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## **HR FEATURES IN GIG ECONOMY**

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**Abstract.** The article is devoted to a new phenomenon for Russia in the labor market - the development of the gig-economy (the free wages economy). The author explains the relevance of the topic by the large scale of employment based on Uber-like services and on freelance terms, on the one hand, and the lack of ready-made technological solutions for personnel management in new conditions, on the other hand. The article provides a definition of the "gig-economy" concept, describes its benefits for both employees and employers. Further, the disadvantages are systematized of free wages employment for workers and controversial aspects, according to which gig economy workers seek protection of their labor rights in the UK and the USA. Since the gig-economy is only the beginning of changes in the employment structure and forms, the author systematized the prospects for changes in a changing economy: the displacement workers by artificial intelligence, the development of fast and cheap education, the entrepreneurship flourishing, the changing personal finance sphere. In conclusion, the author infers that it is necessary to change the personnel management technology in connection with the employment development in the gig-economy. Changes are required in the technologies of personnel selection, adaptation and motivation, the development of the HR brand.

**Keywords:** gig-economy; uberization; freelance; new forms of employment; digital economy.

**JEL codes:** J 21; J 62.

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