



MASTER THESIS

Exploring different types of Multiple Job Holding through the Gig Economy: their Push and Pull factors.

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Introduction

This paper examines the phenomenon of Multiple Job Holding (MJH) by those working in Gig Economy. Here, the Multiple Job Holder (MJHer) is defined as the worker who: "working more than one job at a time" (Allen, 1998). The first research about multiple job holding dates to the early sixties where the phenomenon of the so-called "Moonlighters" was investigated, these were workers who used to do a second job during the night in order to get more earnings to meet the needs of the family (Wilensky, 1963). Although the phenomenon of MJH can be considered one of the pioneers about flexible work, it has an important relevance even nowadays. Indeed, some recent studies have estimated that between 5% and 35% of the population of the United States of America has more than one job at the same time (Manyika, Lund, Bughin, Mischke, & Mahajan, 2016; U.S. Bureau of Labor Statistics, 2017; Upwork & Freelancers Union, 2018). Today, there are several reasons why workers engage in more than one job. According to the study of Wilensky (1963) workers are motivated to employ more than one job mainly for: a history of working several jobs, consumption pressure, perceptions of deprivation, and worker orientation toward mobility. Indeed, even according to recent literatures these needs can be generalized in financial reasons, career development, personal reasons or related to the specific type of job (Campion, Caza, & Moss, 2019).

In recent years, a new way of working has emerged which contradicts the conventional one, the so-called "Gig Economy". Generically speaking, the protagonists of the Gig Economy are the online labor platforms. These are social and economic organizations that allow online interaction between consumers and workers. (Meijerink, Keegan & Boundarouk., 2019). Online Labor Platforms work to mediate the demand for a good or a service with the worker who can offer it. They connect demand and supply of two parties combining the use of technology with internet (Meijerink, et al., 2019). Workers are hired with "flexible" arrangements which allow them to work without a real employer, offering services for a limited period or even conducting a single performance (Friedman, 2014). This can be considered as a real revolution, comparable to the industrial one. Companies create value through clouds and algorithms that allow them to organize the economy. This "third globalization" permit to base entire markets on online platforms to benefiting the owners of those platforms with increasing power (Kenny & Zysman, 2016). These platforms, also called peer to peer platform, enable even to normal people to provide services as taxi drivers (e.g. Uber), food delivery (e.g. Deliveroo and Uber Eats), freelancing job task based (Upwork) and renting rooms (e.g. Airbnb). "Gig workers" are considered as freelancers where the working hours, place and manner are established by the worker himself. Indeed, as freelancers' workers enjoy a great degree of freedom and flexibility (Kuhn & Maleki, 2017). Furthermore, this flexibility adds the possibility for these workers to work at higher monetary rewards than those offered by the local labor market.

Defining clearly the Multiple Job Holding parallel to Gig Economy makes it equally clear that there are topics not covered in the previous literature. A restrictive vision of MJH identifies the Multiple Job Holder (MJHer) as the individual who has: "two separate jobs in two separate organizations and working for two separate supervisors "(Inness, Barling, & Turner, 2005). Further, policy-based definitions used to understand rates of MJH tend to exclude the self-employed (Lall, 2015).

This shows how Gig workers are not counted when analyzing the MJH phenomenon. To understand how important this is, it is necessary to look at the data. In a study conducted in Britain, Lepanjuuri et al. (2018) discovered that 4.4 percent of the population had worked in the Gig economy in the last 12 months. This roughly means that about 2.8 million operate as Gig workers in that country alone. In addition, 56 percent of them are young people aged between 18 and 34. As shown by the studies of Osborne & Warren (2006) in New Zealand. This age group is also relevant for MJH. The authors discovered how young people, before the Gig Economy, practiced MJH as a temporary and flexible situation for various financial and non-financial reasons. This emphasizes how studying these two phenomena together could lead to interesting results. From the previous literature, flexible working phenomena have been treated as alternatives and never as possible combinations.

There is expected to find a relationship between the two phenomena in that, as said by Campion et. al (2019), MJH and Gig jobs can be considered concomitant because they are: short-term, independent, and project based. Here the status of Gig worker plays a fundamental role. Online platforms make work much faster and more accessible to everyone. The technology that characterizes them allows you to connect via an app to start working almost immediately. Furthermore, it is assumed that the status of freelancer allows the transition from one gig to another more quickly as compared to the traditional multiple job holding because it is not tied by a subordination relationship. Consequently, it is easy to assume how this revolution force and attracts workers who before the Gig Economy did not think they could practice more than one job at the same time. There is no research that has investigated how the Gig economy can enable new and different forms of MJH. The study of this matter could lead to a new conceptualization of the MJH.

It is hypothesized that the reasons for which a worker applies MJH with online labor platforms are very different among them and they may also be different from those who practice MJH in conventional jobs. For example, an entrepreneur may have different reasons than an employee to practice MJH in the Gig Economy. The need to study what are the various combinations of MJH in the Gig economy arises precisely because there is a substantial literature on why a worker practices more than one job. Furthermore, Lehdonvirta (2018) in a recent study has shown that flexibility is an essential factor in the choice of platforms as a main job because workers can manage their time easily rather than a conventional job. Other research regarding MJH has treated the Gig Economy only and exclusively as an alternative financial resource to primary job in times of depression and unemployment (Pouliakas. 2017). Although there is some research that analyze motivations for these two phenomena, they are until now have been analyzed separately. Indeed, there is no theory or observation on why a worker must choose an online platform rather than a normal job and to what extent platforms contribute to lead workers to practice MJH. Indeed, the reasons why a worker practices MJH in the Gig Economy are completely unexplored. This paper starts from the assumption that flexibility, app-based technology and the huge difference in terms of working relationship, platforms compared to conventional jobs may offer several reasons to practice MJH. Even if the motivators analyzed should coincide, they could have different meanings in the MJH with the online labor platforms.

Various cases of MJH relating to online labor platforms will therefore be analyzed. First, it will analyze the case in which a gig worker operates in multiple online labor platforms at the same time. Secondly the case will be highlighted in "normal" waged employees during free time using online labor platforms. Subsequently, an analysis will be conducted

on self-employees who face the world of Gig Economy. With a deductive approach, the paper will explore starting from the result, different MJH in the Gig economy, to go back to the pushing and pulling factors of the workers who generate it. Indeed, it is expected that there may be various types of motivations for the various types of MJH. Some workers may have been forced to practice MJH in the Gig Economy while others may have been attracted to do it.

For this reason, the purpose of this paper is to find out:

How the Gig Economy afford different types of Multiple Job Holding? And what are their push and pull factors?

Starting from the depletion (Push factors)-versus-enrichment (Pull factors) framework model proposed by Champion et. al (2019), the research will try to find out if there are reasons that have not yet been studied that lead a person to practice MJH with online labor platforms, testing new working combinations possible only with the Gig Economy. The division into push and pull factors will be fundamental because it will help to understand if individuals are more attracted or forced to have a second job with these platforms.

The study could make both theoretical and practical contributions. Bringing new knowledge about the existing literature of MJH with the rise of online platforms, could lead to a clearer view of the evolution of labor market that becoming increasingly digitalized makes future research necessary in this new perspective. The aim of the paper is to provide a new point of view to previous literature in order to pave the way for future research in the world of the Gig Economy and how it is eroding the boundaries of the definition of work itself making ineffective models that do not take this phenomenon into consideration. On a theoretical level, this study could stimulate the reconceptualization of schemes concerning the MJH that do not consider the strong presence of platforms. On a practical level it could highlight how a real evolution is taking place in the perception of "work" from the point of view of workers to develop professionally or satisfy needs they increasingly rely on online platforms. The practical contribution could be immediate as the results of this study could be a guide on the possible combinations of MJH in the Gig economy for workers interested on it.

The first part of the paper will focus on providing a theoretical background about the proposed topic where the role of the Gig Economy will be deepened and how it can afford multiple types of Multiple Job Holding. Then the section of the methodology will be proposed where the criteria of the data collection and data analysis will be presented in order to make it clear how they were collected, processed and finally codified. Then the results will try to validate the propositions of the previous sections, highlighting the most explanatory data of the research.

Theoretical Framework

This section is intended to deepen the literature that will be used to interpret the results of the case study. In the first two sub-sections the previous literatures about the Multiple Job Holding and the Gig Economy will be shown. In the last part, however, the previous literatures will be analyzed jointly in order to build a research model to guide the exploratory case study by listing the previous literatures about the motivations and how the author expects them to influence the choice of online labor platforms and how these then lead to new combinations of multiple job holding.

Multiple Job Holding

To understand how the Gig economy influences the practice of Multiple Job holding it is necessary to define who is a Multiple Job Holder (MJHer). MJHer is defined as the individual who practices more than one job at the same time (Allen, 1998). During a recent study Campion et al. 2019 have demonstrated how many previous literatures had set themselves the goal of analyzing this phenomenon by calling this type of worker in different ways like : *second or dual job holder, moonlighting and hybrid entrepreneur*. Most of these studies show how this category of worker have origins from the so-called "Moonlighters", workers that usually have a second job in the night (Dickey, Watson, & Zangelidis, 2011). Wilensky (1963) pioneered the motivations that drive a worker to fill multiple roles. He with his qualitative study found that the Moonlighters were mainly driven by factors such as economic needs, deprivation from the main job, orientation towards mobility and new jobs. He started from the assumption that workers can only be driven by financial or career development reasons. Subsequent studies added, however, that workers can be pulled by other motivators who do not concern the working sphere, some of them can practice MJH out of passion for the second job and see monetization of it as secondary purpose (Caza et al., 2018).

Today Moonlighters do not fully embody the definition of MJHers. MJHers are defined as all workers, including self-employees, who carry out more than one activity at the same time with the expectation of receiving compensation (Campion et al. 2019). The MJH provides various types of combination of full time and part time jobs (Alboher, 2012; Handy, 1995). Over time, this has also led to the consideration of workers who work with organizations for short-term projects or for those who have online employment contracts (Barley, Bechkey, & Milliken, 2017; Kuhn & Maleki, 2017). Previous literature has studied the consequences of managing multiple roles by developing the so-called "Depletion-versus-Enrichment" framework (Goode, 1960). This model was initially applied only to work' family roles (Greenhaus & Powell, 2006; Levison, Kahn, Wolfe, Quinn, Snoek, & Rosenthal, 1965;). The need to extend this model was given by conflicting theories about role accumulation. On one hand, it was hypothesized that holding more roles would lead to depletion and therefore to a lower quality of performance and life in general (Grandey & Cropanzano, 1999). On the other hand, researchers have speculated that holding multiple roles could instead lead to an enrichment and well-being of the individual (Owens, Baker, Sumpter, & Cameron, 2016; Sieber, 1974). Other studies have confirmed that MJH can lead to enrichment but only to some combinations of jobs. Kawakami (2019) investigated how the second job can lead to skill development in the first one. The author found out how full-time workers sometimes showed an increase in their salary given the skill development accumulated with their second job. On the other hand, part-time workers, especially those engaged in physical tasks, showed depletion and therefore a decrease in the wage rate. Other studies have also revealed how workers practice MJH also due to the pro-cyclical trend of the labor market. Some workers can choose to have a second job precisely because there is insecurity about the primary job due to high unemployment. Other workers instead practice MJH for a career change also from employee to entrepreneur (Pouliakas. 2017). The depletion-vs-enrichment model was finally extended to the MJH in order to understand what are the factors that push or pull a worker to hold multiple jobs e and how they act as moderators for the enrichment or depletion of the worker himself. (Campion et al. 2019).

Gig Economy

In order to deepen the concept of the Gig economy and how it is changing the world of work, it is necessary first know where this phenomenon comes from. The term Gig Economy has a rather recent origin. This term became relevant during the global financial crisis where many employees lost their jobs and were forced to rely on temporary and short-lived work or "gigs" as an alternative to dependent jobs (Hong, 2015). This phenomenon descends from the so-called Digital Platforms. These platforms also called "peer-to-peer" platforms allow the economic and social interaction of individuals by connecting them online (Frenken & Schor, 2017). Online platforms were designed for the sharing of music and videos (e.g. Napster) and were subsequently used for the sale of second-hand goods (e.g. Ebay) and online social interaction (e.g. Facebook). This led to the appearance of the sharing economy, which allows individuals to rent goods or homes to other parties (e.g. Peerbv, Airbnb), and the Gig economy which instead focuses providing different services such as food deliveries, taxi drivers and cleaning (e.g. Deliveroo, Uber drive, Helping) (Frenken & Schor, 2017). Furthermore, De Stefano (2015) makes a great differentiation between the various categories of Gig Economy dividing them by type of service: "crowd-work" and "work on demand via app". The "crowd-work" involves the connection of individuals and organizations for the fulfillment of job tasks that do not require the physical presence of the individual for the performance (e.g. Amazon Mechanical Turk, Crowdfunder and Upwork). In "work-on-demand via app", on the other hand, activities such as cleaning, food delivery and transport are carried out where the traditional physical interaction of the working relationship is necessary (e.g. Uber, Deliveroo, Helping). Another great distinction is given to the quality of the workers who work there. In fact, in addition to physical presence, those who work in virtual desks, crowd workers, seem to be more qualified than individuals who connect via apps and carry out work in the "real" world where there is a localization of the performance. The Gig Economy is an economic system that allows workers to be hired through flexible agreements, even if only for one task and for a limited period of time (Friedman, 2014). These workers enjoy a high degree of freedom providing services to multiple actors with the use of digital technology. They can move from one job (gig) to another without being subject to the constraints of dependent work (Stewart & Stanford, 2017). Online labor platforms are the cornerstone of the Gig Economy. They act as mediators between individuals who can offer a service and consumers who need to request it (Meijerink, Keegan & Boundarouk., 2019). These platforms allow a fast connection between the demand and supply of work, using apps that work through internet in order to connect the two parties (Meijerink, et al., 2019). This revolution has made the job market much faster. These online platforms create added value through the use of algorithms and clouds that operate autonomously, allowing efficient mediation between multiple economic players without actual management by individuals. Over time, this has allowed online job platforms to establish themselves more and more in the job market (Kenny & Zysman, 2016). These platforms attract many workers as they guarantee them great autonomy and flexibility which allows them to decide when, how and where to work (Kuhn & Maleki, 2017). Workers have the freedom to operate even for a short period with multiple organizations (Harvey et al., 2017). Not having a real formal working relationship with online platforms, workers can also decide to work for more than one platform at the same time (Meijerink, Keegan & Bondarouk, 2019). Organizations operating through online working platforms are not considered as employers but as simple supply and demand brokers who have no working relationship with the individuals who serve through their use (Kuhn & Maleki, 2017). The Gig

Economy gives a new version to the concept of subordinate work since there is no contractual need with these platforms. This working relationship is called "Hybrid contingent work " as the platforms do not use efforts to produce added value through goods or services but organize the exchange of them between two parties through technology (Kuhn, 2016; Frenken et al., 2018). Even the same workers are considered as customers of the platforms and for this reason they are forced to pay them a percentage of the performance precisely for the mediation that they perform in finding people who need the service. Consequently, the compensation that workers receive is not considered as a salary given by the organization, as the organizations themselves are keen to specify that the workers who collaborate with them are considered as freelancers and not like their employees (Meijerink et. al., 2019). This leads to a difficult interpretation of the Gig Economy in a working lens. Stewart & Stanford (2017) recognize that this apparent flexibility is, however, a disadvantage for some workers who cannot be protected by working standards as they are not tied to a contract with these platforms. According to other authors new government regulations are necessary so that workers of this type can be protected, and taxation also applied to online labor platforms (Frenken et al., 2018). This shows how the study of this phenomenon is necessary not only at a legal but also a theoretical level as it is unconventional and difficult to interpret with existing frameworks.

New Types of MJH in the Gig Economy

In this last section it will be speculate regarding the motivations to choose a second job with online work platforms. The platforms are characterized by great flexibility as they are mostly app based. This feature makes them easily usable without the need for an employment relationship and all the responsibilities that derive from it. Without having a supervisory relationship, workers can therefore decide to operate as, where and when they want without having to guarantee any type of long-term performance. Research is expected that these features make the applications and websites that use these platforms accessible to a multitude of people who sometimes cannot or do not want to be tied to constraints. If this hypothesis reflects reality, these platforms can push or attract more workers to work for one or more platforms by combining them with other types of jobs. Furthermore, it is assumed that in addition to increasing the calculation of people who practice MJH and the combinations related with it, it is expected to find more reasons to practice MJH with the Gig Economy than conventional jobs. There could be different types of MJH in the Gig economy than those studied in other contexts from previous literatures. It is assumed that there are countless new types of combinations of MJH thanks to the online platforms that can be explored. The main question is related to what the possible combinations are and why they exist. The research hypothesizes that there are 3 possible macro combinations on which to base the exploratory study. The first is that of employees who practice MJH with one or more online platforms. By employees it means all individuals linked by a type of contractual subordination and therefore having a rigid working structure in terms of hours, wages and duties, including also part-time workers. The second combination could be that of self-employees operating with one or more platforms in addition to their main job. This macro category, on the other hand, will include all workers who are not tied to subordination constraints. This includes all workers who run their own business or who transfer services in exchange for remuneration, thus including freelancers and entrepreneurs. The third and final macro category features gig workers who work for two or more online platforms at

the same time. This category provides precisely that the main job is an online platform and that it has another or more platforms such as side jobs. It is assumed that for these macro categories there are different reasons to practice MJH with online platforms. The research with a deductive approach will start from the result of this phenomenon, that is the various combinations of MJH with the platforms, thus going back to the reasons that generate it. The motivations will be divided into push and pull factors. Workers make a balance between the reasons that attract or push them and there is not a clear distinction, but these two categories will help the interpretation of the results by seeing which of them is prevalent in the various combinations.

Push Factors

The push factor here is defined as the reason that forces a worker to practice MJH. The push factors leverage the needs and dissatisfaction of workers that can arise from an economic needs, social adjustment or stress related to the main job and push the worker to add one or more jobs to his working life. For this reason, these push factors will be divided into examples deduced from previous literatures, which are: financial need, contextual factors and job deprivation.

Financial Need: In the previous literature it is defined as the most recurrent of MJH's motivations. In this dimension are present all the reasons for economic dissatisfaction that lead an individual to choose to practice MJH. There are workers who do not consider the hours worked in the first job sufficient or that these are not adequately remunerated. This create economic insecurity pushing the individuals to seek a side job to satisfy their needs (Hirsch, Husain, & Winters; 2016, Guariglia & Kim , 2004).

Contextual Factors: Here all the factors that can be considered external to the decision-making sphere of the individual will be collected. Indeed, it is assumed that changes in the general economic, social or environmental contexts can influence individuals and push them to have a second job with the platform (Pouliakas. 2017). A prime example could be a crisis that changes the labor market and consequently the context of workers who decide to redistribute their preferences (Carnerio et.al, 2014). A second example could be an environmental change such as the recent Covid-19 pandemic which has drastically tested the strength of the labor market (Coibion et.al, 2020). Furthermore, the choice to have a second job could be dictated by important changes in the legal system which consequently manipulate society, creating more or less rigidity of the labor market (Edwards, 1988). Finally, a last example could be the social conditioning, indeed individuals could approach the platforms and practice MJH precisely because of social pressures deriving from current trends, family members or acquaintances who indirectly motivate the choice of workers (Bramoullé et.al, 2010).

Job Deprivation: This dimension describes the stress deriving from the main job that enables the worker to find a different job beside the main one. This can be due because individuals decrease the working hours of theirs first job and replace them with those of the side one. This sphere is linked to the working context and therefore relationship with colleagues, supervisors, working hours, job design or even by the working atmosphere itself (On-Na, 1989). For example, a worker may decide to decrease his working hours because he is not stimulated sufficiently by his supervisor causing stress that could push him or her away from his main job to take refuge in a second job where he feels more comfortable. This decision could also be due to the structure of the job or a bad relationship with colleagues.

Pull Factors

The pull factor can be defined as the reason that attracts a worker to the MJH in the Gig Economy. Unlike push factors, pull factors do not leverage on the needs but on the opportunities that the worker can have from the practice MJH. These are divided into other examples previously studied, which are: Psychological Fulfillment, Career Development and Job Autonomy.

Psychological Fulfillment: This category describes the intrinsic value that workers give to the job itself (Averett, 2001). This concerns all the reasons that are connected to the passion for work and the vocation for the main job that attract workers to the platforms in order to use them as a side job. Indeed, given by their strong passion, some workers may decide to have a second job precisely because they cannot be fulfilled by a single job and therefore have the desire to go into other contexts and make new experiences to achieve that (Caza et al., 2018, Osborne & Warren, 2006).

Career Development: Searching for a new profession may be relevant to the decision to undertake a second job. Some workers may decide to use online platforms to undertake a different career or acquire new skills useful for the main job. This could be due to the need to have a heterogeneity about the job that is not tied to economic circumstances. Workers may feel it necessary to have a diversity of tasks in their working life (Fraser & Gold, 2001, Renna & Oaxaca, 2006).

Job Autonomy: This category describes the desire of workers for job flexibility. Some individuals may be driven to practice MJH with platforms precisely because they need to manage their time by themselves. This factor detected by previous studies is hypothesized to be relevant also for MJH as there may be platforms offering different types of flexibility which can therefore be combined with different types of work (Lehdonvirta, 2018).

Methodology

The Case Study

To understand which are the new types of MJH of the Gig Economy and the push and pull factors that characterize them, an interview-based study will be conducted in multiple contexts and with various types of workers. This section will be shown in detail: what are the reference contexts, the workers involved and the way in which the data were collected, coded and then analyzed. The platforms taken into consideration will be Uber eats, Deliveroo, Uber drive Upwork, Italki.com, Airlanguagehub and usertesting.com as these platforms are focused on creating a service differentiating them from those which instead provide for the sharing of an asset. The first two are platforms related to delivering food. The third related to taxi driver. The fourth platform instead hosts many task-based opportunities for freelancers. This platform joins freelancers who are looking for a task with entrepreneurs or companies that instead request it. The choice relates to the different composition of the tasks. Moreover, this last platform differs from the first ones for the possibility of working on virtual desks and therefore omitting the physical presence in the task

performance. And the last three are platforms where it is possible to teach and translate texts on commission. Furthermore, all of these platforms have such a reputation that it is possible to analyze them in various countries. The Gig economy and the MJH will be analyzed in Italy and the Netherlands. The countries were chosen based on the different role that the platforms play in them. On the one hand Italy is in an embryonic phase of introduction of the platforms and therefore they are not present in large numbers especially in the smaller cities. On the other hand, the Netherlands has an established presence of these platforms in the social context and this comparison could lead to giving different points of view about the motivations of the workers to collaborate with them. Studying two different contexts with two different stages of evolution of the platforms could highlight how, depending on the social context, they exist to satisfy different needs. The choice of two countries relates to the social and language familiarity of the researcher who in these two contexts can devote himself to the collection of more sensitive data than in others.

Data Collection

In-depth interviews will be used as the primary source of the research. The choice falls on the interviews, since this is an exploratory research, the researcher does not have the possibility of predetermining questionnaires or setting up focus groups since the topic is completely unexplored. Furthermore the study is based on semi-structured interviews as it is believed that they can provide a greater contribution at an exploratory level as they leave room for the interpretation of the respondent and also do not affect them with too limited questions that can influence the results. The interviewer will add as a secondary source of information to the interviews, the document analysis relating to the companies and platforms where MJHers are involved. This is precisely to ensure a triangulation between the sources that can also provide a social and economic background to the interviews during their analysis. Moreover, a third and final source of information to ensure updated and more detailed documentation, the research will create multiple Netnografich accounts. This will help the research including information derived from discussion websites and online meeting communities where workers can freely express their opinions and talk about their experience without being judged. Some of the interviews will be conducted jointly with two other researchers who will analyze different aspects of the Gig Economy. At the same time, they will conduct exploratory studies always regarding the Gig Economy. One of them will deal with how HRM practices allow value creation and capture of platforms and how they change over time and space (Barbonetti, 2020). The other researcher will explore how international students can balance studies and work through online labor platforms and what effects these have on students' lives (Simioli, 2020). This comparison could both help researchers find respondents more easily and expand the possibility of having interesting results by looking at the same phenomenon from different perspectives.

Primary source: Interviews

The interviewees will be of three types. The first two include employees and self-employees who use online labor platforms as a source for a second job. The third type of respondents includes the category of Gig workers who work for two or more online labor platforms at the same time. The interviewees will also be chosen on the basis of the online labor platform for which they work. The choice of different types of workers was made as these three categories are

characterized by different needs and management of working time. Indeed, a comparison could show how those who have an employer could decide or be pushed to practice MJH in the Gig economy for reasons other than those who do not have an employer or already work for an online labor platform. The interviews will be collected and transcribed in the period between April 2020 and May 2020 and composed of 8 semi-structured interviews. Respondents will be contacted directly through acquaintances or announcements in public communities. The interviews will last from about 45 minutes to 1 hour of time. The questions will relate to the reasons that prompted the interviewee to practice MJH. Subsequently, follow up questions will be asked regarding the reason for choosing a platform and how it is managed with the main job. The interviews will be conducted via Skype as the health regulations relating to the COVID-19 pandemic greatly limit social interaction and therefore rule out face-to-face interviews. The interviewees were informed in advance of the purpose of the research and under their permission the interviews will be recorded. Furthermore, respondents were guaranteed anonymity in the results to prevent their statements from affecting their private and working life. The transcripts will then be sent to the interviewees in order to guarantee the trustworthiness of the data.

Secondary source: Document Analysis

As a secondary source of information, documents relating to online platforms, subordinate employment companies or self-employed workers' websites will be analyzed. The author will personally test the websites related to the online platforms in order to become familiar with them and so that they can ask more specific questions about the platforms themselves and their job design. This is necessary to understand also the position taken by the various platforms about the MJH and to see if they favor, tolerate or promote it. Instead the data relating to the companies of the interviewees will be used mainly to clarify the interviewee's job position and the context in which he / she works before the interview. The combination of knowledge deriving from the use and study of websites and apps will then be followed by videos, conferences and newspaper articles relating to the platforms and companies involved and in the contexts in which they operate. This source of information is necessary because the preventive study is necessary because the combinations could be multiple and belong to completely different contexts that could modernize the reasons.

Third Resource: Netnography

The research will make use of a Netnographic accounts as a third source of information. This type of qualitative data collection descends precisely from the Ethnographic one but uses experiences collected through internet browsing instead of those experienced personally (Kozinets, 2015). This type of data collection is necessary because sometimes the information necessary for the study of a phenomenon travels faster on websites and communities in social medias such as Facebook groups. The apps and sites involved are Uber, Uber Eats, Deliveroo and Upwork. The researcher will create accounts related to the platforms designed both to understand how to interpret the answers given during the interviews and furthermore to be accepted in the communities that require to be a platform worker. Joining these groups will also allow the researcher to become aware of discussion topics among workers that are not easily accessible on the web and so with the document analysis, as they are renewed daily and in different webs sites, changing from country to country. Indeed, this type of data collection guarantees a more truthful and updated document analysis and supports interviews with points of view that emerge only in places where individuals can share them, as happens in communities.

Data Analysis

After collecting the interviews, they will be analyzed through the Atlas.ti program. Through this program a Direct Content Analysis will be conducted which has the aim of studying completely new existing phenomena or which have not been fully theorized and which therefore need more in-depth analysis (Hsieh & Shannon, 2005). This type of deductive analysis starts from the result generated by the phenomenon, in this case the MJH in the Gig Economy, and tries to derive information on its generation, pushing and pulling factors, in order to give new insights or a guide for future research in this area. The analysis involves the pre-determination of codes based on the variables studied, creating various categories and sub-categories based on the theoretical framework developed using existing literature. This guarantees a clear guideline especially in the exploration field so that it can be built models after the results, adding codes after the analysis of the interviews that can identify possible relationships between the predetermined categories (Hsieh & Shannon 2005). Direct Content Analysis brings with its limitations. As according to (Hsieh & Shannon 2005), it must be carried out with caution as it is highly subject to the bias of the author (Hsieh & Shannon 2005). For this reason, in order to strengthen the trustworthiness of the data, the operationalization of the variables and the results will be validated by colleagues not involved in the research topic and by the supervisor who deals with it.

Operationalization of the variables

In order to better analyze the results obtained during the interviews, the researcher had to implement an operationalization of the variables by giving each category and sub-category short definitions and useful codes for identification. In this section we will provide examples of questions for each type of category by putting in parentheses which code will be given to them. The full operation and coding will be provided (Appendix A, B and C). The first category will include two distinct items useful for generic questions about the interviewee's experiences with the MJH and the gig economy in general. This type of question serves to make the interviewees speculate about their professions and how they are combined and then deepen with follow-up questions about the push and pull factors that motivated them. For this reason, the categories will be:

- Gig Economy (**GE**)= *“Free market system based on flexible jobs where freelancers are connected with consumers through online platforms”*. Sample questions : *“What platform do you work for? Do you work for multiple platforms? Why? How did you hear about online platforms?”*.
- Multiple Job Holding (**MJH**)= *“Phenomenon that describes an individual engaged in more than one job”*. Sample questions: *“Do you consider one of these jobs to be your main job? If so, which one? Why? Why do you have multiple jobs/sources of income? Have you tried to look for work in other contexts or have you started immediately with the platforms for your second job?”*.

The second category of operationalized variables will be related to push factors which in turn will have 3 sub-categories. Push Factors (**PSF**)= *“Reasons that force a worker to have more than one job”*. Sample questions: “What factors come to your mind that forced you into choosing to work for online platforms? Could you list some of them and explain why?”.

And the sub-categories:

- Financial Need (**FN**)= *“The salary of a single job is not perceived sufficient”*. Sample questions: “What role do financial reasons play in making you decide to have multiple jobs? To what extent do you think remuneration has influenced the choice to work for another platform?”.
- Contextual Factors (**CF**)= *“External changes that influence the decision-making sphere”*. Sample questions: “What external factors do you think have influenced your choice to have multiple jobs/work for multiple platforms? and Why? Can you give examples? Which role did your friends, family and/or other social contacts play in deciding to have multiple jobs/work for multiple platforms?”.
- Job Deprivation (**JD**)= *“Discouragement from the first job”*. Sample questions: “What role did the satisfaction in your main job play in making you decide to have multiple jobs/work for multiple platforms? Are you satisfied you main job? Why? If so, why did you decide to have multiple jobs?”.

The last category of operational variables will be related to pull factors which in turn will have 3 sub-categories.

Pull Factors (**PF**)= *“Reasons that attract a worker to work more than one job”*. Sample questions: “What are the factors that you think instead attracted you to online platforms? And why?”.

And the sub-categories:

- Psychological Fulfillment (**PF**)= *“Intrinsic reasons concerning the job itself and the experiences connected with it”*. Sample questions: “Do you like the jobs you do? Do you think to put passion in the jobs you do?”.
- Career Development (**CD**)= *“Reasons related to career change or the acquisition of new skills”*. Sample questions: “Did you look for professional development in your second job? Do you think you've learned something new/extra by holding multiple jobs/working for multiple platforms? Why or Why not? And has this helped for your main job?”.
- Job Autonomy (**JA**)= *“Degree of work flexibility in terms of time, tasks and places to operate”*. Sample questions: How do you manage time in both jobs? How do you manage work and leisure? Do you think that platform flexibility is a relevant factor for the individuals who work there?

Results

In this section the results will be collected. The analysis will be shown in order to bring necessary material that will be discussed later in the last sections. The various types of MJH discovered will be shown and analyzed. For each of them the most relevant push and pull factors will be listed in order to deepen in the discussion section how they differ and play a key role for the various categories. Analyzing the interviews, 47 excerpts of interview relating to the Push factors and 45 excerpts relating to Pull Factors were found. These refer to the motivations that led the interviewed workers to practice MJH with one or more platforms.

New Types of Multiple Job Holding

The research managed to identify and interview the 3 categories of workers who practice MJH in the Gig Economy. These are precisely: Employees who practice one or more jobs in the Gig Economy, Self Employed who practice one or more jobs in the Gig Economy, and Gig workers who operate with two or more platforms at the same time . During the interview collection period many interesting results emerged looking for the Netnographic accounts and the document analysis of the platforms.

Employees and Gig workers

Two individuals interviewed turned out to be both Employees and Gig workers. Both in addition to being MJHers are also students. One is a bartender who uses the Uber Eats platform as a side job and the other one is a part-time worker civil service worker who uses Deliveroo as a main job and both are students. This perception made them use the platforms in different ways. Analyzing the various sources, it was easy to find out how there are many groups within social networks where MJH practice for employees is present and socially accepted. The main topic of discussion among individuals on social networks is the compatibility of the first job with the platforms, the relative time management and the various compensation differences between the platforms. For example:

"Guys, if you want to earn more and you are only free on the weekend, go to Glovo which pays more than Uber Eats at those times and you have more orders..." A Mailman operating with various delivery food platforms - In a private Facebook group.

Many workers switch also platforms or working hours to be able to combine them in the best way with their first jobs:

"I am new to the group; I have recently changed my shifts at the hospital and currently use Lift in my free time, but I saw that with my new timetables I have fewer trips. Do you recommend going to Uber?" A nurse asking for advice on the most efficient platform to use with his new schedules in his main job - In a private Facebook group.

An interviewee worker remarked how he would not be able to have a second job except with the platforms. From his words it is in fact deducible how the absence of platforms this individual would have excluded the practice of MJH:

"... surely without the platform it would have been very different because the platform gives to you a difficult alternative to replicate from normal jobs. I believe that without Deliveroo I would not have wanted to work or rather I would not have chosen to work in general relying only on seasonal part-time contracts ... " A civil service worker and Deliveroo rider.

The other worker, also a student, highlights how difficult it is to have more than one job while attending a course of study and how he prefers a platform job than a normal one:

"My casino job is the main one because also give me more income and I use Uber because is characterized by flexibility and you can choose your working hours... Working for one job and then have another while you are studying it is pretty difficult so Uber was the right choice for its flexibility. It was easier to have a second job like this."

He explains how he manages them:

"...It was really depending on my university life. I mean, I used to work more with Uber when my study life was easier and working less when it was harder. Sometimes reading papers for the University while waiting for a new delivery with Uber..." A bartender who works for Uber Eats.

If we analyze the interviews it is easy to deduce that the main push factor that forces employees to practice MJH is precisely the financial need:

" ...I consider my bartender job in the casino as the main job. Uber job it is more like a side job to compensate my income. My casino job is the main one because also give me more money ..." A bartender who works for Uber Eats.

Economic necessity is also listed as the first factor by the other employee interviewed:

"...Well, I was looking for my independence. When I need, I get in the car and I work with Deliveroo and the salary is guaranteed, manageable and easily paid..." A civil service worker and Deliveroo rider.

Although the financial need factor is what the workers decide to practice MJH for, another factor was relevant. Indeed, respondents also appear to have been influenced by contextual factors regarding their choice of second job. They preferred a platform rather than another employee job as they were conditioned by individuals outside their decision-making sphere. Social conditioning and word of mouth among individuals is very present in delivery food platforms as said by one of the interviewees who decided to practice MJH thanks to a promotional voucher provided by a friend:

"...There was one of my friends. My best friend. He was the forerunner in our city and in our group also because other boys followed our footsteps. I saw him who was always making deliveries working with apps...In the end, he introduced us with a sort of code let's call it a coupon that allowed us and him to earn money based on deliveries that we would have made from new additions..." A civil service worker and Deliveroo rider.

Coupons, advertisements and the consequent change in the world of work seem to be a factor that has a significant impact on individual decisions. This seems to be a contextual factor very relevant for individuals who see their surroundings change and become aware of being able to combine their work with a platform. As said for example by another employee who explains how much publicity influenced his decision:

"... it's more familiar to me. Uber has a lot of reputation here. You can find advertisements everywhere here. Also, publicity in the social media. There are a lot of pop up on Facebook. It was the simplest option in that moment... I saw a guy with the green bag that Uber eats give to you to work and then I searched online on their website. I Used uber apps as a customer in the past because also I used a lot uber drive app to move on England...." A bartender who works for Uber Eats.

Advertising is precisely a contextual factor that had not been predicted using previous theories. Analyzing other excerpts from the interview regarding push factors, only one feedback was found about Job Deprivation as the interviewees stated several times that the relationship with their main job and colleagues was more than satisfactory. This worker claims to have been conditioned by the volatility of the contract relating to his previous job and the stress derived from the uncertainty about the payments that led him to rely on a platform rather than continue with daily contracts:

"... I did not have a security of renewal of the contract. You didn't even know how much they paid you for a day's work. I needed the certainty that someone would pay me at that preset time..." A civil service worker and Deliveroo rider (Referring to the reason that led him to work with the platform rather than relying on daily contracts).

On the other hand, regarding pull factors, there were no relevant data on the dimensions of Psychological Fulfillment and Career Development as the interviewees reiterated that the economic aspect is essential for them and they do not seek development within the platform or an intrinsic pleasure in working on it. The only pull factor that, according to the analysis of the interviews, emerged for workers is that relating to Job Autonomy. Workers have argued on multiple points that flexibility played a key role in choosing platforms. The interviewees highlighted how students who have multiple jobs choose to associate platforms with them precisely because they manage to coincide with university life:

"...In my opinion most of the students choose to work with the platforms or with Deliveroo precisely because it helps you a lot with the needs of young people or in general of those who cannot always be operational..." A civil service worker and Deliveroo rider

Flexibility as a motivating factor is also confirmed by the bartender:

"...I think is the most important factor for individuals that want to schedule their time in a flexible way. Depends on your lifestyle..." A bartender who works for Uber Eats (Referring to Job Autonomy).

Although it has been shown that there is the presence of employed workers practicing MJH in the Gig Economy there has been no relevant data on when and where MJH is practiced. Indeed, although MJH with platforms is more flexible, it mostly does not provide a different point of view in other dimensions. Time management is synchronous and more fluid but still traceable to previous literatures. This interchangeable management, called synchronous, is much more versatile with platforms than it is with conventional jobs and this is reiterated many times. These workers alternate main jobs, side jobs and studies throughout the week as they would with a normal job. Even regarding where this does not bring interesting and innovative ideas. Furthermore, they seem to be more influenced by push factors than pull factors, putting the economic aspect in the foreground. Although financial need is the most mentioned motivating factor, it is easy to understand how on the other hand it is counterbalanced by the job autonomy which is described as fundamental by workers to ensure efficient management. The interesting aspect is that they are strongly influenced by their friends, acquaintances and the surrounding society. Platforms play a vital role in social pressure. Through promotions, advertising and contextual changes, they push more and more workers to cooperate with the platforms rather than to rely on conventional jobs.

Self- Employed and Gig workers

In this category there are self-employed workers and therefore entrepreneurs and freelancers who practice MJH in the Gig Economy. An interesting fact has come out. All three self-employed workers hold more than two job positions. This highlights how MJH in the Gig Economy is not necessarily the combination in a gig job with another job. This phenomenon thanks to the flexibility given by the platforms can lead workers to have a portfolio of different jobs, making obsolete the convention of the previous literatures for which the MJHer is the worker who usually holds a second job. Indeed, two of these while having a freelance job as the main one, combine it with two other jobs: one as a gig worker and the other one as an employee. Although Gig workers are freelancers they will be classified differently in this research. Gig workers are always freelancers, but the opposite is not true. Indeed, the key difference is that in order to be considered a Gig worker, the freelancer must have a mediation relationship with the client via the platform. For this reason, freelancers who also work through online job platforms will also be considered MJHers. One of the workers is a private chauffeur of famous people and works as a freelancer, but at the same time he is an employee of an intermediary agency and works as a driver for Uber black. Another is an aspiring entrepreneur operating as a tailor who works with Deliveroo in his free time and he is also a part-time canteen employee. And finally, we have a music producer who has as secondary job as a DJ and freelancer with the Upwork platform. This already highlights how these are macro categories are useful to highlight how the MJH is changing thanks to the platforms and how theoretical frameworks are needed to interpret it. Also, in this case the platforms are aware of the possibility that workers have more than one job combined with the platform. This is deductible from the numerous statements that can be found on the pages of social networks or in blogs regarding platforms. For example, Upwork aims to put freelancers in contact with multiple companies in order to find them for various jobs of various types and durations:

"Our search functionality uses data science to highlight the best freelancers and agencies based on their skills, helping you find talent that's a good match... You can also search our site for specialized freelancers and professional agencies who can view your job and submit proposals too" Upwork official website. Retrieved on: <https://www.upwork.com/i/how-it-works/client/>

In addition, Upwork also allows workers to have business contacts even outside the platform itself and this is specified also by communities' moderators:

"...from Upwork's perspective but you'll need to communicate with your client if they take an issue with your availability, which hardly happens if you make sure you have enough time to work and complete your contracts on time and in line with the clients' requirements." Stated by a Upwork Moderator in a community chat (Regarding having more jobs at the same time) Retrieved on: <https://community.upwork.com/t5/Freelancers/working-2-or-more-jobs-in-upwork/td-p/392620>

And again, by group members in private communities:

"Many use Upwork as a secondary source of income outside the main job ... Unfortunately, the profit is uncertain if you only work with Upwork, it's like opening a restaurant... You are not sure of the earnings. " Stated by an Upwork community member. (Answering questions of a new member in a private group on Facebook)

Discussions are also frequent on the possibility of having Deliveroo as a side job, and the public discussions easily available on Reddit demonstrate this. Such as:

“I have a full time, 40 hour per week over five days job. I want to work on my days off. My shift changes monthly and the days which I'm off so I can't take a regular side job. Deliveroo sounds perfect to earn more. I am already very fit and an experienced cyclist and have done delivery before.” A Deliveroo rider on a public chat- Retrieved on: https://www.reddit.com/r/deliveroos/comments/axbp26/deliveroo_job_with_full_time_job/

By completing the Netnographic account with Glovo, one of the main competitors of Uber Eats, the researcher discovered how in the introductory videos dedicated to Riders the possibility of practicing MJH having the platform as a side job is explicit as a strength of this delivery food platform (Retrieved on: <https://jobs.glovoapp.com/en/>). Although MJH can be considered collateral for most platforms, in platforms like Uber Black this becomes a necessary requirement. By interviewing and doing a careful document analysis it was discovered how this Uber is different from the normal ones. Drivers in this category are luxury drivers rather than taxi drivers. For this reason, a license is required to complete an account in order to work for Uber Black, which can only be held by a private driver. This is precisely a requirement that effectively excludes all people who do not work as drivers outside the application. Consequently, the same app indirectly requires an MJH as the license requires a huge expense to be obtained and experience as a private driver as well. This is also explained by the platform on their website (Retrieved on: <https://www.uber.com/us/en/ride/uberblack/>).

And confirmed by the interviewee:

“...With Uber Black it is necessary that you are already a driver with the rental with driver license, so the work itself is very familiar even for those who are beginners because in the end if you have the license it means that you are already a private driver and you know how to move around the city and how to treat customers of a certain type...” Private Chauffeur working also with Uber Black.

The interviewees also stated how difficult it is for them to have a third job, and this is only possible thanks to the presence of this type of platforms. This denotes how the Economy can afford different and new types of MJH.

An unexpected result arose asking how time is managed between the various jobs. One of the interviewees highlighted how, given the emergency circumstances of the Covid-19 Pandemic, he received a subsidy for unemployed people seeking employment because his was a fixed-term contract. Given his freelancer status and as a gig worker one, he continued to work for Deliveroo and to receive the part-time employee subsidy even though this is intended for people who have no type of occupation. It is clear once again how the combinations of MJH are manifold and completely unexplored as there are no laws designed to protect them:

“Look, I have recently started adequately because now, as I said, I am on layoffs. It's all about the time you have available and the stats. Now that I have started more seriously as I have found more space and my freelancer and part-time jobs are closed. The good thing about this situation is that I can get subsidy from the government as Deliveroo is not a job registered with the tax agency and I can still work on it...” A tailor apprentice who works as a canteen employee and as a rider for Deliveroo.

The words of the worker are confirmed by some blogs in which the laws regarding subsidy and its compatibility of the Gig Economy are discussed. In the specific case of the Italian labor law, the Gig Economy is compatible with the unemployment benefit allowing the worker who loses a job position to perceive the benefits related to unemployment and at the same time the compensation of a job in the Gig Economy. This precisely means that this type of combination is only possible with platforms as generally employees who receive a subsidy when they find a new job lose their unemployment benefits. (Retrieved on: <https://www.jobby.works/blog/sussidio-di-disoccupazione-e-gig-economy-convivenza-possibile/>).

This is a very interesting fact since deepening it with a Netnografich research, it has been found that new platforms such as Glovo, in order to avoid future problems with the law, require the certification of self-employed worker in order to avoid that individuals may have subsidies regarding an employee and in the meantime, receive income not accounted for by a job with a platform. (Data obtainable by registering through the platform which sends instructional videos: <https://glovoapp.com/it/rom>).

Furthermore, we have seen how it is usual for MHJers in the Gig economy try to exploit platforms with different purposes for which they were created. Sometimes these are used to find customers who are then transposed out of the platform environment to provide service privately. An example is the music producer and DJ with the Upwork platform:

“... we use Upwork not for the performance itself but also to recruit possible customers who you can collaborate into your working life in general. This goes against the policies of the application itself, however, comparing myself with other friends, I noticed that it is a trend that private individuals also use to recruit people with long-term collaboration avoiding the application fee...” A sound engineer operating as a DJ and owner of a studio that collaborates with Upwork.

As also stated by the private driver that a couple of times was recruited by clients of the platform privately:

“... Then there is to say that sometimes Uber Black can also provide possible customers. Let's say that compared to normal Uber the requirements to become a driver are different. Uber Black is the luxurious version of Uber drive in general. I happened twice to get in touch through the application with people who then hired me as a personal driver privately ...”. Private Chauffeur working also with Uber Black.

Interesting results also emerged on how freelancers manage time with the jobs inside and outside the platforms. As said by the interviewees themselves, it is precisely the flexibility of the platforms that has allowed them to have two or more jobs at the same time. For example:

“But let's say that I have always continued to work with Deliveroo even while changing jobs. Obviously, the shifts in this case with Deliveroo were managed according to my working needs with other jobs. Deliveroo for me was a side job it wasn't at the main job. It was an extra to make me some more money.... Also, because you have to create your own patterns. There is no one who plans for you and this differentiates it a lot from normal job performances ... You can earn money with any job instead the flexibility is present in very few jobs. Especially me doing three jobs at the same time ... “A tailor apprentice who works as a canteen employee and as a rider for Deliveroo.

From this result it can be deduced that although working with the platform is considered a side job, workers can decide to use it as a source to move from one main job to another one. For this reason, the main job in the MJH in the Gig economy is no longer identified in conventional indicators such as the longest tenure or the highest income. The side job in the Gig economy can be used as a tool between a job position and therefore be more present in the working life of the MHJer. Time management has proved to be a very relevant factor in choosing a side job in the Gig economy. Some interviewees remarked that platforms allow for greater synchrony between main and side jobs than other jobs can:

".. In the morning I read in the studio to carry out the activities that we already have in the pipeline and therefore operate both on the Upwork projects and on the projects in which we may have been contacted with the website. In the afternoon we produce tracks on our behalf, so everyone carries on his career as a DJ and the evening before dinner we spend an hour looking for other collaborations ... I could not have supported another job besides what I was already doing, without the presence of a platform that allows me to work in a virtual desk. It would have been unthinkable maybe to look for contacts and door to door or to travel around Italy by train hoping that someone will give me a contact that could possibly bring me in the future to remuneration ... ". A sound engineer operating as a DJ and owner of a studio that collaborates with Upwork.

One of the interviewees stated that it is possible for him to work on the second job while he is on duty in the first one. The interviewee explains how his profession of chauffeur for famous people is characterized by many dead moments and how he can combine Uber with them being still available:

"...I would not be able to reconcile because in my first job I still must be available in the maximum half hour at certain times. I always take short flights with Uber because in the end they allow me to go back to my main occupation immediately if necessary..." Private Chauffeur working also with Uber Black.

This practice would be impossible in the MJH with conventional jobs. Analyzing the interviews, it is easy to understand how the Gig Economy erodes the time boundaries that divide the job performance of the first and second job. There are workers who have shown Synchronous time management in the two jobs. Indeed, they explain in detail in several points how it is possible to alternate, even within a working day, the performance of a first and second job. The worker mentioned above even demonstrated a Parallel management of the two jobs, combining them in the same time. This is the case in point of how MJH acquires a different connotation not only on which jobs are combined but also on when they are combined. It is possible for this worker to perform both jobs at the same time. The time dimension in this case becomes more relevant for this phenomenon. This makes it clear that it is necessary to broaden the theoretical frameworks concerning the MJH since the platforms make the relationship between the works more fluid and less divisible.

Analyzing the push factors for the self-employed it emerged that financial need is not relevant as it is for the other categories of workers. They don't see the economic reason as the basis of the MJH. One of the workers pointed out that for him the economic side is necessary but only in order to bring the main job to a new level:

"... Well, I would like to change jobs with something more definitive. I would like to put a to put aside these jobs and then invest in what I really like or the tailoring job ..." A tailor apprentice who works as a canteen employee and as a rider for Deliveroo.

The interesting thing is that the financial need satisfied differently according to the jobs that MJHer combines. As seen with the sound engineer who transposes the customers of the platform into his working life outside it in order to have greater earnings, even considering the financial need as a primary reason to practice MJH. The engineer was then the only one of the self-employed respondents to see contextual factors as motivating. He states precisely that the social restrictions due to the Covid-19 pandemic influenced him in the decision to have a job with Upwork:

"... In addition, there are now restrictions due to the Coronavirus that don't allow me to look for jobs physically and here Upwork really helps me a lot. Before, I was only registered, and I didn't use it much. Private individuals also contact me more after this situation..." A sound engineer operating as a DJ and owner of a studio that collaborates with Upwork (Explaining the success achieved with the platform).

The possibility of working on a virtual platform thanks to Upwork also makes the dimension on where MJH can be practiced interesting ideas. The virtual desk can allow a worker, crowd worker, to perform jobs for clients who are geographically distant from him and his main job. The spatial dimension that is part of the conventional vision of the MJH disappears and allows the worker to have multiple new job opportunities thanks to the Gig Economy. This could make parallel management of jobs in the MJH even more present as seen with the driver who works for Uber Black.

Regarding the Job deprivation considered as a push factor, only the tailor apprentice declared that his choice to work for Deliveroo was dictated by the dissatisfaction of his previous side job:

"It certainly wasn't a very satisfying job. Not only for the money and the effort but the fact of having to depend on someone in that way I don't like it. It didn't satisfy me. I didn't consider it the job of life." A tailor apprentice who works as a canteen employee and as a rider for Deliveroo (Referring to his previous job).

Moving the research on pull factors, we have seen how they are very relevant for self-employed workers in choosing to practice MJH. A self-employed worker has shown that he is more intrinsically motivated to have a second job. He explains how dedication to the practice of work in general led him to have another job:

"...But look at me I absolutely like to work in general I mean. Getting involved in multiple contexts is something I really like. Obviously, the type of work influences your perception because beyond the economic side, dedication pays you back. It satisfies me more the feedback of a person who works with you or that of your client..." A tailor apprentice who works as a canteen employee and as a rider for Deliveroo

The passion for the job seems to be highlighted also by another freelancer:

"A lot. Sometimes boring jobs happen but it's part of the word "job". Obviously when I got the DJ jobs, I am very excited because there is only passion and fun for me. I don't feel the weight of the efforts..." A sound engineer operating as a DJ and owner of a studio that collaborates with Upwork.

An interesting fact about this dimension arises with the driver operating for Uber Black. He talks about how he chose the platform to spend time in the company doing what he likes to do. He explains more than once how his chauffeur job involves dead moments in which he does some races to keep busy and not get bored even if with the performance he barely covers the costs incurred for the race:

".... Look at the end I think it's not that convenient because in economic terms I earn less than half that with my contracts with famous people or through the agency. The main reason is because sometimes I have to be available for many hours, but I get bored of being in the car doing nothing, so during the dead hours I keep busy getting to know the people I accompany. Then there is to say that sometimes Uber Black can give you a possible customer..." Private Chauffeur working also with Uber Black.

Here you can see the example of a parallel management of two jobs. The driver in question on certain occasions is not limited to a synchronous management of the two jobs, alternating them throughout the day, but even he manages to practice them at the same time, putting the temporal conceptualization of the MJH in a new perspective. Asking questions about career development as a pull factor, one of the self-employed explained how it is a very relevant factor that led him to choose to work for Upwork. This dimension seems to be more present for those who have a job closely related to the main job as a side job. The engineer and music producer explain how the platform can give him and his colleagues professional growth:

*"...Upwork was more a consequence because our aim was to open a studio and, in the meantime, to continue our passions as a DJ. Lately we have had some lean periods that have led us to discover this application to look for work here too and grow..." A sound engineer operating as a DJ and owner of a studio that collaborates with Upwork.
(Explaining why he started using the platform with his colleagues).*

As seen above, for one of the self-employed whose profession is not linked to his main job, side jobs are seen as a possible source of income from which to draw to support the main job:

"...I use this money to get to my ultimate goal. My dream in the drawer is to become an entrepreneur and manage my fashion brand..." A tailor apprentice who works as a canteen employee and as a rider for Deliveroo (Explaining why the work with the platform is related to his main job).

In conclusion, even for the self-employed, Job Autonomy is considered an important dimension among pull factors. Here, too, the workers remark that the flexibility of the platforms is the basis of their job portfolio:

"...On a personal level I can tell you that it is also fundamental because I could not have supported another job besides what I already did without the presence of a platform that allows me to work in a virtual desk." A sound engineer operating as a DJ and owner of a studio that collaborates with Upwork.

Another self-employed remarking for him flexibility is a more relevant factor than any other:

"Flexibility played an essential role. If I think about it carefully, even more than the economic factor, because you can earn money with any job, but flexibility is given to you by very few jobs..." A tailor apprentice who works as a canteen employee and as a rider for Deliveroo

Compared to the other categories of MJHers with the self-employed it is easier to understand how they are more influenced by pull than by push factors. They could be dictated by the fact that for most of them the main job is professionally connected to the side job making the MJHers more willing and committed towards the latter. Furthermore, the self-employed analyzed seem to have more qualified and consequently higher paid jobs, overshadowing the economic side that seems fundamental in all the other categories of MJHers. Concluding with this category of MJHers it can be said that we can give a new conceptualization of the MJH both at a spatial and temporal level different from as done by previous literatures. Physical presence is no longer a necessary requirement, making the geographical proximity of the combined works unnecessary (De Stefano, 2015). Furthermore, the time dimension seems to be very relevant as a parallel conceptualization can be made for the MJH in the Gig economy. This means that thanks to the platforms and their flexibility it is possible to fulfill more job performances at the same time, something that was not contemplated in the previous vision of the MJH.

Multiple Gig Holders

This third section will illustrate the results of workers practicing MJH on more than one platform at the same time. The interviewees turned out to be all students. Two of them are riders for Uber Eats and Deliveroo but differ in the way they use the two platforms. The third a student who works in transcription and teaching platforms. In this case delivery food platforms seems to be very attractive for workers who practice MJH. This is deducible from the myriad of discussions on blogs and social networks. On various websites, it is easy to read about how people combine various platforms and provide other individuals on how to alternate them. Especially in the last period, due to the periodic monopolistic

erosion of platforms such as Uber Eats, workers are keen to practice more MJH between platforms in order to obtain more profits. An example of this is:

"If you want to earn more money you cannot use Uber Eats as before ... Use it as a second platform and switch to Glovo which has taken the McDonald's exclusive and there are many more orders there." Rider for Uber Eats and Glovo.

It seems that the exclusivity of some food requestors may increase the MJH as it deprives workers of the possibility of economically satisfied with a single platform.

*"...I can't earn enough, and I was forced to open a Deliveroo account ... Uber Eats has far fewer orders than before ..."
A Uber Eats rider on the need to have an account with Deliveroo too.*

This is an interesting fact as the dynamism of the platforms can materialize in a push factor for the practice of MJH as some workers linked to a platform may need a side platform in order to have more orders given the exclusivity of some requestors. The pressures of the most important requestors are also discussed by the various journalists:

*"Uber Eats has lost the exclusive rights to make about 15 million McDonald's deliveries each year in the United Kingdom... The food delivery operation is facing new competition from its much bigger rival Just Eat (JSTTY), which announced Tuesday that it will become McDonald's' second delivery partner in Britain this year." Retrieved on:
<https://edition.cnn.com/2020/01/28/tech/just-eat-mcdonalds-uber-eats/index.html>*

This is also relevant for online teaching platforms such as Italki.com. In this platform, specialized teachers are put in contact with students looking for lessons. This as in the case of Uber Black precludes a specific knowledge of the teachers who besides the work with the platform have other types of occupations as this becomes a type of necessary requirement:

"Italki requires only professional teachers to upload certifications for teaching. Your diplomas and certificates will not be published." Retrieved on the official website: <https://teach.italki.com/application>

Interesting data have arisen about the way in which workers practice MJH. One of these explains how you alternate the platform according to where it is located. He is a student both in the Netherlands and in Italy and this led him to use Uber Eats or Deliveroo at the same time as they had a different convenience in different places. Deliveroo was pay full in Italy and Uber in the Netherlands:

"I work for Deliveroo in Rome and now also for Uber in Enschede ... With these platforms it is not safe but in the end you are paid immediately and you can decide to use the one that makes you more comfortable. At a certain time or a certain place, considering that they pay in different ways depending on the place ... In the end I move a lot and it makes me comfortable having both ..." Rider 1 for both Uber Eats and Deliveroo.

It is evident that financial need is an important push factor for this worker. It is clear from his words that he does not have a main job and a side job, he simply uses the platform that is most convenient in the place and time in which he wishes to work. Moreover, here it can be seen how the spatial dimension of the MJH comes into play in the gig economy. Thanks to the ability to choose when and where to work provided by the platforms, this interviewee explains how it is possible for him to switch between two different platforms even in two different states. He is subject to a lot of mobility due to his international studies using both Uber and Deliveroo. This happens thanks to the difference in benefits that the two platforms have in the different countries and their presence in them. This provides a whole new perspective to the conceptualization of the MJH. Conventional jobs require a certain work constancy which must be fulfilled even in

freelance jobs and which limits the freedom of the worker in terms of choice on when and where to work. The platforms, given their nature, allow workers to fulfill a single service, permitting them to do multiple ones even sporadically. This leads to workers being able to practice MJH whenever and wherever they want. Another respondent points out that he needs to combine the two platforms precisely because they pay more at different times. For this reason, he books a certain time slot in Uber Eats while another in Deliveroo in order to combine them on the same day. This allows workers to take advantage of the different peak hours of the two platforms in order to make working hours more efficient than they are using only one platform:

"In these two platforms there are 2 different pick hours and if you have both you can earn more money and if you only have one you are forced to work in specific hours." Rider 2 for both Uber Eats and Deliveroo. (Explaining why a work for more than one platform).

Gig workers who practice MJH between platforms seem to be driven by financial needs that lead them to a Synchronous management of the two jobs in order to obtain more earnings. The student who teaches and transcribes on the platforms explained how the combination is possible between various platforms by studying their requirements. Indeed, she explains how it is possible to alternate study, work and leisure as she relies on transcription platforms that pay per task with those of teaching that require minimum hours to be respected:

"For example, for that one that I used to spend 3 hours, I don't work during the week, I work on that during the weekend. During the week I used to study, doing association staff and work on the teaching one because it has minimum hours requirement ... like this I can handle my study and leisure time." A platform teacher in Italki.com and online transcriptioner in Airlanguagehub and usertesting.com.

An important result emerged precisely on the rider's way of managing time between study and platforms. He precisely explained in detail how using different glitches or application system errors it is possible to perceive the remuneration avoiding the rules of the application. This allows the various workers to have more free time and to combine the various interests and duties. An example can be the exploitation of various promotions by pretending to be a customer with another device. For example, a glitch with Uber:

"...I mean the way you are earning so much money in Uber Eats it was because there was a glitch in the application ... Since i live near the center i was just ordering myself something like one portion of chip, like 50 cents, plus deliver about 2 euros more. I order it with one account and picking it with another one using two smartphones. I manage to do myself my own orders. I was investing like 2 euros and I was winning 14 in only 3 hours. I was doing nothing just staying in my house." Rider 2 for both Uber Eats and Deliveroo.(Explaining how successful it was with the two platforms).

Another example with Deliveroo, explaining how it is possible to take the minimum guaranteed payment with the platform without really working:

"There are a lot ways that allow you to avoid these rules. For example, putting your phone on airplane mode. A lot of glitches that the application has that you can use for both platforms...In the meantime, you can do something else to study or make deliveries for Uber..." Rider 2 for both Uber Eats and Deliveroo.

As seen for employees who combine their jobs with platforms, financial need seems to be the most relevant push factor for gig workers who operate in more than one platform. From their words it is obvious that their job satisfaction is proportional to their earnings:

“At first I was a little bit depressed. After, earning more and more money I changed my mind. This was at first because I thought that working for this new type of business with the apps was the wrong choice. ” Rider 2 for both Uber Eats and Deliveroo.

The financial need as a push factor seems to be a constant for those who practice MJH with the delivery food platform. In this case, however, it seems that the interviewee who works with multiple platforms on a virtual desk is also motivated by the economic factor:

“...Because as a student. I'm over 20 years old so you don't feel comfortable to get a lot of money from your parents. It would be nice to earn some extra money from yourself. This is the main reason because I work for multiple platforms and the second reason is to do not forget my primary profession in practice more and more...”. A platform teacher in Italki.com and online transcriptioner in Airlanguagehub and usertesting.com

The influence of the social context also seems relevant for workers who use coupons provided by friends or acquaintances: Some platforms indeed offer coupons that increase compensation. These can be of various types and lead to social pressure that influences individuals and their choices leading them to MJH. As emerged speaking with one of the interviewees:

“...For Deliveroo I worked a little over four months and got to know him through Facebook adds. While for Uber I have seen I have seen many Facebook groups. On one of these sites to find rooms they posted an announcement about a promotion. By registering with a friend's code, you earn both. A friend of mine, not having work at the restaurant yet, passed me his code to reach 25 orders to earn 100 euros both...” Rider 1 for Deliveroo and Uber Eats

Advertising, coupons and platform initiatives seem to be a significant contextual factor. These platforms through this type of strategies change the beliefs of individuals which in turn influence each other, making it much more socially acceptable and easy to choose a platform than a conventional job:

“In my case. All my Master colleges were involved on this type of job. All of them. They gave a coupon for 200 euros to recommend me on the platform. I was referring a lot of them and they played a huge role. My family also was surprise of making money, a lot of money with these platforms keep pushing on me to do that. We come from a poor country and earning that much is amazing for them. Again, is promotion one of the fundamental aspects in fact Uber in principle was investing a lot of money on that, making publicity.” Rider 2 for both Uber Eats and Deliveroo.

Regarding Job deprivation as a push factor, none of the workers stated that the stress of the main or previous job was a relevant factor for the practice of MJH. Analyzing the excerpts of the interview related to pull factors, only one of the gig workers proved motivated by psychological fulfillment. Indeed, the teacher working on the online platforms was the only one who showed inherent pleasure in practicing the jobs. This is evident from his words:

"Yes, I like my job and I still continue teaching English. There wasn't any momentum that I didn't feel satisfied with a job regarding teaching because it's what I study and what I want to do in my life." A platform teacher in Italki.com and online transcriptioner in Airlanguagehub and usertesting.com.

The same worker is the only one who has expressly declared that career development is a motivating factor for the practice of MJH. The teacher sees in the platform a resource to advance her professionalism, helping him to increase the skills in communication and human contact, necessary for the teaching profession:

"... You have to keep in touch with people and manage them in a professional way so sometimes you get mad and you have to be quiet and try to understand the right thing to do. This helped me practically in communication, gaining something on the human interaction, useful for my future job ... " A platform teacher in Italki.com and online transcriptioner in Airlanguagehub and usertesting.com.

A relevant factor is related to the role that flexibility plays in the practice of MJH of workers. Almost all the interviewees remarked how although the financial need pushes them to work, job autonomy is instead the factor that makes them choose a platform rather than a conventional job. For many it plays a fundamental role without which they could not afford a second job. This shows how the Gig Economy allows different types of MJH even for those who without the presence of the platforms would not be able to support more than one job at the same time. And this is confirmed by more than one respondent:

"...Especially for me as a student this is essential as I don't have a well-defined calendar but if I had to do it full time and in case I was online and I didn't receive any orders I can do anything else. For me, however, I must say that flexibility is really relevant ..." Rider 2 for both Uber Eats and Deliveroo.

Gig workers who operate with multiple platforms seem to be very heterogeneous from each other. Indeed, there are many similarities with employee respondents, as the most relevant push and pull factors include financial need and job autonomy. Furthermore, these as well as the employees are very influenced by the social pressures deriving from advertising, acquaintances and coupons of the platforms. For them, these platforms have a greater social influence as even the exclusivity of some requestors is for them a reason for practicing MJH between one platform and another, probably because all their income comes from the platforms themselves. Here it can be seen a different spatial conceptualization compared to those of the previous literatures, a worker of them showed how it is possible to work with 2 different platforms in different countries giving a completely new vision of the MJH. They have also shown that they have much more synchronous time management than other interview workers, showing a certain familiarity with exploiting the economic opportunities of the various platforms and the flaws in the system they have. In conclusion, a worker has proved to be more similar to the self-employed category as he is probably more qualified and therefore attracted to platforms for intrinsic pleasure and professional development rather than pushing factors.

Discussion

The research has highlighted how there are innumerable aspects not covered by the previous literature. Firstly, In the first place the research has tried to give itself some guidelines to be able to develop the research, trying to make a clear picture thanks to the previous literature. It has been analyzed various points of view about a Gig economy and the MJH trying to predict what could have been the categories of MJH that had not been studied and possible only with the Gig Economy. This combination of elements has allowed the research to build a guide to explore which new types of MJH allows the rise of the Gig Economy and which are the push and pull factors that influence workers one or more jobs with online work platforms. Furthermore, starting from the depletion (Push factors)-versus-enrichment (Pull factors) framework model the research tried to predict what could have been or the factors influencing the MJH in the Gig Economy, with the hope of finding new ones (Campion et al. 2019). Interesting results were found regarding the role of platforms and requestors. Platforms seem to condition the social context by modifying the beliefs of individuals by forcing them to choose platforms because they are conditioned by their social network. The requestors seem to apply a lot of pressure on the orders that platforms can offer to workers and thus through them force individuals to work with multiple platforms to work sufficiently. As expected, we have found new types of MJH that are completely new and unrelated to the previously published studies regarding the Gig Economy and the MJH making obsolete the definitions of MJH known until now (Wilensky, 1963). For this reason, the results of the research have implications both on a theoretical and a practical level.

Theoretical and Practical Implication

During the research it was possible to see how it led to interesting theoretical insights. Research shows that an updated conceptualization of the various types of MJH and the combinations that compose it is needed. Each of these categories has been shown to have a myriad of possible combinations that bring unique results. Through the joint analysis of multiple data it was shown how the Gig economy allows many types of combinations of MJH such as that of workers who are self-employed and employees who also combine jobs with platforms, or gig workers who practice MJH with two or multiple platforms at the same time. Sometimes it has emerged that MJH in the Gig economy does not represent a combination of main and side jobs but also allows individuals to have a portfolio of multiple jobs obliterating the belief that an portfolio of multiple job is possible by combining only full-time and part-time jobs (Alboher, 2012; Handy, 1995). Others identified MJH as the activity for which a worker works for two separate organizations and for two different supervisors "(Inness, Barling, & Turner, 2005). This evidence disappears when considering gig workers who work for multiple platforms as they have no supervisors and organizations are only mediators of work performance as they are not bound by a real employment contract (Stewart & Stanford, 2017). With the Gig Economy the conventional conceptualization of main and side jobs disappears. Indeed, with one worker it was possible to see how he used platform work as a stable economic resource while not considering it the main job. Due to unemployment, he was forced to use the platform while considering other occupations as main jobs. This makes it clear that conventional indicators are

ineffective to identify a main job, such as longest tenure or higher income. Another important evidence is that for some platforms such as Italki.com and Uber Black the MJH is not only possible but becomes a fundamental requirement as skills and licenses linked to these jobs are obtainable only practicing other jobs. To be an Uber Black driver you need a private driver license as to teach on Italki.com you need to have certain skills. Continuing with the analysis, it emerged that the gig economy erodes the conceptualization of MJH not only in terms of possible combinations but also how these operate and exist. The dimensions of space and time take on a different connotation in the MJH. Thanks to the gig economy the time management between the various jobs is more synchronous compare to conventional jobs since workers can decide when and where to work while also accomplishing a single task (Kuhn & Maleki, 2017). These platforms allow a multitude of individuals to implement, as mentioned during the interviews, combinations that would not be possible with freelancers and employees' jobs. This makes MJH's time management more fluid and sustainable and the vision that the MJHer is not limited in the rigid concept of "Moonlighters" where workers were forced to practice the side job during the night. One worker even demonstrated a parallel management of the two jobs. He explained how in his main job he must always be in service, but he has a lot of free time that he uses to work with the side job in the platform. This makes obsolete the conceptualizations that see the so-called "gigs" as alternatives to dependent work since in this case they are even concomitant and shows how the canons adopted for MJH are not relevant in Gig Economy (Hong, 2015). Although the synchronous management mentioned above is much more efficient, the parallel one is completely revolutionary. In fact, this type of time management is irreproducible with part-time jobs. Although part-time jobs also provide very flexible MJH solutions, it is unthinkable to find a combination of part-time or full-time jobs that can guarantee parallel time management. Although part-time jobs are the most flexible form of work studied at this time, they are still subject to the constraints of supervision and working hours that characterize a job as an employee. This is also valid for freelancers' jobs as they are not bound by supervision constraints but on the other hand, they have contractual limits dictated with the client. Another dimension that undermines the conventional vision of MJH is the spatial one. Indeed, with the gig economy the space variable becomes much less influential as platforms, by giving the possibility to work when necessary, allow workers to decide to work where they see fit, providing service when they need it and in different countries. In addition, the spatial dimension becomes almost irrelevant for workers who practice MJH with platforms that operate only through a virtual desk, these platforms allow to connect geographically very distant workers and customers without a real physical interaction connecting them online (De Stefano, 2015; Frenken & Schor, 2017). The research analyzing the various push and pull factors that characterize the MJH in the gig economy have found some interesting results. We have seen how financial need is considered the most relevant push factor for this type of MJH (Hirsch, Husain, & Winters; 2016, Guariglia & Kim, 2004). Diametrically Job Autonomy is the most cited pull factor (Lehdonvirta, 2018). What is interesting is that depending on the combination of jobs in the Gig Economy they can have a different connotation. By carefully analyzing the results it is clear that each category seems to be associated with a different combination of push and pull factors. For example, self-employed workers were shown to be more pulled than pushed to platforms, probably due to the fact that they proved to be the most skilled and consequently the best paid and less obliged to have a second job as a source of income. On the other hand, employees and gig workers with multiple platforms have shown that they are more forced to work with platforms due to the financial needs and social pressures deriving from the influence of platforms on the social context that

surrounds them. A factor common to all categories of workers is the influence that contextual factors have on workers. In particular. It seems that thanks to their growing power, platforms are increasingly present in the lives of individuals, leading to social conditioning through advertising, acquaintances and initiatives (Bramoullé et.al, 2010) . Many of the interviewees have declared that they have meet the MJH and the platforms thanks to some advertising or acquaintances that introduced them with coupons. These promotions seem to push through workers' economic needs . Some of them are compensative for those who bring new members in order to create social pressures that influence the perception of individuals. This leads to conditioning individuals in a kind of Bandwagon bias where they rely on the experiences of friends and acquaintances in monitoring their work decisions thus creating a social trend (Bischoff & Egbert, 2013). It was found that the pandemic, in this case as an environmental change, changed the social structure influencing a worker to add the platform Upwork to his job portfolio since there it can operates in a virtual desk. The most important data in this dimension were found about the exclusivity of some platforms and the advertising they offer to individuals. As mentioned above, individuals are conditioned by the context in which they live and therefore a strong pressure of the requestors to the platforms, through exclusive collaboration, can condition the workers, pushing them into the practice of the MJH to satisfy their needs (Gerber, 2002; Pouliakas, 2017). Indeed, as seen from the netnographic results, many requestors such as Mc Donald's may decide to have exclusive relationships with a platform, forcing gig workers to use multiple platforms to get enough orders.

The interesting thing between the various forms of MJH is that although they are all driven by the same need they fulfill it in a different way. Although financial needs were present in all categories, they were satisfied in differently. This means that sometimes they don't try to meet their economic needs by working harder but by using real strategies. Some individuals use the platforms to have more customers in their main job avoiding the percentages of compensation of the platform. Other workers exploit system errors of the platform's app which are then transpose into similar platforms in order to increase earnings. Other workers again use to synchronously combine platforms throughout the day by taking advantage of the most profitable hours of each platform. Only few individuals have seen the dissatisfaction of the main job as a possible reason that led them to have a second job on the platform (On-Na, 1989). This therefore does not allow to be able to generalize saying that Job deprivation is a relevant push factor in the MJH.

Regarding pull factors the most relevant dimension was that of Job Autonomy in the conditioning of individuals in the choice of using the platforms to practice MJH (Lehdonvirta, 2018). Indeed, flexibility has proven to be the key word that everyone mentioned during the interviews as an indispensable factor that influences the choice of working for a platform. Although for many the first listed factor was that of the Financial Need, flexibility followed immediately. Just as explained during the interviews, flexibility is the motivating factor that distinguishes a conventional MJHers from a MHJers that uses the Gig Economy.

The dimension of Psychological Fulfillment and Career Development, however, seem to be relevant only for some individuals interviewed (Averett, 2001; Fraser & Gold, 2001, Renna & Oaxaca, 2006). However, these two dimensions are interesting because they seem to have a correlation between them. The same workers who have shown intrinsic value and therefore passion on the job as a motivating factor were the same workers who had career development as their motivating factor. This seems to be relevant for the two workers who work in virtual desks and especially for the

self-employed. This could be since those who work in virtual desks, crowd work, have a more qualified jobs compared to workers who provided "work-on-demand services via app " where the work is physically localized and less qualified. This consequently makes the two categories of workers differ as the former are more related to intrinsic motivation while the latter more to the side economic (De Stefano, 2015). Usually these individuals were the same ones whose main jobs were professionally strictly related to the side job in which they seek Career development. Especially those who practice MJH with the delivery food platforms seem to put less passion in the job and do not seek professional development in it as the work is not linked to the main job and does not require special qualifications.

These results are also relevant for researchers from both the Gig Economy and the MJH. Although interesting results have been brought to light regarding these new types of combinations, on a practical level there is a need to advance the conceptual frameworks of the MJH which do not take Gig workers into account. Given the strong technological growth this becomes a necessity as seen the Gig Economy provides interesting ideas about the study of the MJH and vice versa. A conceptualization of the MJH phenomenon in the Gig economy is necessary for researchers who study the pushing or attractive factors about MJH. This research hoped to have shown how motivating factors already studied could have a different connotation in the Gig Economy. Finally, the study provides the basis for future research on the possible combinations of MJH in the Gig Economy in order to give a more accurate classification and understand how these acts differently compared to conventional MJH combinations.

This research has implications not only on a theoretical level but also on a practical level. Indeed, the researcher with this study hopes to have provided useful guidance to all practitioners of MJH and workers in general. The analysis of the data highlighted how an awareness of workers about their job opportunities is necessary. The world of work is constantly changing, and the results of this research can also be considered as recommendations for those who are characterized by economic needs and need flexibility. Many workers could take inspiration from the results in order to understand what a suitable solution for their work situation and their needs could be. Reading the various experiences of the interviewed workers it is possible to understand. There are many useful combinations for those who do not have much knowledge of the Gig Economy and MJH. There are several examples of how it is possible to combine jobs especially with delivery food platforms. This guide could also be useful for workers who already have a job position and in addition to satisfying economic needs want to improve their professional skills. Especially young people could find many useful MJH solutions in the Gig Economy which they could alternate with studying with a great flexibility as most of the interviewees are students and they chose MJH on Gig Economy for these reasons. The researcher hopes to have brought notions that can help workers to have a more profitable and effective management of their working life, waiting for future research that can bring to light more specific details for each category.

A final consideration can be made about the joint interviews with other researchers dealing with the Gig Economy, interesting results came to light. Although the other researchers have dealt with different topics, they are however connected to the MJH as they have brought interesting insights. Barbonetti (2020) analyzing value creation and capture demonstrated how HRM practices are sometimes motivating factors for individuals that work with the platforms . The practices while being fewer in number than conventional jobs have an important influence on individuals. For example, the presence of coupons is seen by the researcher as a recruiting practice of platforms that pushes workers to work

with them by putting pressure on their economic needs. He also underlined how the lack of some HRM practices in delivery food platforms, such as selection ones, attracts gig workers to rely on platforms as they allow them to work immediately without the need to demonstrate great qualifications.

Other interesting results have come from the Simioli study (2020). Analyzing the interviewees in common it was seen how the young people who work with the platforms also usually practice MJH. He demonstrated how they are able to monitor their lives more efficiently thanks to the platforms. Many students stated that the flexible work management given by platforms is necessary for them to combine work and study. Furthermore, the combination of multiple platforms is sometimes considered by student workers as a real alternative to a conventional job. Concluding these points for reflection, it is hoped that they will be useful to workers for greater working efficiency and to theorists as useful reflections for new research.

Limitations and Future Research

The study obviously brings with it the limitations that characterize most qualitative studies. First, generalization of results is not possible due to the low sample size. Previous research has shown that 8 respondents for exploratory qualitative studies are unfortunately not enough to affirm the validity of the research in an absolute way. This prevents the researcher from being completely immersed in the topic and increases the possibility of providing misleading data (Crouch & McKenzie, 2006). Secondly, a limitation arises precisely with the data collection. Given the inability to conduct in-person interviews during the global Covid-19 pandemic, research has made use of virtual tools that cannot guarantee the same results as a face-to-face interview. This type of collection is much more tiring as it involves recruiting online respondents who most of the time tend to be less willing to spend their time. Furthermore, during the online interviews there are many interviewees who have declines in attention due precisely to the non-physical presence of the interviewer. Thirdly, the interviewees come from only two countries to make the results less generalizable on a geographical level. Useful research could be conducted in different, perhaps non-European, contexts, where different laws and social pressures could show others of MJH and different motivating factors. The conceptualization of push and pull factors is related to this specific research and cannot be generalized in an absolute way. Indeed, as seen with previous research, some push factors can be interpreted as a pull factor in another research concerning different contexts (Campion et.al, 2019). Furthermore, the analysis was carried out on the assumption that it is possible to generalize all the various combinations of MJH into 3 macro categories. Although this generalization has been fundamental in order to guide the research, it must be deepened with future studies when the more specific analysis of the various combinations within these macro categories has shown that even the same type of MJHers can be driven by reasons different and therefore consider the platforms differently. In addition, the study made use of workers, most of whom work with delivery food platforms, making the results less generalizable for workers who rely on other types of platforms. Indeed, the research found only two workers using virtual desk platforms. In-depth studies could in fact shed light on the differences of MJHers who perform a physical job thanks to the platforms and those who instead rely

on virtual desks. Especially about the reasons, we have seen how those who work in virtual desk seem to use useful platforms for the main job or even use them as the only source of income. In conclusion, it would be interesting for future research to try to understand if and how people practice MJH with platforms in special work situations such as temporary unemployment (combining subsidies with platform earnings), maternity or all working circumstances considered non-regular in which can be used the platforms as a secondary occupation.

Conclusions

Despite the limitations that characterize the research, the researcher hopes to have brought the light to an interesting topic. The research started from trying to understand how the gig economy can afford different and new types of MJH and what are its push and pull factors that characterize it. The research showed that there are 3 categories of MJH in the Gig Economy that had not yet been studied and they are related to employees, freelancers and gig workers who practice MJH with one or more platforms. By studying these 3 categories it was possible to deduce that they can host multiple combinations of jobs. Thanks to the Gig Economy, these combinations have allowed a quantitative, spatial and temporal reconceptualization of the MJH phenomenon. This research has shown how the strong flexibility of the platforms can lead to a more synchronous and sometimes even parallel time management between jobs, that cannot be replicated to conventional MJH. Furthermore, it has been shown that the possibility of working even for a single task leads workers to practice MJH in the Gig economy even in geographically distant places, making MJH practice possible even between different countries. The various combinations did not show completely new push and pull factors but on the other hand highlighted how workers can use different ways in practicing MJH while having the same goal. The most motivating factors found in the research are financial need and job autonomy. Furthermore, the social conditioning of platforms on individuals seems to be a relevant contextual factor, pushing individuals to have more than one job at the same time. The dimensions of career development and psychological fulfillment have been found in the self-employed probably because they are characterized by more qualified jobs. In conclusion, the researcher through the exploratory study tried to provide enough information for future research on the MJH and the gig economy which, as seen, are an unexplored field full of interesting ideas. In addition to giving a new theoretical perspective, the research will hopefully be considered a guide for workers new to the MJH practice.

APPENDIX A - Operationalization of the Variables A – Gig Economy and Multiple Job Holding

Variables	Definition	Interview questions
<p>Gig Economy Code : GE</p>	<p><i>“Free market system based on flexible jobs where freelancers are connected with consumers through online platforms”</i></p>	<ol style="list-style-type: none"> 1. What platform do you work for? What other jobs do you have besides the work you do for platform XX? 2. Do you work for multiple platforms? Why? 3. Do you consider one of these jobs to be your main job? If so, which one? Why?
<p>Multiple Job Holding Code : MJH</p>	<p><i>“Phenomenon that describes an individual engaged in more than one job”</i></p>	<ol style="list-style-type: none"> 4. What are other sources of income besides the income you generate through Platform XX? 5. What do you consider to be your main source of income? Why? 6. How did you hear about online platforms? 7. How long have you been working on the platform? 8. Have you tried to look for work in other contexts or have you started immediately with the platforms for your second job? 9. What are the reasons that led you to decide to work for a platform? 10. To what extent did they contribute to your choice to have a second job? 11. What are the reasons why you have a nother job(s) besides your work as a platform worker? 12. Why do you have multiple jobs/sources of income? 13. If applicable, why do you work for multiple platforms?

APPENDIX B - Operationalization of the Variables B – Push Factors

<p>Push Factors</p> <p><i>Reasons that force a worker to have more than one Job</i></p> <p>Code: PSF</p>	<p>Financial Need</p> <p>Code : FN</p>	<p><i>“The salary of a single job is not perceived sufficient”</i></p>	<ol style="list-style-type: none"> 1. What role do financial reasons play in making you decide to have multiple jobs? 2. To what extent do you think remuneration has influenced the choice to work for another platform? 3. Do you think that the remuneration of your main job is sufficient? Why? Why not? 4. In your view, is the income generated through your work as a platform worker sufficient to meet your financial needs?
<p>Introductory question push factors</p> <p>What factors come to your mind that forced you into choosing to work for online platforms? Could you list some of them and explain why?</p>	<p>Contextual Factors</p> <p>Code : CF</p>	<p><i>“External changes that influence the decision-making sphere”</i></p>	<ol style="list-style-type: none"> 5. What external factors do you think have influenced your choice to have multiple jobs/work for multiple platforms? and Why? Can you give examples? 6. Which role did your friends, family and/or other social contacts play in deciding to have multiple jobs/work for multiple platforms? 7. Do you have any family needs that you think has influenced you in your choice?
	<p>Job Deprivation</p> <p>Code : JD</p>	<p><i>“Discouragement from the first job”</i></p>	<ol style="list-style-type: none"> 8. What role did the satisfaction in your main job play in making you decide to have multiple jobs/work for multiple platforms? 9. Are you satisfied you main job? Why? If so, why did you decide to have multiple jobs? 10. Are you satisfied with all of your jobs? 11. Do you feel involved in your main job? Do you feel involved in all of your jobs? 12. Do you get along well with your colleagues in your main jobs? 13. And with your supervisors? 14. To what extent have these factors led you to choose a second job?

APPENDIX C - Operationalization of the Variables C – Pull Factors

<p>Pull Factors</p> <p><i>Reasons that attract a worker to have more than one job</i></p> <p>Code: PLF</p>	<p>Psychological Fulfillment</p> <p>Code : PF</p>	<p><i>“Intrinsic reasons concerning the job itself and the experiences connected with it”</i></p>	<ol style="list-style-type: none"> 1. Do you like the jobs you do? 2. Do you think to put passion in the jobs you do? 3. Do you feel personally satisfied with just one job? Why or why not? 4. Did you feel the need to try new experiences?
<p>Introductory question pull factors</p> <p>What are the factors that you think attracted you to online platforms? And why?</p>	<p>Career Devolpment</p> <p>Code : CD</p>	<p><i>“Reasons related to career change or the acquisition of new skills”</i></p>	<ol style="list-style-type: none"> 5. Did you look for professional development in your second job? 6. Do you think you've learned something new/extra by holding multiple jobs/working for multiple platforms? Why or Why not? And has this helped for your main job? 7. Would you recommend this experience to anyone who wants to learn?
	<p>Job Autonomy</p> <p>Code : JA</p>	<p><i>“Degree of work flexibility in terms of time, tasks and places to operate”</i></p>	<ol style="list-style-type: none"> 8. How many hours do you work per week? 9. How do you manage time in both jobs? 10. How do you manage work and leisure? 11. Do you think that platform flexibility is a relevant factor for the individuals who work there? 12. Did the ability to manage work via the app encourage you to choose the platforms for the second job?

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