

papmall® on Improving the Position of Female Freelancers in Digital Platforms

"Right now is the time for women to reinvent their work life in the tight job market of freelancing.", said Mr. Jimmy Lee, CEO of papmall®.

NEW YORK CITY, NEW YORK, UNITED STATES, September 20, 2023 /EINPresswire.com/ -- papmall® on Improving the Position of Female Freelancers in Digital Platforms

While the platform economy offers consumers access to services at the touch of a button, it hints at the underrepresentation of freelancing females. It is the very reason [papmall® is going out of its way to help women](#) find their homes in a highly competitive freelancing environment.

“

papmall® always attempts to help sellers advertise their stores and curate the content so they can juggle multiple projects without undercutting themselves.”

Mr. Jimmy Lee - CEO of papmall®

“The gig economy is a tight job market in which the demand outweighs the supply. Right now is the time for women to reinvent their work life.”, said Mr. Jimmy Lee, CEO of papmall®.

Freelancing for women refers to the transitory and task-based exchange of labor for payment between individuals or businesses using digital platforms. Unlike the classic employment model, it allows women to create a working modality compatible with their lifestyles, leading to a more balanced work-life equilibrium.

However, the fact that something is a best practice does not imply that it is simple to implement in real-life situations. According to an analysis commissioned by the Victorian government, females make up to 37% less than males in the platform economy. Since employers often hire freelancers for temporary, low-paying jobs based on scant information about them, this disparity



The gig economy, exemplified by papmall®, presents an opportune time for women to redefine their professional trajectory.

may be associated with gender stereotypes.

For instance, freelancing females are less likely to be contacted for work in fields almost solely populated by men (like software development) but more likely to get hired for historically feminized jobs, such as writing and translation, than equally competent male candidates.

That is not to mention algorithms trained on previously biased data inherently exacerbate the imbalance. A study published by the European Trade Union Institute in 2021 suggests that rating systems necessitate workers with a service mentality, making self-employment far more emotionally demanding than its counterparts.

Besides, while flexibility can assist in tackling the care load that falls disproportionately on freelance women, it is not enough to challenge entrenched patriarchal norms that see unpaid domestic labor as a female prerogative.

As a [global talent marketplace](#), papmall® is taking measures to prevent the deteriorating circumstances of women in this new form of employment. They give women opportunities that were non-existent just a few years ago, i.e., a choice of work and pay equity, by encouraging freelancing females to offer a wide range of skills that clients subsequently hire them to do.

In the beginning stages, papmall® initiates an open discussion to uncover the potential of their



Female freelancers are affected by a belief that unpaid household work is for women - according to a small research done by papmall® team.



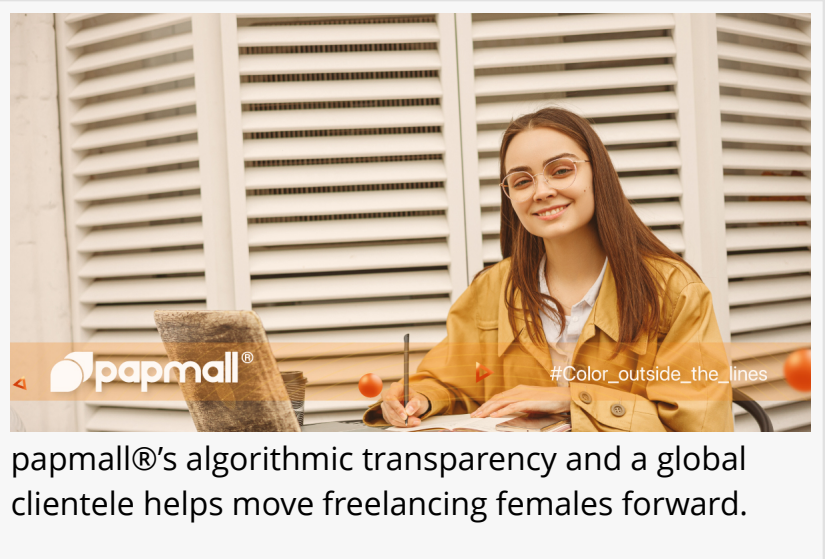
Gender stereotyping in society has made its way into freelance jobs for women, therefore apmall® is going out of its way to help women find their homes in a highly competitive freelancing environment.



papmall® proactively communicates with woman freelancers to discover their full capabilities.

female associates. And with customer insights research, UI/UX optimization to improve user experience, and special deals available every month, they help women move forward in a world where freelance jobs are harder and harder to come by.

“papmall® always attempts to help sellers advertise their stores and curate the content so they can juggle multiple projects without undercutting themselves.” - Mr. Jimmy stated.



papmall®’s algorithmic transparency and a global clientele helps move freelancing females forward.

In response to the digital gender divide holding women back, [papmall® focuses on transparency in their algorithms](#). They ensure that the data used is diverse and representative of all groups, requiring programmers to develop algorithms with fairness in mind and regularly audit them for biases.

The platform allows women freelancers to reach out to clients beyond their immediate areas. It is particularly beneficial for those who have caregiving responsibilities and need a more flexible schedule, as they can work during evening hours that coincide with their home and childcare obligations, even if their clients are in different time zones.

The gig economy may allow women to fare better, but gender disparities persist. Though much work remains to ensure a level playing field, papmall® is addressing these issues by encouraging transparency in computerized analysis and allowing women to expand their client base globally.

Source & Reference:

- The Victorian Government release on Inquiry into the Victorian On-Demand Workforce: <https://engage.vic.gov.au/inquiry-on-demand-workforce>
- European Trade Union Institute (ETUI) release on Exposure to Psychosocial Risk Factors in the Gig Economy: a systematic review: <https://www.etui.org/publications/exposure-psychosocial-risk-factors-gig-economy>

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