that freelance work has presented itself as an available solution that individuals can rely on as a source of income, especially after the Covid-19 pandemic, as the trend towards relying on remote work has increased, and this would lead to an increase in demand for remote or freelancing workers, and with the increased interest in technology and its developments almost in all the world, it makes freelancing widespread and accessible to everyone, and success and development in it depend on the capabilities and skills of the individual himself and his self-development over time.

## **6.2 Implications:**

Freelancing's rise has profound implications, reshaping traditional employment paradigms. The flexibility it offers aligns with evolving work preferences, empowering individuals to craft bespoke careers. This shift challenges conventional notions of job security, fostering a dynamic landscape where adaptability becomes paramount. Additionally, freelancing transcends geographical boundaries, fostering a global talent pool and facilitating cross-cultural collaboration. The gig economy's growth prompts a reconsideration of social safety



nets and benefits, necessitating innovative policies. As freelancers navigate a terrain marked by autonomy and diversity, businesses must adapt to harness the potential of this dispersed workforce. The implications extend beyond individual careers, influencing economic structures and necessitating a holistic reevaluation of how societies perceive and support work in the 21st century.

### **6.3 Recommendations:**

- **Specifying the specialty:** Before starting the field of freelancing, the individual must know what are the most in-demand jobs in this field and what is the average wage for freelancers who works in this field.
- **Build a Strong Online Presence:** Create a professional online profile showcasing your skills, experience, and portfolio. Utilize platforms like LinkedIn, professional websites, and freelancing platforms to enhance your visibility and attract potential clients.
- **Set Clear Boundaries:** Clear boundaries must be set for personal life and work. The individual who wants to work in freelancing must determine his working hours during the day and must adhere to them. The time management in freelancing field plays a major role in the success in this field.
- **Engage in a network of relationships:** The engagement in communication should happen, whether through the community or online, join relevant social media groups, and attend events related to the individual's field. All of this can lead to a strong professional network and increase opportunities and cooperation in future.
- **Prioritize Financial Planning:** Freelancers often face income variability, making financial planning crucial. Establish an emergency fund, set aside taxes, and create a budget to manage your finances effectively.

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## 8. Appendix

### Appendix 1: “Global Survey on Freelancing: Overall Results”

This survey is conducted on freelancers who have an experience in this field, and the survey was as below:

What is your gender identity or expression?

- Male
- Female
- Transgender
- Non-binary and/or genderqueer
- Other
- Prefer not to respond

Age:

- Under 20
- 20-29
- 30-39
- 40-49
- 50-60
- 60+

Field of Expertise:

- Tech (i.e., Design/Development/AI)
- Advertising/Marketing/PR/Copywriting/Illustration
- Educator/Life or Executive Coach
- Independent Management Consultant
- Events/Hospitality
- Expert Network/Interim Executive

- o Scientific/Clinical/Medical
- o Other

Location:

- o North America
- o EU/UK/Nordics
- o Australia/NZ/Oceania
- o Sub-Saharan Africa
- o Latin America
- o Asia/South Asia
- o India
- o Middle East/Saharan Africa

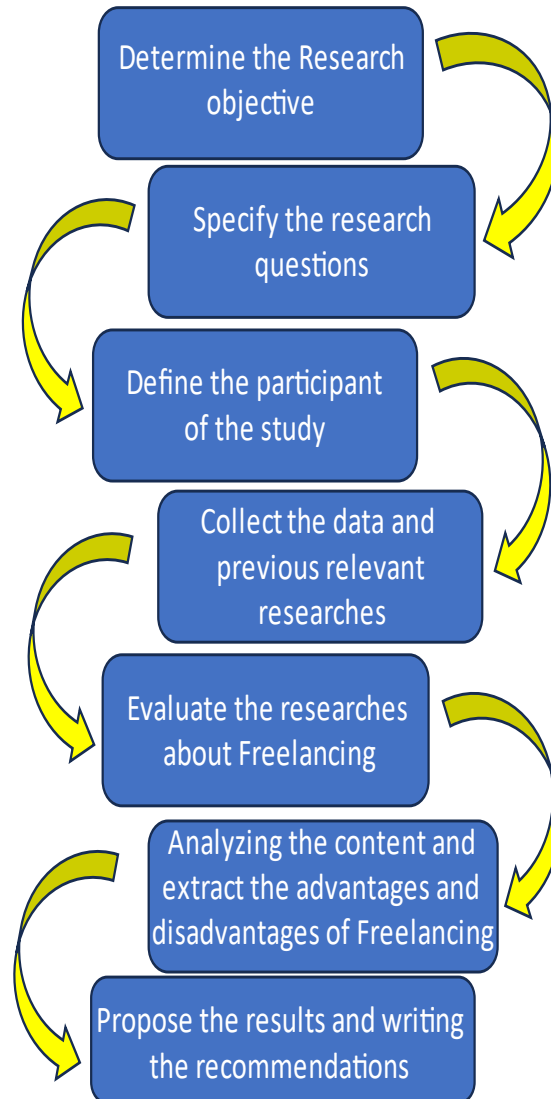
How Long Have You Freelanced (Full- or Part-Time)?

- o Less than 1 year
- o 1-3 years
- o 3-5 years
- o 5-10 years
- o 10+ years

What Best Describes Your Freelancing Career?

- o I'm a full-time time freelancer by choice
- o I'm a full-time freelancer now but looking for a full-time job
- o I'm a part-time freelancer (I have a full-time job) and plan to continue both
- o I'm a part-time freelancer and a student

## Appendix 2: Data analysis procedure and results presentation



### Appendix 3: Figures Details

<b>Figure No.</b>	<b>Figure Title</b>	<b>Description</b>
Figure 5.1	Educational Experience	This figure shows the freelancers educational background.
Figure 5.2	Age	This figure shows the range of ages for the freelancers who participate in the survey
Figure 5.3	Gender	This figure shows percentage of male and female of the freelancers who participate in the survey.
Figure 5.4	Location	This figure shows the locations distribution of the freelancers.
Figure 5.5	Specialty	This figure shows the percentage of specializations desired in freelancing work
Figure 5.6	Main advantages of freelancing	This figure shows the most advantages of freelancing according to the freelancers who already works in the field.
Figure 5.7	Main disadvantages of freelancing	This figure shows the disadvantages of freelancing according the participants.
Figure 5.8	Market share by the No. projects and by the total budget of various freelancing region	This figure shows the market share on the total budget and the market share on the number of projects according to the specialization in freelancing.
Figure 5.9	Average Project Cost (USD)	This figure shows the average cost of one project for some specializations in freelancing