

PROCEEDINGS

of the Union of Scientists - Ruse

Book 5
**Mathematics, Informatics and
Physics**

Volume 10, 2013



RUSE

The Ruse Branch of the Union of Scientists in Bulgaria

was founded in 1956. Its first Chairman was Prof. Stoyan Petrov. He was followed by Prof. Trifon Georgiev, Prof. Kolyo Vasilev, Prof. Georgi Popov, Prof. Mityo Kanev, Assoc. Prof. Boris Borisov, Prof. Emil Marinov, Prof. Hristo Beloev. The individual members number nearly 300 recognized scientists from Ruse, organized in 13 scientific sections. There are several collective members too – organizations and companies from Ruse, known for their success in the field of science and higher education, or their applied research activities. The activities of the Union of Scientists – Ruse are numerous: scientific, educational and other humanitarian events directly related to hot issues in the development of Ruse region, including its infrastructure, environment, history and future development; commitment to the development of the scientific organizations in Ruse, the professional development and growth of the scientists and the protection of their individual rights.

The Union of Scientists – Ruse (US – Ruse) organizes publishing of scientific and popular informative literature, and since 1998 – the “Proceedings of the Union of Scientists- Ruse”.

BOOK 5

**"MATHEMATICS,
INFORMATICS AND
PHYSICS"**

VOLUME 10

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This is the jubilee 10-th volume of book 5 Mathematics, Informatics and Physics. The beginning was in Spring, 2001, when the colleagues of the former section Mathematics and Physics decided to start publishing our own book of the Proceedings of the Union of Scientists – Ruse. The first volume included 24 papers. Through the years there have been authors not only from the Angel Kanchev University of Ruse but as well as from universities of Gabrovo, Varna, Veliko Tarnovo and abroad – Russia, Greece and USA.

Since the 6-th volume the preparation and publishing of the papers began to be done in English.

The new 10-th volume of book 5 Mathematics, Informatics and Physics includes papers in Mathematics, Informatics and Information Technologies, Physics and materials from the Scientific Conference ‘Information Technologies in Education’ (ITE), held at the University of Ruse in November 2012 in the frame of Project 2012-FNSE-02.

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POSSIBILITIES OF ONLINE FREELANCE PLATFORMS

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Abstract: *In recent years with the development of Internet new online platforms allowing employees and companies to connect and work together are emerging. The current report explores the potential of the online platforms from both points of view - globally and particularly in Bulgaria.*

Key words: *freelance platform, freelancer, online work, online staffing,*

1. INTRODUCTION

Every day people's access to Internet increases rapidly. Many people have daily access to the Internet and communications. This allows many people to live a virtual life and perform various operations such as exchanging ideas and opinions, looking for fun, work, watch TV, follow the news, etc.

In the Internet companies also see the great potential for the development of their business. Many of them use the Internet to offer their goods and services, recruit staff, communicate with business partners, etc.

Internet for those people and companies actually become an integral part of their daily lives. It is therefore not surprising that online platforms, connecting companies and people, began to appear gradually [1]. With the help of these platforms companies have the option to announce their projects, jobs, staff required and people can view companies' announcements and to apply.

The occurrence of these Internet platforms represents a new step in the evolution of society. They established a new form of communication standards and relationships between people and companies. From this point of view these online platforms represent scientific interest. For this reason, current research explores the possibilities and potential of such web platforms. The research covers the leading platforms.

2. POSSIBILITIES OF ONLINE FREELANCE PLATFORMS

In the Internet platforms people and companies see one more tool to make their business more flexible. With the help of the platforms humans and companies are able to: find the right job, find the right specialist for a specific position, share experiences, ideas and more. That is why it is no coincidence that, gradually, multiple web platforms aimed on connecting companies with potential employees appears.

However, despite their great number and variety, there are several platforms that concentrate the attention of companies and people offering and seeking work over the Internet. Proposed jobs are in various fields: software, law, engineering, writing, design, translation, marketing and more. As a rule, most of the proposed jobs do not require the employee to be physically present in the office. In most cases, the only need of an employee is to have a computer and Internet connection.

The wide variety of searched specialists allows people with different abilities to take advantage of such online platforms. Some of them are:

- Flexible working time - each employee defines his own working time.
- Flexible payment - the platforms offer a several ways of payment - hourly, part-time, on finished project, etc. That variety allows everyone to choose the most appropriate option for him.

- Global career – allow specialists to apply for a job anywhere in the world. This highly increases their chance to apply their particular knowledge and skills.
- As for the job apply specialists from all over the world, actually employees compete at global level. This helps the employees to build themselves as professionals.

Table 1
Comparison of some of the leading online freelance platforms

Platform	Jobs offered, in thousands	Visits, in thousands	Earnings of employees, \$M	Registered accounts, in thousands	Earnings of BG employees, \$k
Freelancer	605,1*	633,8	146,5*	823*	391,4*
Elnance	826,0	865,1	200,0	1124	534,3
vWorker	89,4*	93,6	21,6*	122*	57,8*
Guru	300,7*	314,9	72,8*	409*	194,5*
iFreelance	146,3*	153,2	35,4*	199*	94,6*
99designs	927,3*	971,2	224,5*	1262*	599,8*
oDesk	301,6*	315,9	73,0*	410*	195,1*
Total	3196,4*	3347,8	773,9*	4350*	2067,5*

Note: * in Table 1 indicates that the value is obtained by interpolation

Table 1 shows information about the number of visitors and the cost of work, performed by employees for some of the most significant platforms. It is important to be noted that these data are for the period from 01.01.2012 to 31.12.2012. The data about the number of visits are taken from Quantcast [<http://quancast.com>, 3] and data about the eLance platform are taken from [<http://elance.com>, 2]. To find values for the remaining fields of the table - an interpolation is being used. Figures 1 and 2 show a graphical interpretation of some of the data in Table 1. Based on the data shown in Table 1, it could be concluded that for the year of 2012 on every 10 seconds a new job was registered on some of the considered platforms.

It is important to be noted, that the average hourly rate for performed work in Bulgaria is \$16 [<http://elance.com>, 2]. On the basis of this number, the man-hours of work carried out in Bulgaria could be calculated, namely 129220 man-hours or 63.8 person-years. In the calculation of the person-years indicator it is assumed that a person works 8 hours a day for 253 days (working days in 2012 for Bulgaria).

In recent years, the jobs proposed in such online platforms are increasing [<http://elance.com>, 2]. Figures 3 and 4 show the trend of the amendment of registered and hired jobs in the considered platforms in 2012 compared to 2011. According to Figure 4, the employees in 2012 from Bulgaria have risen between 25% and 50%. This means that the number of registered accounts from Bulgaria in the platforms, listed in Table 1 for 2012, were between 4060 and 6764 (calculations are made on the base of the data in table 1 and are obtained by interpolation).

CONCLUSION

Based on the made research, the following conclusions and recommendations could be drawn:

1. For the year 2012, the offered jobs or projects on the considered platforms were approximately 3.2 million. Money, earned by employees worldwide, amounted to nearly 774 million dollars.

2. For the year of 2012, the proportions of completed projects from Bulgarian employees was only 0.3%. This shows the great potential for the Bulgarian freelancers.

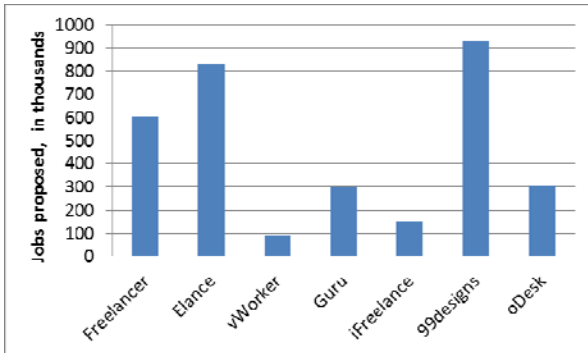


Figure 1. Number of registered employees for 2012

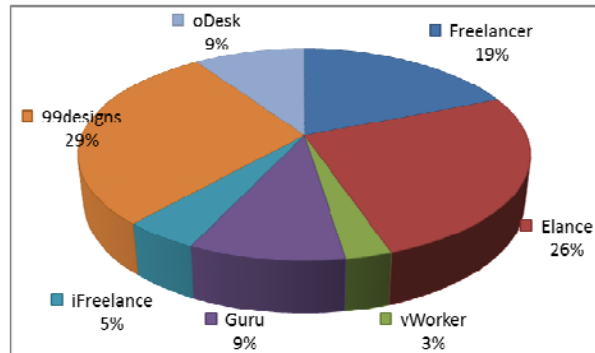


Figure 2. Number of registered employees for 2012, shown as a percentage



Figure 3. Trend of increase in the number of registered jobs in 2012 compared to 2011 [http://elance.com, 2]

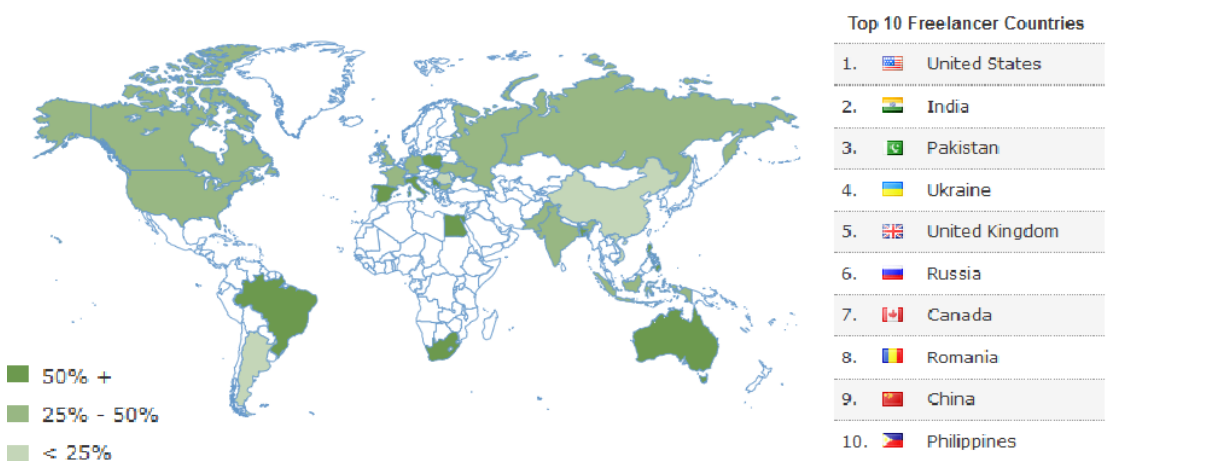


Figure 4. Trend of increase in the number of completed jobs in 2012 compared to 2011 [http://elance.com, 2]

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**ПОТЕНЦИАЛНИ ВЪЗМОЖНОСТИ НА УЕБ ПЛАТФОРМИТЕ ЗА
ЛИЦА РАБОТЕЩИ НА СВОБОДНА ПРАКТИКА**

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Резюме: В последните няколко години с развитието на интернет се появяват онлайн платформи позволяващи на служители и компании да се свържат и да работят заедно. Текущият доклад изследва потенциала на онлайн платформите от две гледни точки – в глобален мащаб и в частност в България.

Ключови думи: набиране на персонал, служител, лице, на свободна практика, работа през интернет, уеб платформа

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