

## ARTIFICIAL INTELLIGENCE, GIG WORK AND WORKPLACE CULTURE: RETHINKING TALENT ACQUISITION IN A TRANSFORMING SOCIETY

Prof. Jayshri Omprakash Verma<sup>1</sup>, Dr. Prof. Shyam Jivan Salunkhe<sup>2</sup>

<sup>1</sup> Research Scholar, Department of Commerce and Management, A R B Garud College  
Shendurni, Dist. Jalgaon.

<sup>2</sup> Research Guide, Department of Commerce and Management, A R B Garud College Shendurni,  
Dist. Jalgaon.

Email: [jayshri.verma@gmail.com](mailto:jayshri.verma@gmail.com)

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### Abstract

This article examines secondary data from academic literature, industry sources, and international research studies to analyse how artificial intelligence (AI) is changing workplace culture and talent acquisition in the gig economy. The study identifies the main ways that AI affects process within the organization, hiring procedures, employee experiences, and cultural dynamics in digitally mediated workplaces. Results show that while AI improves data-driven hiring and matching efficiency. It is also responsible with it issues with workplace norms, labour rights, skill requirements, and cultural adaption. Recommendations for maintaining a balance between the advantages of technology and fair, human-cantered work cultures are included in the paper's conclusion.

**Keywords:** Artificial Intelligence, Gig Economy, Workplace Culture, Talent Acquisition, Socio-Economic Transformation, Educational Shifts, Algorithmic Management, Skill-Based Hiring, Digital Labour Platforms.

► Corresponding Author: Dr. Yogita Pandurang Chaudhari

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### 1. Introduction:

The use of AI in hiring and employment is changing how companies develop their cultures, source personnel, and organize their workplaces. AI solutions are essential for matching talent to projects, automating screening, and managing performance in the gig economy, which is defined by freelance, contract, and platform-mediated labour. Workplace culture, expectations, and worker identities are all impacted by these changes.

### Statement of Overall Scope

The goal of this study is to present an in-depth knowledge of how AI is changing the gig economy's talent acquisition procedures and how these changes affect workplace culture, socioeconomic structures, and educational priorities in a society that is changing quickly.

### Targeted Research Gap Statement

Comprehensive research that incorporates gig economy structures, AI-driven talent acquisition, and workplace culture transformation within the larger socioeconomic and educational environment is severely lacking. This paper offers a multidisciplinary guideline for secondary data analysis in an effort to close this gap.

## **2. Literature Review:**

### **2.1 AI and Talent Acquisition**

Artificial Intelligence (AI) has revolutionized talent acquisition and allowed organizations to handle massive applicant pools more effectively by automating time-consuming processes like resume screening, candidate matching, and interview scheduling. According to research, HR departments are utilizing AI to improve the standard of hiring and customize talent experiences. In hiring conditions, automated solutions help with both strategic decision-making and efficiency improvements.

AI algorithms are increasingly in charge of connecting gig workers to jobs in the platform economy, taking the place of traditional managerial positions with data-driven systems that instantly match skills to demand.

### **2.2 Dynamics of the Gig Economy**

As digital platforms provide flexible, task-based labour worldwide, the gig economy has grown quickly. According to analyses, gig work is a sizable and expanding sector of the modern labour economy. Studies contend that gig employment has issues with job security, benefits, and worker classification in addition to opportunities for autonomy and money.

By facilitating algorithmic matching between freelancers and customers based on ratings, talents, and past performance, artificial intelligence (AI) significantly influences gig labour structures. This makes hiring faster and more sensitive to the market, but it also makes employees more dependent on platform algorithms.

### **2.3 Workplace Culture in AI-Powered Environments**

Shared norms, values, and ideas that influence how people behave inside a company are all included in workplace culture. Research indicates that the introduction of AI into work practices affects cultural norms by changing employee expectations, decision-making processes, and communication patterns. By prioritizing algorithmic control over human management contact, AI systems have the potential to disturb traditional organizational culture and cause employee resistance or stress.

Workplace culture gets complicated because work relationship and results in individualized work identities and weak sense of organizational membership occur because of gig employment decentralization.

## **3. Methodology:**

The present study is grounded in secondary data analysis, which synthesizes existing literature from industrial studies, research reports, scholarly reviews, and peer-reviewed journals. Key topics pertaining to AI's effects on hiring, gig work arrangements, and workplace culture change were found through an in-depth study examination and content analysis.

<b>Component</b>	<b>Description</b>
Research Design	: Analytical and Descriptive
Type of Data	Secondary Data Sources
Tools Used	: Reports, Journals, Policy Documents
Review	: Content Analysis, Document Analysis, and Literature
Analysis Method	: Thematic and Conceptual Analysis as an

## **4. Findings and Discussion:**

### **4.1 Efficiency and Bias in AI Recruitment**

AI increases the effectiveness of hiring by automating talent matching and screening. However, if algorithmic systems are not well monitored or constructed, they may also add bias and uncertainty into hiring decisions, which could reinforce inequalities in access to employment.

### **4.2 Platform Dynamics and Gig Work Experiences**

Global research reveals a range of experiences among gig workers, influenced by algorithmic management, platform design, and work allocation transparency.

Because of algorithmic opacity (not transparent), gig workers frequently have information asymmetries that limit their freedom to select tasks.

Additionally, gig employment exposes workers to variable conditions including unequal compensation and few labour rights, underscoring the conflicts between insecurity and flexibility in AI-mediated gig labour.

### **4.3 Changes in Workplace Culture**

AI has a variety of effects on workplace culture. On the one hand, AI promotes more dynamic cultural adaptability by supporting data-driven decision-making and customized training. However, a shift in norms toward digital monitoring and performance metrics have the potential to damage interpersonal relationships and organizational trust.

Because independent contract works (freelancer) might not have a common identity or match with company values, the decentralized nature of gig employment poses a challenge to traditional organizational culture. It may be necessary to intentionally build digital engagement methods, recognition systems, and feedback mechanisms in order to create supportive cultures in such workplaces.

### **4.4 Changes in Education and Skills**

AI-driven hiring prioritizes abilities over traditional qualification/skills which has an impact on labour readiness and educational priorities. The necessity for education systems to train workers for tasks enabled by artificial intelligence is highlighted by research showing an increasing demand for digital capabilities, data literacy, and adaptability.

### **4.5. Policy and Ethical Consideration**

Concerns about privacy, transparency, bias, and worker rights are among the ethical issues raised by the use of AI in hiring and gig employment. Academics support governance frameworks that protect workers' rights, promote inclusive workplace environments, and assure/guarantee accountability and equity in algorithmic decision-making. Algorithmic decision-making (ADM) is “the use of automated, computer-based systems—often powered by AI and machine learning—to analyse data and either inform or fully execute decisions without human intervention”.

## **5. Limitations:**

### **5.1 Dependence on Secondary Data**

The entire analysis is based on secondary sources, including published statistics, reports, and journal articles. The findings may have limited contextual richness and real-time application because they are based on data that has already been gathered.

### **5.2 Absence of Primary Empirical Data**

The study does not include first-hand opinions or experiences of AI-driven hiring and workplace culture because no primary data (survey/interviews) were gathered from gig workers or HR specialists.

### **5.3 Rapid Changes in Technology**

Gig platforms and artificial intelligence are rapidly developing. As a result, due to rapid technology improvements and shifting labour market dynamics, some data and conclusions may become out of date.

### **5.4 Challenges with Generalization**

Although the study looks at worldwide trends, different nations have different gig economy frameworks and AI adoption rates. As a result, results might not be universally applicable in all socioeconomic or geographic circumstances.

### **5.5 Limited Analysis by Industry**

The study is not focused on any one industry (such as IT, ride-sharing, or educational platforms). Differences in hiring practices and culture specific to a given industry are rarely thoroughly examined.

### **5.6 Barriers on Algorithm Transparency**

A lot of AI hiring systems are proprietary technologies. Deeper examination of bias and fairness systems are hampered by limited access to comprehensive algorithmic procedures.

### **5.7 Complications in Measuring Workplace Culture**

Workplace culture is subjective and ever-changing. Cultural perceptions (views) remain conceptual rather than tested in the absence of primary measurement instruments.

### **5.8 Ethical and Legal Conflict**

Different countries have different rules and regulation framework related to AI and gig work. Country- specific legal systems are not thoroughly examined in this study.

### **Conclusion:**

AI offers efficiency improvements and new opportunities while posing issues in equity, transparency, and cultural harmony (unity). It also completely changes gig labour patterns, talent acquisition, and workplace culture. To create inclusive, flexible, and equitable work environments, organizations and legislators have to maintain a balance between human-centered practices and technical innovation.

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