

## ANALYZING THE CHALLENGES AND MOTIVATIONS OF GIG ECONOMY INDEPENDENT WORKERS

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### Abstract

Independent contractors can leverage their skills outside of traditional employment thanks to the gig economy's matchless freedom and earning possibilities. However, there are significant drawbacks to this approach, including inconsistent income, a lack of benefits (such as retirement and healthcare), and a lack of work stability. These workers often struggle with algorithmic monitoring and protection problems, driven by their desire for autonomy and control over their work schedules. The sector promotes a better work-life balance and quick access to employment possibilities by contribution workers with unparalleled flexibility, autonomy, and prospects for additional revenue. With this employment prototype, societies can choose their own working hours, places, and types of activities such as care giving tasks or speculative endeavours, may find this tractability very helpful. Using digital platforms and apps to match employees with temporary jobs and projects may generate opportunities for earning money, acquisition work experience, and growing one's network. However, gig work can be somewhat erratic, which can result in erratic earnings and a lack of social and labour safeguards. Gig work's flexibility has many benefits, but it's crucial to understand the significant drawbacks as well, like erratic income and the lack of traditional employment benefits like health insurance and retirement plans. Trades must consider the potential drawbacks even though engagement independent contractors for specific projects can be lucrative without the costs associated with full-time employees. They risk harming their notoriety and their relationship with these essential gig workers if they fail to maintain an inclusive workplace culture. Businesses and freelancers can overcome these obstacles by emphasizing justice and assistance, fostering an environment of compassion and understanding.

**Key Words:** Gig Economy, Challenges, Independent workers, Employment.

### Introduction

The knowledge that each job is analogous to a unique "gig" is where this perception it is a monetary activity that utilizes temporary or freelance workers to carry out tasks, primarily in the provision sector. All platforms that hire independent contractors, consultants, and employees in a variety of industries, such as information technology, content production, social media marketing, communications, food and beverage, and creative fields like art and design, are included in the gig economy.

In the modern world, the term "Gig," which first appeared some decades ago, has grown in significance. Nowadays, the phrase "gig economy" refers to short-term contracts, temporary jobs, or freelance labour that people do on a project-by-project basis and get paid after finishing a task. All stands that hire autonomous outworkers, counsellors, and workforces in a variety of productions, such as material technology, satisfied construction, social media marketing, communications, food and beverage, and creative professions like art and design, are comprised in this gig frugality.

There are presently about 7.7 million gig employees in India, and estimates indicate that number might increase to 23.5 million by 2029–2030. Over the course of several decades, the gig economy has

significantly changed due to changes in the economy, workplace culture, and technological developments. This category of gig workers includes a wide variety of independent contractors with talents like explicit design and inscription, ride-sharing drivers, task-based workers with services like house cleaning, and advisers with specific knowledge.

The possibility to create various income sources, and potentially enhanced work-life equilibrium by (Li, 2023) functions through digital platforms that lower the barriers for entry into various labour markets, permitting workforces to contribute in dependent engagement at their own opportunitiesness (Huang et al., 2018). For workers, especially those in developing nations or that facing job frustration, offers a chance for increased income and a variety of work opportunities through platforms similar up work, which links freelancers with businesses internationally (Green et al., 2018). This repeatedly results in an overflow of labour, lower wages, extensive hours, and neglected waged conditions (McClenahan et al., 2017). Indulgent these connotations is vital for developing targeted strategies and policies that can successfully address the emergent work atmosphere inside the gig economy (Banik & Padalkar, 2021). It promotions queries about recompense impartiality, job satisfaction, and the probable for superior monetary inclusively (Curran & Jenks, 2022; Sarker et al., 2024). Gig budget remainders an earth-shattering hesitation for representatives, constructions, and dicks (Healy et al., 2017).

## Review of Literature

According to Karlsson and Wranne (2019), the primary driving forces are clearly independence and advancement; there are chances and constraints for the dissemination of theory. While possibilities are tied to the comparisons in jobs when regarded as self-employed, the limitations are related to insolences that are closely linked to the entrepreneurial process.

With an highlighting on independent professionals a assembly that is usually classified as non-standard workforces Pichault and McKeown (2019) offer a critical assessment of the current debate nearby workplace autonomy. Together, these elements create an analytical matrix that can contribution people, professionals, and legislators in comprehending the advantages and contests of generating work patterns.

Mali (2020) examined the emergence and consequences of the gig economy in India. The study concludes that the gig economy is growing in popularity in Indian labor markets and has an effect on organizational and economic dynamics, even though it is not entirely displacing traditional employment.

According to Roy and Shrivastava (2020), the gig economy significantly impacts employment across various industries, it adversely affects the working conditions within the sector. According to Çiğdem (2022), this flexibility also contrasts with the often optimistic portrayals of a fluid economy.

Pawar and Srivastava (2022) accentuating the effects of employment legislation. The study by Salleh et al (2023) the amount of riders available and consumer demand might have an impact on daily job assignments. Depending on these variables, job assignments change.

Kajendran et al. (2023) the physical, emotional, and cognitive engagements of gig workers in order to degree the unceasing rendezvous of independent personnel. Thankachan (2024) Opportunities in this industry include flexible work schedules, increased spending, entrepreneurship, short-term employment, and skill development. Inadequate legal frameworks, unstable income, a lack of social protection, labor exploitation, and market disruption are some of the difficulties.

Kurian and Bindu Madhavi (2024) a precise exploration looks into the intent, encounters, wellbeing, pressure, and excellence of life of gig employments. On the supplementary hand, challenges destructively affect stress, which impressions mental health.

Asha Kori (2024) carries out a study that sightsees the complications gig employees have in the current low-cost and aspects at how these disputes impact their wide-ranging well-being and job consummation. According to Koley (2025), nevertheless the gig economy offers workers chances for self-rule, flexibility, and skill expansion; it similarly has downsides like monetary defencelessness, engagement improbability, and a lack of welfares.

### Objectives of The Study

1. To exploration the influences that effect autonomous workers gig economy.
2. To ascertain the hurdles and motivations faced by workers.

### Research Methodology

A logical survey surrounding numerous phases of gig work experiments was developed based on the intentions of the study. The form was distributed to a sample of 270 labours who were nominated by simple random sampling. People were invited to fill out the survey over a historical of three months. Moral deliberations such as informed permission and confidentiality were carefully considered throughout the entire research process. All things measured, the numerical research practice permissible for a methodical investigation of the contests and concerns faced by gig workers, permitting for the creation of proposals for their determination that are backed by practical data. This study employed a expressive organization and subordinate data. It mostly comprises a descriptive and analytical review of the corpus of current literature. Individual focus is placed on recognizing the industry's key trends, challenges, and motivating factors.

### Analysis And Interpretation of Data

Table - 1: Gender

Gender	Frequency	Percent
Male	129	47.8
Female	141	52.2
<b>Total</b>	<b>270</b>	<b>100.0</b>

Table-1 proposes that there were faintly more feminine plaintiffs in the inspection than male defendants.

Table - 2: Age

Age	Frequency	Percent
21 – 30 years	96	35.6
31 – 40 years	64	23.7
41 – 50 years	85	31.5
Above 50 years	25	9.3
<b>Total</b>	<b>270</b>	<b>100.0</b>

According to the age dissemination of defendants, belong to the age groups that are frugally engaged and job-wise productive, safeguarding the study's opinions are current and pertinent.

**Table - 3: Education Qualification**

<b>Education Qualification</b>	<b>Frequency</b>	<b>Percent</b>
Diploma	116	43.0
Undergraduate Degree	47	17.4
Postgraduate Degree	10	3.7
Professional Degree	97	35.9
<b>Total</b>	<b>270</b>	<b>100.0</b>

Table - 3 describes the crucial role in offering employ to those with nominal skills and engagement training. Indicating its importance, gig work emerges as a vital career path for people with mid-level and professional scholastic backgrounds.

**Table - 4: Years of Experience**

<b>Years of Experience in Gig Work</b>	<b>Frequency</b>	<b>Percent</b>
Less than 1 year	83	30.7
1 – 3 years	103	38.1
3 – 5 years	48	17.8
More than 5 years	36	13.3
<b>Total</b>	<b>270</b>	<b>100.0</b>

Table - 4 recommend that most defendants are in the early to mid-stages of their gig work careers, reflecting the growing and active nature of the gig economy.

**Table - 5: Marital Status**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>
Single	153	56.7
Married	117	43.3
<b>Total</b>	<b>270</b>	<b>100.0</b>

The consequences that gig work appeals to both married and single people, however it seems to be more well-liked by single offenders because of the liberty and tractability it provides.

**Table - 6: Working Hours**

<b>Average Working Hours Per Day</b>	<b>Frequency</b>	<b>Percent</b>
Less than 4 hours	107	39.6
4 – 6 hours	72	26.7
6 – 8 hours	48	17.8
More than 8 hours	43	15.9
<b>Total</b>	<b>270</b>	<b>100.0</b>

Out of the 270 respondents, the consequences show that independent gig economy workers have a range of work schedules, from part-time to full-time involvement. This variety demonstrates the adaptability of gig work and its capacity to meet a range of financial and lifestyle requirements.

**Table - 7: Income**

Income	Frequency	Percent
Rs.20,001 – Rs.30,000	98	36.3
Rs.30,001 – Rs.40,000	98	36.3
Above Rs.40,000	74	27.4
<b>Total</b>	<b>270</b>	<b>100.0</b>

In summary, the results imply that gig economy jobs offer moderate to high income opportunities for many participants, establishing it as a feasible source of income. Nevertheless, the differences in income levels also point to the disparities in earning potential among gig workers.

**Table - 8: Difference between the Age and the Drivers of the Gig Economy**

ANOVA		Sum of Squares	DF	Mean Square	F	Sig.
Young Demographic Dividend	Between Groups	15.968	3	5.323	3.357	.019
	Within Groups	421.750	266	1.586		
	Total	437.719	269			
Technology Advancements	Between Groups	13.671	3	4.557	8.267	.000
	Within Groups	146.629	266	.551		
	Total	160.300	269			
Increasing Levels of Education and Skills	Between Groups	23.662	3	7.887	4.611	.004
	Within Groups	455.005	266	1.711		
	Total	478.667	269			
Urbanization and Rising Consumer Demand	Between Groups	14.262	3	4.754	2.623	.050
	Within Groups	482.038	266	1.812		
	Total	496.300	269			
Cost-Effective Labour	Between Groups	15.338	3	5.113	2.832	.039
	Within Groups	480.158	266	1.805		
	Total	495.496	269			
Flexible Work Arrangements	Between Groups	15.009	3	5.003	2.903	.035
	Within Groups	458.458	266	1.724		
	Total	473.467	269			
Entrepreneurship	Between	39.105	3	13.035	11.566	.000

	Groups					
Supportive Government Policies	Within Groups	299.769	266	1.127		
	Total	338.874	269			
	Between Groups	13.597	3	4.532	3.739	.012
Startup Culture	Within Groups	322.403	266	1.212		
	Total	336.000	269			
	Between Groups	11.791	3	3.930		
Multi-National Companies (MNCs)	Within Groups	168.805	266	.635	6.194	.000
	Total	180.596	269			
	Between Groups	22.810	3	7.603		
Business Model	Within Groups	458.453	266	1.724	4.412	.005
	Total	481.263	269			
	Between Groups	18.078	3	6.026		
	Within Groups	410.296	266	1.542	3.907	.009
	Total	428.374	269			

Since the significance values (p-values) are less than or equal to 0.05, the results show that there are statistically significant differences between the groups for all the chosen variables. In general, the findings specify that persons from various assemblies have dramatically altered views on the factors that affect contribution in the gig economy.

**Table - 9: Relationship between the Motivations for Gig Workers**

**Motivations for Gig Work**

M1 - Flexibility and Autonomy.

M2 - Financial Need and Supplemental Income.

M3 - Entrepreneurial Freedom.

M4 - Low Barrier to Entry.

M5 - Skill Development and Personal Fulfillment.

M6 - Work-Life Balance.

		Correlations					
		M1	M2	M3	M4	M5	M6
M1	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	270					
M2	Pearson Correlation	.504 <sup>**</sup>	1				
	Sig. (2-tailed)	.000					

	N	270	270			
M3	Pearson Correlation	.154*	.064	1		
	Sig. (2-tailed)	.011	.291			
	N	270	270	270		
M4	Pearson Correlation	.532**	.484**	.264**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	270	270	270	270	
M5	Pearson Correlation	.568**	.505**	.128*	.211**	1
	Sig. (2-tailed)	.000	.000	.036	.000	
	N	270	270	270	270	270
M6	Pearson Correlation	.543**	.498**	.152*	.277**	.820**
	Sig. (2-tailed)	.000	.000	.012	.000	.000
	N	270	270	270	270	270
**. Correlation is significant at the 0.01 level (2-tailed)						
*. Correlation is significant at the 0.05 level (2-tailed)						

Likewise, M1 shows a strong correlation with M4 ( $r = 0.532$ ,  $p < 0.01$ ), M5 ( $r = 0.568$ ,  $p < 0.01$ ), and M6 ( $r = 0.543$ ,  $p < 0.01$ ), highlighting robust interconnections among these dimensions. Additionally, M2 and M4 ( $r = 0.484$ ,  $p < 0.01$ ), M2 and M5 ( $r = 0.505$ ,  $p < 0.01$ ), and M2 and M6 ( $r = 0.498$ ,  $p < 0.01$ ) also display moderate and statistically significant positive correlations. There is a slight but positive correlation between M3 and M6 ( $r = 0.152$ ,  $p < 0.05$ ) and M3 and M1 ( $r = 0.154$ ,  $p < 0.05$ ). The extremely strong correlation between M5 and M6, however, might point to possible multi-collinearity, which should be taken into account in additional structural analysis or regression.

**Table - 10: KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.675	
	Approx. Chi-square	1559.056
Bartlett's Test of Sphericity	DF	91
	Sig.	.000

The current study's Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.675, indicating a moderate and acceptable level of sampling adequacy. The data are deemed appropriate for factor analysis since the KMO value is higher than 0.60.

**Table - 11: Communalities**

Communalities		
	Initial	Extraction
Income Volatility	1.000	.567
Lack of Benefits	1.000	.741
Operational Costs	1.000	.843
Job Insecurity	1.000	.675
Health and Safety Risks	1.000	.588
Isolation and Stress	1.000	.617
Job Insecurity	1.000	.819
Income Instability	1.000	.703

Absence of Formalization	1.000	.818
Insufficient Legal Protection and Social Security	1.000	.802
Disparity in Bargaining Power	1.000	.695
Payment Challenges	1.000	.636
Need for Training and Upskilling	1.000	.683
Social Stigma	1.000	.820
Extraction Method: Principal Component Analysis.		

Variables such as Operational Costs (0.843), Social Stigma (0.820), Absence of Formalization (0.818), Job Insecurity (0.819), and Insufficient Legal Protection and Social Security (0.802) show high extracted communalities. This means these factors are effectively captured in the analysis and play a significant role in highlighting the challenges faced by gig economy workers. Income Instability (0.703), Disparity in Bargaining Power (0.695), Need for Training and Upskilling (0.683), Payment Challenges (0.636), Isolation and Stress (0.617), Health and Safety Risks (0.588), and Income Volatility (0.567) all show moderate communalities. Additionally, the factor structure adequately accounts for these variables.

Overall, it can be said that the extracted factors adequately explain the variance of the observed variables because all extracted communalities meet the suggested threshold of 0.50. As a result, every variable is suitable for additional factor analysis and interpretation.

**Table - 12: Total Variance Explained**

Component	Total Variance Explained								
	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.953	28.239	28.239	3.953	28.239	28.239	3.657	26.121	26.121
2	2.280	16.285	44.524	2.280	16.285	44.524	2.095	14.962	41.084
3	1.512	10.802	55.326	1.512	10.802	55.326	1.535	10.962	52.046
4	1.218	8.699	64.025	1.218	8.699	64.025	1.366	9.759	61.804
5	1.044	7.455	71.480	1.044	7.455	71.480	1.355	9.676	71.480

Extraction Method: Principal Component Analysis.

The criterion of eigen values greater than one was used to extract five components. With an eigen value of 3.953, the first component accounts for 28.239% of the variance. This suggests that the first issue is the most important in explaining the difficulties independent gig economy workers confront. With an eigen value of 2.280 and a cumulative variance of 44.524%, the second component accounts for 16.285% of the overall variance. With 10.802% of the variance explained by the third component, the cumulative variance rises to 55.326%. The cumulative variance is 64.025% after the fourth component's 8.699% contribution, and 71.480% after the fifth component's 7.455% explanation. Following rotation, the five components collectively explain 71.480% of the variance.

**Table - 13: Rotated Component Matrix**

	Rotated Component Matrix <sup>a</sup>				
	Component				
	1	2	3	4	5
Insufficient Legal Protection and Social Security	.874				
Job Insecurity	.865				
Absence of Formalization	.853				
Income Instability	.761				
Isolation and Stress	.711				
Operational Costs		.902			
Lack of Benefits		.814			
Job Insecurity		.716			
Social Stigma			.893		
Payment Challenges			.570		
Disparity in Bargaining Power				.786	
Income Volatility				.719	
Health and Safety Risks					.724
Need for Training and Upskilling					.582
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

**Component 1:** Employment Security and Institutional Support- The first factors demonstrate significant loadings for Insufficient Legal Protection and Social Security, Job Insecurity, Absence of Formalization, Income Instability, and Isolation and Stress. Consequently, this component may be designated as "Employment Security and Institutional Support."

**Component 2:** Financial and Operational Constraints- The second factors demonstrate operational costs, lack of benefits, and job insecurity.

**Component 3:** Social Recognition and Payment Issues- Ah, the third wheel of Social Stigma and Payment Challenges trails.

**Component 4:** Bargaining Power and Income Uncertainty- Strong loadings for Income Volatility and Disparity in Bargaining Power are seen in the fourth component. This element could therefore be referred to as "Bargaining Power and Income Uncertainty."

**Component 5:** Occupational Risk and Skill Development- Health and Safety Risks and the Need for Training and Upskilling make up the fifth component. "Occupational Risk and Skill Development" is a possible name for this component.

### Recommendations and Conclusion

A gig economy, simply put, is a setting where companies hire independent workers for temporary, short-term jobs. Gig workers bring a wealth of skills, which helps save time. However, companies face challenges when gig workers are located overseas or in different cities. This makes coordination difficult, as well as establishing a good relationship with the team. Companies are willing to hire gig workers for roles such as government relations and senior leadership positions as they expand into new areas, products, tech research and development, and even for communication tasks. The gig economy is

changing the nature of modern labor by providing financial power, flexibility, and freedom. It gives people the freedom to choose their occupations, but it also necessitates flexibility, concentration, and ongoing skill development.

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