



## **Freelancing as a new form of staff employment** Tomsk Polytechnic University

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### **Abstract**

The paper discusses new opportunities in the labour market that are related to freelancing. The number of freelancers in Russia is increasing annually. This type of job can solve the problem of employment for those populations who for various reasons cannot work in offices, but can be arranged to work at home. Freelance helps to raise income levels and solve the problem of employment in remote areas of the country where it is difficult to find work, as it was done in due time in the United States. The theoretical characteristic of freelancing and the relationship between different categories of employment are described; the current state of the free employment in Russia is assessed.

*Keywords:* career, employment, freelancing, freelancer, free employment, portfolio career.

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### **1. Introduction**

More than 100 years there has been existed a certain standard of employment: employment on a permanent basis - full time job. For many people important criteria when looking for a job are stable employment, income, social security and, of course, a permanent working place. At present time the situation has changed, the labor market and employment has become flexible, but permanent employment remains the norm [1].

Currently non-standard forms of employment become of huge popularity. They include all forms of employment that go beyond full employment, such as temporary form of employment, random, free, secondary employment, and others.

### **2. Freelancing as a new form of staff employment**

Distribution of such model of labor hiring as freelance, is caused by the factors connected with development of global networks and information and communication technologies. They include:

- 1) Reduction of costs related to the existence of the organization, the emergence of virtual companies. There is no need for special rooms for the organization of workplaces, employees have an opportunity to work at home;
- 2) Formation and development of virtual labor markets. There is a demand for professionals who possess unique skills and able to work with global networks;
- 3) Aspiration to an individualization of career of professionals.

The freelancing is not only a form of employment, but also a lifestyle. In other words, identity of group of freelancers is among themselves higher, than their identity according to other social characteristics. The concept "freelance" can and has to be used not only for the description of a form of employment, but also as the indicator of social identity of group and its characteristics.

The freelancing is a type of self-employment, which first of all is focused on the actual performance of work, but not on its quality. In fact, this type of activity is a low degree of stratification of self-employment [3].

Table 1. Quality characteristics of various types of freelancing

Title	Content
"Limited" freelance	Staff is employed by the company, has full employment. One day a month they are able to perform their duties in any convenient place.
Part-time freelance	Permanent employment in the organization, in free time from the main work or study, they carry out projects with the purpose of obtaining the additional income and experience.
"Clean" freelance	Permanent job through the Internet, search orders on specialized resources. They are representatives of creative professions, have an opportunity to do their own business.
Freelance in a specialized television center	The organization offers jobs to employees of other organizations, take on the issues related to the workplaces equipped with necessary equipment, access to the Internet and to databases.

It is possible to identify some advantages of freelance:

- irregular working hours;
- free, independent schedule of work;
- there is no need for visit an office;
- opportunity to combine homework with performance of professional duties;
- additional earnings;
- moral satisfaction;
- receiving an experience;
- lack of stress associated with the threat of dismissal, qualification and certification;
- an opportunity not to have high qualification.

If consider the freelance from the traditional position, it is possible to note some minuses, such as low compensation, lack of the paid holidays, awards, the trade-union organizations.

If consider this form of the organization of work as a flexible form of employment, social guarantees aren't so important as the freelance provides for each employee first of all free, optimum busy time, the most comfortable workplace, proceeding from opportunities (physical) or personal preferences. The working time depends only from the complexity of the project, and if physical ability and knowledge allow, that is opportunity to work with several employers. There is also the possibility to independently manage the time and still have the main and additional earnings. The freelance analysis shows that the main characteristic of freelancing is the freedom.

Also it is necessary to identify who can be a freelancer:

- Traditionally, the individuals, who are occupied in free time, voluntarily;

- The students, who wish to get experience of professional activity;
- The individuals, who need part-time job;
- The disabled people who don't have the opportunity to work at an office;
- The women with children: who have many children or have children under 3 years;
- The citizens who are looking after patients and (or) disabled people;
- The citizens, who live in remote regions where the offer of workplaces is limited.

Some individuals, such as persons with disabilities, mothers with many children or students do not always have the necessary high qualifications in order to interview for a desired job. In case of freelance, qualification of the worker can be lower. Such feature is typical to Russia where current market of freelance isn't rather developed [2].

In the United States and Europe freelancers are professionals with high qualification for whom personal freedom is important. The Russian market of freelance is popular with those who want to try performance of various functions, to receive new practical skills in a specific field of activity.

A freelancer is a professional, independently providing services to customers through the use of information and communication technologies.

The freelancer is a person who performs work without the conclusion of the long-term contract with the employer. Such professional is employed for performance of certain types of works. Being the non-staff employee, he can carry out at the same time some orders for various clients.

There are some criteria which concretize the concept "freelancer" from the point of view of the contents and character of work:

- Operates within a particular profession and markets his skills and abilities;
- Does not produce goods and provides services;
- Does not perform physical activities;
- Carries on activity that is primarily related to the production and processing of information;
- Has significant "human capital" which was acquired during formal education and practical activities;
- Receives reward for services provided but not business profits.

The freelancer is free to dispose the time, to manage various forms of activity, he has a choice when, where and how to work, he is independent of the employer, he has no need to go to work in strictly certain time and to carry out that the employer demands from him and that is recorded in duty regulations and the labor contract.

### **3. Conclusion**

The instability of social and economic conditions, and also complexity and unpredictability of operating conditions has led to that work became more and more temporary today. Stability and full employment is not guaranteed by the employers, and in cases where this does happen, the working time is beyond the standard [4].

In modern labor market, as response, there have appeared new forms of employment which are applied actively by individuals for the purpose of the adaptation to the changing conditions. Thus, in the field of career management there has appeared such a concept as "portfolio career" [5].

"Portfolio" career is a series of the realized programs and projects which increase the cost of applicant. Such type of career is realized both in free form and in a stable position. The freelance is one of the directions of development of "portfolio" career, a form of free employment.

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