

Study on the Career Development Model of Parttime Workers in the Background of Digital Economy

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Abstract

With the deepening development of the new generation of information and communication technology, the widespread application of digital technology has forced changes in the economic environment and economic activities. As an emerging form of employment, part-time labor has played a very positive role in expanding employment channels and increasing employment opportunities for vulnerable groups. Although the part-time labor market is thriving, there are still some unresolved issues in the development process. This article studies the career development model of part-time workers in the context of the digital economy, and proposes solutions and innovative plans for the current problems.

Keywords

Digital Economy; The Economy of Odd Jobs; Casual Workers; Career Development.

1. Introduction

1.1. Research Background and Significance

1.1.1. Research Background

With the rapid development of new technologies such as the Internet, big data, and artificial intelligence, the global economy is entering the digital economy era. In China, the digital economy has become an important engine driving economic growth. In the digital economy environment, traditional industries are accelerating their transformation and upgrading, and new forms of business are constantly emerging, providing more employment opportunities for part-time workers. Jockey workers can achieve flexible employment through online platforms such as accepting orders, part-time jobs, and freelance work. This employment model has the characteristics of autonomy, flexibility, and diversity, attracting a large number of workers to participate.

However, migrant workers face unprecedented career development challenges in the context of the digital economy, and face significant pressure in terms of career stability, social security, and rights protection. Therefore, studying the career development model of part-time workers can help reveal their development difficulties and opportunities in the context of the digital economy.

In addition, the Chinese government attaches great importance to the development of the digital economy and the gig economy, and has introduced a series of policy measures aimed at promoting innovative development of the digital economy and supporting the entrepreneurship and employment of gig workers. Studying the career development model of part-time workers can help provide theoretical basis and practical reference for policy makers.

With the growth of the contingent of part-time workers, society's attention to the issue of their career development is gradually increasing. From academia to various sectors of society, attention is being paid to the career development of migrant workers, exploring how to help them adapt to the career development needs of the digital economy and achieve sustainable development goals.

In summary, in the context of the digital economy, studying the career development model of part-time workers has important practical significance. By studying the career development model of part-time workers, we can better understand their current development status, challenges, and opportunities in the context of the digital economy, provide useful references for policy makers and related enterprises, and promote the career development of part-time workers.

1.1.2. Research Status

Domestic: With the rapid development of digital technology, the proportion of flexible employment in distributed cities in China has reached 25.6%, and the employment form of part-time workers in China has gradually become the mainstream employment mode in first tier cities and new first tier cities. According to data, the penetration rate of flexible employment in China is relatively low for workers in second -, third -, and lower tier cities; The development trend of part-time workers in China is under the wave of digital transformation. With the continuous maturity of digital technologies such as AI technology, cloud technology, and big data 5G, the proportion of part-time workers in the economy is also gradually increasing.

Abroad: In a major economic country like the United States, although the Bureau of Labor Statistics cannot calculate the exact number of independent contractors and part-time workers, business research results show that "part-time" workers account for 34% of the US workforce and will grow to 43% by 2020. With the popularization of the internet economy, especially the ability to link remote work, as well as new applications such as Uber and Airbnb, the booming development of the gig economy has been brought about. With the rapid development of science and technology, the digital economy is constantly growing, and the gig economy abroad has occupied a very important position.

1.1.3. Research Significance

At present, although part-time labor has shown vitality, it is still in the early stages of development and there are still many problems in the development process. From a subjective perspective, the conflicts between platform enterprises, workers, and consumers are more obvious; In terms of labor security, there is an imbalance in the income and expenditure of workers, making it difficult to protect their rights and interests; In terms of career development, there is a lack of long-term career planning. This project conducts research on the above issues, with the aim of finding a development path for part-time workers in the context of the digital economy, developing an app for part-time workers, utilizing internet technology and collaborative methods to solve the career development problems of part-time workers, and making the part-time economy shine with digital support.

By studying the career development model of part-time workers in the context of the digital economy, we can gain a deeper understanding of the employment characteristics, development needs, and challenges faced by this special group, improve our understanding of the career development of part-time workers, and provide a basis for relevant policy formulation. The research results can provide theoretical support for further improving the relevant policies of part-time workers in the context of China's digital economy, and provide reference for promoting the healthy development of the part-time economy and promoting labor market reform.

At the same time, research can reveal the core skills and knowledge system required by part-time workers in their career development process, provide training and guidance for them, help them improve their abilities, and adapt to the career development needs in the context of the digital economy. The research on the career development model of part-time workers in the context of the digital economy can provide new perspectives and research methods for related fields, promote interdisciplinary communication and cooperation, and expand research fields.

In addition, research can provide reference for further improving the social security system for part-time workers, promoting the establishment and improvement of a mechanism for safeguarding the rights and interests of part-time workers, and ensuring that they enjoy equal opportunities and guarantees in their career development process. It helps guide enterprises to pay attention to the career development needs of part-time workers, promote the reform and innovation of human resource management and organizational structure, achieve sustainable development of enterprises, and provide strong support for China's economic transformation and social progress.

In short, the research on the career development model of part-time workers in the context of the digital economy has important practical significance, which helps to promote policy formulation, enterprise transformation and upgrading, labor market optimization, and personal ability improvement of part-time workers, and promotes the healthy development of China's digital economy and part-time economy.

2. The Current Situation and Development Issues of Employment for Odd Workers in China under the Background of Digital Economy

2.1. The Current Situation of Career Development of Chinese Jockey Workers under the Background of Digital Economy

2.1.1. The Current Situation of Career Development for Part-Time Workers

With the development of the digital economy, China's gig economy has also experienced rapid development. The gig economy refers to an economic form in which individuals' time and skills are converted into income through online platforms, online apps, or mobile apps. Jockey workers are an important component of this economic form and also an important economic component in the post pandemic era.

Many employment chains suitable for elderly odd workers have emerged in China. According to the China Sharing Economy Development Report (2021), "flexible employment positions cover various fields such as promotion, content creation, knowledge sharing, distribution, and consulting." As of 2021, the number of flexible employment employees in China has reached about 200 million, especially in the post pandemic era, which has played an important role in expanding employment channels and alleviating employment pressure. Under the globalized business environment and ever-changing economic pressures, 65% of business managers hire part-time workers for reasons such as cost savings. For different groups, part-time workers can be divided into two categories: blue-collar workers with limited education level who rely mainly on physical labor (such as takeout and ride hailing), domestic service in the service industry, sewing in the manufacturing industry, and drilling in the construction industry; High education and high-level short-term online work (IT, editing, etc.), white-collar workers.

At present, China's part-time workers are mainly distributed in industries such as retail, service, manufacturing, and construction. Their career development status mainly depends on their own skills and experience, as well as market demand and the development of internet platforms. In terms of skills and experience, part-time workers need to constantly learn and improve their skills to adapt to changes in market demand. In terms of market demand and internet platforms, the government and enterprises need to strengthen support and management of the gig economy to protect the rights and interests of gig workers and create a better development environment.

Overall, with the continuous development of the digital economy, the career development prospects of part-time workers in China are positive, but it also requires support and management from the government and enterprises to protect the rights and interests of part-time workers and create a better development environment.

2.1.2. The Impact of the Digital Economy on the Career Development of Part-time Workers

The digital economy has had a profound impact on the development of part-time workers' careers. The development of the digital economy has promoted the rise of the gig economy, and many people engage in gig work through online platforms, such as 58.com, BOSS direct employment, etc. This new way of working provides more career opportunities and flexibility for many workers in the post pandemic era, but it also brings some challenges.

Firstly, the development of the digital economy has put pressure on many traditional industries to transform and upgrade, which means that part-time workers need to constantly learn new skills to adapt to market demand. Secondly, due to the instability of odd jobs, odd workers need to plan their career more carefully to ensure their income and career development. In addition, the digital economy has also brought more competition, so part-time workers need to continuously improve their skills and service quality to maintain competitiveness.

Overall, the impact of the digital economy on the career development of part-time workers is twofold, bringing both opportunities and challenges. Jockey workers need to constantly learn and adapt to market demands to ensure their career development.

2.1.3. Analysis of the Career Development Model of Part-time Workers

With the continuous development of digital technology, the employment methods of part-time workers have also increased in many ways. However, regardless of which way, the career development mode of part-time workers follows a purpose, especially in the impact of the epidemic era. In the current post epidemic era, the development of the part-time economy is unstoppable. According to different career development modes, it can be divided into the following:

Single gig mode: gig workers engage in a single type of gig work, such as ride hailing drivers, couriers, etc. Under this model, the career development of part-time workers mainly depends on the market demand and individual work ability of the industry.

Diversified gig mode: gig workers simultaneously engage in various types of gig work, such as part-time teachers, part-time designers, etc. In this mode, part-time workers can arrange their work hours and sources of income more flexibly, but they also need to possess more skills and abilities.

Entrepreneurial gig mode: gig workers carry out their own gig business through entrepreneurship, such as freelancers, small and micro enterprises, etc. In this mode, part-time workers need to possess more entrepreneurial and management abilities to achieve their career development goals.

Transforming the gig mode: Workers in traditional industries are transformed into gig workers through online platforms and other means, such as traditional household service personnel transforming into gig workers on online household service platforms. In this mode, part-time workers need to have the ability to learn new skills and adapt to new work methods.

The career development model of part-time workers needs to be selected and adjusted based on individual abilities, interests, and market demands. With the development of the digital economy, the career development model of part-time workers will also continue to change and update.

The analysis of the career development stages of part-time workers can be conducted from the following aspects:

Initial stage of career development: In the early stages of career development for part-time workers, they usually start with some simple part-time jobs, such as home cleaning and delivery. The goal of this stage is to accumulate work experience and skills, and establish a good work record.

Skill improvement stage: With the accumulation of experience, part-time workers can improve their skills through learning and training, in order to provide more advanced and competitive part-time services. For example, a cleaner can learn professional cleaning techniques and become a senior cleaner.

Establish a professional field: In the mid-term stage of career development, part-time workers may choose to focus on development in a specific field to provide more specialized services. For example, a home decorator can focus on interior decoration and become an expert in the field.

Entrepreneurship stage: Some part-time workers may choose to start a business and establish their own part-time service companies or teams in the later stage of their career development. This can provide a wider range of services and generate more opportunities and income.

Continuous learning and development: Regardless of the stage, part-time workers need to continuously learn and develop their skills. This can be achieved by attending training courses, learning new technologies, or communicating with industry experts. This can maintain competitiveness and adapt to constantly changing market demands.

Overall, regardless of the differentiation of any mode, the career development model of part-time workers must be a gradual process, starting from simple part-time work, gradually improving their skills and professional level, and ultimately choosing to start a business or become an expert in a specific field. Continuous learning and development are crucial for the career development of part-time workers. At present, China's gig economy is developing towards a good stage.

2.2. The Problems Faced by the Development of Part-time Labor

2.2.1. Conflicts and Contradictions between the Gig Economy Platform, Gig Workers, and Consumers

(1) The platform for the gig economy and gig workers

The gig economy platform earns profits by extracting a certain amount of service fees. If the proportion is too high, it will lead to less income for gig workers. In addition, the gig economy platform may also cause low price competition issues, with job positions tilted towards low-priced gigs, leading to poor competition among gig workers. In order for gigs to find positions on the platform, they must lower prices and find it difficult to obtain appropriate compensation.

(2) The platform of odd job economy and consumers

The gig economy platform offers services for consumers to choose from, but sometimes it is difficult to guarantee quality and reliability, and consumers' needs cannot be fully met. In addition, the after-sales service of some gig economy platforms is not perfect, and when consumers encounter problems, gig economy platforms shirk their responsibilities, making it difficult to provide effective after-sales service, resulting in conflicts between consumers and gig economy platforms.

(3) Retail workers and consumers

Due to the lack of unified regulations and regulatory mechanisms, information asymmetry is common in the job market. Jockey workers showcase their skills on the platform, and consumers often choose suitable gig workers based on their own needs. They lack a true understanding of the objects they choose. If gig workers exaggerate their skills or experience to attract consumers, there will be a phenomenon of gig workers being unable to meet consumer requirements in the later stage, which will delay the efficiency of both parties.

(4) Tripartite contradiction

The gig economy has formed a certain scale in the last century, but there is still a lack of public awareness. In addition, there is no comprehensive and detailed policy or legal protection, making economic disputes among part-time workers inevitable. Most of the gig economy

platforms belong to the self operation of enterprises, with profit as the main purpose, and cannot consider themselves as gig workers and consumers, which can easily lead to conflicts.

In terms of communication, the gig economy mostly relies on online completion, and the timeliness of problem resolution cannot be guaranteed, resulting in conflicts between consumers, platforms, and workers. Therefore, the contradiction and conflict between the gig economy platform, gig workers, and consumers have become a problem that must be taken seriously in the development of gig economy.

2.2.2. Difficulty in Safeguarding the Rights and Interests of Workers, Resulting in an Imbalance between Effort and Income

(1) Odd worker

Temporary workers who provide services through temporary work platforms are unable to sign clear contracts or agreements with the platform and consumers in a timely manner due to limitations in labor terms, awareness of rights protection, and lack strong evidence in case of disputes. With the development of the economy, the number of part-time workers is constantly increasing, and competition pressure is high. Some low-skilled workers have to sacrifice their corresponding income to obtain positions. Therefore, it prevents the formation of a virtuous cycle between labor effort and reward.

(2) Construction of social security system

The gig economy often exists in a flexible and temporary manner. The employment relationship of gig workers is not fixed, and they cannot enjoy the social security benefits that workers have under traditional employment relationships, such as pension insurance, medical insurance, and unemployment insurance. There is a lack of stable social security mechanisms for gig workers.

2.2.3. Low Skilled Part-time Workers Have a Low Sense of Professional Identity and Lack Long-term Career Planning

(1) Social identity

In a society dominated by fixed employment relationships, the rise of the gig economy is undoubtedly an emerging phenomenon. The great uncertainty of labor time, labor location, and labor compensation makes it difficult for society to give high praise and confidence to part-time workers. The contradictions arising from the gig economy will also be magnified by society, resulting in negative social effects. Low skilled workers face higher risks due to their limited technical skills. Therefore, the social status and social identity of low skilled part-time workers are temporarily at a low level, which impacts their professional identity.

(2) Personal identity

With the development of technology, the Internet and people's lives have become more closely connected. In the context of the digital economy, people rely on the internet to find short-term positions that are suitable for them, forming a part-time labor model of job skills and skill positions. For low skilled part-time workers, due to their relatively limited mastery of skills, there are fewer available job positions, and a lack of stability, resulting in a lower sense of professional identity.

(3) Career Planning

With the rapid development of the digital economy and technology, the development of technology is also changing rapidly, and part-time workers need to continuously improve their skills to adapt to the needs of emerging industries. However, due to the unfixed nature of odd job labor, odd job workers lack long-term career development plans and skills training opportunities, and the cost of cultivating sustainable skills is unbearable for low skilled workers. Engaging in low skilled odd job labor for a long time results in a single form of labor supply, making their requirements for future career planning unclear and their understanding of their own careers incomplete.

3. Research Conclusions, Policy Recommendations, and Research Prospects

3.1. Research Conclusion

Firstly, with the deepening development of the new generation of information and communication technology and the widespread application of digital technology in China, this background has led to significant changes in the economic environment and activities. As an emerging form of employment, part-time labor has played a very positive role in expanding employment channels and increasing employment opportunities for vulnerable groups. Although the part-time labor market is thriving, there are still some problems that need to be solved in the development process.

The operation time of the well-known domestic gig economy model is not very long. Our combination of digital economy technology and gig employment is relatively novel, so we are not familiar with market grasp. Although some managers have relatively rich experience, the heads of various departments are still in a new state of contact, so our work experience is not rich. The odd job labor has just been established, and the service system is not perfect. In terms of functional classification, daily operation, after-sales service, and other aspects, it is not perfect enough. Some services have not yet reached maturity, and a large amount of manpower and material resources have not been fully utilized. There is not much experience in the full utilization and reasonable allocation of resources.

3.2. Policy Recommendations

(1) Government encouragement and support:

In recent years, the government has been encouraging the development of strategic enterprises related to the Internet and technology, and providing financial subsidies. This is an important opportunity for the development of part-time labor and digital economy related industries that cannot be ignored. The development of the digital economy combined with the concept of part-time labor employment is highly favored by multiple investment enterprises from the outside world, and there will be many channels and opportunities for financing.

(2) The focus of fiscal policy:

At the same time, the government should strengthen expenditure on the financial sector, help residents solve employment competition problems, provide diversified digital economy job choices for part-time workers, optimize development models, broaden employment channels for employees, increase employment subsidies, and improve living conditions.

3.2.1. Market Regulation Takes Action, and the Platform is Open and Transparent

Strengthen market regulation to ensure that in the context of the digital economy, people can communicate more widely, fairly, and fairly through the internet. We hope to leverage the power of the internet and old customers to promote on third platforms, which can increase the visibility of part-time labor. Our new project has launched a new operating model of "company+online+entity". Our online part-time labor program module has added many sections, such as employment, economic development, evaluation, etc., which can further maintain users' online time and activity level, and increase publicity for the platform that combines part-time labor with the digital economy.

3.2.2. Breakthrough of Rules and Regulations, Protection of Labor Rights and Interests

The combination of digital economy and part-time employment has just emerged in recent years. The government attaches great importance to these service sales methods and has put forward many constructive suggestions for the development platform of the digital economy. However, the legally binding guidelines are not perfect. Therefore, with the increasing number and scale of employees in the digital economy's part-time labor industry, as well as the

diversification of competitors, there is a high possibility of market chaos, malicious bidding, and failure to protect the rights and interests of consumers or job seekers. This poses a threat to the stable and healthy development of part-time labor to a certain extent.

3.2.3. Improve the "Education" System and Improve the Level of Part-time Workers

Although China's digital economy has achieved unprecedented development, the improvement of technology also requires the coordinated improvement of personnel's cultural level. China is a country with a population of 1.4 billion and a significant number of labor forces. What urgently needs to be solved is the simultaneous improvement of labor quality. It is also urgent to improve the relevant education system in China and enhance the scientific and cultural level of odd workers. The competition for employment is not only a competition between people, but also Internet technology. The changes in the level of artificial intelligence have brought hidden dangers to a large number of job positions. Only by continuously learning advanced knowledge and culture can we not be left behind by the flood of technological development. Improving the education quality system and improving education construction is one of the important links in promoting the development of part-time jobs.

3.3. Research Prospects

In the context of the digital economy, residents are not likely to develop a sense of trust in employment information or related services provided to job seekers in the part-time labor industry; The vast amount of information data on the Internet also carries the risk of exposing users' personal privacy information, leading to a crisis of trust that raises doubts among the user population. With the popularity of big data analysis technology in the new era and the emergence of the gig labor industry, the wave of world economy and globalization has accelerated and unprecedentedly developed. With the breakthrough of digital economy technology in China, more and more abundant goods and diverse services are available, Studying the career development model of part-time workers in the context of the digital economy, while proposing solutions and innovative plans for the current problems, as well as innovating part-time labor, not only promotes economic development between regions, but also increases the level of happiness for residents. It also plays a crucial role in the gross domestic product.

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