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FREELANCE AS A WAY OF EARNING

Annotation. The principles of the freelancer, freelancing issues, its development and impact of the proposal on the labor market was considered.

Анотація. Розглянуто принципи роботи фрілансера, проблеми фріланса, його розвиток та вплив на пропозицію ринку праці.

Аннотация. Рассмотрены принципы работы фрилансера, проблемах фриланса, его развитие и влияние на предложение рынка труда.

Key words: freelance, employment, labor market, payment, Internet, market of freelance, software, outsourcing, earnings, network.

Labor market nowadays faces a lot of different challenges. More and more employees today prefer to be self-employed or stay in the offices on the temporary basis.

Today at employment market we can more often see jobs, which involve temporary staying employee in the office or outside of the firm.

The development of information technology market, development of new optimizing working systems of office workers, has become additional impetus of the emergence of new types of interactions of workers and employers.

Thus, observing the rapid pace of development of technological and labor markets, we can say that the relevance of freelancing as a form of employment will increase.

The aim of this research paper is to explore the market of freelance, its legal basis and scope of the prevalence, and to explore the basic principles of freelancer's working.

Different problems of freelance were considered by scientists and experts such as Stephen Fishman, Monique Mullings, J. Russman and some other.

A freelancer, freelance worker, or freelance is somebody who is self-employed and is not committed to a particular employer long term. Also freelance is remote work on the Internet: the customer and performer are separated at any distance, and all operations are conducted and coordinated through the network.

For many people, freelancing is both a hobby and a source of small income. This is probably the most common case. Because most people who have experience in earnings in the network, yet are afraid to retire from the main job and decided to live a life of their own choice.

Fields where freelancing is common include; music, journalism, publishing, writing, film making, photojournalism, cosmetics, fragrances, editing, event planning, event management, copy editing, proofreading, indexing, copywriting, computer programming, web design and graphic design, website development, consulting, tour guiding, video editing, video production and translating.

Payment for freelance work also varies greatly. Freelancers may charge by the day, hour, or page or on a per-project basis. Instead of a flat rate or fee, some freelancers have adopted a value-based pricing method based on the perceived value of the results to the client. By custom, payment arrangements may be upfront, percentage upfront, or upon completion. For more complex projects, a contract may set a payment schedule based on milestones or outcomes.

In most professions involving creation of intellectual property, "freelance" and its derivative terms are often reserved for workers who create works on their own initiative, then look for someone to publish them. They typically keep the copyright to their works and sell the rights to publishers in time-limited contracts. In contrast, workers who are hired to create a work according to the publishers' or other customers' specifications are referred to as "independent contractors" and similar terms [1].

So freelance work scheme is simple: you take an order online or on exchange of freelancing, execute and report to the customer any way is possible, whether it's e-mail, file sharing, or link to your work.

Surely, freelancing has its advantages and disadvantages. We can list some of them.

The advantages are the following: you can work whenever you want; it's easier to schedule your time; you can work in a broader context, have one project feed off another; you can pick and choose your projects instead of being assigned them; you can deduct some of your home expenses like rent; you can use any software that you like; you can take time to work on personal projects; you can schedule breaks or vacations whenever it's convenient; you learn a lot about business and finances; you can use whatever equipment that you want; you can complete control over how much you make; it's easier to eat healthier [2].

The disadvantages of freelance are: it's much harder to network; you can't get the creative spontaneity that you would by working with other people; you don't always know when the next paycheck is coming; doing all the business and creative work can be overwhelming; you have to promote yourself constantly; it's easier to get distracted; it can be stressful juggling multiple projects; you're not able to tackle projects that a larger team could; you have to buy all your own equipment and software; you have to pay additional taxes on your income; you must provide customer support on top of creative work [3].

The Internet has opened up many freelance opportunities, expanded available markets, and has contributed to service sector growth in many economies.

The results of our research prove that freelance has both benefits and drawbacks, but its main advantage such as freedom while choosing the job and ability to work at home dominate, which makes freelance extremely popular nowadays.

Having studied the works of foreign experts we can conclude that the new trend at freelance market is a wide application of Internet and computer services. It provides new challenges both for employers and employees.

To sum up we would like to draw a conclusion that freelance as a way of employment is steadily increasing and becoming more popular.

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