# Chapter 1
# Adapting Talent Strategy in the Gig Economy to Incorporate the Impact of Quantum Computing on Work Evolution

**Sapna Sugandha**
*Mahatma Gandhi Central University, India*

**Rajeev Ranjan Choubey**
*Mahatma Gandhi Central University, India*

**Aishwarya Singh**
*Mahatma Gandhi Central University, India*

**Surabhi Suman**
*Mahatma Gandhi Central University, India*

## ABSTRACT

*As a result of the emergence of gig frugality, traditional gift strategies have been transformed, prompting associations to reevaluate their approaches in light of the changing technological landscapes. A revolutionary technology that is poised to reshape the dynamics of work is the subject of this chapter, which investigates the intersection of gift strategy and amount computing. Relying on the concept of gig economy, the research investigates the ways in which quantum computing influences the development of work and calls for adjustments to be made in the way gift operations are carried out. By examining the implicit counteraccusations of amount computing on job places, chops demand, and pool structures within the gig frugality, this exploration provides perceptivity into developing nimble gift strategies that anticipate and harness the transformative power of amount computing. The purpose of this chapter is to provide practical recommendations for organizations that are looking to navigate the challenges and opportunities.*

DOI: 10.4018/979-8-3693-4001-1.ch001

## INTRODUCTION

Artificial intelligence (AI) and quantum computing are emerging fields that together promise unprecedented processing power and higher intelligence. This is the era of rapidly advancing technology, and this intersection is emerging, the convergence of artificial intelligence and quantum computing holds the potential to generate revolutionary shifts across various industries, now referred to as Industry. Abbott, R. (2020), argues that There are some difficult challenges in integrating quantum artificial intelligence into the current industrial ecosystem, even though it has the potential to yield enormous benefits. Organizational success depends on their capacity to foster cultures of continuous innovation, negotiate the challenging landscape of change management, and remain adaptable in the face of shifting technological trends.

A high level of diligence has been exhibited by the gig economy, which has undergone exponential growth across a wide range of businesses. This expansion has been fueled by the development of new technologies as well as the altering tastes of workers. This model of work, which is made possible by digital platforms and made easier by an increasing pool of independent contractors, freelancers, and temporary workers, provides individuals with an unprecedented degree of flexibility and autonomy while simultaneously posing a unique set of challenges for employers in terms of acquiring, retaining, and developing their employees. As a result, this model of work is becoming increasingly popular.

Taking into consideration this context, the concept of a strategic gift operation takes on a greater level of significance than it would otherwise have. Bessen, J. (2021) argues that To handle the fluid and dynamic nature of gig economy arrangements, conventional human resource management practices, which were established for stable, long-term work ties, need to be rethought and altered. This is important since gig economy arrangements are becoming increasingly flexible. Organizations have been given the responsibility of adopting innovative strategies and organizational structures that will enable them to effectively attract, engage, and retain top talent in this changing geographical environment. This obligation has been assigned to organizations.

The job landscape of the future is becoming increasingly characterized by unpredictability and volatility as a consequence of rapid technological advancements, demographic shifts, and global swings in lucrative opportunities. This is evidenced by the fact that both demand and volatility are decreasing with time. Because the strategic gift operation provides a foundation for organizational suppleness and agility in this environment, businesses can address inquiries and capitalize on emerging opportunities in the gig economy. This is made possible by the fact that the gig economy is a relatively new economic environment.

This article's objective is to study the difficulties that are involved with strategic gift operations in the gig economy and to provide insight into how organizations can change their practices to align with the shifting nature of labor. Specifically, the essay will focus on the obstacles that are associated with strategic gift operations. In the context of the gig economy, we will study the considerable challenges and opportunities that are associated with gift operations by making use of the current body of literature, empirical research, and case studies. Deloitte. (2020), In addition, we will equip associations with practical strategies and current practices that will allow them to effectively and efficiently work the possibility of the gig economy while also limiting the hazards that are associated with it.

The ultimate objective of this inquiry is to shed light on the crucial crossroads of gift operation and gig frugality to contribute to the greater discourse that is taking place regarding the future of labor. In addition to this, the investigation intends to offer organizations that are navigating this new terrain the opportunity to receive practical guidance.