

The Economic Situation and Strategies of Ride-Hailing Drivers Under Sharing Economy in Cavite, Philippines

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ABSTRACT

The study explores the rise of the sharing economy in Cavite, Philippines, focusing on the socioeconomic and work conditions, earning opportunities, and the different strategies of ride-hailing drivers. The study used a descriptive-comparative research design utilizing a sample size of 385 driver-participants. Key findings indicate that the majority of the ride-hailing drivers in Cavite were in the middle age (32-44 years), married, and owned their transport vehicle. Most drivers work full time, with a monthly income of P23,000-P31,000 and are living in Bacoar City. Results indicate that labor standards are generally met, with drivers reporting positive working conditions and adequate platform support. Surge-chasing emerged as the most effective strategy for income maximization. However, drivers continue to face challenges, including heavy traffic during peak hours, inappropriate passenger behavior, and limited transport insurance coverage. Motivational factors include passenger tipping and effective route and navigation management. The study underscores the need for strengthened government oversight and enforcement mechanisms to address unfair practices and ensure compliance with platform regulations. Enhanced regulatory engagement can contribute to safeguarding workers' welfare while advancing the public interest within the evolving Philippine transportation economy.

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1. INTRODUCTION

The emergence of the sharing economy—also referred to as peer-to-peer consumption or the collaborative economy—has become increasingly prominent in metropolitan and rapidly urbanizing regions worldwide. Defined as a market system that enables individuals to temporarily share or rent privately owned assets through digital platforms, the sharing economy has transformed traditional industries such as transportation, accommodation, and labor markets (Koopman et al., 2015). Initially conceptualized by Felson and Spence in 1978 as a system grounded in trust and social obligation, the model has evolved alongside digital technologies into a commercially driven platform-based ecosystem (Görög, 2018).

This transformation is often examined through the lens of platform capitalism, firms adopt business models that generate profits through digital intermediation, thereby minimizing the obligations associated with owning fixed assets or directly employing labor. (Vallas and Schor, 2020). Within this framework, ride-hailing platforms function not merely as technological innovations but as economic actors that reshape labor relations, redistribute risks to workers, and blur the boundaries between formal and informal employment. While platforms offer flexibility and income opportunities, they also raise concerns regarding job security, labor protections, and the quality of work experienced by platform workers.

Service providers—such as ride-hailing drivers—are central participants in the collaborative economy, as they contribute their vehicles, time, and labor to platform-mediated

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markets (Petropoulos, 2017). In many developing economies, including the Philippines, platform-based work also reflects key characteristics of the informal economy, particularly the absence of standard employment contracts, limited social protection, and income volatility. Ride-hailing thus occupies a hybrid space where digital platforms operate within formal regulatory structures, while workers often experience conditions associated with informal labor arrangements.

In the Philippine context, the sharing economy has expanded rapidly, particularly in transportation, accommodation, and online labor markets. Filipinos have shown a strong propensity to engage in sharing economy platforms as a means of maximizing underutilized resources and supplementing household income (Ratilla et al., 2020). Ride-hailing services have become especially prominent, offering drivers flexible work arrangements and relatively accessible income opportunities. The government has sought to regulate this sector through measures such as the Land Transportation Franchising and Regulatory Board (LTFRB) Memorandum Circular No. 2015-015, which governs the accreditation of Transport Network Companies (TNCs) and Transport Network Vehicle Services (TNVS). More recently, the approval of House Bill No. 6718, or the Freelance Workers Protection Act, reflects increasing recognition of the need to extend labor rights and welfare protections to platform-based and freelance workers.

At the local level, Cavite provides a particularly relevant setting for examining platform-based transportation work due to its rapid urbanization, strategic location adjacent to Metro Manila, and growing demand for mobility services. GrabCar expanded its Philippine operations in 2013 and extended its services to Cavite in 2020, offering round-the-clock car-hailing and taxi services. Motorcycle-based ride-hailing platforms have also grown substantially, with Angkas launching in 2016 and operating across numerous cities and municipalities in Cavite. JoyRide entered the Philippine market in 2019 and expanded to Cavite in 2022, while MoveIt—acquired by Grab Philippines in August 2022—has further intensified competition within the local ride-hailing landscape.

Despite the increasing prevalence and economic importance of ride-hailing services, the micro-level economic conditions and lived experiences of drivers remain insufficiently examined. Existing studies in the Philippine context tend to emphasize employment generation, market efficiency, or regulatory compliance, often overlooking how platform capitalism and informal work dynamics shape drivers' income stability, working conditions, job satisfaction, and coping mechanisms. Wilmans and Rashied (2021) argue that a human-centered approach—one that foregrounds worker experiences, rights, and quality of life—is essential for understanding the true socioeconomic implications of the sharing economy and for informing responsive policy and technological innovation.

Addressing this gap, the study investigates the economic situation and coping strategies of ride-hailing drivers in Cavite, Philippines, situating their experiences within the broader theoretical perspectives of platform capitalism and the informal economy. Specifically, the study seeks to answer the following research questions:

What is the economic and work-related situation of ride-hailing drivers in Cavite, Philippines, in terms of income levels, working conditions, job satisfaction, and access to labor protections within the platform-based transportation sector?

What coping and income-maximization strategies do ride-hailing drivers in Cavite employ, and how do these strategies relate to the challenges they encounter in platform-mediated work?

Do vehicle type and working status significantly affect the income of ride-hailing drivers in Cavite, and do these factors interact to influence income levels?

By providing micro-level empirical evidence, this study contributes to the growing body of literature on platform-based labor in developing economies. Its findings aim to inform business innovation among ride-hailing companies, support evidence-based policymaking, and enhance the welfare of drivers. Ultimately, understanding and addressing the challenges faced by ride-hailing drivers can improve platform operations, strengthen regulatory frameworks, and promote more inclusive and sustainable outcomes in the Philippine transportation sector.

1.1 Conceptual Framework

The framework in Figure 1 demonstrates how drivers' work profiles—such as company affiliation, vehicle type, working status, and route coverage—interact to influence income outcomes within platform-mediated transportation work. Drivers also adopt various strategies to increase their income.

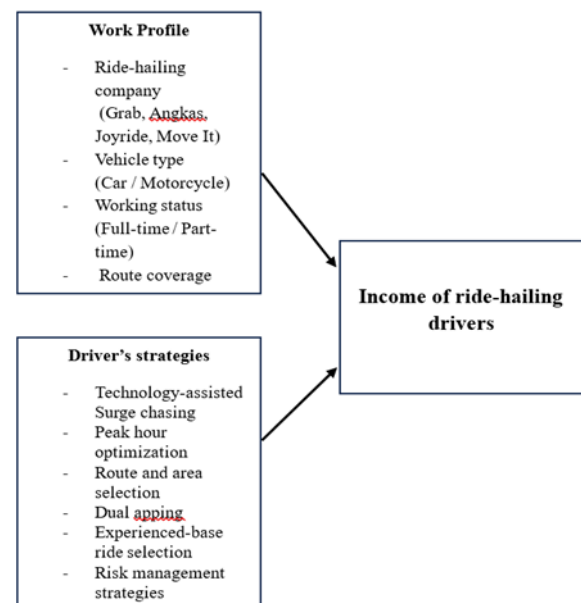


Fig. 1. Interaction of Work Profile, Strategies, and Income of Ride-Hailing Drivers

2. METHODOLOGY

The study adopted a descriptive-comparative research design to examine the economic conditions, challenges, and coping strategies of registered ride-hailing drivers in Cavite. Participants were recruited using snowball sampling from

major platforms, including Grab, Angkas, JoyRide, and Move It, due to the absence of a publicly accessible sampling frame, data privacy restrictions, and the mobile nature of platform-based work. Only drivers with at least one year of ride-hailing experience were included to ensure adequate exposure to platform operations.

Primary data were collected through a structured survey questionnaire and supplemented by interviews, covering socioeconomic characteristics, work patterns, income levels, challenges, and coping strategies. Income data were self-reported, which may be subject to recall error and reporting bias; therefore, reported income is treated as an approximate indicator rather than a precise measure of net earnings.

Quantitative data were analyzed using descriptive statistics and Analysis of Variance (ANOVA) to compare income and work outcomes across groups defined by company affiliation, vehicle type, route, and working status. Correlation and regression analyses were not performed due to the categorical nature of key grouping variables, the self-reported nature of income data, and the non-probability snowball sampling method, which limits generalizability. Qualitative data from interviews were analyzed using thematic analysis to contextualize drivers' experiences and identify recurring patterns related to coping strategies, challenges, and perceived opportunities within the ride-hailing sector.

3. RESULTS AND DISCUSSION

3.1 Socioeconomic Profile of the Participants

The data on the socioeconomic profile of ride-hailing drivers in Cavite indicate a heterogeneous group in terms of age, gender, civil status, income, education, and number of dependents. The largest proportion of participants were middle-aged, with the 32–44 years age bracket most represented, reflecting a cohort likely balancing income generation with substantial family responsibilities. A pronounced gender disparity is evident in the sample, with males comprising 96 percent of drivers. This male dominance in platform-based transport work is consistent with studies on gig and informal labor markets, where gendered patterns of occupational participation often reflect broader sociocultural norms, safety concerns, and differential access to mobility and economic opportunities (e.g., Afifi, 2011; Heeks et al., 2017). Research on the platform economy suggests that women are underrepresented in ride-hailing precisely because of perceived safety risks, time flexibility constraints, and gendered expectations regarding unpaid care work, which can limit their participation in on-demand mobility services (Cook et al., 2020; Srnicek, 2017).

More than half of the drivers were married (54%), and many indicated that they worked to support their families. This suggests that ride-hailing offers a degree of work flexibility that can accommodate family obligations, a characteristic frequently highlighted in studies of platform labor, where workers trade formal employment stability for greater scheduling autonomy (Wood et al., 2019). Nonetheless, the observed gender imbalance highlights the need to consider how structural and social factors influence access to and outcomes in platform-mediated work. In terms of income, the drivers' monthly earnings ranged from P7,000 to P50,000, with an average of P25,580. Many drivers (66%)

earned between P19,501 and P32,000, which allowed them to live comfortably while fulfilling their familial duties. However, higher earnings were typically linked to longer working hours, with some drivers working 12 to 16 hours a day. Educationally, most drivers had completed high school (38%) or college (27%). Some college-educated drivers switched to ride-hailing jobs to escape unsatisfactory traditional work environments and enjoy the independence of freelancing.

The number of dependents also played a role in the socioeconomic profile, with 57% of drivers supporting 1 to 2 dependents. The majority of participants (93%) resided within Cavite, particularly from highly urbanized cities like Dasmariñas, Imus, and Bacoor. A small proportion (7%) came from outside Cavite, including neighboring cities such as Las Piñas and Makati. This suggests that ride-hailing offers a viable employment opportunity for people from various regions, with a significant concentration in urban areas where economic activity is higher.

Table 1. Socioeconomic profile of the participants

CHARACTERIS TIC	RIDE-HAILING COMPANY				PERCEN- TAGE
	ANG- KAS	JOYR IDE	MOV EIT	GRA B	
Age	n=385				
19-31	32	38	45	11	33
32-44	68	43	52	15	46
45-58	13	32	16	20	21
Sex					
Male	109	110	109	43	96
Female	4	3	4	3	4
Civil Status					
Single	47	60	43	16	43
Married	66	47	67	29	54
Widowed	-	5	3	1	2
Divorced	-	1	-	-	1
Monthly Income					
P7,000 - P19,500	33	24	11	1	18
P19,501 - P32,000	75	82	75	21	66
P32,001 - P44,500	2	7	25	15	13
P44,501 - P50,000	3	0	2	9	3
Educational Attainment					
Elementary Level	-	2	-	-	1
Elementary Graduate	5	8	2	3	5
High school Level	11	5	2	2	5

High school Graduate	37	38	54	19	38
Vocational Level		4	2		2
Vocational Graduate	16	18	20	5	15
College Level	8	9	6	3	7
College Graduate	36	29	27	14	27
Number of Dependents					
0	28	2	27	3	16
1 - 2	63	77	52	28	57
3 - 4	18	33	28	10	23
5 - 7	4	1	6	5	4
Place of Residence					
Within Cavite	97	110	112	38	93
Outside Cavite	16	3	1	8	7

3.1.1 Drivers' Work Profile

The study reveals that four major ride-hailing companies—Grab, Joyride, Angkas, and MoveIt—are operating in Cavite, with each offering different types of vehicle options, including motorcycles and cars. The growing popularity of ride-hailing services in the Philippines reflects the increasing demand for convenient transportation, providing more flexible employment opportunities for individuals seeking independence, particularly those with previous jobs like factory workers, security guards, or overseas Filipino workers.

Most of the drivers in Cavite had limited experience, with 89% being beginners who had been in the industry for a year. The remaining 11% had 2 to 9 years of experience, with a small proportion of long-term drivers from Grab. Many drivers reported leaving traditional jobs for the freedom and flexibility offered by ride-hailing, including the ability to control their own schedules. Additionally, a significant portion of drivers worked full-time (85%) in the industry, while others (15%) used ride-hailing as a part-time side hustle, often alongside jobs such as security guard or chef. Most drivers preferred working flexible hours, with 70% choosing to work daily and 18% opting for a no-specific-schedule approach.

In terms of working hours, the drivers varied from 5 to 16 hours per day, with 58% working 8 to 10 hours and 25% working 11 to 13 hours. The decision to work longer hours often depended on demand and the distance of passenger routes. Many drivers preferred longer trips as they typically offered higher earnings. In terms of vehicle preferences, 88% of drivers used motorcycles, with cars accounting for just 12%. Motorcycle taxis are more affordable and efficient in navigating traffic congestion, making them the preferred option for many drivers. Regarding passenger capacity, motorcycle drivers could carry one passenger, while car drivers typically accommodate up to six passengers.

Drivers generally prefer working in urban areas with high passenger demand, such as Bacoor City, Dasmariñas City, and Imus City. These areas are highly populated and near Metro Manila. They have passages to close provinces of Laguna and Batangas, making them prime locations for passengers seeking convenient transportation. The study also revealed that drivers tended to avoid rural areas unless they could meet their daily earnings quota, as these areas often resulted in fewer bookings and longer periods without passengers. Consequently, many drivers used a strategy of "distance-based skipping," termed by Limpin and Sison (2018) choosing to operate in more lucrative, high-demand areas.

Table 2. Drivers' work profile

CHARACTERISTIC	RIDE-HAILING COMPANY				PERCENT AGE (%)
	ANGKAS	JOYRIDE	MOVEIT	GRAB	
Years of Experience	n=385				
1	98	110	103	31	89
2 - 5	15	3	10	9	10
6 - 9	-	-	-	6	1
Duration of Work (Hours)					
5-7	20	22	5	1	13
8-10	65	71	65	22	58
11-13	28	19	32	19	25
14-16	-	1	11	4	4
Working Status					
Part-Time	20	23	13	1	15
Full-Time	93	90	100	45	85
Working Schedule					
Daily	88	62	83	35	70
Weekdays	8	18	9	6	10
Weekends	-	7	-	-	2
No Specific Time/Day	17	26	21	5	18
Type of Vehicle					
Motorcycle	113	113	113	-	88
Car	-	-	-	46	12
Passenger Capacity					
1	113	113	113	-	88
4	-	-	-	38	10
6	-	-	-	7	2

Vehicle Ownership					
Owned / Fully Paid	74	53	61	19	54
Loan	30	40	32	20	32
Operator Owned	9	20	20	7	14
Route					
Both Route	19	12	-	6	10
Outside Cavite	37	38	25	18	30
Within Cavite	57	63	88	22	60
Preference Point					
Bacoor City	48	18	23	17	27
Cavite City	-	-	3	-	1
Carmona City	-	7	4	2	3
Dasmariñas City	29	37	21	10	25
General Trias City	1	10	9	-	5
General Mariano Alvarez	-	9	4	3	4
Imus City	18	20	27	10	19
Kawit	-	-	3	-	1
Naic	-	-	4	-	1
Rosario	-	-	2	-	1
Silang	1	-	3	-	1
Tagaytay City	2	6	2	-	3
Tanza	-	-	1	-	1
Trece Martires City	1	-	7	-	2
No specific point	13	3	2	4	5

3.2 One-way ANOVA for Income Comparison

As shown in Table 3, there is a significant difference in the income of ride-hailing drivers based on the company they work for, with Grab drivers earning significantly more than those working for Joyride, Angkas, and MoveIt. The p-value of 0.001, which is less than the 0.05 significance level, led to the rejection of the null hypothesis. Post hoc tests revealed that Grab drivers earned an average of $M = 35,380$ ($SD = 7460$), significantly higher than the other companies. This difference in income is attributed to Grab's strong brand recognition and surge pricing, which adjusts fares during peak demand periods.

Additionally, the type of vehicle and working status also significantly impacted income. Drivers using cars ($M = 34,544$, $SD = 8326$) earned significantly more than motorcycle

drivers ($M = 23,975$, $SD = 8211$), with a p-value of < 0.001 . Car-hailing services can charge higher fares due to greater capacity and longer rides, resulting in higher earnings. Moreover, full-time drivers ($M = 25,918$, $SD = 8492$) earned significantly more than part-time drivers ($M = 21,211$, $SD = 10032$), as full-time drivers typically work more hours and have more opportunities for surge pricing, further increasing their earnings.

Table 3. One-way ANOVA for income comparison

Variable	p-value	Statistical Interpretation
Type of Company	0.001	Significant
Route	0.431	Not significant
Type of Vehicle	0.001	Significant
Working Status	0.001	Significant

*5% level of significance

Table 4. Statistical Significance of Two-Way ANOVA Results on Drivers' Income

Variable	p-value	Statistical Interpretation
<i>Working Status and Route</i>		
Working status	0.001	Significant
Route	0.951	Not significant
Working status*Route	0.686	Not significant
<i>Route and Type of Vehicle</i>		
Route	0.244	Not significant
Type of vehicle	0.001	Significant
Route*Type of Vehicle	0.251	Not significant
<i>Route and Type of Company</i>		
Route	0.41	Not significant
Type of company	0.001	Significant
Route*Type of company	0.79	Not significant
<i>Type of vehicle and Work Status</i>		
Type of vehicle	0.001	Significant
Working status	0.75	Not significant
Type of vehicle *working status	0.317	Not significant
<i>Type of company and Work Status</i>		

Type of company	0.001	Significant
Working status	0.811	Not significant
Type of company *working status	0.004	Significant

Route and type of vehicle. The results of the two-way ANOVA are shown in Table 4. Findings revealed no significant interaction between the two factors (route and type of vehicle) ($p = 0.25$). The analysis found that the route did not significantly affect income ($p = 0.24$), while vehicle type had a significant effect ($p = 0.00$). Post hoc analysis revealed that car drivers earned significantly more than motorcycle drivers, with a mean difference of PHP 11,718 ($p < 0.001$), consistent with the one-way ANOVA results. Car drivers experienced higher income when working without a fixed route but saw reductions when restricted to Cavite, whereas motorcycle drivers showed no significant income differences based on route. The limited impact of vehicle type and route on overall earnings may be explained by factors such as demand fluctuations, ride frequency, waiting times, and platform-based dynamic pricing, which adjusts fares in response to real-time conditions (Ashkroft et al., 2022).

From the perspective of the informal economy, ride-hailing drivers navigate semi-formal, flexible work arrangements that expose them to income volatility and require adaptive strategies to maximize earnings. Collectively, the results highlight how platform governance and informalized labor conditions jointly influence drivers' economic outcomes.

Route and type of company. A two-way ANOVA test was also performed, with the results in Table 4, to assess the influence of company type and route on the income of ride-hailing drivers in Cavite. It revealed no significant interaction between company type and route ($p = 0.80$). Moreover, the results show that company type significantly affects income ($p = 0.00$), while route had no significant effect on income ($p = 0.41$). Post hoc testing found that Grab drivers earned significantly more than Joyride (mean difference = 12673, $p < 0.001$), Angkas (mean difference = 12413, $p < 0.001$), and MoveIt (mean difference = 12055, $p < 0.001$), consistent with the one-way ANOVA results. Results revealed that Grab drivers maximized their income by working without a specific route and outside Cavite, MoveIt drivers earned more outside Cavite, and Angkas and Joyride drivers earned more when not focusing on a specific route. The lack of significant combined effects of company type and route on income may be due to factors like demand, time, and location being more influential, as similar pricing structures and dynamic pricing across platforms reduce the impact of routes, making their effect on earnings minimal and inconsistent (Ashkroft et al., 2020).

Type of vehicle and working status. A two-way ANOVA was conducted to assess the effects of vehicle type and working status on the income of ride-hailing drivers in Cavite, revealing no significant interaction between the two factors ($p = 0.317$). The results found that vehicle type significantly affects income ($p = 0.00$) while working status had no significant effect ($p = 0.75$). Post hoc testing showed that full-time drivers using cars earned significantly more than full-time drivers using motorcycles (mean difference = 9839, $p < 0.001$) and full-time drivers using cars earned significantly

more than part-time drivers using motorcycles (mean difference = 13799, $p < 0.001$). The results indicated that part-time drivers using cars earned more than full-time motorcycle drivers.

The minimal combined effect of vehicle type and working status on income can be attributed to operational factors such as ride frequency, demand fluctuations, time of day, and location, which often exert a stronger influence on earnings. Dynamic and surge pricing further mitigates income disparities by increasing fares during periods of high demand, effectively equalizing earnings across vehicle types and work arrangements (Ashkroft et al., 2022). For example, a motorcycle driver operating in a high-demand area during peak hours may earn as much or more than a car driver in a low-demand location, highlighting how drivers' strategic choices interact with platform algorithms.

Type of company and working status. A two-way ANOVA was conducted to assess the effects of company type and working status on the income of ride-hailing drivers in Cavite, revealing a significant interaction between the two factors ($p = 0.004$). The analysis showed that company type significantly impacted income ($p = 0.001$) while working status did not ($p = 0.811$). Post hoc tests revealed that full-time Joyride drivers earned significantly more than part-time Joyride (mean difference = 5414.1, $p = 0.003$) and part-time Angkas drivers (mean difference = 7200.8, $p = 0.001$). Full-time Grab drivers earned more than full-time Joyride drivers (mean difference = 10409.1, $p < 0.001$) and part-time Grab drivers earned more than full-time Joyride drivers (mean difference = 20465.9, $p < 0.001$). Full-time Angkas drivers also earned more than part-time Angkas drivers (mean difference = 7044.2, $p = 0.001$), and Grab drivers (both full-time and part-time) earned more than Angkas drivers.

The analysis further showed that full-time MoveIt drivers, part-time MoveIt drivers, and full-time and part-time Grab drivers earned significantly more than full-time Joyride drivers. Additionally, full-time MoveIt drivers earned more than part-time MoveIt drivers (mean difference = 8066.7, $p = 0.005$), and full-time and part-time Grab drivers earned more than full-time Angkas drivers. The results indicate that full-time drivers generally earn more than part-time drivers, supporting the idea that full-time workers benefit from longer working hours, higher ride frequency, and greater access to earnings opportunities. Full-time drivers can take advantage of peak-hour demand, surge pricing, and multiple shifts, which collectively increase total income (Ravenelle, 2019). Additionally, full-time engagement often allows drivers to develop familiarity with high-demand routes, optimize schedules, and build consistent customer bases, enhancing overall profitability. While platform-based work does not guarantee formal benefits such as health insurance or paid leave, full-time drivers are better positioned to maximize rewards offered by the platform, including bonuses, incentives, or priority access to ride requests (Wood et al., 2019). This pattern aligns with findings in informal and platform labor studies, where increased labor input correlates with higher earnings, illustrating the trade-off between flexibility and income in gig economy work (Ashkroft et al., 2022).

3.3 Operation of ride-hailing drivers in Cavite with compliance to:

Labor standards. The study explored the working conditions and rights of ride-hailing drivers in Cavite, focusing on labor standards and company policies. It found that 96% of participants earned at least equivalent to the minimum wage through ride-hailing, with the majority believing their earnings were sufficient to support a decent standard of living. A significant 97% of drivers felt their companies provided equal opportunities regardless of race, gender, or religion, and 95% reported that their companies had policies against harassment and discrimination. Moreover, most drivers (83%) had access to social security and health benefits, though 16% of drivers lacked full access due to the nature of their independent contractor status. The study also found that 98% of participants were well-informed about their rights and responsibilities, and 99% believed they were knowledgeable about basic traffic laws and adhered to them.

While ride-hailing companies provide certain insurance and benefits, coverage remains limited, especially for new drivers who may need to meet performance thresholds to qualify for benefits such as accident insurance. Compliance with regulatory requirements was high, with 98% of drivers holding a valid professional driver's license, and most drivers (99%) reported taking regular breaks during work. Despite the freelance and flexible nature of the industry, the majority of drivers expressed satisfaction with their companies' adherence to labor standards, including equitable pay and transparent contractual arrangements. Nevertheless, challenges persist in the provision of social security benefits. Many drivers are classified as self-employed, limiting their access to statutory benefits typically afforded to regular employees under the Labor Code of the Philippines, such as health insurance, retirement contributions, and paid leave. This highlights a gap in labor protections that is characteristic of semi-formal and platform-mediated work arrangements.

Table 5. Operation of ride-hailing drivers in compliance with labor standards

STATEMENT	FREQUENCY (n=385)	
	Yes	No
1. The minimum wage of a regular employee is achievable working in the ride-hailing industry.	370	15
2. The company ensures equal opportunities regardless of race, gender, or religion.	373	12
3. The company mandates a policy against harassment and discrimination.	370	15
4. I am provided with clear information about my rights and responsibilities.	376	9
5. I have PhilHealth, Pag-Ibig, and Social Security membership.	320	61

6. The company requires a driver's license before registration to be a ride-hailing driver.	377	8
7. I am knowledgeable about basic traffic rules, and I execute them properly.	383	2
8. I am entitled to basic benefits from the company in case of emergencies.	367	18

Engine compliance. The study examined the engine compliance requirements of ride-hailing companies, revealing that each company mandates adherence to Land Transportation Office (LTO) guidelines while also setting specific engine standards. For example, Angkas requires motorcycles from 2010 or newer with 100-200 CC, Move It demands motorcycles from 2020-2024 with 100-200 CC and stock components, and JoyRide requires motorcycles with 100-155 CC, excluding sports and dirt bikes. The study found high compliance among drivers, with an overall mean score of 3.33 and a low standard deviation of 0.71, indicating consistent adherence to engine maintenance and environmental regulations. This compliance contributes to vehicle performance, road safety, and reduced emissions. Additionally, the LTO encourages regular maintenance, which prevents breakdowns, improves fuel efficiency, and extends vehicle life. Grab's updated regulations require vehicles to be at least two years old to be registered, with an extension of two years for those not meeting this guideline. These findings suggest that effective implementation of engine compliance by companies, coupled with drivers' awareness, enhances both safety and environmental outcomes (Department of Transportation and Communications, Department Order 2010-32#, 2010).

Table 6. Operation of ride-hailing drivers in compliance with engine requirement

STATEMENT	MEAN	SD	VERBAL INTERPRETATION
			N
1. I am aware of the importance of regular engine maintenance for my vehicle's safety and efficiency	3.35	0.66	Strongly Agree
2. I regularly maintain my vehicle to ensure it meets emission standards	3.43	0.62	Strongly Agree
3. The ride-hailing platform has established clear standards regulating the engine compliance of vehicles used for rides	3.31	0.71	Strongly Agree
4. I am confident in my ability to detect and resolve engine-related issues before they become major issues	3.38	0.67	Strongly Agree

5. The ride-hailing platform has established clear standards regulating the engine compliance of vehicles used for rides	3.31	0.71	Strongly Agree	needs			
				6. I would consider a ride-hailing job a long-term job	3.05	0.86	Agree
6. I am aware of the potential impacts of disregarding engine maintenance for the performance and longevity of my car	3.39	0.66	Strongly Agree	7. I have access to the necessary tools and resources to perform my job effectively	3.25	0.71	Agree
OVERALL	3.33	0.71	Strongly Agree	8. I am learning new driving skills that are necessary to improve ride-hailing service	3.47	0.55	Strongly Agree
				OVERALL	3.40	0.61	Strongly Agree

3.4 Working Conditions of Ride-hailing Drivers in terms of:

Labor status. The study found that livable working conditions were highly observed among ride-hailing drivers, with an overall mean score of 3.40, indicating that factors such as proper compensation, work flexibility, respect for individual rights, work-life balance, and financial stability are attainable and promoted by both the Labor Code of the Philippines and the ride-hailing companies. The low standard deviation of 0.61 suggests that the participants shared similar views on labor status. Participants reported that compensation fairly reflected their time and effort, work schedules offered flexibility, individual rights were respected, and they had access to tools necessary for effective performance. Many drivers also indicated a sense of financial stability, opportunities to enhance driving skills, and viewed the work as a potential long-term employment option. Companies such as JoyRide, Angkas, MoveIt, and Grab further support drivers through benefits, rewards, and emergency assistance packages for high-performing individuals. These results align with Limpin (2018), who noted that economic benefits, sustainability, and reputation strongly influence driver participation. Overall, the findings provide evidence that ride-hailing platforms have substantially improved working conditions, contributing to high levels of driver satisfaction.

Table 7. The working conditions of ride-hailing drivers in Cavite in terms of work/labor status

STATEMENT	MEAN	SD	VERBAL INTERPRETATION
1. I am receiving fair compensation for the time and effort I put in ride-hailing	3.47	0.59	Strongly Agree
2. I have enough flexibility in my work schedule and I can still accommodate my family or personal needs	3.54	0.51	Strongly Agree
3. I feel that ride-hailing drivers' rights are respected and protected	3.43	0.60	Strongly Agree
4. I can manage both work and personal responsibilities without feeling overwhelmed	3.48	0.56	Strongly Agree
5. I can provide for my personal and family's financial	3.49	0.53	Strongly Agree

Company support. The study revealed that ride-hailing companies offer significant support to their independent contractors, particularly in terms of clear communication, training, and safety initiatives. Drivers reported high satisfaction with the clarity of company policies and procedures, with a mean score of 3.30, and found the training programs effective, yielding a mean score of 3.28. Companies such as Grab, Move It, and Joyride provide annual road safety training, with specialized programs like "Drive Safe: Takbong Swabe, Safe Palagi!" for Grab and "Angkas Safety Training" for Angkas. They also offer two key safety features: a fatigue nudge and real-time over-speeding alerts designed to improve driver safety. Support channels such as phone, email, and chat were also easily accessible, scoring a mean of 3.15 for convenience.

Additionally, the study highlighted that ride-hailing companies provide insurance and performance-based incentives to their drivers, with a mean score of 3.10. For example, Joyride offers death insurance worth one million pesos, while Move It has a "Ka-Move it Rewards" program that provides rewards like gas, medical, and grocery items for active riders. Move It also offers the Malasakit Package, including accident insurance and calamity assistance. Grab provides free accident insurance, training, and discounts on top-performing drivers. Angkas provides daily and weekly incentives through its Daily and Weekly Incentive Program, offering additional income for drivers who participate. All companies provide personal accident insurance, ensuring the driver's welfare during work.

Overall company support was rated positively by drivers, with a mean score of 3.15, indicating that participants generally perceive ride-hailing platforms as effectively supporting their service delivery. The relatively low standard deviation (0.70) suggests a high level of agreement among drivers regarding the adequacy of company support across platforms. These findings are consistent with Hong et al. (2020), who reported that organizational support enhances worker performance and job satisfaction. However, the study also highlighted that incentive structures can encourage extended working hours, as drivers strive to meet targets and earn additional rewards. For example, a Move It driver noted that platform incentives motivated him to work longer hours, which increased his earnings and enabled him to better support his family. This suggests that while company support

contributes positively to satisfaction, it may also indirectly encourage intensive work patterns to maximize financial gains.

Table 8. The working conditions of ride-hailing drivers in Cavite in terms of company support

STATEMENT	MEAN	SD	VERBAL INTERPRETATION
1. When I contact support for assistance, I receive a prompt and helpful response	2.95	0.81	Agree
2. The available support channels (phone, email, chat) are convenient and easy to access	3.15	0.70	Agree
3. I am aware that the ride-hailing company provides drivers with supportive initiatives such as insurance coverage or incentives	3.10	0.74	Agree
4. I am aware that the ride-hailing company gives drivers clear and easy-to-understand information regarding policies and procedures	3.30	0.62	Strongly Agree
5. The company provides me with enough training updates to help me improve my skills as a ride-hailing driver	3.28	0.65	Strongly Agree
OVERALL	3.15	0.70	Agree

Work risk mitigation. The study revealed that ride-hailing drivers are generally proactive in managing work-related risks, with a high capacity to mitigate such risks as evidenced by an overall mean score of 3.33. The drivers showed a strong commitment to vehicle maintenance, with a mean score of 3.48, indicating that they prioritized regular upkeep, such as oil changes, to ensure safety and vehicle performance. Despite the financial concerns associated with potential car breakdowns or accidents, which garnered a mean score of 3.43, drivers reported that increasing bookings, especially during peak hours, helped them cover maintenance costs. Additionally, the drivers expressed confidence in the training and information provided by the ride-hailing platforms, which scored an average of 3.38, suggesting that these resources effectively prepare them to handle risky situations, including fatigue and emergency response.

Despite these strategies, certain risks remain unavoidable, particularly criminal incidents such as robberies during late-night rides. One participant reported being robbed by a

passenger in December 2023, highlighting the inherent vulnerability of workers operating in decentralized, semi-regulated environments. Drivers nevertheless reported a strong sense of preparedness and vigilance (mean = 3.37), and platform safety measures—including insurance, road safety guidelines, and accident protocols—were perceived positively (mean = 3.29). Traffic hazards and criminal activity during night shifts were noted as ongoing challenges (means = 3.23 and 3.26, respectively). From the perspective of informal economy theory, these findings underscore that ride-hailing drivers operate in a hybrid labor space: while partially supported by platforms, they assume responsibility for managing risks, income variability, and work conditions, reflecting the semi-formal, self-reliant nature of platform-mediated labor.

Table 9. Working conditions of ride-hailing drivers in Cavite in terms of work risk mitigation

STATEMENT	MEAN	SD	VERBAL INTERPRETATION
1. I believe I am well-prepared to handle emergencies that could result in work-related fatalities	3.27	0.75	Strongly Agree
2. I am concerned about the possibility of work-related fatigue or exhaustion impairing my driving safety	3.37	0.63	Strongly Agree
3. The ride-hailing platform gives adequate information and training on how to deal with possibly risky situations	3.38	0.58	Strongly Agree
4. I am concerned about the security of late-night or early-morning rides	3.26	0.70	Strongly Agree
5. I feel that the ride-hailing company actively addresses and mitigates the various risks associated with this job	3.26	0.72	Strongly Agree
6. I worry about encountering aggressive or hostile passengers during my rides	3.29	0.70	Strongly Agree
7. I can afford the regular maintenance and upkeep of my vehicle for driving purposes	3.48	0.55	Strongly Agree
8. The potential for car breakdowns or accidents financially worries me	3.43	0.60	Strongly Agree

OVERALL MEAN	3.33	0.66	Strongly Agree
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Technological reliability. The study on the service performance of ride-hailing applications revealed that drivers generally had positive experiences with the functionality and content quality of the apps. The application was found to efficiently track earnings and completed trips, with a mean score of 3.39, and consistently updated its convenient features with a mean score of 3.37. The fare calculation feature was deemed transparent and understandable, with a score of 3.19. Drivers also felt confident in the app's ability to provide accurate and timely information about estimated wait times and facilitate clear communication with passengers. Technical issues in application crashes or data outages were reported by drivers. However, these were generally considered minor and did not significantly affect their work, as reflected in the overall mean score of 3.20. The low standard deviation of 0.75 indicates that participants shared similar views on the technological reliability of the ride-hailing apps. The findings align with Kang et al. (2020), highlighting the importance of smart technology in optimizing services like matchmaking, route management, and payments. Additionally, Grab's security update implementing an auto-voice feature for bookings, was cited as an enhancement to driver safety.

Table 10. The working conditions of ride-hailing drivers in Cavite in terms of technological reliability

STATEMENT	MEAN	SD	VERBAL INTERPRETATION
1. I experience technical issues, such as app crashes or data outages, while driving	2.97	0.98	Agree
2. The app provides accurate and timely information about estimated wait times and passenger locations	3.27	0.71	Strongly Agree
3. The in-app chat feature allows for clear and uninterrupted communication with passengers	3.10	0.75	Agree
4. I feel confident in the accuracy of the passenger rating system	3.07	0.77	Agree
5. The app helps me efficiently track my earnings and completed trips	3.39	0.63	Strongly Agree
6. The app provides accurate and timely information about estimated wait times and passenger locations	3.27	0.71	Strongly Agree
OVERALL	3.20	0.75	Agree

3.5 Strategies Used by the Ride-hailing Drivers in Cavite in Enhancing Profitability

This section presents the findings indicating that ride-hailing drivers implement different strategies to maximize their profits. The mean ranks assigned to each strategy provide insights into their relative importance and frequency of use. The strategies used were based on Limpin and Sison, (2018).

The study found that ride-hailing drivers employ a variety of strategies to maximize their earnings, with technology-assisted surge-chasing emerging as the most common approach. Drivers frequently use app features, such as heat maps, to identify high-demand areas and optimize routes based on distance, peak hours, events, and weather conditions. Other strategies included dual apping, experience-based surge-chasing, and selective ride acceptance, allowing drivers to increase bookings and manage operational efficiency. Less commonly used strategies involved unauthorized or controversial practices, such as colorum driving, TNC hopping, and negotiation/kontrata systems, which carry higher risks including fines, deactivation, and safety hazards.

These strategies must be understood in the context of platform rules, incentives, and regulatory interventions. Ride-hailing firms in the Philippines, such as Grab, have publicly emphasized the importance of surge pricing and other incentive mechanisms in shaping driver behavior and earnings. For instance, Grab welcomed a compensatory adjustment to pick-up fares implemented by the LTFRB and DOTr during periods of high traffic, noting that such adjustments help offset reduced surge pricing and operational costs like fuel and travel time (Philstar, 2025). Companies also expressed concern that regulatory caps on surge pricing could discourage drivers from going online during peak periods, potentially reducing service availability. These perspectives illustrate that drivers' strategies—such as surge-chasing, dual apping, and route selection—are not only motivated by maximizing earnings but are also responses to platform incentives, algorithmic controls, and regulatory structures. Understanding these dynamics highlights the interplay between driver agency, platform governance, and policy interventions in shaping income optimization strategies within the ride-hailing sector.

Table 11. Strategies of Ride-hailing drivers for enhancing profitability

STRATEGY	OVERALL MEAN	RANK
1. Technology-assisted surge chasing	3.31	1
2. Event-Driven Surge Chasing	3.03	5
3. Experience-based surge chasing	3.19	3
4. Traffic skipping	2.74	8
5. Weather-related skipping	3.09	4
6. Distance-based skipping	3.23	2
7. TNC hopping	2.32	10
8. Dual apping	2.22	12

9. Operator Tactics - Boundary System	1.76	13
10. Operator Tactics - Hatian System	1.75	14
11. Negotiation/Kontrata system	2.37	9
12. Time-based focusing	2.92	6
13. Area-based focusing	2.81	7

3.6 Challenges Associated with Being a Ride-hailing Driver in Cavite

The study identified several challenges faced by ride-hailing drivers, with traffic congestion being the most significant. Over 61 percent of participants reported traffic congestion as a major issue, particularly in high-traffic areas like Dasmariñas, Bacoor, and Imus. This congestion leads to increased travel times and fuel consumption, negatively affecting drivers' earnings and job satisfaction. Other challenges included passenger behavior, which was experienced by 50 percent of participants. Issues such as rude behavior, unreasonable requests, and safety violations contributed to stress and inefficiency. The study also highlighted the impact of weather conditions on drivers, as extreme weather such as heavy rain and heat causes delays, increased fuel consumption, and potential accidents. Poor internet connectivity, which 33 percent of drivers faced, was another major issue that could lead to missed opportunities and delays, further reducing earnings.

Additionally, the study found that issues with the pricing mechanism, insurance coverage, and lack of formal regulation added to the drivers' challenges. Twenty-three percent of drivers expressed dissatisfaction with the pricing system. Concerns over insurance coverage were also prevalent, as drivers felt vulnerable to financial risks during accidents. The study also emphasized the need for formal regulations in the ride-hailing industry, with drivers calling for clearer guidelines and protections regarding working hours, wages, and benefits. Lastly, road accidents and harassment from passengers were noted as significant risks. The findings suggest that while some of these challenges are beyond the drivers' control, improvements in technology, regulation, and insurance policies could enhance their work experience and overall job satisfaction.

Table 12. Challenges faced by ride-hailing drivers in Cavite

DESCRIPTION	FREQUENCY (n=385)	RANK
1. Traffic congestion	235	1
2. Pricing mechanism of the ride-hailing system	89	5
3. Passenger's behavior	191	2
4. Change of weather	178	3
5. Insurance of the ride-hailing drivers	79	7
6. Lack of formal regulation	80	6
7. Poor internet connectivity	127	4

8. Sudden breakdown of vehicle	2	9
9. Health risk	1	10
10. Road accidents	4	8

3.7 Opportunities Associated with Being a Ride-hailing Driver in Cavite

The study highlights various opportunities perceived by ride-hailing drivers, with "tip payment" ranking as the top opportunity. Tips were considered both a source of additional income and a motivation for drivers to improve their service, with drivers going the extra mile to offer amenities or exceptional service (Baker & Hayes, 2019). Other significant opportunities included increased income, with 60% of participants reporting that peak hours and long trips helped them earn more than the minimum wage, reducing the need for daily work. Flexibility in work hours was also a key advantage, as it allowed drivers to balance work and personal life, a finding supported by Rayle et al. (2014) who noted that ride-hailing platforms provide autonomy to drivers. This flexibility was attractive, allowing part-time workers, students, and retirees to adapt their schedules to personal needs.

Additional opportunities identified included "productive organization," where drivers could strategize to maximize their earnings or minimize working hours, and "convenience usage," which simplified the work process through tools like built-in navigation and real-time booking features. The ease of app accessibility was also a major advantage, allowing drivers with varying technical expertise to navigate the platform efficiently. The "working with no supervision" opportunity was valued by many drivers, offering them the freedom to manage their own time and priorities. Overall, these opportunities made ride-hailing an appealing profession for individuals seeking flexible income, with many drivers expressing satisfaction due to increased earnings, work-life balance, and the independence the job provided.

Table 13. Opportunities of being a ride-hailing driver in Cavite

DESCRIPTION	FREQUENCY (n=385)	RANK
1. Increased income	198	3
2. Flexibility of work	200	2
3. Productive organization	82	7
4. Tip payment	203	1
5. Life-work balance	161	4
6. Convenience usage	92	6
7. Application accessibility	101	5
8. Working with no supervision	10	8

4. SUMMARY, CONCLUSION, AND RECOMMENDATION

4.1 Summary

This study examines the rise of the sharing economy, particularly on ride-hailing drivers in Cavite, a province experiencing rapid urbanization. The research aimed to analyze various aspects of the drivers' socioeconomic profiles, work conditions, profitability, and work challenges. It also analyzed the drivers' strategies to enhance earning potential.

The study involved 385 participants from four active transport network companies in Cavite: Joyride, Angkas, MoveIt, and Grab. Most participants were male (96%), with an average age of 37 years. The majority (66%) earned between P19,501 and P32,000 per month. Most drivers (56%) had been working for 2-5 years and operated full-time, working 8-12 hours a day.

Statistical analysis revealed significant income differences among ride-hailing companies, with Grab drivers earning the most. Vehicle type and working status also influenced income, with car drivers earning more than motorcycle drivers. However, route type (within or outside Cavite) did not significantly impact income.

Regarding labor standards and engine compliance, drivers were generally satisfied with the industry's adherence to policies such as minimum wage and anti-discrimination, and they were highly compliant with engine maintenance requirements. The study also found that most drivers experienced livable working conditions, received company support, and had effective risk mitigation strategies.

Drivers employed various strategies to improve profitability, with technology-assisted surge chasing being the most popular. On the downside, the "hatian system" (operator tactics) ranked the lowest.

Challenges included traffic congestion (reported by 61% of drivers), passenger behavior (46%), and insurance issues (50%). However, opportunities like tips (53% of drivers) were seen as key sources of additional income.

4.2 Conclusion

This study provides comprehensive insights into the socioeconomic profiles, work conditions, and income dynamics of ride-hailing drivers in Cavite. Findings indicate that most drivers are male, aged 32 to 44, earning between PHP 23,001 and PHP 31,000 per month, suggesting that many surpass the minimum wage. Income was influenced by company type and vehicle choice, with Grab and car drivers earning higher than their counterparts, while working status also played a role in earnings. Drivers generally reported satisfaction with labor standards, operational support, and work conditions; however, challenges such as traffic congestion, passenger behavior, insurance gaps, and exposure to operational risks remain.

Technology-driven strategies, such as surge-chasing, dual apping, and route optimization, were crucial in maximizing earnings, reflecting the central role of algorithmic management in shaping labor practices. From a broader perspective, these findings raise questions about the long-term economic sustainability of the ride-hailing sector. Heavy reliance on surge pricing, dynamic fares, and driver-led

income optimization strategies may create income volatility and uneven distribution of earnings, potentially limiting sector growth if drivers experience burnout or exit the platform. Additionally, gaps in social protection, limited benefits, and reliance on self-managed risk could challenge the sector's capacity to attract and retain labor over time.

4.3 Recommendation

Guided by the study's findings and theoretical perspectives on platform capitalism and informal labor, the following recommendations aim to improve driver welfare, operational efficiency, and long-term sustainability of the ride-hailing sector:

1. Expand social protection and benefits – Platforms should provide comprehensive social security, health coverage, and risk mitigation for all drivers, addressing the precarity inherent in semi-formal, platform-mediated labor and reducing income volatility.
2. Strengthen regulatory oversight – Government agencies, including the LTFRB and LGUs, should enforce compliance with labor and safety standards, ensuring that algorithmic work does not disproportionately transfer operational and financial risks onto drivers.
3. Support long-term economic sustainability – Platforms and policymakers should stabilize fare structures, provide predictable incentives, and implement professional development programs, mitigating the income fluctuations created by dynamic pricing and market-driven labor allocation.
4. Invest in technological innovations – App-based features for route optimization, safety, and efficiency should be enhanced to enable drivers to navigate algorithmic controls while maximizing earnings.
5. Optimize driver recruitment and allocation – Strategic management of driver deployment can balance platform demand, improve earnings opportunities, and reduce informal competition pressures.
6. Promote targeted future research – Further studies should examine drivers' income-expenditure patterns, work schedules, risk exposure, and strategies to maximize earnings, using mixed methods such as longitudinal surveys, in-depth interviews, and econometric analyses. Such research can provide actionable insights for policy, platform design, and sustainable labor interventions.

Ethical Consideration. All driver-participants were informed of the purpose of the study, the voluntary nature of their involvement, and their right to withdraw at any time, and informed consent was obtained before data collection.

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