



RAQAMLI IQTISODIYOTDAGI BANDLIK STRUKTURASINING  
O'ZGARISHI VA KELAJAKDAGI TENDENTSIYALAR

ИЗМЕНЕНИЕ СТРУКТУРЫ ЗАНЯТОСТИ И БУДУЩИЕ ТЕНДЕНЦИИ НА  
ФОНЕ ЦИФРОВОЙ ЭКОНОМИКИ

EMPLOYMENT STRUCTURE CHANGE AND FUTURE TREND UNDER THE  
BACKGROUND OF DIGITAL ECONOMY

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**Abstract:** Ushbu maqola raqamli iqtisodiyotning tez o'sishi bilan bog'liq bo'lgan bandlik tuzilmalaridagi dinamik o'zgarishlarni o'rganadi. Unda kontsert va platformaga asoslangan ishlarning o'sishi, avtomatlashtirishning an'anaviy rollarga ta'siri va raqamli va texnologik ko'nikmalarga talab ortib borishi kabi asosiy tendentsiyalar muhokama qilinadi.

**Kalit so'zlar:** raqamli iqtisodiyot, bandlik tuzilmasi, platforma, platforma iqtisodiyoti, moslashuvchan bandlik, siyosat

В данной статье исследуются динамические изменения в структуре занятости, связанные с быстрым ростом цифровой экономики. В нем обсуждаются ключевые тенденции, такие как рост рабочих мест, основанных на гигабайтах и платформах, влияние автоматизации на традиционные роли, а также растущий спрос на цифровые и технологические навыки.

**Ключевые слова:** цифровая экономика, структура занятости, платформа, платформенная экономика, гибкая занятость, политика.

This article examines the dynamic changes in employment structures associated with the rapid growth of the digital economy. It discusses key trends such as the rise of gig and platform-based jobs, the impact of automation on traditional roles, and the increasing demand for digital and technological skills.

**Keywords:** digital economy, employment structure, platform, platform economy, flexible employment, policy

The advent of the digital economy has fundamentally transformed employment structures across the globe. This shift, powered by rapid technological advancements, connectivity, and automation, continues to shape industries, redefine skills, and create new opportunities while presenting unique challenges. Understanding these changes and the emerging trends is crucial for policymakers, businesses, and individuals navigating this dynamic landscape.

Also one of the most visible changes is the decline of traditional manufacturing and routine-based jobs, which are increasingly being automated. In their place, roles in



technology-driven sectors like software development, cybersecurity, data analysis, and e-commerce logistics are proliferating. Additionally, the gig economy has gained momentum, providing flexible, digital platform-based work opportunities but also raising concerns about job stability and benefits. The digital economy is also influencing traditional industries. For example, agriculture and manufacturing now rely heavily on IoT (Internet of Things) devices, predictive analytics, and robotics, leading to the emergence of hybrid roles that blend traditional skills with technological expertise.

With the rapid development of information technology, the digital economy is profoundly changing the global economic pattern and employment structure. Especially in China, the rise and popularity of the platform economy has had a significant impact on the traditional labor market. Meituan, Didi and other platforms have created many flexible jobs in life services, travel and other fields, and short video platforms (such as TikTok and Kuaishou) have provided a broad platform for individual entrepreneurs. Although the digital economy brings employment opportunities, problems such as insufficient protection of labor rights and interests, unstable income and so on also need to attract wide public attention and in-depth research.

Digital economy has profoundly changed the traditional labor market structure through the platform economy and the sharing economy model. By building an online platform connecting both ends of supply and demand, the platform economy has reduced transaction costs and created a large number of emerging jobs, such as Meituan riders and Didi drivers. The sharing economy model, through resource sharing and flexible scheduling, transforms idle resources into productivity, providing workers with more part-time jobs and temporary employment opportunities for workers. With the development of platform economy, the traditional full-time and stable employment mode has gradually been replaced by new employment forms such as flexible employment and gig industry economy. Platforms such as Meituan and Didi provide workers with more diversified employment options through flexible employment methods. Although this model increases the autonomy of workers, it also brings the problem of insufficient occupational security and social security. The development of the digital economy has continuously improved the skills requirements of workers, from the traditional labor-intensive to the digital skill-intensive transformation. Platform workers need to master basic digital skills, such as using a mobile APP and processing online orders. The demand for highly skilled jobs (such as data analysts, e-commerce operations, etc.) has increased significantly, but the transformation is more difficult for traditional workers. Therefore, skill upgrading and continuing education are particularly important to adapt to the new employment environment.<sup>10</sup>

For example, Meituan, one of the largest food delivery platforms in China, generated 7.45 million riders on the platform in 2023, up 19.4 percent year on year. The figure shows

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<sup>10</sup> Ge Xuanchong, Yu Jing. Coupled and interactive development of rural digital economy and new rural collective economy [J]. Jiangsu Social Science, 2024,15 (9): 51-57





that Meituan has become one of the main channels of flexible employment in Chinese cities. Most of these riders are part-time riders, while a few are full-time riders. This new flexible employment model provides employment opportunities for a large number of workers who lose their jobs due to the economic downturn or industrial restructuring. Also the employment model of Meituan takeout is highly flexible and diverse. Riders can choose working hours according to their time schedule, and can take orders in different areas. In addition to its regular full-time and part-time riders, Meituan also attracts a large number of temporary riders. This model not only lowers the entry threshold, but also makes the forms of employment more diversified, suitable for workers from different backgrounds.

According to official data, the 7.45 million riders on the Meituan platform in 2023 include a large number of part-time workers, and the number of flexible employment groups is increasing. Although the number of highly educated riders has been denied by the authorities, the phenomenon of improving the level of education among Meituan riders still exists, which reflects the profound impact of the social and economic situation on the labor market.<sup>11</sup>

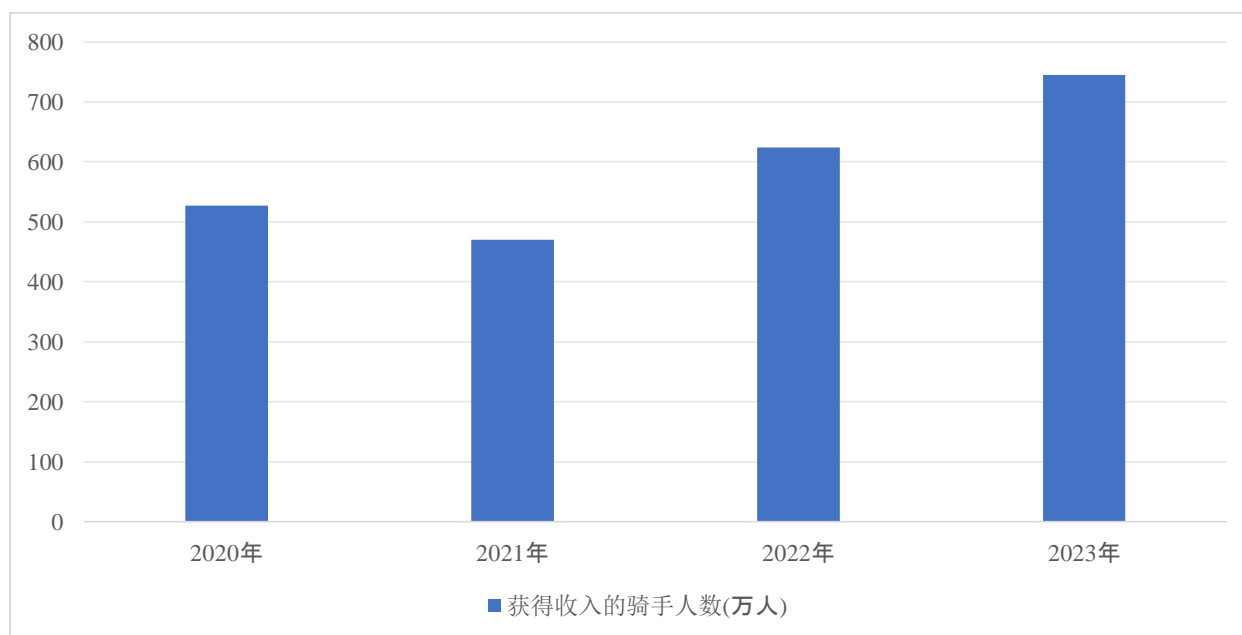


Figure 1

### **The number of riders on the Meituan delivery platform and its growth trend<sup>12</sup>**

While Meituan offers more jobs, volatility in income levels and inadequate job security are the major problems. According to statistics, the total revenue of riders in 2023 will exceed 80 billion yuan, but because Meituan calculates the data of all part-time workers, the average income of actual full-time riders is relatively low. Although riders earn relatively

<sup>11</sup> Tang Yunting. Research on salary management of flexible employment of platform enterprises in the digital economy — Take Meituan crowdsourcing as an example [J]. Modern Marketing (Next Ten issue), 2024,14 (7): 72-78

<sup>12</sup> Compiled by the author based on data from Meituan Research Institute



more flexible jobs, most riders cannot enjoy traditional social security. The government and platforms need to work together to establish a social security system for flexible workers.

Table 1

**Statistics of Riders (June 2024)<sup>13</sup>**

	Monthly average income of ordinary crowdsourcing riders	Average monthly income of happy running riders
S-level city (Beijing, Shanghai, Guangzhou and Shenzhen)	seven thousand, three hundred and fifty-four yuan	eleven thousand and fourteen yuan
A grade city (Some municipalities directly under the Central Government, provincial capitals and economically developed cities)	six thousand, two hundred and six yuan	nine thousand, five hundred and sixty-four yuan
Class B city (Some provincial capitals and economically developed second-tier cities)	six thousand and twenty-five yuan	nine thousand, one hundred and fifty-one yuan
Grade C / D cities (third, fourth and fifth tier cities)	five thousand, five hundred and fifty-six yuan	seven thousand, one hundred and ninety-seven yuan

Table 1 shows the average monthly income of ordinary crowdsourcing riders and happy riders in cities of different levels. As can be seen from the data, the income of riders in S-level cities (such as Beijing, Shanghai, Guangzhou and Shenzhen) is significantly higher than that in other cities, and the income of happy riders is generally higher than that of ordinary crowdsourcing riders. This suggests that city grade and rider type have a significant impact on income.

With the rapid development of the digital economy, the platform economy model represented by Meituan, Didi and short video platforms has had a profound impact on the traditional employment structure and promoted the popularization of flexible employment. This change has not only changed the way people work, but also had a broad impact on the economy and society.

The development of the digital economy has promoted the rise of flexible employment and the platform economy, creating a large number of new employment opportunities. The

<sup>13</sup> Gong Han Han, Zhang Peng. Research on human resource management of platform enterprises under the new employment situation —— Take Meituan Takeout as an example [J]. Modern Commerce and Industry, 2024,25 (14): 102-108





rise of Meituan, Didi and short video platforms has greatly changed the traditional employment model and created more flexible employment opportunities for the society. At the same time, this change has also brought new challenges, such as insufficient protection of workers rights and interests, income instability and other problems. The digital economy will affect the way of work and the quality of life of grassroots workers in the long term. In order to meet the challenges brought by the digital economy, the government and enterprises need to make joint efforts to protect the basic rights and interests of workers, improve their skills, and provide a more stable and secure employment environment for them through sound laws and regulations and policies. At the same time, the platform enterprises should also assume more social responsibilities to promote the healthy and sustainable development of the employment structure.

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