

# The Hong Kong University of Science and Technology

Dept of Information Systems, Business Statistics  
and Operations Management

Zoom Webinar Announcement



## Managing Gig Economy via Behavioral and Operational Lenses

by

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**Date** : **25 November 2020 (Wednesday)**  
**Time** : **9:00 - 10:30 pm**  
**Venue** : **Online via Zoom**

### **Abstract:**

Gig economy firms benefit from labor flexibility by hiring independent workers in response to real-time demand. However, workers' flexibility in their work schedule poses a great challenge in terms of planning and committing to a service capacity. Understanding what motivates gig economy workers is thus of great importance. In collaboration with a ride-hailing platform, we study how on-demand workers make labor decisions. We are interested in both improving how to predict the behavior of gig workers and understanding how to design better incentives and policies. Using a large comprehensive dataset, we first develop an econometric model to analyze workers' labor decisions in response to incentives while accounting for their personal goals, sample selection, and endogeneity. Our careful analysis has revealed behavioral insights that can inform better incentive and regulatory design. To further capture platform competition, we leverage our proprietary spatial data and the publicly available trip records to develop and estimate a structural model of gig workers' sequential dynamic decisions in the presence of alternative work opportunities. Our simulation-assisted estimation provides insights into workers' switching behavior and potential policies to better manage the flexible workforce.

### **Biography:**

Park Sinchaisri is a fifth-year doctoral candidate in Operations, Information, and Decisions at The Wharton School at the University of Pennsylvania. His research largely centers around behavioral operations management, particularly the roles of human behavior and AI in the future of work and services. Prior to Wharton, he earned a ScB in Computer Engineering and Applied Mathematics-Economics from Brown University, a SM in Computational Science and Engineering from MIT, and worked for Oracle, Goldman Sachs, and Deloitte Consulting. Growing up in Bangkok, Park is a world traveler, avid foodie, urban planning enthusiast, and aspiring creative artist.

All interested are welcome!

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