Humanistic Management and the Gig Economy: the Ethics of Fairness and Care

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Gig-workers are often not regarded as employees by the platforms they work with. Yet they do not a l w a y s have all the freedoms enjoyed by independent contractors. Technology today influences the world of work in many ways, and this is one area in which the new realities need to be better understood in order to promote human dignity, protect the vulnerable and foster flourishing. To achieve this, justice and fairness need to be researched and innovatively translated into new forms of work in diverse ways and in various cultures.

Humanism is a term that has been more and more linked to management in recent times in order to present an alternative worldview to the traditional idea of the economic man that makes firms ascribe greater importance to profitability than to the human person. It also embodies a philosophical approach to promote human dignity and foster human flourishing in business enterprises. Humanistically managed enterprises seek to genuinely serve both the humans working within them and the humans whose needs are provided through their products and services. They are therefore concerned about shared value, mutuality and reciprocity in their relationships.

The purpose of this edited book is to explore and examine ways in which the principles governing fair work *(for example those of the Fairwork Project - (https://fair.work/en/fw/principles/fairwork-principles-gig-work/ - touching on pay, conditions, contract, management and representation)* help to humanise the way gig-workers are treated, in pursuit of justice and fairness; to recommend how this can be improved locally and globally; as well as to share valuable insights with all scholars and practitioners interested in the platform economy.

Topics can include but are not limited to the following areas:

(Invited Foreword)

Chapter 1: Introduction: Unpacking the reality of self-employed gig workers.

Part 1: Foundational/ Introductory discussions

- What is location-based and or cloud-based gig work? (history and distinguishing features)
- Contextual differences in the gig workspace (about different countries)
- Gig-work within the context of existing 'theory': democracy, organisational theory, decentralization, socialism, socialism, stakeholder theory, behavioral economics; Ubuntu, etc.
- Ethical 'theories' and gig-work (duty, consequences, virtue, rights, common good, contractualism, care, ethonomics)
- Applying Catholic social teaching to gig-work
- Confucianism and fairness in gig-work
- Interpreting fair work principles for gig-work
- Emerging theories and forms for greater fairness and care in gig-work (platform cooperatives, humanistic management, care economy)

Part 2: Researching fairness in location-based and or cloud-based gig-work

- Research methods to understand gig-work (network analysis, participatory action research, surveys, interviews, case studies, critiques, ethnography, archival data, big data, grounded theory, etc.)
- Experiences and lessons learned from researching gig-work

Part 3: Management of location-based or cloud-based gig-work

- Human resource frontiers (humane innovations in treating workers fairly)
  Human development: is gig-work a career? (meaningful work) Fair pricing
  and human work: rewarding platform workers equitably
- Organisational justice in gig-work (informational, distributive, retributive, transactional, etc.)
- Fair representation and voice: Democracy, unions and multi-stakeholding
- Specific problems/challenges of gig-work (exploitation, "self-exploitation")

Part 4: Case studies of fairness dilemmas

- By sector: logistics, retail, transportation, home services, etc.
- By firm: Uber, Glovo, etc.
- By country context: Spain, US, UK, South Africa, India, Jordan, Morocco, Colombia, Nigeria, Austria, Ghana, Lebanon, Thailand, etc.

Part 5: Concluding chapters

- Global North vs Global South perspectives
- Sustainability considerations: contemporary intersections with ecology and climate justice, poverty, education, AI, big tech, political activism
- Data comparison across countries
- Lessons for other forms of the platform economy
- The future of gig-work

Final chapter: Overall recommendations for fairer work:

Timelines:

1. Abstract submission *(300 words and 6 keywords):* August 6, 2023 – Send to kogunyemi@lbs.edu.ng with the email subject 'Gig Economy Abstract'.
2. Other timelines tbd but full chapter expected by October 2, 2023