

Dear INSETA member,

REQUEST FOR PARTICIPATION IN AN INSETA RESEARCH STUDY ON GIG ECONOMY BENEFITS TO SMME'S IN THE INSURANCE SECTOR

The INSETA is working with the Durban University of Technology on Gig Economy research in the Small, Medium and Micro Enterprises (SMME) sector. The research will provide the INSETA with a deeper understanding of the gig economy and how it relates to SMMEs specifically in the insurance sector. In addition, it will indicate the scarce in-demand skills required from freelancers specifically with regards to insurance.

Some key research questions to be explored in this study are:

- How does the Gig economy impact small businesses?
- How does SMEs currently procure scarce skills or services?
- What are perceptions of the cost of scarce skills?
- What is the range of services available to ZA SMMEs through digital platforms?
- What good practices and awkward practices should SMEs alternatively leverage and mitigate to create a model or roadmap to leverage the Gig Economy?

DUT invites people from the below target groups to participate in this study.

Interested companies and freelancers should RSVP via the respective links provided below by 13 February 2022.

Virtual focus group discussions will be held via Microsoft Teams on 15th and 16th February 2022 with the confirmed participants. A meeting request will be sent out once all RSVP's are confirmed.

- **Sample A: SMME's within the insurance sector**
RSVP Link: <https://forms.gle/uGw5d8eaPrdZcjj5A>
- **Sample B: Freelancers/ Gig workers in South Africa**
RSVP Link: <https://forms.gle/1AnuPvr5vuQYTrCE9>

We would greatly appreciate the input of SMME's in the insurance sector and freelancers for this study.

Any queries can be sent to:

- DUT Research Manager, Sudhika Palhad, at sudhikap@dut.ac.za
- INSETA Research Specialist, Zakariyya Desai, at zakariyyad@inseta.org.za

We look forward to hearing from you.

Yours Sincerely



Adeline Singh
(Head of Research, INSETA)

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