DISRUPTION OF ALGORITHMIC MANAGEMENT ON DIGITAL WORK PLATFORMS: A SYSTEMATIC LITERATURE REVIEW

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Introdução

We have witnessed the transformation of society and organisations conducted by the platforming of business practices and of work (Kinder et al. 2019). Digital tools and cloud infrastructure available facilitate the development of innovative business models, such as digital work platforms. The main characteristics of the digital platforms business models are: algorithmic management of work processes and development of workers (Griesbach et al. 2019; Lee et al. 2015; Moore & Joyce 2020).

Problema de Pesquisa e Objetivo

Despite their flexibility in terms of schedule, location of work and the possibility of choosing the tasks to perform (Berg et al. 2018), digital work platforms have raised concern regarding work conditions – from the limited access to work to the social protection, low income and its volatility (Berg et al. 2018; Rani and Furrer 2021). Therefore, the present study aims to analyse the main issues in algorithmic management on digital work platforms.

Fundamentação Teórica

The literature also highlights concerns and challenges associated with algorithmic management. One of the main issues concerns the transparency of algorithms. Several studies discuss the importance of understanding how algorithms work and how their decisions are made (Griesbach, et al. 2019; Lee et al. 2015; Moore & Joyce 2020). Lack of transparency can lead to a lack of trust by users and affect the acceptance of the adoption of algorithmic systems.

Discussão

A systematic literature review with an initial sample of 878 articles published in journals and international conferences. Among the results, the main issue of digital work platforms are: lack of data transparency; asymmetries of information and power. The possible alternatives to solve these issues were: advancing the regulation of platform work; increasing transparency and bypassing control mechanisms for worker's behaviour.

Conclusão

The results show that ensuring dignified work demands a better comprehension of the workers' experience on these platforms, as well as their motivations, opportunities and challenges in several sectors, countries and contexts.

Referências Bibliográficas

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