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Service Sector and Women's Labor in the New Economy

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ABSTRACT

The service sector, which significantly affects women's participation in the workforce, has become an important part of the new economy. Historically, the transition from industrial to service-oriented sectors has played a major role in women's employment. However, this change also brings new challenges. Despite higher female labor force participation rates in the service sector, women often face inequalities in wages, career opportunities, and job security. Furthermore, as the economy increasingly shifts towards technology-oriented services - especially with rapid changes in work environments and flexible working hours - women working in low-wage and temporary jobs with limited benefits face the necessity of balancing career and home life and economic insecurity. The aim of the study is to draw attention to the need to ensure gender equality in the service sector, as in all areas of life, and to the need for policies that guarantee fair wages, equal career opportunities and access to continuing education and training. To this end, taking into account the characteristics of the new economy and using the Labor - Employment Independence Model (LEIM), which argues that labor should be considered independent of employment, the study analyzes the employment of female labor force working as part-time or seasonal workers in the service sector in Turkey between 2020 and 2025. The results of the analysis reveal the economic value of part-time or seasonal work and the bidirectional nature of women's labor. The study is expected to contribute to the literature and new regulations to be implemented to ensure that these opportunities are transformed into fair, secure and fulfilling careers, even though the new economy has provided more employment opportunities for women.

KEYWORDS New economy; women's labor; labor-employment independence model (LEIM); applied microeconomics

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