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Master Thesis U.S.E.

Gig-workers' motivations and their entrepreneurial mindset

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Abstract

The labor market has been undergoing several changes, partially because of technological advancements. More and more people are switching from long-term job contract to short-term ones. These agreements are concluded through online platforms, leading to the expansion of the phenomenon called gig-economy. These flexible and goal-oriented jobs are questioning the “classic” employee role. Indeed, gig-workers experience issues as autonomy, financial instability, and condition of uncertainty, that previously characterized only the entrepreneurial career. The academic literature still tries to understand how these individuals should be considered, as some researchers are starting to refer to them as “microentrepreneurs”. This paper tries to add knowledge to this topic by analyzing their motivational traits in order to understand which academic opinion should be followed. The motivations that lead people to engage gig-working activities and their entrepreneurial psychological traits have been analyzed by this research in order to understand whether they own an entrepreneurial mindset or not. Taking a worker-centric approach, the results lead to the development of 4 different gig-worker profiles. Each category describes gig-workers' motivations. Simultaneously, it verifies the entrepreneurial drivers identified by the literature about entrepreneur's motivations. Findings shows that gig-workers perceive most of the entrepreneur's drivers, however, their entrepreneurial mindset varies depending on which gig-working platform they engage. In fact, people that utilize Airbnb are more entrepreneurial than Temper users.

Keywords: gig-worker's motivations, gig-worker's entrepreneurial mindset, gig-economy, motivations.

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1. Introduction

Platform economy has been a growing phenomenon in the last decade, and it is increasingly affecting our economies. More and more individuals are turning to gig-economy helped by the technological advancements in the platform economy (Jabagi et al., 2019). For instance, only in the USA, gig-workers reached around 40 percent of the workforce (Freelancing in America, 2017). Gig workers are defined as “individuals who perform a specific task or hired for a specific amount of time necessary to deliver a product or service” according to Gandhi et al. (2018), while gig-economy allows sellers of tangible or intangible services and knowledge to connect with buyers (Lehdonvirta et al., 2016).

Easy access to portable electronic devices and internet is leading people to modify the classic paradigm into working lifestyles that suit them (Donovan et al., 2016). Gig economy is giving them the opportunity to embrace goal-oriented and flexible jobs (Lehdonvirta et al., 2014). In fact, platform workers deliberately give up the role of employee with a fixed income (Gandhi et al. 2018), to turn to short-term contract that we can refer to as “gig” (Jabagi et al., 2018). Exactly like a musician or an artist who is called to perform.

Independent workers start short-term contracts with organizations or private individuals through a digital marketplace, which takes shape of an online platform (Jabagi et al., 2018). Resch (2015) described gig economy as massive redefinition of the labor market towards an open network that pushes to self-employment and self-management. As it was introduced previously, the job market has been changing and “classic” employees have been decreasing. We refer to “classic” employees as individuals who engage in long-term job contracts with an employer. People who decide to work for a long time for a single employer are usually looking for a fixed income, stability and this implies being strictly dependent by the business’ necessities. Usually, spending your career with a single organization provides several benefits, such as being part of a social environment, having a supervisor to direct employees through activities and being supported during a period of illness (Ashford et al., 2018).

However, the evolution of the labor market that is highly imputable to the rise of the platform economy has created new opportunities attracted more and more workers. However, all these new opportunities created by the gig-economy do not come without disadvantages. Given the fact that these self-employed workers experience autonomy about what concerns the job design, or which work activity to undertake (Petriglieri et al., 2019; Ravenelle, 2019), gig-workers perceive several drawbacks. They face an extreme solitude from the side of the aid they receive and

social relations engagement with peers (Caza et al., 2021). Moreover, the financial stability represents another big challenge for them. Not being able to predict the future workload and the number of potential clients deeply affects the financial viability of these individuals (Tran and Sokas, 2017). The financial instability has been described by many authors as one of the main characteristics of gig-workers (Kaine & Josserand, 2019; Caza et al., 2021). While long-term employees do not face these issues, these work-related challenges are equally grounded between the characteristics that define an entrepreneur. One of the first entrepreneur's definition refers precisely to the ability of these individuals to work while facing uncertainty (Mill, 1848; McMullen & Shepherd, 2006). Another feature that links these individuals is autonomy. Job-autonomy relates to both economic actors: independent workers and entrepreneurs (Yucongi and Lopa, 2017, Caza et al., 2021), and it is described as how positively people perceive self-government, freedom or independence through their daily working activities (Hackman and Oldham 1980). In fact, both gig-workers and entrepreneurs experience a total freedom regarding time management and activities to be carried out (McMullen et al., 2008; Caza et al., 2021).

Finally financial instability is another shared characteristic. Gig-workers are threatened by the uncertainty of a wage as the future job activities may vary daily or even worse, they could face a lack of clients. Similarly, entrepreneurs deal with unstable markets that could make their investments fail, or while starting a new business, they do not have enough resources (Bernanke & Gertler, 1990). Overall, the level of uncertainty avoidance which is described as "degree to which people in a society accept uncertainty, risks, and unpredictable situations" (De Clercq. & Brieger, 2021) is low in both entrepreneurs and platform-workers. The main feature that differentiates gig-workers from entrepreneurs is that they do not run their own business. However, gig-workers could be seen as micro-entrepreneur (Kalleberg & Dunn,2016). In fact, they manage to sell their skills and knowledge working with their own network of clients in an entrepreneurial way.

Looking at the previous literature, entrepreneurs and gig workers have mainly been studied independently, proposing specific frameworks for each actor. Through this analysis, however, it is possible to understand how these individuals share specific features while classic employees do not. Consequently, motivations have been studied independently for each actor without considering the link existent between them but there is still an ongoing debate whether they should be considered entrepreneurs or not.

Given the feature shared by gig workers and entrepreneurs, how part of the literature considers independent workers as micro-entrepreneurs and the lack of a motivational analysis of independent

workers who rent their personal assets as house renters, this research will focus on the entrepreneurial mindset owned by gig-workers. The research questions identified from our analysis are the following:

Do gig-workers experience entrepreneurs' drivers to engage gig-economy?

Which motivations drive gig-workers to engage gig-economy?

Gig-workers' motivation have been partially researched regarding only part of online platforms' users (Dunn, 2020). However, this topic need further research as its understanding is still incomplete. Regarding the scientific relevance, this paper contributes in several ways. This research tries to further elaborate existing motivational theory about gig-workers by linking the personal motivations to engage gig-economy with specific platforms. Moreover, a study about Temper users could not be found in the literature. Gig-workers psychological traits have not been yet analyzed from an entrepreneurial point of view, even if some authors see the gig-economy as an entrepreneurial phenomenon (Kalamber & Dunn, 2016). So, from both an academic and practical point of view there is still the need to understand why gig-worker want to engage gig-working activities that could be seen as entrepreneurial. This paper aims to add up to the literature about the entrepreneurial mindset of gig-workers, attempting to clarify if gig-workers should be considered as microentrepreneurs. Moreover, it will focus on gig-workers who exploit their own physical resources as drivers or hosts, which field still lacks research (Prayag & Ozanne, 2018). In order to test their entrepreneurial mindset, the framework about gig-worker's drivers (Shane et al., 2003) is studied in relation to gig-workers. Additionally, qualitative in-depth analysis allows us to link advantages and disadvantages experienced by gig-workers to each platform, which has not been done before. Future empirical studies may find evidence in the qualitative findings of this paper. Moving to the societal relevance, several contributions might be highlighted. First, it will ease the identification of individuals with entrepreneurial mindsets among gig-workers. Second, understanding gig-workers mindset and potential entrepreneurial motivation will allow platform creators to target their audience in a more efficient way. Finally, specific and adapted training for these resourceful workers could be designed in order to develop their skills.

2. Literature review

Gig-workers

The term gig-worker is used to refer to self-employed, temporary workers and freelancers, who are all examples of the recent “independent work” trend. In order to define them, we report the definition proposed by the Mckinsey global institute (2016) which emphasizes three main characteristics: autonomy, short-term relationships between worker and employee and payment by task (or gig).

All independent workers experience a high degree of autonomy while working (Ravenelle, 2019). Every time they have to decide whether to perform an activity, they can choose by analyzing the timing, the fee and the client reputation. As it is already reported, in order to be able to fall into the gig-workers’ category the working contract between the clients and the worker must be short and according to Mckinsey’s report the time limit is set under twelve months. Here are some examples of tasks in the gig-economy: delivering products, carrying someone by car from a place to another, developing a software. Last feature is related to the payment method. In fact, all independent workers earn money only after a task, an assignment or a sale occurred. This is different from employees’ wage which depends on the number of hours spent in the workplace (Caza et al., 2021) Gig workers could be divided into three main categories: labour services providers, goods sellers or assets renter and all these categories do not exclude the participation to another one (Vallas & Schor, 2020).

On the other side of the short-term contract, we could find an organization, a company or an individual who is the buyers of what the independent worker sells.

The intermediaries of gig-economy: online platforms

In order to match providers to consumers several on-demand markets are available. Frequently independent workers underwrite a contract with the companies that provide online platforms to perform the gigs to the firm’s client. Electronic devices as computers and smartphones provide an easy access to the platforms’ app, giving the opportunity to clients to look for a gig-worker that will perform the job. Finally, after the task is carried out by the providers, the platform facilitates the exchange of money (Donovan et al. 2016).

Platforms are characterized by innovative business models sometimes similar between them. Looking at what could be different in the platform’s model, in certain cases the price could be established by providers as the job acceptance. However, some platforms prefer to maintain the control over their market and the price is decided independently by the workers. Another difference is the market size.

While some firms prefer to implement their app globally other companies focus on a local area. The decision about where to operate is related to the service provided. In fact, platform economy refers to a wide range of businesses: ranging from food delivery (i.g. Uber Eats), driver services (i.g. Uber), physical tasks (i.g. Handy, TaskRabbit) to company services (i.g. Upwork, Freelancer, Temper). All the previous examples concern the provision of a service related to a knowledge or skill owned by the providers, but also the rent of a personal resource as a flat fall under the gig economy trend (i.g. Airbnb). Gig-workers could be seen as freelancers that operates thanks to on-demand platforms which allow them to contact and transact with clients.

Categories of gig-workers

The digital labour market is composed of many on-demand platforms where independent workers perform different tasks. According to past research, gig workers could be divided into several groups according to similar characteristics as how the task could be performed, and the level of skills required to solve it (De Groen et al. 2016). Gigs can be done virtually or physically. If the worker can perform the task online, that implies the opportunity to work from anywhere on the planet, making the job available globally. The assignments require different skills levels, as platforms operate in many markets and industries. Gig workers' capabilities range from low-skilled to high-skilled depending on the difficulty of the task (Jabagi et al., 2018). Based on the feature previously presented and other researchers' work (Frenken & Schor 2017, Irani 2015, Kenney & Zysman 2019, Kuhn & Maleki 2017, Vallas 2019), five typologies of independent worker were identified.

The first type of workers refers to freelancers and cloud-based consultants who operates mainly online. Global platforms, such as Freelancer and UpWork, allow them to work remotely even from extremely long distances. The competencies owned by these workers make them highly skilled. These professional service providers could be journalist, software developers or graphic designers who are hired for a specific project (Ettlenger, 2017). These actors have been increasing since more and more firms decided to outsource many internal tasks (Drahokoupil & Piasna 2019). These actors can count on a steady income thanks to many clients' request.

The second category of gig workers comprehend medium/low skilled individuals who operate locally. These people work as food delivery (i.g. UberEats), personal car drivers (i.g. Uber), waiters (Temper) but also as home repair. These platforms provide the freedom to choose the schedule time and even the opportunity to accept the job. Anyway, issues could be faced as these activities are performed thanks to providers' resources. For instance, drivers use their own private vehicle to move products

or passengers. The autonomy given by the companies' platform implies a high risk from the provider's side (Ravenelle 2019, Rosenblat 2018, Schor 2020).

Micro-tasking represents the third type of activities engaged through platforms; these tasks are fulfilled online on websites as Amazon Mechanical Turk (AMT). The assignments in this category require low/medium skill level. That kind of (independent workers) freelancers and online consultants solve processes that cannot be automatized by computer software. These tasks include verifying users account on car sharing or other websites, reporting on paper audio file or categorizing images (Wood et al. 2018). Market competitiveness is extremely high on these platforms which makes it hard to earn a sufficient income (Berg 2016, Berg & de Stefano 2018, Gray & Suri 2019). Frequently, companies opt for outsourcing specific activities through crowdsourcing in order to reduce the number of people formally employed in the organization Berg (2016).

The last category we consider is people who rent private resources as houses or rooms. While Vallas & Schor (2020) do not focus on these service providers, our research adds this category based on the traditional academic review (Burtch et al., 2018; Sprague, 2020). Watson et al. (2021) categorize them as Gig Goods Providers. Independent workers, such as Airbnb hosts, engage on these platforms because of unused assets which could be exploited to earn money. They perceive total autonomy in relation to when and how long they want to rent their resources. However, they face a financial risk when demands falls, as we witnessed during the Covid-19 pandemic (De Janasz et al., 2020).

Gig-economy as a new kind of entrepreneurship

Researchers have been emphasizing how these platforms are able to disrupt the classic firm's capitalistic model, introducing a direct connection between clients and providers (Brynjolffson & McAfee 2014, Parker et al. 2016, Sundararajan, 2017). Many advantages could be funded from the users' side thanks to this new business model. Transaction costs are positively affected by platforms that manage to lower them, because of the lack of physical resources' necessity. Geographical barriers are inexistent for all those jobs that can be performed online. Additionally, as it was introduced previously these websites create new opportunities for unexploited asset owners who are able to monetize their flat, tools, cars or even bicycles (Vallas & Schor, 2020; Sundararajan, 2017). It can be seen how the corporate hierarchies lack in this new business model while a new kind of peer-to-peer capitalism is born (Vallas & Schor, 2020). Sundarajan (2017) highlights how the classic relationship between employee and employer fails in this new system, leaving room to a new generation of microentrepreneurs.

As it was reported in the introduction, gig workers and entrepreneurs share similar characteristics. They experience control over their schedule and tasks to perform, which leads to job-autonomy. The financial instability and the low level of uncertainty avoidance are commonly shared by these two actors, while these two features are extremely different from classic employees. In fact, independent worker and entrepreneurs do not have safety benefits, such as health or retirement, that belong to employees only (Bajwa et al., 2018). Another kind of risk comes from the resources used to perform activities. Tools, vehicles or equipment are provided by the businessperson or the gig-worker (Stewart and Stanford, 2017). Moreover, not having a fixed income result in an additional job risk (Doucette and Brandford, 2019).

Self-determination theory and entrepreneurs' motivations

Starting from common issues experienced by entrepreneurs and gig-workers and how independent platform worker are seen as microentrepreneurs by some researchers, this paper will build on previous entrepreneurial motivational works trying to observe if motivations to engage entrepreneurial activities could be extended to gig workers. One of the most recognized motivational theories will be introduced, moving then to the previous findings on entrepreneurs' motivations.

The Self-determination theory (Deci & Ryan, 1996) illustrates that the actions performed by individuals depend on different type of motivations, based on goals or reasons. We distinguish here intrinsic motivations from extrinsic ones. The former is pertinent to individuals that have natural and enjoyable interests in doing something. While the latter refers to an external outcome that could be achieved by doing an activity if performed. The SDT aim to explain motivations that guide individuals' choices or behaviors, and it identifies three common general psychological necessities that are autonomy, competence and relatedness. These needs are described as essential nutrients that are necessary in order to experience personal growth, optimal functioning and well-being (Ryan & Deci, 2000).

Moving to how these universal needs are linked to entrepreneurs' motivations, we know that autonomy drives many individuals into entrepreneurship. Psychological autonomy is the freedom to pursue self-determined goals that will satisfy psychological necessities (Shir at al., 2019). For instance, it was studied that veterans engaged business opportunity because of the autonomy that was implied, helping them to solve their psychological and physical needs (Haynie and Shepherd, 2011). Autonomy to decide when and how to start an activity leads to independence, which was found to be one of the drivers that motivates people to engage in entrepreneurship (Shane et al., 2003). Independence could be described as preferring one's own opinion to those of others and being

responsible for own behaviors (Shane et al., 2003). According to Shir et al. (2019), goal-settings is associated with autonomy too. Having great ambitions is a strong antecedent of entrepreneurial activity (Baum et al., 2001).

Moving to the psychological need of competence, it concerns the desire to be effective while thinking about an action (Niemic & Ryan, 2009). For example, regarding entrepreneurs it refers to their opinion about being able to overcome the challenges of setting up a company. That need is linked to self-efficacy which is an antecedent of entrepreneurial activity (Shane et al., 2003). Self-efficacy is defined by Bandura (1997) as “the belief in one’s ability to muster and implement the necessary personal resources, skills, and competencies to attain a certain level of achievement on a given task”. Relating self-efficacy to the entrepreneurial field, entrepreneurial activities have a higher chance to be engaged by people with a high level of self-efficacy (Segal et al., 2005).

Finally, relatedness represents the last universal need identified by the Self-determination theory (Ryan & Deci, 2000). Social interaction is identified as a fundamental necessity for human well-being, which theoretically could be achieved by doing entrepreneurial activities. However, being the owner of business can result in a sense of loneliness because of the separation between employees and their boss (Hannafey, 2003). That phenomenon can lead to negative emotions and a decrease of a sense of relatedness (Pattzeld & Shepherd, 2011). Based on previous research, it is not clear the role of relatedness to engage in entrepreneurship.

Other entrepreneurs’ motivations

In the previous section we partially link the motivations to become an entrepreneurs identified by Shane et al. (2003) to the universal needs described by the self-determination theory (Deci & Ryan, 1985). However, more drivers were identified by the literature which are not immediately associated with the necessities of autonomy, competence and relatedness.

The need for achievement (nAch) was found to be extremely high for firms’ founders (Johnson, 1990), and it is able to predict companies’ starting in an individual (Fineman, 1977). McClelland (1961) defined it as a “competitive behavior, that is, characterized by a standard of excellence”. Entrepreneurs can cope with demanding tasks thanks to that need (Lee, 1996). Comparing individuals with different level of need for achievement, McClelland found that high nAch leads to higher chances of undertaking risky actions where the outcomes depend by themselves compared to individual with low nAch. Similar findings resulted from the study made by Collins et al. (2000). In fact, need for achievement is linked to running a firm. Moreover, the same paper compared the level

of nAch between entrepreneurs and non-entrepreneurs and it was found a significant difference between the subjects with a higher level in the former than the latter.

Considering the fact that entrepreneurs face uncertainty constantly, risk taking is another important predictor of entrepreneurship. Through his research on entrepreneurs, McClelland (1961), linked high nAch to risk standing capacity. Entrepreneurs can trade-off between high risk and personal goals as psychic or financial well-being. Looking at which level of risk taking characterize entrepreneurs, we know that company's owners have moderate risk habits (Brockhaus, 1980). Risk-taking was defined as "willingness to take some risks" (Begley, 1995). Similar results could be found also in qualitative studies, indeed common people (non-firm founders) are less risk taking than individuals who run a company (Corman et al., 1998; Fry, 1993).

Locus of control is another common motivational trait identified by Shane et al. (2003). This concept describes the how an individual perceives the causes of an event in her/his life. We can identify two opposite types of individuals, people with an internal locus of control believe that performing a task will produce an effect, while the latter with an external locus of control thinks that outcomes cannot be in her/his control (Rotter, 1966). Building on the need for achievement (McClelland,1961), Rotter (1966) explains that the individuals with an internal locus of control are inclined to become entrepreneurs. Other studies found that people that start a company are characterized by an internal locus of control and that was tested in many subgroups as Italian, Black and female population (Bowen & Hisrich, 1986, Durand, 1975).

Drive concerns the necessity to think about new idea and put them into action (Shane et al., 2003). Generally, entrepreneurs want to turn into reality intentions by exploiting opportunities. In order to perform the entrepreneurial process, individuals set ambitions and goals. In the same period, they need energies to think and act. Thanks to Locke & Latham (1990), we know that better outcomes come from setting high goals than having low expectations. Being driven by high expectation implies many efforts to persist, because pursuing always new opportunities leads to higher failure's chances than being an employee.

Finally, the selfish willingness to set up and run a company was identified as a fundamental driver of entrepreneurial activities (Shane et al. 2003). It is highlighted how former entrepreneurs have the egoistic necessity to pursue their interests and as a result they will employ people or help society. Unfortunately, this motivation is not quantitatively tested but it was found by Baum et al. (2001) that funder's passion will help a company to grow.

Gig-workers' motivations

Looking at the literature about gig-workers, several papers analyzed their motivations independently of other economic actors such as entrepreneurs or employees. These studies were carried out with different aims and trajectories. A study was conducted in Indonesia in order to determine which factors influence people to start platform-based jobs. Economic motivations and “need to independent” were found as main reasons to undertake this career (Gandhi et al. 2018). Another paper by Dunn (2019) depicted different classes of gig-workers based on their motives to work independently. They identified five kinds of platform-users (Searchers, Lifers, Short timers, Long-rangers, Dabblers) based on variables as the amount of time spent working, gig-working as an additional activity to a stable employment and if that choice is guided by a necessity or it is voluntary. Our research will focus on two specific typologies of gig workers: Lifers and Dabbler because of the motivations that drive them. In fact, both do not need to start this career as a necessity and they aim to satisfy intrinsic motivations, defined by the paper as “non-economic reasons”. These categories are occupied mainly by highly skilled workers as freelancers or individuals who exploit personal resources as their car. However, in order to fully understand this topic, low skilled workers will be part of the study. As it is already stated in the introduction, all these papers (Gandhi et al., 2018; Dunn, 2020; Jabagi et al., 2019) do not research Airbnb hosts in their analysis which will be researched through this paper as individuals who exploit their own assets.

Table 1: Summary of the literature regarding this study

Entrepreneurial Drivers	Definition
AUTONOMY	freedom to pursue self-determined goals that will satisfy psychological necessities and physical necessities (Shir at al., 2019).
COMPETENCE	Desire to be effective while thinking about an action (Niemiec & Ryan, 2009). Opinion about being able to overcome the challenges of setting up a company.
RELATEDNESS	Refers to the necessity to engage social interaction (Ryan & Deci, 2000).
NEED FOR ACHIEVEMENT	Competitive behavior, that is, characterized by a standard of excellence (McClelland, 1961).
RISK TAKING	Willingness to take some risks (Begley, 1995).
LOCUS OF CONTROL	How an individual perceives the causes of an event in her/his life (Shane et al., 2003).
DRIVE	The necessity to think about new idea and put them into action (Shane et al., 2003).
SELFISH WILLINGNESS	The selfish willingness to set up and run a company was identified as a fundamental driver of entrepreneurial activities (Shane et al. 2003).

3. Methodology

Given the necessity of a detailed analysis of gig-workers' motivations, qualitative in-depth interviews were requested. Qualitative research allowed us to deeply research and frame all the motivations experienced by platform workers using an open-ended approach (Bryman, 2006) and analyzing contextual coherence (Leech & Onwuegbuzie, 2007). Moreover, this methodology is particularly suitable in a theoretical field that can still evolve (Edmondson & McManus, 2007). Thanks to this methodology, researchers are able to understand people's choices from their viewpoint still maintaining the objectivity requested by an academic study (Corbin & Strauss, 2014). As Milliken (2001) suggests, qualitative methodology represent a determining tool in order to comprehend behaviors related to life expectations. The aim of this paper is to observe if all, none or part of entrepreneurs' drivers identified by the literature could be extended to gig-workers while trying to improve the literature about their personal motivations.

Sampling and procedure

Given the characteristics of our research, the localization of the participants and low amount of resource available, convenience sampling was applied during our data gathering (Etikan et al., 2016). Moreover, the low response rate affected the decision to interview all the individuals that responded to the interview request. This type of sampling collects data non randomly, disadvantages could be implicated as the overrepresentation of a group of people. Participants were recruited in the Netherlands from 2 gig-economy platforms: Airbnb and Temper. House renting platforms collect individuals characterized exploiting their own resources, so they act in a similarly entrepreneurial way. However, in order to observe the low skilled workers' motivations, an online market for physical activities was included (Temper). The recruitment strategy varied between platforms. In fact, some platforms allow to send messages directly to gig-workers profile. Airbnb hosts were recruited through a request on the platform. Temper users were engaged through LinkedIn. In fact, it is possible to engage in conversations with people who work for a specific company on that social media; giving you the opportunity to link with potential participants and ask them to take part in the study. Moreover, in order to overcome the low response rate, some participants were engaged through university's contacts and word of mouth. Twenty gig-workers were asked to participate physically or online, depending on their availability and residence location. However, the final number of respondents was 8, 4 Airbnb hosts and 4 Temper users. They were all interviewed. Individuals received an introductory message about the research and its purpose, asking to reply in order to participate in the study. The respondents were then contacted to schedule an online or physical meeting that lasted between 45 and 90 minutes, depending on the complexity of the answers. Data

were collected between 1st of April and 1st of June 2022. The participants' names were changed in order to assure anonymity.

Table 2: Description of the participants

Participants	Sex	Age	Nationality	Work on multiple platforms	Platform	First or additional income	Education
1	f	27	Dutch	No	Airbnb	First	Master
2	f	26	Chinese	No	Airbnb	First	Bachelor
3	m	53	Dutch	No	Airbnb	Additional	Master
4	m	73	Dutch	Yes	Airbnb	First	Bachelor
5	f	26	Dutch	No	Temper	First	Master
6	f	26	Dutch	No	Temper	First	Master
7	m	26	Dutch	No	Temper	First	Master

Interview structure

Semi-structured is the format chosen for the interviews. In fact, while maintaining a guidance during the in-depth interviews, this format allows to adapt to each participants' background. Even if we did not preclude the possibility to modify the questions during the interviews, the initial questions of the interview's sections were the same in order to improve the objectivity of the data collected. The interview is framed into three sections, the first set of question focused on demographic information as the age, educational background, platform engaged and the experiences that participants gained in the past. The second set is centered on the personal motivations that lead gig-workers to engage the platforms. The third set of questions represents the core of our research. In fact, in order to analyze whether gig worker own an entrepreneurial mindset, these questions were developed by using the drivers identified by Shane et al. (2003). Self-evaluative questions where participant could score from one to ten were asked regarding the drivers, however, the answers were not finally used because the data could lead to extremely biased results (Karpen, 2018). Given the issues highlighted by many authors regarding how platforms manage workers, the motivations to keep working in the gig-economy were not researched (Caza et al., 2021).

Data analysis

All the interviews were recorded with the participants' consent, and then transcribed word by word in order to fully comprehend the feelings and experiences of the participants (McLellan et al., 2003). Both inductive and deductive process were used in order to assure a complete understanding of the topic. Grounded theory was used to organize the data collected regarding personal motivations. In fact, this theory is an appropriate process to organize data whenever the final aim is to find behaviors' explanation (Glaser & Strauss, 2017). Grounded theory helped to identify 1st order, 2nd order concepts and then the different aggregate dimensions. After all the data were collected, specific keywords were identified in the interviews which were registered. The coding process was performed autonomously, then the data analysis program Nvivo was used to verify if any bias could be found in the results. Specific keywords regarding each important topic were researched in all the interviews in order to understand and cluster all the participants motivations to engage in gig-working platforms. Similar and different patterns regarding each code were identified in the participants and these patterns helped to identify the second order concepts. Starting from the framework about the 8 entrepreneurial drivers identified by Shane et al. (2003), questions were developed and then the data were analyzed based on the codes drifted from the entrepreneurial theory. This process was conducted with the use of a spreadsheet where the notes and key concepts from the answers were compared between all the participants. That analysis allowed to identify gig-workers driven by the same motivations and with the same entrepreneurial patterns. Results from the deductive process were then compared with the entrepreneurial theory in order to comprehend whether their mindset should be considered entrepreneurial or not.

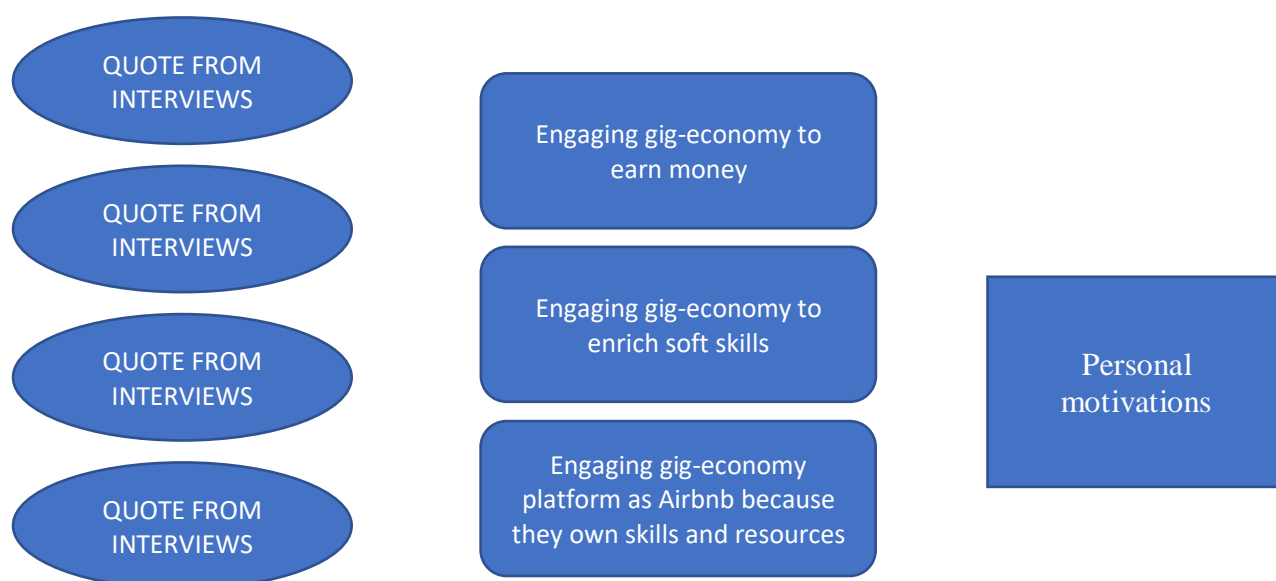
Validity and reliability of the data

In order to maintain the results reliable, part of the interview structure was developed starting from the research of Gandhi et al. (2018). That study explored people's intention to engage platform economy in Indonesia. Three of the drivers analyzed by our research are also investigated by that research, so part of these questions was adapted and adopted in the current interview structure. Also, the coding process was partially introduced after studying that analysis process. Regarding the external validity, the results could be generalizable to all the Dutch gig-workers and countries that present similar features similar to the Dutch economy.

Table 3: Question and codes for deductive analysis

CODE	Criteria
AUT.	As gig worker, how being independent while working affects your psychological and physical necessities?
COM.	What are your personal technical skills in your working area as gig worker? What is your personal knowledge in your working area as gig worker?
RLT.	While engaging gig-working activities, how social interaction affect your willingness to start them?
NFACH.	Would you define yourself as a competitive person? (Standard of excellence) How would you describe how do you perform daily tasks?
RT.	How would you describe yourself while facing risk/uncertain activities? Do you usually want to engage risky activities?
LOC.	Do you believe that life events depend on the activities we perform, so they could be controlled by us, or they cannot be controlled by our willingness?
DRV.	While engaging gig-working activities, do you look for new and better ideas to solve your tasks?
SLFW.	Would you describe yourself as an individual who engage activities to please other people or to accomplish your psychological necessities?

Table 4: Illustrative inductive coding analysis for Personal motivations



First order concepts	Second order concepts	Aggregate dimensions
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4. Results

Starting from the data collected, motivations and the 8 entrepreneurial drivers (Autonomy, competence, relatedness, need for achievement, risk taking, locus of control, drive, selfish willingness) were initially analyzed separately. Different motivations lead people to engage gig-economy. However, similar patterns between people that engage the same platforms could be pointed out. For instance, Airbnb hosts perceive similar motivations as exploiting opportunities and resources, while Temper users are driven by basic motives as economic, time management reasons or engaging different working activities. These analogies guided the analysis to distinguish Airbnb hosts from Temper users. The eight entrepreneurial drivers were studied in relation to each participant. Similarities were highlighted between same platform users and differences were discovered between them. In fact, some individuals show more entrepreneurial traits than others.

In order to reduce all the participants' data into a lower number of gig-worker classes, four different gig-workers profiles were developed based on the evident correlation between the motivations to use a specific platform and the 8 entrepreneurial drivers.

Airbnb

Overall, all the participants that engage in gig-working activities on Airbnb showed many entrepreneurial psychological traits. Different personal motivations were identified between the two profiles and these motivations are affected by different level of competences owned by the participants. In fact, the group of young participants showed the necessity to engage Airbnb in order to acquire new soft skills that will help them to develop new and better businesses. Moreover, this group want to test the hard skills and knowledge acquired during their academic pathway. Therefore, running a small business as renting a home or a flat could help them to verify which skills they need to improve.

An opposite pathway was identified between the participants over the age of fifty years old. This group of people reveals several entrepreneurial psychological traits, but they do not need to test any competences. Thanks to the soft and hard skills, and knowledge acquired during their working career, they are currently able to rent houses at their maximum potential. Starting from these huge differences, two profiles will be delineated. Another important feature of these two profiles consists of the perception that the respondents have about themselves. In fact, they consider themselves small entrepreneurs.

Junior entrepreneur on Airbnb

The junior entrepreneur represents the most entrepreneurial profile. The respondents in this category are actively looking for business opportunities not too complex to pursue. They aim to become successful entrepreneurs. Gig-working platforms as Airbnb are a good starting point in order to establish their first entrepreneurial activity.

All the individuals that fall within this profile want to satisfy their psychological necessities by engaging on Airbnb. They showed the necessity to be recognized as young entrepreneurs, they want to be proud of themselves by pursuing these working activities. However, being totally independent and autonomous have some drawbacks. In fact, while discussing about the satisfaction that effectively comes from renting houses, they manifest a partial unsatisfaction that drift from the difference between the initial idea and the actual implementation. Amanda, 27 years old, reported: *“Well, I have to say that after I really run this business, I realized it has a big gap between what I imagined and what I have to go through. So, I thought I would have been more satisfied running this business, but it turned out to be extremely exhausting and having most of my time occupied by it”*. So, being in control of their resulted in an exhausting experience even if it was identified as one of their goals. They showed the ambition to expand their business: *“I want also to rent other villas in other cities... That was my first ambition”*, but after they rented their assets, they realized how complex and energy consuming it is. Anyway, they are also grateful because of the income and the skills that they learned.

The personal and academic background strongly influenced their decisions to engage these activities. All the participants had an academic route partially or totally related to the study of economics and management. For instance, while one of them illustrated the ability to easily manage all the booking on the websites, the other one was aware of how her marketing skills helped her to promote the house and to receive positive feedbacks from the guests. They presented a high level of self-efficacy, particularly one of the interviewed individuals highlighted how being a backpacker and having many traveling experiences made her confident about how to run this small business. However, they learned a lot from renting a full home by their self: *“I really learned a lot from this experience. Starting from that business, you can learn a lot and you will become a very skilled person in many areas, first of all you know how to do the cleaning. And second of all, you will be more like, outgoing, cause you need to deal with all these kinds of people you're not a student who hide behind of the adults, you are an adult yourself and you get straight*

forward and deal with a problem. Yeah, so it makes you really exercise a lot of skills of you as a person.”

Participants were aware of their skills and knowledge, their self-confidence pushed them to test their competences and to try to improve themselves personally and professionally.

The need for relatedness was determined as an extremely important necessity in the participants' life.

As Paula, 27 years old, said:

“I think having people around you really lift you up. You can ask for advice. You can work in teams. Well, I like to be independent, but I do like my social network around me too. Also, it makes me happier. I like to have a big group of people. I like to meet new people.”

Moreover, meeting new people is one of the drivers that leads gig-workers on Airbnb to engage activities on the platforms. However, they also emphasize how unpolite and overly demanding customers could represent an issue with respect to the success of this experience.

Moving to the need for achievement, they defined themselves as highly competitive individuals. They express the necessity to be excellent and to complete perfectly the tasks in all the working related environment. Given the fact that they want to be effective and efficient workers, they showed the will to be outstanding hosts by employing 100 percent efforts into Airbnb activities. However, one difference between participants was identified regarding what pushes them to perform well. While some are motivated to complete gig-working activities at their best by an interior pressure, others are driven by external pressure as the feedbacks left on the app by the guests.

Gig-workers that lie in this profile describe themselves as individual who want or like to engage risky activities. Before taking risks, they weight pros and cons, trying to understand if that decision could lead to positive outcomes. Moreover, they seek challenging activities in order to constantly prove themselves.

Regarding locus of control, they perceive their action as effective.

“I think if you strongly believe in something, finally you will achieve it no matter what kind of accidents you will come across.”

In fact, they see themselves as a big factor in their life even if they cannot control all the events during their lifetime.

Analyzing the drive of these individuals, which is the necessity to think about new idea and put them into action, these gig-workers look for the best way to carry out an activity, trying to improve the process only when their action will produce a better outcome.

Concerning the motivations that could lead an individual to a start an activity, people could be driven by their personal necessities, or their decisions could be affected by other people’s will. From the transcript it is inferred that the respondents consider their psychological necessities to start gig-working activities and generally jobs. However, regarding gig-working activities, they also want other people to feel comfortable with them. So, they will try to accomplish guests’ requests in order to establish a good relationship with them.

Table 5: Profiles from Airbnb hosts

AIRBNB	Junior entrepreneur	Senior entrepreneur
Personal motivations	Exploit opportunities, learn soft skills, test themselves, earn money.	Exploit their resources, be proud of their home, earn money.
PSYCHOLOG. AUTONOMY	Recognized as entrepreneurs, be proud of themselves.	Having control of their schedule, experience freedom.
COMPETENCE	Own hard skills, want to learn soft skills.	Own soft and hard skills.
RELATEDNESS	Social individuals, socialization drives them.	Social individuals, socialization do not drive them.
NEED FOR ACHIEVEMENT	Highly competitive, necessity to outstandingly solve tasks.	Not highly competitive. Necessity to take 100% care of gig-working activities.
RISK TAKING	Risk takers. Challenging activities to prove themselves. Engage economic risks.	Risk-takers. Challenging activities to keep them engaged. Engage economic risks.
LOCUS OF CONTROL	Big factor in their life but you cannot control all the events	Big factor in their life but you cannot control all the events
DRIVE	Necessity to focus on new ideas if there is space for improvements.	Elaborate out of the box concepts. Improve ideas.
SELFISH WILLINGNESS	Psychological necessities. Regarding gig-working, guests’ wellbeing is important.	Psychological necessities. Regarding gig-working, guests’ feelings are important.

Senior entrepreneur on Airbnb

This profile comprehends all the people that already achieved many goals in their working career, as running a business or becoming a manager. Therefore, they currently want to live a quieter life than before while still earning an income from their resources. It is possible to clearly understand their motivation from Jakobe’s example:

“After retirement, I started to build my own house. I wanted to find a new occupation while still being at home and taking into account my actual capacities”

They built their own house with additional space like a guest house. This condition allows them to rent the vacant home with small efforts. Moreover, because they designed the house by themselves, they want to be proud of their job and the customers' feedbacks meet this necessity.

Airbnb represents the best opportunity in order to satisfy their psychological and physical needs. They want to be able to schedule when and for how long they will rent their house, as they aim to live a quiet life but still rich of activities to do. In fact, as it was reported by Michael, 53 years old, owner of a globally operating creative agency: *"Without having that flexibility, I won't do it. That's what I really like about the platform. It's the fact that we totally are in control. Who we accept, when we open the agenda. If we only want to rent one weekend a year, it's also fine."* They describe themselves as individuals who prefer to be totally autonomous, as they already did for most of their life. Moreover, they do not need to be recognized by the society as Airbnb hosts like the first profile aims to.

Moving to their competences, their working career allows them to easily run a small entrepreneurial activity as managing short term rentals. These individuals reached already many objectives in their working life and thanks to that, they own managerial abilities. They achieved many soft and hard skills, consequently they can perform all the activities requested by Airbnb without difficulty. For instance, all the respondents referred to their commercial thinking and customer caring skills as great tools to create the best customers' experience. Differently from the Junior entrepreneur's profile, they do not want or need to learn competences by engaging this platform.

Senior entrepreneurs describe themselves as social individuals. They describe social interaction as a fundamental aspect of their life; however, they do not need it to feel satisfied. In fact, differently from Junior entrepreneurs, their willingness to work on Airbnb is not affected by meeting new people.

Regarding their need for achievement, the competitiveness of these people is lower than in the middle of their working career. Since they already accomplished their life objectives, they currently do not want to feel stressed. However, it does not imply that they are effortless while performing their working activities. They describe themselves as output-oriented people who put 100% efforts into gig-working without aiming to become the top ranked host on the platform:

"I put effort in it. As I said, people coming here and want to have a good weekend or week paying money for it. So, I do my best to be helpful and to give them a good service."

"I'm relaxed, but still output oriented. And I find that being relaxed, leads to more success."

Scientific risk taker is the best way to describe this profile. They have been taking risks for all their life, so they developed their own way to evaluate and engage uncertain situations. Michael reported that: *“If there is risk involved, even if it's business wise, I will engage it as long as I can oversee the consequence, and of course, how dangerous they are...I take calculated risks”*.

Senior entrepreneurs perceive their actions as effective. They believe their actions will lead to an outcome; however, they are aware that they cannot control all the life events and sometimes the feeling of control is higher than the actual power.

They are people driven by the necessity to constantly improve themselves, that is why they always look for new ideas to think about and activities to perform.

Referring to the last entrepreneurial motivation analyzed, it is evident how these workers engaged all the previous working activities and the still ongoing gig-working business in order to satisfy their psychological necessities. In fact, given their need for achievement, autonomy and necessity to undertake risks, they would not be able to achieve their necessities being employees. However, they present a strong sense of community considering Jakobe's idea of success:

“I want success but with others. Never to the detriment of others unless it's a competitor.”

Advantages and disadvantages perceived on Airbnb

Renting houses on Airbnb is becoming a worldwide phenomenon and this is happening thanks to the specific features adopted by this platform. Nevertheless, what is assessed positively by some individuals, other people could find in the same features a reason to lower their engagement with this rental service. Starting from the advantages delineated by the respondents, it is possible to understand how the user-friendly design is extremely relevant specially for older people. Furthermore, participants highlighted that not everyone is willing to accept a stranger in their home, especially when the vacant house is close to their personal one. Airbnb partially solve this issue thanks to the profiles and feedback system implemented on the platform. Both hosts and travelers are encouraged to leave a comment about the match or mismatch between the user's profile description and the effective experience. Hosts are allowed to accept or reject the booking requests whenever they do not trust the applicant. Additionally, in order to further protect the house owner, the booking could be cancelled at the guests' arrival, if the hosts do not respect the house guideline. All these features define the high-quality customer experience that both lender and renter undergo. Despite that, several

disadvantages were remarked. Hosts perceive the service costs as too high and they do not appreciate that the cleaning service must be performed by them, even if the service costs are paid by the customers.

Airbnb developed a website where people start to feel part of a community, they ask questions before booking and they frequently want to engage in talks with the hosts. The guests are mainly young people, backpackers, and families. As it was reported by one of the participants, the above platform traits as the target group and the community feeling are not always appreciated. For instance, sometimes he admitted switching to other websites where the communication is exclusively formal, and the target is older. Working travelers and people over the age of 40 years old are the favorite target quoted by Jakob. It is clear how the strengths of Airbnb could also be viewed as the reasons to engage other services by some hosts.

Table 6: Participants clustered in the profiles

Profiles	Participants clustered in the profile
Junior entrepreneur	Participants 1 (Paula), 2 (Amanda).
Senior entrepreneur	Participants 3 (Michael), 4 (Jakobe).

Temper

Differently from Airbnb, Temper allows business owners in many sectors to look for temporary workers. The jobs tendentially consists of operational activities in the logistic, hospitality, healthcare sector. This company describes itself as a freelance platform where people can apply for gig-works. The two profiles identified are clustered based on the personal motivations that push people to engage in this platform. In fact, having a wide choice of jobs permits people to try them in order to enrich their skills and understand which work could suit them. These reasons are not the uniquely identified, but these are recognized as the main drives in the Future entrepreneur profile.

Moving to the last gig-worker outline, the Non-entrepreneur profile comprehends individuals that engage Temper mainly for the high income and the flexibility provided by this platform. An important difference between Airbnb hosts and Temper users is that the latter gig-workers do not perceive themselves as entrepreneurs.

Future entrepreneur on Temper

The future entrepreneur profile describes young people under the age of thirty years old that aim to start a long and prosperous working career. They want to become experts in a specific sector, but which kind of job suits them is still not clear. This platform easily allows them to switch from a working activity to another without any barriers. Therefore, they appreciate how this website works because they can try as many jobs and working environments as they want. Becoming an entrepreneur is not their main aim but they strongly consider this choice in their long-term future. In fact, as it was quoted by Tony, 26 years old:

“Actually, I have worked for two years, almost three years in a hotel and I saw that there were also people working there only using Temper, so I switched to the platform when I was not able to constantly work... I want to work like maybe 10 or 20 years in corporate companies. And then if I have enough money, I want to start my own hotel. So, it's also related to hospitality”

It can be easily understood how Temper represent an opportunity in order to do what they like while learning and earning money.

They are curious individuals who already had a long-term job experience which only partially satisfied them. This platform allows them to set up their schedule as they prefer while still earning a reasonable income. Respondents highlighted how the combination of these two features affects enormously their preference for Temper compared to long-term employment contracts or other websites. Moreover, it was outlined to that the absence of a strong authority while working induces them to prefer gig-working to stable jobs. For instance, Mary, 27, said:

“I like that you don't feel like an office slave. People don't tell you what to do. They have like a specific gig that you like, and then you apply to that gig. So, it's already your decision to not reply, if you don't like the assignment... I don't really like, authority. I do not like when people boss me around. Because I feel like I know how to do stuff. I don't need people to tell me how to do it. Yeah, just give me like a little push, like being okay, maybe try this. But in a lot of bigger companies, they try to fill in all your blanks and micromanage. But now you have no one managing. You can just do whatever. So, you feel more independent more in control.”

Also, Francis, 21, reported how the level of control over you is lower compared to the long-term job:

“And that's really nice because I also saw it when I am currently gig-working at my old workplace. When I worked there as an employee, they will have things on you like you should do this better but now they never say that again.”

Basically, they all appreciate the lower level of stress that comes from the low employer's expectation.

Thanks to their academic background they own many hard skills. Indeed, they attended, or they are currently attending a bachelor or master course. As the participants come with different academic area of expertise, no relation between this platform and a specific education could be found. Even if they achieved positive academic results, they still feel the need to improve their working skills and knowledge. Because of the wide range of activities available, Temper is the easiest way to try many working activities and gain new competences.

Socialization is an extremely important activity for this profile. They list social interaction between the motivations that drive them to engage gig-working activities. They constantly look forward to meeting new people and this is what shoves them to start the next gig. This need sometimes could result in a negative experience because not all the working environments are composed of positive and relaxed employees. However, they face this issue by switching to a new workplace on the next gig. It is interesting to point out that is the working environment to affect their boredom and not the typology of working activities performed.

Regarding their need for achievement, they describe themselves as ambitious and competitive individuals. They feel an interior pressure to perform well, as they strongly respect the fact that they are paid to perform. Also, the feedback system implemented by the platform plays a role on the level of their performance. In fact, they need positive reviews in order to see their gig applications accepted by the companies. While asking about whether they can exhibit their best on Temper, they expressed a partial unsatisfaction. Indeed, the area of expertise achieved with their academic path is not useful throughout the gig-working time. However, they believe personal and professional growth could be achieved.

As it was stated by Francis:

“I think it's nice to sometimes take a risk, otherwise life is boring.”

This profile comprehends individuals that describe themselves as risk takers. They like to engage challenging and risky activities, but on the other hand they do not want to face financial issue. So, concerning financial risks they prefer to invest what they can lose.

Moving to the locus of control, they perceive a high level of power over their life. Francis, who achieved a bachelor and a master's degree, typifies this profile:

“There are things that you really cannot control, I know for sure. But I think like some things you can also control as well like if you want a degree or something, if you work hard, I think you can obtain it. But you cannot control everything, and I know that for sure.”

They believe that people should focus on goals to achieve them, however, some life events do not depend on their will. For instance, the hospitality sector was not working during the pandemic due to covid restriction, so against their preferences they had to switch to office works as logistics in order to still have an income.

The drive motivational theme is another relevant feature as they delineate how looking for the most efficient way to solve tasks is fundamental. So, if an activity or an idea could be improved, they will put efforts to make it better.

Finally, the last entrepreneurial motivation analyzed is their selfish willingness to engage an activity. Personal needs motivate them to take a decision. They do not experience peer pressure. Nevertheless, they said that helping other employees while working is extremely important as they are satisfied by that.

Table 7: Profiles from Temper users

TEMPER	Future entrepreneur	Non-entrepreneur
Personal motivations	Design schedule, money , new working experiences.	Design schedule, money.
AUTONOMY	Flexibility, control, freedom.	Flexibility, control, freedom.
COMPETENCE	Own hard skills, improve soft skills and knowledge about jobs.	Own hard skills.
RELATEDNESS	Social individuals. Socialization influences their willingness to engage jobs.	Social individuals. Socialization do not influence willingness to engage jobs.
NEED FOR ACHIEVEMENT	Not driven by competitiveness. 100% care of gig-working activities. (Consistency=66%)	Not driven by competitiveness. Do their best and want to be recognized as good workers.
RISK TAKING	Risk takers. Engage challenging activities to enjoy life and learn. No economic risks (consistency=66%).	Risk takers. Challenging and risky activities to prove own abilities. No economic risks.
LOCUS OF CONTROL	Big factor in their life but you cannot control all the events	Big factor in their life but you cannot control all the events
DRIVE	Efficient way, new ideas if there is space for improvements.	Always tries to develop new idea and to improve personally.
SELFISH WILLINGNESS	Psychological necessities. Satisfied by helping people.	Psychological necessities. Team player in the working environment. Less egoistic profile.

Non entrepreneur on Temper

This profile describes gig-workers that do not aim to becoming entrepreneurs. They already present a clear overview of how their future working career should be. Starting their own business is not part of their ambitions. Instead, they already found their area of expertise and they look for a long-term job contract in this sector. Temper is engaged in order to earn money while having a flexible and manageable schedule. The clear motivations to work on Temper could be understood from Lora's words:

"I'm doing the gig work as kind of a side activity. I'm now applying for jobs within my field. But in the meantime, to pay the rent and everything I am working on Temper".

It is clear how the gig-working career choice is determined by the income's necessity. However, differently from the other Temper profile, they go through psychological stress. For instance, working in different workplace pushes them to try to perform well during every gig because the temporary employer will provide a review at the end of the working performance. The stress comes from the necessity to always complete optimally the tasks to the full extent of their ability as they could receive bad feedbacks on the platform website.

However, their need to be autonomous overcome the drawbacks suffered while working on Temper. After having experienced a busy life because of university or working commitments, they prefer to arrange their working hours exclusively when no other events are scheduled. Being able to attend social events is highly important for them.

They already know which employment role they want, which is generally high ranked in the firm's hierarchy. Time and efforts were dedicated to achieving the necessary academic skills and knowledge to obtain that long-term job contract. In fact, because of their academic background they feel overeducated for most of the gigs and that is evident from their statements:

"I don't feel really satisfied because it's below (the level of) what I studied for. It's often really practical and I better do something more challenging within my field." or

"I think there's a limit, especially like on the platform that I'm at, like, there's not much room to grow. So, I don't think I can be my full the best because there's just a ceiling that you're reaching."

The platform itself has some barriers as the simple and repetitive tasks; these activities lead them to be unsatisfied. However, they admitted that soft skills as being able to adapt to different workplace could be learned on Temper.

About this profile, socialization do not drive freelancers to start gig-working. In fact, their willingness to start a job is not affected by the opportunity to meet new people or new business owners. Nevertheless, social interaction has a high rank within the life needs of these individuals.

Concerning their need for achievement, being highly competitive is not part of their psychological traits. However, they want to perform their best in all the activities both in their private and working life. Their mood is positively affected by their performance's ratings, so they want to work hard.

Even if this category represents the less entrepreneurial one, these people perceive themselves as risk takers. They appreciate to engage challenging activities and risks, however, financial risks are "*too hard to take*". Given the fact that Temper is used to solve financial necessities, they do not want to invest their money with the risk of losing them. This type of money management is consistent with this profile.

The locus of control experienced by this profile is reasonably high. As they worked hard to achieve positive academic results, they feel that "*You can control a lot in your life*". It is worth drawing attention to how all the participants of this study experience a similar level of locus of control over the different kind of occurrences in their lifetime.

Regarding the level of drive that this profile has, it is stated by the respondents to be high. Their mindset is characterized by the necessity of always improving the way they solve tasks. As they are extremely focused on what they do, they ask to themselves why an activity is performed with a specific modality instead of another one.

Moving to how self-centered their decision are, these gig-workers are directed towards their psychological necessity as all the previously depicted profiles are. However, these individuals showed the lowest level of egoism in the workplace. They believe that working with their colleague in a dynamic and proactive way is necessary, moreover they identified team playing in the workplace as the key necessity for a great job experience.

Advantages and disadvantages perceived on Temper

While engaging the platform, Temper users perceive both pros and cons. As part of the advantages, the respondents explained that the workers earn an income per hour over the employment contracts'

market average. Moreover, they appreciate the fast job application system as it was described by Mary:

“Like going through interviews and getting a job takes about a month or two sometimes... It's like a long process. And with this (platform), It just asks for an account and number, and I just go to the work the next day.”

This easy process drives people to engage Temper instead of other platforms or job contracts. Nevertheless, many drawbacks were highlighted by the participants. They prefer to find job opportunities within that system instead of the classic job market. Business owner are allowed delete the gig two days in advance, which could lead to stress caused by money issue. In fact, some respondents referred how not having a fixed income or continuously changing the workplace could affect their psychological stability. They perceive a low protection towards independent workers as no pension system or sickness insurance is implemented for this category of workers. Moreover, gig-workers must calculate and pay taxes by themselves, which could result in an annoying activity.

Table 8: Participants clustered in the profiles

Profiles	Participants clustered in the profile
Future Entrepreneur	Participants 5 (Mary), 7 (Tony), 8 (Francis)
Non-entrepreneur	Participant 6 (Lora)

5. Discussion and conclusion

This research was designed to contribute to framework building on gig-workers' personal motivations and to test their entrepreneurial mindset. Societal benefits could be highlighted from both workers and platforms' owners' sides by studying this topic; however, it has not been adequately researched. Starting from the research questions: **Do gig-workers experience entrepreneurs' drivers to engage in their work?** and **Which motivations drive gig-workers to engage gig-economy?** qualitative in-depth interviews were conducted to gather information, enriching the knowledge about independent workers.

This paper aims to comprehend what motivates gig-workers to engage the gig-economy and whether these motivations are similar to the eight entrepreneurs' drivers identified by the literature (Shane et al., 2003). Findings show that all the participants experience at least five out of the eight drivers mentioned, with some respondents reaching seven. These results could lead us to state that gig-workers own an entrepreneurial mindset. In fact, all the gig-workers examined are motivated by the necessity to satisfy their psychological and physical need autonomously, the necessity to be innovative and to take risks. However, some Temper workers do not appreciate financial risks.

Table 9: Matching entrepreneurial drivers with participants

Entrepreneurial motivations	Theory	Part.1	Part.2	Part.3	Part.4	Part.5	Part.6	Part.7	Part.8
AUTONOMY	+	+	+	+	+	+	+	+	+
COMPETENCE	+	+/-	+/-	+	+	+/-	+	+/-	+/-
RELATEDNESS	+/-	+	+	+/-	+/-	+	-	+	+
NEED FOR ACH	+	+	+	+/-	+/-	+	+	-	-
RISK TAKING	+	+	+	+	+	+	+/-	+	+
LOC. OF CONTR.	+	+	+	+	+	+	+	+	+
DRIVE	+	+	+	+	+	+	+	+	+
SELFISH WILL.	+	+	+	+	+	+	+/-	+	+

It is necessary to emphasize that having an entrepreneurial mindset does not always result into the willingness to start the entrepreneurial career. In fact, from in-depth interviews we were able to

understand the personal motivations that guided them into using gig-working platforms. Through the analysis of the 8 entrepreneurial drivers and their personal motivations, four different gig-workers profile with different level of entrepreneurial mindset were designed. The table below shows the most entrepreneurial profiles of gig-worker to least entrepreneurial.

Table 10: Profiles, motivations, and entrepreneurial drivers

Profiles	Motivations	Drivers experienced
Young entrepreneurs	Engage Airbnb to start their first entrepreneurial activity.	Autonomy, Need for achievement, Risk taking, Locus of control, Drive, Selfish willingness.
Senior entrepreneurs	Engage Airbnb to perform an easy entrepreneurial activity.	Autonomy, Need for achievement, Competence, Risk taking, Locus of control, Drive, Selfish willingness.
Future entrepreneurs	Engage Temper to earn money and try different working activities. They consider the entrepreneurial career in future	Autonomy, Need for achievement, Risk taking, Locus of control, Drive, Selfish willingness.
Non entrepreneurs	Engage Temper to earn money. They do not consider entrepreneurial career.	Autonomy, Competence, Need for achievement, Locus of control, Drive.

While specific motivations could be identified in each profile, some of them, such as the willingness to earn money, overlap between the categories. This study’s results revealed that engaging on Airbnb is highly correlated with an entrepreneurial career. In fact, young people engage on this platform in order to start their first business opportunity, while senior gig-workers get involved in it because of its easiness of use. On the other hand, Temper is minorly correlated to entrepreneurial activities. Indeed, results showed that these platform users did not express a clear relation between their personal motivations and an entrepreneurial career, or they clearly expressed their willingness to become an employee. Probably, thanks to the intrinsic features of each platform as exploiting assets and skills on Airbnb, versus employing only immaterial knowledge and skills on Temper, specific platform as house renting one could attract more entrepreneurial individuals than the others. Even if motivations were previously researched by Dunn (202), this study was able to improve the knowledge previously achieved by adding new personal motives that drives people to engage gig-economy, specifically Airbnb hosts’ motivations. Moreover, this research was able to link the perceived advantages and disadvantages to each platform.

Thanks to this study a specific knowledge was added to the gig-workers' literature. Indeed, previous research conducted by Dunn (2020) simply refers to drawbacks experienced by independent worker without linking them to the platforms. From the academic literature about entrepreneur's motivations, the role that socialization has in relation to motivating people to start a business was not clear. This study found a similar result. In fact, although gig-workers perceive socialization in different ways: some participants are motivated to start gig-working activity by the necessity to meet new people, while others are not. Moreover, the findings are in line with Gandhi et al. (2018) research. In fact, all the respondents expressed the need to be independent and the easy access to an income as drivers to become gig-workers. This paper also confirms the hypothesis made by Zhang et al. (2019), indeed we are able to validate that freedom, flexibility and financial motivations are positively related to people's will to engage in gig-economy.

Moving to the theoretical implication, this paper helps to build the theory about gig-workers by extending the framework about entrepreneurs' drivers to gig workers. This theory could be partially applied also to gig-workers. New gig-workers' motivations were found thanks an in-depth analysis of their psychological traits. Moreover, by this study fills the gap about the gig-workers' consideration from an academic point of view. In fact, as it was stated in the introduction, different opinions about their entrepreneurial or employee role were stated by the literature. Previous studies considered both the point of views independently, moreover, they did not reflect on the vast number of gig-economy platforms available in the market. Thanks to our study, it is possible to comprehend how each platform user presents different motivational features and how different skills are requested by each platform. Gig-worker should be analyzed in the future based on the platform they use. In fact, I would suggest that future research should deeply focus on a specific platform and gig-workers, being then able to categorize platforms with similar features and utilized by similar gig-workers.

From a societal point of view, this research has several implications. First of all, given the fact that different kind of gig-workers engage in different platforms, specific training courses could be offered to individuals who want to work independently. It seems, according to the results, that Airbnb hosts appreciate to perform entrepreneurial activities. In future this business company could introduce an incubator for young entrepreneurs or a specific program where entrepreneurs could learn how to manage rental agencies. Platform owners could understand the drawbacks of their platform and try to solve them in order to improve gig-workers' satisfaction. From an economic side, reducing the disadvantages could lead to more people using the platform and consequently revenues will be higher

for platform developer companies. Finally, given the problems regarding the protection of independent workers, more laws could be introduced in order to protect low skilled gig-workers as Temper users.

Limitations

This study presents several shortcomings mainly related to the sample. All the participants were recruited in the Netherlands, so the results may not be transferable to other countries. In order to solve this issue, gig-workers born in other countries but operating in the Netherlands were contacted. However, because of the low response rate only one non-Dutch candidate was available. Even if the results added some important knowledge to gig-workers' theory, the sample of the participants was small. This issue could lead to non-saturation of the results. Moreover, the same problem could be related to the participants' diversity. In fact, Temper users were similar regarding the age. All the respondents from this platform were under the age of thirty years old. The participants' willingness to be interviewed was affected by the fact that middle-aged people had full schedule and had no time to take part in the study. Finally, the last limitation identified concerns the locus of control results. All the participants expressed the same opinion about the control's perception over life events, and this result could be biased by the COVID19 pandemic. In fact, all the people experienced occurrences not determined by their will.

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7. Appendices

Appendix 1: Analysis framework on Airbnb hosts

Airbnb	Participant 1	Participant 2	Participant 3	Participant 4
AUTONOMY	Satisfied by being independent. Many activity to perform alone. Sets high goals Totally proud of her work and of being an entrepreneur.	Need to be independent but gw activities got her exhausted. Being recognized as an entrepreneurial girl.	Satisfied by the feedback system as fb are always positive. Do not care about social recognition. Direction more than goals.	Need to make his own decisions, maintain his freedom while still working. No social recognition.
COMPETENCE	Attended business master which gave her competence. Still want to improve her entrepreneurial skills.	Engage Airbnb because she knew the market and travelled. Attended marketing BSc. Thanks to gw learned how to run a business	Managing a company though him a lot about customers. Many soft and hard skills.	Commercial thinking helps a lot. Managed a company for years. Many skills.
RELATEDNESS	Socialization lifts you up. Likes to have a good social network. Appreciate good relationship with guests. Gw solves that need.	Important need in her life. One of the motivations to engage.	Introvert guy. Socialization do not affect his willingness	Social interaction is important but not on Airbnb. It does not affect
NEED FOR ACH	Highly competitive. Wants to be excellent at work and good host. Internal and external pressure to perform.	Extremely competitive. Complete the tasks perfectly. Gw:100% efforts.	Not really competitive. Puts a lot of effort into gw. Not driven by being the best	Was competitive, but not anymore. Relaxed but still output oriented on Airbnb.
RISK TAKING	Engages risky activities: all in or takes time to weight pros and cons. Likes challenging activities.	Risk taker. Invested on Airbnb. Engage risks to prove herself. Tradeoff between outcomes.	Risk taker. But as long as oversees consequences. Open hand activities.	Calculated risks. Like challenging and risky activities.
LOCUS OF CONTROL	“We are a big factor but we cannot control everything”	“You have control on your life except for specific events”	“Life can be controlled but we need to be aware that not everything can be controlled	“We can manage a lot in our life but several life events cannot be controlled”
DRIVE	Looks for best way to solve tasks. Wants to improve skills	Applies herself to find new and better way as most of the tasks could be improved.	Likes to learn new skills and knowledge. Not too much repetitive tasks. Out of the box concepts withing his company.	Likes to improve ideas.

SELFISH WILLINGNESS	Define herself as quite egoistic. Psychological needs.	Personal needs drive her, as engaging Airbnb. Guests' necessities are important.	Psychological necessities. does not engage activities for other but tries to consider their feeling.	Psychological necessities.. Feeling of people around him are important.
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Appendix 2: Analysis framework on Temper users.

Temper	Participant 1	Participant 2	Participant 3	Participant 4
AUTONOMY	Need independency. Do not like authority. Doing different activities. Set high goals, consider entrepreneurial career.	Need to manage her schedule and likes to control. However, gig working system stresses her. Wants to be recognized as good worker.	Need freedom to decide, want to decide where to work. Goals as starting a hotel in long future.	Need to choose job, adapt schedule. Flexibility. Goals as opening a restaurant in future.
COMPETENCE	Attended courses that help her on Temper. Still wants to learn soft skills and try different jobs.	Her skills are higher than requested. Learned some soft skills.	Academic skills partially useful on Temper. Learned many soft skills on Temp.	Wants to learn as many skills as possible thanks to Temper. Trying many jobs. Learned soft skills.
RELATEDNESS	Socialization is extremely important, and it pushes her to start new gig.	Socialization is an important need in her life but it does not affect her willingness to start a new gig.	Needs to socialize. Looks for best working environment.	Social interaction is important, and affects is willingness to start new gig-works. Socialization broadens his vision.
NEED FOR ACH	Competitive but only when she expects the best from herself. Performances should be good. Internal and external pressure.	Not competitive. Likes good rating so always tries to do her best. Internal and external pressure.	Not competitive. Puts a lot of effort into gw. Internal pressure.	Not competitive. Pressure himself to perform at best gig-works.
RISK TAKING	Engages risky activities but does not like economic risks.	Good at managing risks but not economic one. Likes challenging activities to prove herself.	Risk taker. He is not afraid of risks. Solve them step by step. Boring life without risks.	Risk taker but how he faces them depends on risks. Challenging activities makes you learn.
LOCUS OF CONTROL	Some life events cannot be controlled, but you can decide how to react to them. You can achieve a lot.	You can control a lot in the working and academic field.	He works hard to achieve goals, but some life events cannot be controlled.	Your willingness affects what you can achieve.
DRIVE	Looks for efficient way to solve tasks. New ideas if you can improve them.	Driven by learning and improving. Always looks for better ideas.	Likes to develop new ideas specially when there is room for improvement.	Looks for the most efficient way to solve tasks.

SELFISH WILLINGNESS	What to solve his personal needs. Her necessities come first but these could involve people around.	Personal needs. However, while working other people are important. Define herself team player.	Psychological necessities. Satisfied by helping people.	Psychological necessities Wants to help people while working.
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