

THE ESSENCE OF FREELANCE ACTIVITY, CHARACTERISTICS OF ITS
DEVELOPMENT

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Abstract: *This article provides information on freelancing activities and develops new ways of developing freelancing in the context of Industry 4.0.*

Key words: *Industry-4.0, information technology, freelancing, e-employment, e-business.*

Under the influence of serious structural changes in the world economy, the issues of the human factor, his employment, optimization of working days, effective use of his free time are among the most urgent issues of today. One of the main reasons for this is information technology, the achievements of the fourth industrial revolution such as "Industry 4.0". A person can occupy himself online in his free time using new information technologies. Such activities are considered as freelance activities.

If the negative effects of freelancing activity are determined by the features such as not having a permanent job, the lack of permanent sources of income, the positive aspects of freelancing activity are the features such as the absence of permanent supervisor control over the employee, self-determination of working hours, the absence of excessive expenses and the need for large amounts of funds. will appear as Today, a large part of the population wants to work independently and spend their earned income freely, which increases the attractiveness of freelancing. It is typical for all participants to work individually in this activity, which must be taken into account when developing labor activity strategies, and it operates based on consumer orders. In this regard, privacy and personal matters are the first priority for freelancers.

R. Castel revealed wage labor and its essence on the example of France. They were widely used mainly in the mining industry, in agriculture, and in industries with difficult conditions. Information on their work is not given in legal and regulatory documents. In the following years, the rapid development of science and technology changed the nature and form of wage labor. The need for narrowly specialized specialists in the labor market and the desire of more workers to work independently led to the rapid development of freelance activities.

According to U. T. Malone, freelancers are not only innovative professionals, but also free agents who can communicate freely with information and communication technologies, from practical projects and temporary employment. They, in turn, are specialists in electronic business and digital economy (e-business, e-economy), but also their participants. Through freelancers, the concept of "electronic employment" has entered the science and consists of a group of specialists who have deep knowledge of (face-to-face) communication technologies and conduct labor relations in virtual systems [1].

At the same time, with the advent of the digital economy, the term "digital employment" has also started to be used. K. Gareis, T. W. Malone, R. Laubacher, M. S. Scott Morton, R. Jones, and J. Rifkin from the foreign scientists used the term non-standard workers, they are employed people, but

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they need information to meet the needs of modern society. - users of communication technologies, communication operating on a global scale, innovations and new technologies are defined as broad users [2]. The development of industrial society not only changes new technologies, but also changes the ideology and purpose of work. According to M. Weber, under the influence of such innovative changes, there will be cultural changes, and along with the ideology of work, the ethics of work will also change [3].

At the end of the 20th century, the share of the non-standard employed population began to increase, and the number of freely employed people - freelancers - increased among them. According to L. Boltanski and E. Kyapello, under the influence of such factors as the rapid development of global communication networks, the Internet, the formation of global financial systems, which began in the 1980s, the formation of narrow management bodies in enterprises and organizations, the development of innovative activities began to require creative approaches.

According to A.V. Shevchuk, clear employment trends began to take shape in later periods. They can include flexibilization employment, restructuring employment, and destandardization employment types. After losing their jobs in the modern market economy, they can conduct work activities in virtual offices. Such virtual offices will be able to be established by representatives of any population. Virtual communications, internet, mobile communication tools are used for this activity.

Serious changes in modern society lead to changes in socio-economic relations and cultural spheres. They, in turn, lead to the emergence of "virtual labor markets" and all labor activities are systematically carried out on virtual platforms. And V.S. Kharchenko Freelancing is one of the non-traditional forms of life and employment, characterized by its own characteristics of labor relations. It is appropriate to give special recognition to the scientific research conducted by J.T. Toshchenko. The process of individualization of labor activity began to emerge, and this process became more active under the influence of the information society and under the influence of the post-industrial development stage. Freelancing is characterized by several bright aspects of conducting work individually:

firstly, workers individualize their labor relations, determine their work activities and time, and independently develop work strategies;

secondly, temporary virtual labor relations are established between workers and employers, exhibiting multiple forms of employment and simultaneously implementing several clients and projects;

thirdly, temporary labor contracts or labor contracts are completed in virtual form, requiring consideration of risk factors;

fourth, the worker sells his knowledge, performs the agreed tasks in his specialized field on time and in a quality manner;

fifthly, a freelancer should master new technologies, engage in intellectual activities and organize his activities based on creative approaches.

Freelancing is a new model of employment or self-employment. In our opinion, "freelancers are free, independent people who set their working hours independently, are low-cost professions, or are a segment of the population active in virtual systems that widely use new information technologies." The word freelance, based on historical sources, is more associated with mercenaries. Freelancers essentially tend to work alone, work individually, be independent, and set tasks before

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themselves by building long-term relationships with one of their employees. Freelance activity in the Republic of Uzbekistan appeared in the 20s of the 20th century and is inextricably linked with the strengthening of global Internet systems in the country and the increase of Internet speeds.

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