

Saudi Women in Gig Work Environment: Perceptions, Practices, and Experiences

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Abstract

This study explores how females in Saudi Arabia perceive gig work, mainly ride services such as Uber. Based on the literature review findings, people have two significant patterns in the West while working in the gig economy: motivations and demotivation to embrace gig work. However, none has yet to assess such gender dynamics in a religiously conservative society like Saudi Arabia. Saudi women's perspectives, attitudes, and incentives with regard to online gig work could vary dramatically from those of Western women. By understanding the experiences of Saudi women in gig work, the Saudi vision 2030 might be achieved sufficiently because gig work can encourage more women to enter the workforce. Therefore, this study employs a qualitative methodology using a single case study as the goal is to develop a greater understanding of social environments by assessing perceptions and experiences among individuals.

Keywords: Saudi women, gig work, Uber, experience