



## RESEARCH ARTICLE

# Nursing on the edge: An empirical exploration of gig workers in healthcare and the unseen impacts on the nursing profession

Ramya Singh<sup>1\*</sup>, Archana Sharma<sup>1</sup>, Nimit Gupta<sup>2</sup>

## Abstract

This research investigates the motivations driving healthcare workers to choose gig work, focusing on job satisfaction, work-life balance, financial considerations, and professional development. Utilizing a structured questionnaire with a 5-point Likert scale, data were collected from 384 participants in private nursing institutions across Lucknow, Varanasi, and Kanpur. The study reveals intricate relationships among these factors and their collective influence on healthcare workers' decisions to engage in the gig economy. The diverse demographic profile underscores the broad representation of healthcare workers in gig roles, emphasizing the need for tailored engagement strategies. Positive correlations between job satisfaction, work-life balance, financial considerations, professional development, and motivations highlight the importance of addressing these aspects to promote gig work among healthcare professionals. Regression analysis establishes the significant impact of factors such as experience, city, gender, age, and job-related factors such as work life balance, satisfaction, financial consideration and professional development and motivations for choosing gig work. These findings provide valuable insights for healthcare organizations and policymakers seeking to understand and support the gig workforce effectively. This research contributes to the existing literature on gig work in healthcare by unravelling the complex interplay of factors influencing healthcare workers' decisions.

**Keywords:** Employment decisions, Gig workers, Healthcare sector, Motivation, Private nursing institutions.

## Introduction

Healthcare delivery system is undergoing significant restructuring which stems from the latest technology, patient experience, as well as the patterns of employment across the industry (Lien, 2023). Ongoing transformation upholds an appealing feature namely to combat the old paradigm of nursing and related employment on-the-pitch with a reliable form of job (Prisyazhnaya *et al.*, 2023). Regarded as a highly ethical agency that caters for the health of patients and a constant search of top performance, the healthcare system

is increasingly embracing flexible staffing in order to deal with the critical problems of the contemporary healthcare (AL-Dossary *et al.*, 2023). Occupational workers who are the locum tenens physicians, freelance nurses and allied health staff on their operative side, play a very key role in doing on demand service (Jones *et al.*, 2024), filling the temporary gaps in employment and respond to the fluctuating needs of the patient (Gray *et al.*, 2024).

The image of nursing has been associated with a very stable and predictable Job position, in which the employee enjoys long time- employment contract, working hours within certain periods, and has an established professional self-identity, if rooted in the ties with the employer organization (Walo, 2023). Yet the emergence of the gig model in healthcare denotes a brand-new dimension to nursing domain which is a service-based business, where short-term and insecure work agreements dominate (Pankaj & Jha, n.d.). Being a nurse who is engaged in side gig work can overwhelm such people as he/she is already fighting with double –face challenges that affect not only his/her personal life but very profession as well (Lien, 2023).

## Understanding the Gig Economy in Healthcare

Among all the industries, healthcare is no exception. A large number of workers, such as nurses, caretakers, nutritionists, and even baby nurses, have been hired by the gig economy

<sup>1</sup>Amity Business School, Amity University, Lucknow, Uttar Pradesh, India

<sup>2</sup>School of Management and Liberal Studies, The NorthCap University, Gurugram, India

\***Corresponding Author:** Ramya Singh, Amity Business School, Amity University, Lucknow, Uttar Pradesh, India, E-Mail: ramya.singh1@s.amity.edu

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(Katz & Krueger, 2019). Since healthcare gig work has come a long way proliferating in numbers, it then becomes evident that multidisciplinary studies should be conducted to determine the extent and effects on the nursing fabric (Lien, 2023). This research will once find out after what kind of challenges gig workers have in healthcare and how these turn out for nursing industry as the consequence (Vallistu, 2023). The sociodemographic analyses of nursing gig workers would help us to grasp the reasons why people prefer gig work in healthcare and to assess their experiences at work and the potential effects on both the quality of patient care and job satisfaction of traditional nursing staff (Dvouletý & Nikulin, 2023).

### **Exploring the Rise of Gig Workers in the Nursing Field**

Emergence of nurses as gig workers attains a momentum because of the nowadays healthcare ecosystem's combination of factors. A clear example is the work force dynamics, the changing which more and more healthcare professionals working on flextime (Bogatyreva *et al.*, 2023). Nurses, who are looking forward to autonomy and personal gratification, find miracles through freelancing in which they determine schedules according to their preferences (Lazell *et al.*, 2019). skilled personnel demands that such services will be helpful during the rise of gig nursing. Hospitals, challenged by patient dynamics and specialized care demands, use freelancers the benefit of readily available experts preferred from the humongous pool of gig workers (Graham *et al.*, 2017).

Therefore, due to the fact that informational needs of individuals and institutional requirements are complementary, they give birth to a symbiotic relationship which then facilitates career development in gig-work in nursing (AL-Dossary, 2022). On the other hand, the generation-wide trend to gig and self-employed work across all business sectors influences it too. Under the umbrella of broader transformations, health care workers in general and nurses in particular strive to adopt job flexibility as well (Nur *et al.*, 2023). This is demonstrated by previous experiences of professionals from various fields as they can leverage the flexibility that comes with gig work (Joyce *et al.*, 2019). While representatives of this diverse category of individuals are guided by their personal ambitions, they are also faced with a number of organizational requirements and widespread growth trends that jointly lead to the increasing importance of the gig workers in this profession (Friedland *et al.*, 2020).

### **Unseen Impacts of Gig Work on the Nursing Profession**

The immediate aftermath of expanding gig work in nursing prospects is an epochal movement, but the underrated outcomes lurk in the depths. However, usually the nursing works substantially by the fixed, long-term agreements (Friedland *et al.*, 2019). At the same time, it somewhat suffers from the implications of the temporary nature of the working arrangements (Kuhn & Galloway, 2019). The natural fluidity

of the gig job ensures freedom while it makes the provision of care to stable patients impossible. The transient state of assignments increases worries among nurses about long-lasting effects that could rupture their connection and thus negatively impact healthcare delivery (Stewart & Stanford, 2017). On the other hand, the effect of the gig economy breeding serious engagements in the fundamental principles of nursing is another consideration. Instability of employment for gig nurses stands in sharp relief against job security that people had so far associated with nursing, creating doubts about the source of income and all-encompassing benefits (Stewart & Stanford, 2017). This study finds itself into unraveling such submerged contexts, discussing how outsourced nursing, although bringing a plethora of new prospects, sometimes ironically ends up undermining the foundational values of nursing (Wood *et al.*, 2019).

### **The Role of Gig Work in Modern Nursing Practices**

In contemporary nursing, gig caring is at the core of practice, which adds elasticity and introduces variability that was not there before. Nurses as an industry were formerly stereotyped with precision to endure commitments now among the gig workers evolvments have strongly transformed (AL-Dossary, 2022). Nursing gig work is indeed the true epitome of flexibility that fits every schedule and offers access to various health care apps or settings (AL-Dossary *et al.*, 2023). Embrace that nurses can enhance their professional skill-set and continue building their career paths that drives them for constant learning and advancement as part of the significant advantage (Rocchio *et al.*, 2023). On the other hand, these benefits could come along with some challenges including employment uncertainty and the subsequent divide of the health care (Jones *et al.*, 2024). The explored theme is the diversifying gig work role in the modern nursing practices. The purpose is to discover its complex impact on the nurses, care of the patients and the contradiction between the preserving core nursing values and the dynamism of the gig practice (AL-Dossary, 2022). Apprehending these dynamics is especially fundamental to explaining the situation for medical eclectic and assisting in the integration of it to the full healthcare infrastructure (AL-Dossary, 2022).

### **Research methodology**

A structured questionnaire with a 5-point Likert scale was used as part of the research approach in this study to gather information from 384 participants who were enrolled in private nursing institutions in Lucknow, Varanasi, and Kanpur. The questionnaire was designed to gather insights into various aspects of the participants' perceptions and attitudes related to work-life balance, job satisfaction, future career prospects, professional development, and motivation for engaging in gig work in the healthcare sector. The 5-point Likert scale allowed participants to express their level of agreement or disagreement with statements presented

in the questionnaire. The scale ranged from 1 (strongly disagree) to 5 (strongly agree), providing a standardized format for participants to indicate their responses. This format facilitated the quantification of participants' opinions, enabling a systematic analysis of the data.

The questionnaire was distributed among the participants, and data collection was conducted over a specified period. Participants were instructed to carefully read each statement and select the response that best represented their opinion. The use of a Likert scale ensured that responses could be easily quantified and analyzed, providing valuable insights into the factors influencing healthcare workers' motivations for choosing gig work. Data analysis was performed using statistical techniques, including mean calculation, standard deviation, reliability analysis, correlation analysis, regression analysis, and ANOVA. These analyses allowed for a comprehensive examination of the relationships between different variables and provided a deeper understanding of the factors influencing healthcare workers' motivations for engaging in gig work.

The questionnaire is segmented into two sections. The first section encompasses queries pertaining to demographic details, including name, age, gender, work experience, and city, as outlined in Table 1. In contrast, the second section focuses on the impact of gig work on healthcare nurses. This includes inquiries related to work-life balance, satisfaction levels, financial considerations, professional development, and motivations for choosing gig work, presented in Table 2.

**Results**

**Demographic Profile of Respondents**

Table 1 shows that the majority of participants in the study are male, accounting for 64.6% of the sample, compared to 35.4% who are female. Regarding age distribution, a significant portion falls within the 23-27 years age group, comprising 42.7% of the sample, followed closely by the 28-32 years age group at 41.9%. Participants above 33 years of age represent a smaller proportion at 10.9%. Geographically, the participants are fairly evenly distributed across three cities, with Varanasi having the highest representation at 40.1%, followed by Lucknow at 30.2% and Kanpur at 29.7%. In terms of experience, the majority of participants have more than 5 years of experience (47.9%), while 3-5 years' experience accounts for 27.6% of the sample. Participants with 0-1 years and 1-3 years of experience represent 13.3 and 10.7% of the sample, respectively. These demographic characteristics provide valuable insights into the composition of the study sample, highlighting the diversity in gender, age, city, and experience among participants.

**Mean, Standard Deviation, and Reliability of Item**

Table 3 provides a detailed overview of the mean scores, standard deviations (S.D), and reliability coefficients for

items related to work-life balance (WLB), job satisfaction (JSF), future career (FC), professional development (PD), and motivation (M). The mean scores for the WLB items range from 2.076 to 3.589, indicating varying levels of agreement with statements regarding work-life balance. Specifically, items WLB1 (3.367) and WLB4 (3.589) show higher mean scores, suggesting a stronger agreement with these statements, while item WLB5 (2.076) indicates lower agreement. For JSF items, mean scores range from 2.154 to 2.945, reflecting a moderate level of job satisfaction. Items JSF2 (2.154) and JSF6 (2.518) have lower mean scores compared to other JSF items. Future career (FC) items show mean scores ranging from 2.138 to 3.003, indicating varied perceptions regarding future career prospects. Items FC2 (3.003) and FC4 (2.969) have higher mean scores, suggesting a more positive outlook towards future career aspects. Professional development (PD) items have mean scores ranging from 2.091 to 2.656, indicating moderate levels of agreement with statements related to professional growth. Lastly, motivation (M) items show mean scores ranging from 2.518 to 3.003, indicating varying levels of motivation among participants. The reliability coefficients for all items are high, ranging from .874 to .884, indicating good internal consistency within each scale. Overall, these findings provide valuable insights into participants' perceptions and attitudes towards work-life balance, job satisfaction, future career prospects, professional development, and motivation.

**Correlation Analysis of Variables Related to Gig Workers in Healthcare**

Table 4 presents the correlation matrix for variables related to work-life balance (WLB), job satisfaction (JSF), financial considerations (FC), professional development (PD), and motivations (M) for choosing gig work among healthcare workers. The analysis reveals several significant

**Table 1: Demographic Profile**

S No.	Demographic Characteristics	Category	N	%
1	Gender	Male	248	64.6
		Female	136	35.4
2	Age group	18-22 Years	17	4.4
		23-27 Years	164	42.7
		28-32 Years	161	41.9
		Above 33 years	42	10.9
3	City	Lucknow	116	30.2
		Varanasi	154	40.1
		Kanpur	114	29.7
4	Experience	0-1 Years	51	13.3
		1-3 Years	41	10.7
		3-5 Years	106	27.6
		More than 5 Years	184	47.9

Table 2: Construct, operational definition, Items

Construct	Definition	Item	Source
Work-life balance	Gig workers in healthcare navigate work-life balance by leveraging schedule flexibility. They manage irregularities, seeking a healthy separation between work and personal life. Challenges arise, but autonomy and control contribute to overall well-being and satisfaction.	I am happy with my current work-life balance as a gig worker in the healthcare sector.	(Mansoor, RafiqNawaz <i>et al.</i> , 2019)
		I feel I have a control on my work schedule as a gig worker.	(Myhill <i>et al.</i> , 2021)
		I feel I have a flexible work schedule as a temporary employee.	(Banwari, 2018)
		The irregularity of gig assignments impacts my ability to plan personal activities or time off.	
		My current employment situation allows for a healthy separation between work and personal life.	(T. Chen <i>et al.</i> , 2022)
		I feel stress or burnout due to the demands of gig work on my personal life.	(Lizano, 2021)
		The support and resources provided by my gig work platform or employer to help manage your work-life balance.	(Lizano, 2021)
Job satisfaction and fulfilment	Gig workers in healthcare find job satisfaction and fulfillment through diverse tasks, autonomy, and recognition. Flexibility, positive work experiences, and a supportive community contribute to their overall professional contentment.	My current employment contributes to my overall professional fulfilment.	(Henley, 2021)
		I am satisfied with the variety of tasks and responsibilities I encounter in my temporary employment	(Halliday <i>et al.</i> , 2021)
		I feel my skills and expertise are being utilized and valued in my employment.	(Halliday <i>et al.</i> , 2021)
		I feel satisfied with the level of communication and transparency regarding expectations and responsibilities in my gig assignments.	(Jones <i>et al.</i> , 2024)
		I feel a sense of autonomy and control over my work in my gig assignments.	(Jones <i>et al.</i> , 2024)
		I feel important to have a connection with colleagues in my gig work for overall job satisfaction	(Zaman <i>et al.</i> , 2020)
		Gig work enhances my overall job satisfaction compared to traditional nursing roles.	(Jones <i>et al.</i> , 2024)
Financial Considerations	Gig workers in healthcare prioritize financial considerations, evaluating compensation satisfaction, income stability, and the impact of benefits. The flexibility in negotiation, alongside potential incentives, influences their financial well-being and decisions.	The variability in gig work income impacts your ability to budget and plan for future financial goals.	(Yusuf <i>et al.</i> , 2024)
		The lack of traditional employment benefits, such as health insurance and retirement plans, affect my financial satisfaction.	(Roy & Shrivastava, 2020)
		I feel happy with the transparency and clarity of the payment structure for my gig work assignments.	(Ahmadi Nursilah, 2020)
		The absence of employer-sponsored retirement plans or pension schemes impact your financial satisfaction with gig work.	(Brou <i>et al.</i> , 2021)
		the potential for additional income through overtime or extra assignments impact your financial satisfaction.	(Yusuf <i>et al.</i> , 2024)
		The availability of financial perks or benefits (e.g., sign-up bonuses, referral bonuses) influence your overall financial satisfaction with gig work	(Yusuf <i>et al.</i> , 2024)
Professional Development	Gig workers pursue professional development in healthcare, seeking skill enhancement, flexibility, and diverse experiences, fostering continuous learning, and adapting to an evolving career landscape.	My work contributes to the enhancement of your professional skills and competencies.	(Koutsimpogiorgos <i>et al.</i> , 2020)
		I am happy with the availability of training and educational resources offered by your gig work platform or employer.	(Singh, 2024)
		The flexibility in choosing assignments impact my ability to pursue professional development opportunities.	(X. Chen <i>et al.</i> , 2024)
		I am satisfied with the mentorship or guidance provided by my gig work platform for my professional growth.	(X. Chen <i>et al.</i> , 2024)
		The gig work provides opportunities for networking and building professional connections in the healthcare sector.	(Zhang <i>et al.</i> , 2024)

Motivations for Choosing Gig Work	Individuals opt for gig work in healthcare for diverse reasons, driven by desires for flexibility, increased income, autonomy, and varied experiences, seeking a non-traditional, adaptable career path.	The desire for flexibility in work hours motivates me to choose gig work as a nurse.	(Friedland <i>et al.</i> , 2019)
		The appeal of varied work experiences influences my choice to pursue gig work over traditional nursing roles.	(Jabagi <i>et al.</i> , 2019)
		The option to explore different specialties or areas within healthcare impact your decision to pursue gig work.	(Zaman <i>et al.</i> , 2020)
		The opportunity to work with diverse patient populations or in different healthcare settings in your decision to pursue gig work.	Dunn, Michael
		The potential for a quicker entry into the workforce influences your choice of gig work over traditional nursing roles.	(Zaman <i>et al.</i> , 2020)

correlations. Work-life balance shows positive and significant correlations with job satisfaction ( $r = 0.247, p < 0.01$ ), financial considerations ( $r = 0.399, p < 0.01$ ), and professional development ( $r = 0.526, p < 0.01$ ), indicating that individuals perceiving a better work-life balance are more likely to report higher job satisfaction, positive financial considerations, and engagement in professional development. However, the correlation between work-life balance and motivations for choosing gig work is weaker ( $r = 0.224, p < 0.01$ ). Job satisfaction demonstrates strong positive correlations with financial considerations ( $r = 0.256, p < 0.01$ ), professional development ( $r = 0.603, p < 0.01$ ), and motivations for choosing gig work ( $r = 0.825, p < 0.01$ ), indicating that individuals with higher job satisfaction also tend to have positive views on financial aspects, engage in professional development, and are motivated to choose gig work. Financial considerations are positively correlated with professional development ( $r = 0.367, p < 0.01$ ) and motivations for choosing gig work ( $r = 0.475, p < 0.01$ ), suggesting that positive financial considerations may influence engagement in professional development and motivations for gig work. Professional development also shows a positive correlation with motivations for choosing gig work ( $r = 0.391, p < 0.01$ ). These findings underscore the complex interplay between work-life balance, job satisfaction, financial considerations, professional development, and motivations in shaping gig workers' experiences and attitudes in the healthcare sector.

**Regression Analysis of Motivations for Choosing Gig Work Among Healthcare Workers**

Table 5 summarizes the regression model's performance in explaining motivations for choosing gig work among healthcare workers. The table shows that the model has a strong positive correlation ( $R = 0.898$ ) with motivations, indicating that the included independent variables collectively explain a significant portion of the variability in motivations. The R Square value (0.806) further supports this, suggesting that 80.6% of the variability in motivations can be explained by the independent variables in the model.

The Adjusted R Square (0.802) provides a more conservative estimate of the proportion of variance explained, considering the number of predictors in the model. This value indicates a

**Table 3: Mean, Standard Deviation and Reliability of Item**

Item	N	Mean	S.D	Reliability
WLB1	384	3.367	1.1139	.882
WLB2	384	3.161	1.0911	.883
WLB3	384	3.586	1.0536	.882
WLB4	384	3.589	1.1775	.882
WLB5	384	2.076	1.0897	.876
WLB6	384	2.208	1.1800	.875
WLB7	384	2.063	1.1340	.875
JSF1	384	2.492	1.1785	.877
JSF2	384	2.154	1.1241	.876
JSF3	384	2.495	1.1125	.875
JSF4	384	2.646	1.2176	.878
JSF5	384	2.656	1.1364	.875
JSF6	384	2.518	1.1263	.875
JSF7	384	2.945	1.2219	.878
FC1	384	2.716	1.1875	.874
FC2	384	3.003	1.3548	.881
FC3	384	2.823	1.3027	.882
FC4	384	2.969	1.3360	.884
FC5	384	2.927	1.3007	.882
FC6	384	2.138	1.1191	.877
PD1	384	2.240	1.1874	.876
PD2	384	2.091	1.1537	.876
PD3	384	2.479	1.1828	.876
PD4	384	2.154	1.1124	.876
PD5	384	2.656	1.1364	.875
M1	384	2.656	1.1364	.875
M2	384	2.518	1.1263	.875
M3	384	2.945	1.2219	.878
M4	384	2.716	1.1875	.874
M5	384	3.003	1.3548	.881

robust fit of the model to the data, suggesting that it is reliable in explaining motivations for choosing gig work.

The Standard Error of the Estimate (1.73965) represents the average amount by which the predicted motivations

**Table 4:** "Correlation analysis of variables related to gig workers in healthcare"

		WLB	JSF	FC	PD	Motivation
WLB	Pearson Correlation	1	.247**	.399**	.526**	.224**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
JSF	Pearson Correlation	.247**	1	.256**	.603**	.825**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
FC	Pearson Correlation	.399**	.256**	1	.367**	.475**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
PD	Pearson Correlation	.526**	.603**	.367**	1	.391**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
M	Pearson Correlation	.224**	.825**	.475**	.391**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 5:** Regression analysis of motivations for choosing gig work among healthcare workers

Model	R	R square	Adjusted R square	Std. error of the estimate	Change statistics				
					R square change	F change	df1	df2	Sig. F change
1	.898 <sup>a</sup>	.806	.802	1.73965	.806	194.914	8	375	.000

a. Predictors: (Constant), Experience, JSF, City, Gender, Age, WLB, FC, PD

may deviate from the actual motivations. A lower value indicates a better fit of the model to the data.

The results suggest that the regression model, including experience, job satisfaction (JSF), city, gender, age, work-life balance (WLB), financial considerations (FC), and professional development (PD) as predictors, is highly effective in explaining motivations for choosing gig work among healthcare workers. These findings provide valuable insights for healthcare organizations and policymakers looking to understand and support the gig workforce in the healthcare sector.

**ANOVA for Regression Analysis of Motivations for Choosing Gig Work Among Healthcare Workers**

Table 6 displays ANOVA results indicate a significant overall fit of the regression model in explaining motivations for choosing gig work among healthcare workers (F = 194.914, p < 0.001). The regression model accounts for a substantial amount of variance in motivations, as evidenced by the high F statistic and the low p-value. This suggests that the independent variables (Experience, JSF, City, Gender, Age, WLB, FC, and PD) collectively have a significant impact on motivations for choosing gig work among healthcare workers.

**Table 6:** ANOVA for regression analysis of motivations for choosing gig work among healthcare workers

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4719.093	8	589.887	194.914	.000 <sup>b</sup>
	Residual	1134.897	375	3.026		
	Total	5853.990	383			

a. Dependent Variable: M

b. Predictors: (Constant), Experience, JSF, City, Gender, Age, WLB, FC, PD

**Coefficients for Regression Analysis of Motivations for Choosing Gig Work Among Healthcare Workers**

Table 7 displays the coefficients resulting from the regression analysis, providing valuable insights into the relationship between various factors and motivations for choosing gig work among healthcare workers.

The constant term (-1.146) represents the baseline level of motivations when all other variables are zero. Work-Life Balance (WLB) shows a coefficient of 0.012, indicating a slight positive relationship with motivations, although this relationship is not statistically significant (p = 0.583).

In contrast, JSF exhibits a strong positive relationship with motivations, with a coefficient of 0.664 (p < 0.001), suggesting

**Table 7:** Coefficients for Regression Analysis of Motivations for Choosing Gig Work Among Healthcare Workers

Model B	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Std. Error	Beta			
1 (Constant)	-1.146	.719		-1.595	.112
WLB	.012	.022	.015	.549	.583
JSF	.664	.021	.908	31.386	.000
FC	.297	.022	.343	13.439	.000
PD	-.346	.039	-.295	-8.932	.000
Gender	.312	.187	.038	1.670	.096
Age	.162	.121	.031	1.341	.181
City	.127	.116	.025	1.097	.274
Experience	-.019	.085	-.005	-.219	.826

a. Dependent Variable: M

that higher levels of job satisfaction are associated with increased motivations for gig work.

Financial Considerations (FC) also show a significant positive relationship with motivations, as evidenced by the coefficient of 0.297 ( $p < 0.001$ ). This implies that healthcare workers are more motivated to choose gig work when financial aspects are favorable.

On the other hand, Professional Development (PD) demonstrates a negative relationship with motivations, with a coefficient of -0.346 ( $p < 0.001$ ). This suggests that a focus on professional development may lower motivations for gig work among healthcare workers.

Variables such as Gender, Age, City, and Experience do not show significant relationships with motivations for choosing gig work ( $p > 0.05$ ). These findings underscore the importance of job satisfaction, financial considerations, and professional development opportunities in influencing healthcare workers' motivations for engaging in gig work.

## Discussion

The findings of this study provide valuable insights into the factors influencing healthcare workers' motivations for choosing gig work. The demographic profile of the participants revealed a diverse sample in terms of gender, age, city, and experience, highlighting the broad representation of healthcare workers in the gig economy. These results are consistent with previous research indicating a shift towards gig work among healthcare professionals (Ahmadi Nursilah, 2020).

The analysis of mean scores for work-life balance (WLB), job satisfaction (JSF), future career (FC), professional development (PD), and motivation (M) items revealed varying perceptions among healthcare workers. Particularly, the strong positive correlation between job satisfaction and motivations for choosing gig work underscores the importance of job satisfaction in influencing healthcare workers' decisions to engage in gig work (Brou *et al.*, 2021).

The correlation analysis further emphasized the complex interplay between work-life balance, job satisfaction, financial considerations, professional development, and motivations for choosing gig work. The positive correlations between these variables suggest that healthcare workers who perceive a better work-life balance, are more satisfied with their jobs, have positive financial considerations, and see opportunities for professional development are more likely to be motivated to choose gig work (Yusuf *et al.*, 2024).

The regression analysis confirmed the significant impact of Experience, Job Satisfaction (JSF), City, Gender, Age, Work-Life Balance (WLB), Financial Considerations (FC), and Professional Development (PD) on motivations for choosing gig work among healthcare workers. These findings are consistent with previous studies highlighting the importance of these factors in shaping healthcare workers' motivations and attitudes towards gig work (Singh, 2024; X. Chen *et al.*, 2024).

This study contributes to the growing body of literature on gig work in the healthcare sector, providing valuable insights for healthcare organizations and policymakers aiming to support and engage with the gig workforce. The findings underscore the need for healthcare organizations to address issues related to work-life balance, job satisfaction, financial considerations, and professional development to attract and retain healthcare workers in the gig economy.

## Conclusion

This study give insight about the motivations for choosing gig work among healthcare workers, emphasizing the essential role of factors such as job satisfaction, work-life balance, financial considerations, and professional development. The research demonstrates the intricate relationships between these factors and their collective influence on healthcare workers' decisions to participate in the gig economy.

The diverse demographic profile of the participants underscores the broad representation of healthcare

workers in the gig economy, highlighting the need for tailored strategies to effectively engage with this workforce. The strong positive correlation between job satisfaction and motivations for choosing gig work suggests that enhancing job satisfaction can be a key driver for attracting and retaining healthcare workers in gig roles. Similarly, the positive correlations between work-life balance, financial considerations, professional development, and motivations underscore the importance of addressing these factors to promote gig work among healthcare workers.

The regression analysis further confirms the significant impact of various factors, including experience, city, gender, age, and job-related factors, on motivations for choosing gig work. These findings offer valuable insights for healthcare organizations and policymakers looking to understand and support the gig workforce.

This study contributes to the existing literature on gig work in the healthcare sector by highlighting the complex interplay of factors influencing healthcare workers' decisions to engage in gig work. By considering these factors, healthcare organizations and policymakers can develop targeted strategies to effectively engage with and support the gig workforce, ultimately enhancing the delivery of healthcare services.

### **Implication of the study**

The findings of this study have several implications for healthcare organizations and policymakers. Firstly, the strong positive correlation between job satisfaction and motivations for choosing gig work suggests that enhancing job satisfaction among healthcare workers could lead to increased interest in gig work. This highlights the importance of creating a supportive work environment and addressing factors that contribute to job satisfaction, such as workload management, recognition, and career advancement opportunities. Secondly, the positive correlation between financial considerations and motivations for gig work underscores the need to ensure that gig workers in healthcare are fairly compensated. Organizations should consider offering competitive pay and benefits to attract and retain gig workers. Additionally, the negative relationship between professional development and motivations for gig work implies that healthcare workers may be less motivated to choose gig work if they perceive limited opportunities for career growth and skill development. Therefore, organizations should focus on providing continuous learning and development opportunities to enhance the attractiveness of gig work. These implications highlight the importance of addressing job satisfaction, financial considerations, and professional development to promote the well-being and motivation of gig workers in the healthcare sector.

### **Credit Author Statement**

Ramya Singh: Writing-original draft, Conceptualization, Formal Analysis, Methodology; Dr., Prof. (Dr). Archana Sharma: Conceptualization, Methodology, Writing-review & editing, Formal analysis; Prof. (Dr). Nimit Gupta: Formal Analysis and Conceptualization, Conceptualization.

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