

The Future of Work:

How Companies Operating in the Platform Economy Can Address Issues Related to the Autonomy of Workers

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CASE STUDY: UBER

Autonomy means having the freedom to be in control of employment choices & free to make your own life. Uber is an excellent case to examine because it offers a new alternative to work using an online platform. It also claims to offer drivers flexibility & independence. Finally, Uber significantly impacts the market, with 3 million drivers in 71 countries*.

*Uber. (2020). Annual Report. https://s23.q4cdn.com/407969754/files/doc_financials/2021/ar/FINAL-Typeset-Annual-Report.pdf

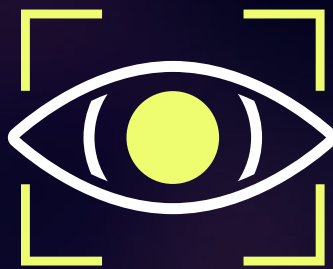


WHY ARE UBER DRIVERS AT RISK OF LOSING THEIR AUTONOMY?

3 Issues Identified Through Secondary Research



1. Legal Status & Protections Unclear



2. Technological Supervision



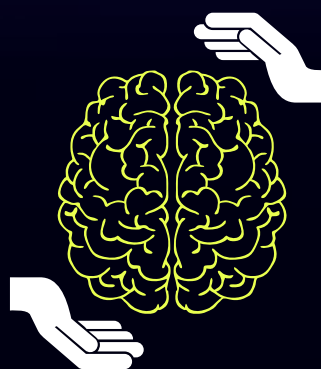
3. Lack of Access to Data for Research

WHAT CAN BE DONE TO ADDRESS THE ISSUES?

3 Strategies Drawn From Secondary Research



1. Reform Laws, Create Labor Unions



2. Develop Behavioural Interventions



3. Do Ethical Assessments

Working in the digital world, doesn't mean workers' lives in the physical world will be worse off. Implementing practical strategies within the platform economy can promote innovation, while also ensuring workers maintain control over their employment choices & their lives.