

The Challenges of Trade Unions in the Digital Economy

: A case study of quick delivery service in Korea

“The Fourth Industrial Revolution” which is based on the digital technology, refers to the fusion and convergence of artificial intelligence, robotics and the information and communication technology. In this regard, “digitalization” is considered as its crucial importance and facilitated technological changes in jobs. In addition, one of the keywords with digitalization of technology, in light of the future of work, maybe a platform work. The platform work as the new business models refers to explaining the emergence of new types of work based on the platform and mobile. Therefore, it would be challenging to the trade unions how to respond to this platform work that will affect the economic and industrial structure, as well as the employment relationship. Indeed, many articles and publications argued that the development of digital technology will cause to dismantle the traditional employment relationship, increasing the forms of independent contractors such as ‘partner’ and ‘freelance’. In fact, these phenomena are becoming a reality of platform companies such as Amazon and Uber. This paper aims to examine the platform work to seek union’s countermeasures. For this objective, it analyzes the employment relationship of the service delivery job in Korea. The paper consists of 4 sections. The first section explains the introduction, followed in the second section deals with the concept, status, and the impact on platform work based on the previous research. In the third section, it analyzes the characteristics of the employment relationship of quick delivery, which is representative platform jobs in Korea. In the final section, summarizes the case and derives the implications.

Keywords: Digitalization, platform work, Employment relationship, Independent Contractor

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