

# Technological Advancement, Competition, and Work-Life Balance of Freelance Workers in the Philippines

Darren Fel C. Santizo<sup>1</sup>, Ernesto A. Serrano Jr<sup>2</sup>

<sup>1,2</sup>University of Perpetual Help System Laguna, Philippines

## ABSTRACT

In a period characterized by the prevalent impact of technology, this study investigates the complex relationship between technological advancements, competition, and work-life balance among Filipino freelance workers. Employing a descriptive-correlational research design, the study analyzes data collected from a sample of 68 freelancers in the Philippines. The findings reveal a “very high” technological advancement (mean = 3.65), competition (mean = 3.53), and work-life balance (mean = 3.58) among the respondents, as measured by a 4-point scale. Pearson correlation analysis demonstrates significant positive relationships between technological advancement and competition ( $r = 0.796$ ,  $p < 0.01$ ), technological advancement and work-life balance ( $r = .718$ ,  $p < .01$ ), and competition and work-life balance ( $r = 0.781$ ,  $p < 0.01$ ). Furthermore, multiple regression analysis identifies “adoption of new tools and technologies” ( $\beta = 0.480$ ,  $p < 0.01$ ) and “efficiency in managing work-related tasks” ( $\beta = 0.315$ ,  $p < 0.05$ ) as significant predictors of work-life balance. The results suggest that while Filipino freelancers exhibit a strong capacity and adaptation to leverage technological advancements, their intense competitive pressures significantly shape their work-life balance. The study contributes to the literature by providing empirical evidence on these dynamics within the specific context of the Philippines. The study also highlights the need for policy support to foster a sustainable freelance ecosystem in the Philippines, emphasizing the role of government intervention in this regard.

**Keywords:** Technology Advancement, Technology, Work-Life Balance, Competition, Freelance

## INTRODUCTION

The rise of the freelance economy in recent years was fueled by rapid technological advancements, and online platforms like Upwork, Fiverr, and Freelancer have transformed the global workforce (Abug et al., 2023). This shift offers unprecedented flexibility and autonomy, attracting millions of professionals worldwide (Tudy, 2021). Individuals are able to capitalize on their talents and expertise through freelancing, offering services to clients across geographical boundaries. Traditional workplace constraints have been obscured by digital nomadism, a term used to describe the practice of working remotely, often from foreign countries while maintaining a nomadic lifestyle.

Technological advancement refers to continuously developing and applying new technologies, tools, and systems that significantly impact various industries, societal structures, and personal lives. Over time, these advancements have led to substantial changes in how people live and work, enabling processes to be more efficient, faster, and more connected (Appio, Lima, & Paroutis, 2019). In recent decades, the

Internet of Things (IoT), automation, cloud computing, and artificial intelligence have fundamentally transformed industries that range from healthcare to education, manufacturing, and communication. These advancements revolutionize technical processes and influence human behavior, social interactions, and the global economy (Qin et al., 2022). While technology has created new types of jobs, individuals need to possess new skill sets to remain competitive in the workforce. This shift has placed pressure on educational systems and workers to adapt to new technologies, underscoring the importance of upskilling and reskilling initiatives (Alam, 2021). Additionally, the impact of technological advancements on privacy, security, and data utilization raises serious ethical concerns. As more confidential information is stored and shared on the internet, there is a growing concern regarding the misuse of sensitive information and data breaches. In the business world, competition is not just about winning customers but also competing for resources, talent, and technological advantages. Companies battle strategically for the best employees, advanced technologies, and prime market positions (Treece, 2023). This intense rivalry often results in improvements in products and services as businesses look for ways to differentiate themselves and gain a competitive edge.

While competition can fuel growth and improvement, it can also lead to market distortions and negative social consequences if left unchecked. In certain cases, competition may result in monopolies or oligopolies, where a few dominant players control a disproportionate market share, limiting choice and driving up consumer prices (Rietveld & Schilling, 2021). This is particularly noticeable in sectors where market entry barriers are high, which refers to the obstacles that new companies face when trying to enter a market, such as high startup costs or regulatory hurdles. These barriers discourage new rivals from entering the market. For example, in industries like telecommunications or energy, the high infrastructure cost can create natural monopolies, where only a handful of companies can compete. When competition is limited, it can lead to inefficiencies, reduced innovation, and higher prices for consumers, making effective regulatory oversight crucial to ensuring a fair and competitive environment (Cheng et al., 2021). Work-life balance refers to the equilibrium between work and personal life demands, where individuals can allocate time and energy to their professional responsibilities while prioritizing their health, family, social relationships, and personal well-being (Kelliher & Richardson, 2019). Maintaining a healthy work-life balance has become increasingly important in the modern world, where technological advancements have blurred the lines between professional and personal life. Individuals are expected to perform well in their careers while managing various aspects of their personal lives, including family responsibilities, social engagements, hobbies, and self-care. Achieving a satisfactory work-life balance is critical not only for employees' mental and physical health but also for their productivity, job satisfaction, and overall quality of life (Bhende et al., 2020). For some, a balanced life may mean working traditional hours and taking weekends off. In contrast, for others, it may involve the ability to work from home, pursue side projects, or take extended vacations to recharge (Khateeb, 2021). Achieving work-life balance is also dynamic, as personal circumstances and work demands change over time. Life stages such as marriage, having children, or caring for aging parents can shift an individual's priorities, requiring adjustments in work schedules or responsibilities. Similarly, career transitions, such as promotions, job changes, or entrepreneurial endeavors, may lead to periods of imbalance. Still, these can be temporary as long as the individual actively works to restore equilibrium. There are numerous advantages to maintaining a wholesome work-life balance. Both for individuals and organizations (Warren, 2021).

Upon reviewing the existing literature and studies, several gaps were identified. One of these was that few studies have focused on technological advancement, competition, and work-life balance in the Philippines.

Thus, this study intends to investigate these dynamics by offering insights into the experiences of Filipino freelancers and factors that influence their ability to maintain work-life balance. It aims to contribute to a deeper understanding of how technological changes and global competition affect the freelance workforce, especially in developing countries like the Philippines. By addressing these issues, the study hopes to provide a basis for creating strategies and interventions that promote sustainability and well-being among Filipino freelancers. This research area is the interrelation of technological advances, competition, and work-life balance in freelancing; such an area has particular significance in the Philippines. This research will contribute to findings expected to enlighten Filipino freelancers regarding the challenges that confront them and, thereby, advance efforts to better their professional and personal lives against the complexity of digital times.

Furthermore, this study seeks to provide valuable insights for policymakers, training institutions, and support organizations involved in developing programs and initiatives for freelancers. By shedding light on the unique challenges and needs of Filipino freelancers, this research can inform the creation of targeted support systems, upskilling opportunities, and policy frameworks that foster a thriving and sustainable freelance ecosystem in the Philippines. Ultimately, this investigation aims to empower Filipino freelancers to navigate the complexities of the digital age while achieving both professional success and personal well-being.

## **METHODS**

The researcher utilized descriptive-correlational research design. This research method is used to analyze, measure, and interpret data upon determining technological advancement, level of competition and level of work-life balance of the selected freelance workers in the Philippines. As cited by Mamolo & Sugano (2020), the descriptive correlational research design allows the researchers to expound a certain variable or problem through descriptive analysis and extract any underlying relationship that may exist between two or more variables. The descriptive survey method was used to assess the technological advancement, level of competition and level of work-life balance of the selected freelance workers in the Philippines.

The primary data for the study are the selected freelance workers in the Philippines. The population of the study consisted of 1.5M freelance workers, according to a report by GCash and Payoneer (Tan, 2023). The actual sample of 69 selected freelance workers in the Philippines was computed using a Raosoft calculator with a confidence level of 90% and a margin of error of 10%. The respondents were selected using purposive sampling, specifically those engaged in various sectors such as technology, creative industries (graphic design, content creation, video editing), writing, marketing, and other freelance roles that rely heavily on digital platforms. Only the empirical data generated from them were statistically treated and analyzed in this study.

The researcher used a self-made questionnaire to collect the needed primary data. They were in the form of a four-point (4-point) scale to rate and promote convenience in answering the questions. The instrument was divided into three (3) parts. Part 1 is level of technological advancement was encoded using scale: Highly Advance (3.51- 4.00), Moderately Advance (2.51 - 3.50), Slightly Advance (1.51 - 2.50), and Not Advance (1.00 - 1.50). Part 2 is level of competition and Part 3 is level of work-life balance of the selected freelance workers in the Philippines which are is measured using the following scale: Very High (3.50-4.00), High (2.50-3.49), Low (1.75-2.49), and Very Low (1.00-1.74)

Since the questionnaire was researcher-made, it was subjected to validation through presentation to the panel of experts in research, business/finance, and statistics. Validation of the questionnaire was done

initially by consulting the dissertation adviser to evaluate the content and appropriateness of items. The researcher sought the opinions of other experts to ascertain that the indicators used in the research questionnaire were relevant to the study. Moreover, the reliability of the study depends on the statistician to understand the aptness of the scale to know if the anticipated result will be subjected to a statistical formula after gathering the data. Their suggestions and criticisms will be applied prior to the distribution of the questionnaire. Additionally, the researcher-made questionnaire will undergo a reliability test using Cronbach's Alpha for a thorough validation of the formulated indicators. A questionnaire is considered the most appropriate data-gathering instrument for this descriptive research study. It involves gathering data through surveys using forms among the respondents who have enough knowledge regarding the study. Prior to data gathering, the researcher asked permission from the respondents through a letter for the distribution of the research instrument. Upon approval, the questionnaires were distributed to the target respondents. The questionnaires were sent to the respondents via online platforms with the use of Google Forms. The individual consent of the respondent was obtained, explaining to them that this investigation is simply an academic requirement and kept in strict confidentiality. The researcher explained briefly to the respondents the details of the questionnaires to avoid errors, such that the questionnaire sheets should be completed voluntarily and confidentially by the respondents and returned to the surveyor. The data gathered were tabulated and subjected to statistical treatment accordingly.

The following statistical tools were used in the statistical treatment of the data: 1. Weighted Mean was used to get the mean scores of the respondents on their responses to each of the items in the survey questionnaire related to the technological advancement, competition, and work-life balance of the selected freelance workers in the Philippines. 2. Pearson r was used to determine the relationship between and among the technological advancement, level of competition, and level of work-life balance of the selected freelance workers in the Philippines. 3. Multiple regression analysis was used to assess the strength and direction of the relationship between the technological advancement, competition, and work-life balance of the selected freelance workers in the Philippines.

## RESULTS AND DISCUSSIONS

The discussion of the technological advancement, competition and work-life balance of freelance worker in the Philippines is presented in the succeeding tables and textual presentation.

**Table 1. Composite Table of Level of Technological Advancements of Selected Freelance Workers in the Philippines**

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Adaption to new tools and technologies	3.66	Highly Advance	2
2. Accessibility of professional development opportunities	3.61	Highly Advance	3
3. Efficiency in managing work-related tasks	3.69	Highly Advance	1
Overall Weighted Mean	3.65	Highly Advance	

Table 1 shows that the level of technological advancement of freelance worker in the Philippines is "highly advance" with an overall weighted mean of 3.65. This means that the freelance worker in the Philippines is prioritizing to make their work easier and more efficient. They opt to adapt to changes by utilizing new

tools and technology. This has provided them with the opportunity to develop their skills to stay competitive.

Technology is highly valued by the selected freelance workers in the Philippines for efficiently handling work-related activities. The results also shows that they are proactive and skilled at integrating new tools and technology into their work, which makes them very good at managing their workload and embracing modern innovations that is also a key aspect of professional growth.

The findings were consistent with the studies of Choi et al., (2023) where in freelance work, the adoption of new technologies is no longer optional but a necessity for survival and growth. Adapting to new technologies and methodologies resulting from swift digitization encompasses remote work technologies, collaboration platforms, and novel digital tools for task execution. This will enable freelance workers to strategically allocate resources, encourage innovation, and proactively influence their technological future instead of merely responding to industry trends (Choi et al., 2023). The rise of automation, AI, and machine learning creates avenues for these freelancers to enhance their service offerings, streamline their workflows, and deliver innovative solutions to clients. However, this progress demands a constant commitment to upskilling, as freelancers must acquire technical know-how to sharpen their critical thinking and creative abilities.

**Table 2. Composite Table of the Level of Competition of Selected Freelance Workers in the Philippines**

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Work hours and client demand	3.50	Very High	2
2. Pricing and income stability	3.49	High	3
3. Strategies for staying competitive	3.60	Very High	1
Overall Weighted Mean	3.53	Very High	

As presented in table 2, it can be drawn from the data that the indicators concerning the freelance workers in the Philippines' level of competition yielded a "very high" results with an overall weighted mean of 3.53. This means that freelance workers in the Philippines are always on top of planning strategies to stay competitive while they consider optimum working hours in delivering client demands.

The main concern for the selected freelance worker in the Philippines is maintaining competitiveness, which compels them to prioritize ongoing skill enhancement and market understanding. Another significant concern is effectively aligning work hours with client needs while managing project timeframes and availability. Ensuring steady pricing for their services and a continuous income stream significantly influences their strategic decisions. These criteria indicate a proactive strategy for career longevity within the evolving freelance economy Philippines. Their endeavors are ultimately directed at achieving enduring success and stability in their selected profession. In the study of Treece, (2023) it has supported the above findings and discussed that the online freelance market is saturated, requiring individuals to not only win clients but also fiercely compete for projects and maintain a competitive edge. This competition extends to acquiring the necessary skills ("talent"), utilizing cutting-edge tools and software ("technological advantages"), and establishing a strong online presence ("prime market positions"). Just as businesses strive to differentiate themselves, Filipino freelancers must develop unique selling propositions, showcasing specialized skills and delivering exceptional service to stand out. Companies engage in



strategic battles for the best employees, the most advanced technologies, and prime market positions (Treece, 2023). This relentless competition drives innovation and quality, forcing freelancers to continuously improve their offerings and adapt to market demands.

**Table 3. Composite Table of the Level of Work-Life Balance of Selected Freelance Workers in the Philippines**

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Time management and boundaries	3.59	Very High	1.5
2. Family relationship and social life integration	3.55	Very High	3
3. Occupational stress and mental health	3.59	Very High	1.5
Overall Weighted Mean	3.58	Very High	

Table 3 shows the summary of the level of work-life balance of selected freelance workers in the Philippines yielding a “very high” results having an overall weighted mean of 3.58. This means that freelance worker in the Philippines seeks opportunities that would give them a work-life balance to maintain a stress-free online work protecting their mental health.

Selected freelance workers put a lot of value on managing their time well and making clear limits between work and personal life. They also put a lot of value on taking care of their mental health and dealing with stress at work. Incorporating their family and social lives into their work schedules is also very dear to them. All of these areas are seen as very important for their general health and professional success. This demonstrates a keen understanding of the necessity to strike a balance between job obligations, personal obligations, and mental well-being. The study made by Kelliher & Richardson, (2019) supports the findings where work-life balance is the equilibrium between the demands of work and personal life, where individuals can allocate time and energy to their professional responsibilities while also prioritizing their health, family, social relationships, and personal well-being (Kelliher & Richardson, 2019). Achieving work-life balance is dynamic, as personal circumstances and work demands change over time. Individuals may need to adjust their work schedules or responsibilities as a result of life phases, including marriage, parenthood, and caregiving for aging parents, can significantly modify an individual's priority. In the same way, career transitions, such as promotions, job changes, or entrepreneurial endeavors, may result in periods of imbalance; however, these effects may only last for a short time, though, as long as the person is working to restore balance. Time management and boundary setting become critical challenges, as the "always-on" nature of online work blurs the lines between professional and personal life. Freelancers frequently struggle to establish clear boundaries, leading to extended work hours and a constant sense of availability. This, coupled with the pressure to secure projects and meet client demands, contributes to heightened occupational stress. The resulting stress can manifest in various ways, impacting mental health and overall well-being. Consequently, freelance workers are addressing these effects from their job to maintain a healthy work-life balance which will become a significant factor in occupational stress and mental health if not taken care of.

**Table 4. Relationship Between Level of Technological Advancements and Level of Competition of Selected Freelance Workers in the Philippines**

Variables	Statistical Treatment (Pearson's)	p-value	Decision	Interpretation
Technological advancement and competition	$r=0.796$ (Strong correlation)	0.000*	$H_0$ rejected	Significant
*Significant @0.01				

Table 4 shows that there was a significant relationship between the level technological advancements and the level of competition in Freelance work in the Philippines. Pearson's  $r$  value of 0.796 shows a positive strong correlation. Meanwhile, the obtained p-value was 0.000 which is lower than the test of significance at 0.01. This shows that there is enough statistical evidence to reject the null hypothesis, indicating a significant relationship between the variables they have a significant level of relationship. This means that the higher the level of technological advancements, the higher the level of competition of freelance workers in the Philippines.

The study of Yeramyam (2023) is consistent with the findings where in a digital age that technology rapidly evolves, freelancers must constantly adapt to maintain competitiveness. However, the rapid pace of technological advancement also introduces challenges. Freelancers must continuously update their skills to stay competitive and grapple with concerns about job security and market saturation (Yeramyam, 2023). Technological advancements directly influence the competitive landscape by democratizing access to tools and platforms, thus increasing the number of individuals offering similar services. This surge in competition necessitates freelancers to leverage technology strategically. Adopting new technologies increases communication and collaboration, optimizes workflows, and opens up new creative options. For instance, advanced project management software streamlines workflows, AI-powered tools enhance creative outputs, and sophisticated communication platforms facilitate seamless collaboration with global clients. Consequently, freelancers who effectively embrace and master these technologies gain a significant competitive edge. Those who fail to adapt risk becoming obsolete, as clients increasingly prioritize freelancers who can leverage cutting-edge tools to deliver superior results efficiently. Therefore, the technological advancement acts as a crucial driver of competition, demanding continuous learning and adaptation to thrive in the dynamic freelance market.

**Table 5. Relationship Between Level of Technological Advancements and the Level of Work-Life Balance of Selected Freelance Workers in the Philippines**

Variables	Statistical Treatment (Pearson's)	p-value	Decision	Interpretation
Technological advancements and work-life balance	$r=0.718$ (Strong correlation)	0.000*	$H_0$ rejected	Significant

\*Significant @0.01

Table 5 presents that there was a significant relationship between technological advancements and the level of work-life balance of freelance workers in the Philippines. Pearson's  $r$  value of 0.718 showed a positive strong correlation. Meanwhile, the obtained  $p$ -value was 0.000 which was lower than the test of significance at 0.01. This shows that there is enough statistical evidence to reject the null hypothesis, indicating a significant relationship between the variables. This means the higher the level of technological advancements, the higher the level of work-life balance of freelance workers in the Philippines.

The results are aligned with the study made by Yeramyan (2023); according to him, while technology enables flexibility through remote work, streamlines tasks via automation, and enhances communication, it also risks blurring boundaries and increasing stress. The "always-on" nature of digital tools can lead to extended work hours and social isolation, demanding that freelancers proactively establish clear boundaries and utilize technology strategically. By setting designated work hours, leveraging automation for efficiency, and prioritizing self-care, freelancers can harness technology's benefits while mitigating its negative impacts. By automating routine tasks such as scheduling, invoicing, and client communication, freelancers can focus more on their work's creative or technical aspects. This shift not only increases productivity but also allows for a better work-life balance (Yeramyan, 2023).

**Table 6. Relationship Between Level of Competition and Level of Work-Life Balance of Selected Freelance Workers in the Philippines**

Variables	Statistical Treatment (Pearson's)	p-value	Decision	Interpretation
Competition and work-life balance	$r=0.781$ (Strong correlation)	0.000*	$H_0$ rejected	Significant
*Significant @0.01				

Table 6 shows that there was a significant relationship between the level of competition and the level of work-life balance of Freelance workers in the Philippines. Pearson's  $r$  value of 0.781 showed a positive strong correlation. Meanwhile, the obtained  $p$ -value was 0.000 which was lower than the test of significance at 0.01. This shows that there is enough statistical evidence to reject the null hypothesis, indicating a significant relationship between the variables. This means that the higher the level of competition, the higher the level of work-life balance of freelance workers in the Philippines.

The study by Ibrahim M. (2025) shows coherence to the results above, where the intense competition faced by Filipino freelancers, particularly in the digital gig economy, significantly impacts their ability to maintain a healthy work-life balance amidst the competition. This dynamic is driven by the global nature of online platforms, where freelancers compete not only locally but also with individuals worldwide, often leading to a "race to the bottom" in terms of pricing and availability. As highlighted in reports by organizations like Payoneer and similar studies focusing on Southeast Asia, the pressure to secure and retain clients in this competitive environment often leads to extended work hours and a blurring of personal and professional boundaries. This is especially evident in the Philippines, where a significant portion of



the workforce has transitioned to online freelancing, increasing the density of competition (Ibrahim M, 2025).

**Table 7. Regression Analysis of the Level of Technological Advancements and Level of Competition on the Level of Work-Life Balance of Freelance Workers**

Variables	Predictor s	Depende nt Variable	β	R <sup>2</sup>	ANOV A	t	p- value	Decision	Interpretati on
Level of Technologi cal Advanceme nts on the Level of Work-Life Balance	Adoption to new tools and technologi es	Level of work-life balance	0.4 80	0.5 49	F=39.5 75	3.9 51	0.000 **	Null Hypothe sis Rejected	Significant
	Efficiency in managing work- related tasks		0.3 15			2.5 92	0.012 *	Null Hypothe sis Rejected	Significant
Level of Competitio n on the Level of Work-Life Balance of Freelance Workers	Work hours and client demand	Level of work-life balance	0.5 09	0.6 31	F=55.4 80	4.9 44	0.000 **	Null Hypothe sis Rejected	Significant
	Strategies for staying competitiv e		0.3 55			3.4 53	0.001 **	Null Hypothe sis Rejected	Significant
*Significant @ .05      **Significant @.01									

Table 7 shows the predictive power of technological advancement on the level of work-life balance of freelance workers. As indicated, adoption to new tools and technologies and efficiency in managing work-related tasks collectively accounted for 54.90% (F=39.575) of the variability of the dependent variable. Results also showed that for every one-unit increase in the adaptation of new tools and technologies and efficiency in managing work-related tasks, there is a 0.480 and 0.315 increase in the level of work-life balance of the freelance workers, respectively. Meanwhile, the probability test showed a p-value of 0.000 and 0.012 which were lower than the significant values of .01 and .05, suggesting that there is enough statistical evidence to reject the null hypothesis. This means that the adoption of new tools and technologies and efficiency in managing work-related tasks are significant predictors of the respondents' work-life balance of freelance workers in the Philippines.

Table 7 also shows the predictive power of the level of competition on the level of work-life balance of freelance workers. As indicated, work hours client demand, and strategies for staying competitive collectively accounted for 63.10% (F=55.480) of the variability of the dependent variable. Results also showed that for every one-unit increase in work hours and client demand and strategies for staying

competitive, there is a 0.509 and 0.355 increase in the level of work-life balance of the freelance workers, respectively. Meanwhile, the probability test showed a p-value of 0.000 and 0.001 which were lower than the significant value of 0.01, suggesting that there is enough statistical evidence to reject the null hypothesis. This means that work hours client demand and strategies for staying competitive are significant predictors of the respondents' work-life balance.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study reveals the intricate relationship between technological advancements, competition, and work-life balance among Filipino freelancers. The results suggest that Filipino freelancers are actively integrating technological advancements to improve their work efficacy and sustain their competitiveness in the digital gig economy. Nevertheless, the constant acquisition of new skills and the pursuit of technological proficiency are inextricably linked to increased competition, necessitating that freelancers remain adaptable. The study emphasizes the significant impact of both technological advancements and competition on the work-life balance of Filipino freelancers. It identified specific factors within technological advancements and competition that substantially predict work-life balance. Efficiency in managing work-related tasks, work hours and client demands, strategies for remaining competitive, and the adoption of new tools and technologies all play critical roles in the ability of freelancers to achieve a healthy equilibrium between their professional and personal lives.

In conclusion, Filipino freelance workers are driven by a desire for efficiency and ease in their work, readily embracing new technologies to adapt and maintain competitiveness while strategically managing their working hours to meet client expectations. They highly value opportunities that foster work-life balance, prioritizing their mental well-being and seeking to minimize stress. Notably, technological advancements correlate with increased competition and improved work-life balance, and competition itself is linked to a better work-life balance. The adoption of new tools, efficient work management, work hours, client demands, and competitive strategies significantly influence their work-life balance. Implementing the proposed action plan is crucial for establishing clear boundaries between work and personal life and for providing valuable data to inform policies supporting the expanding freelance community in the Philippines.

Based on the study's findings, several key recommendations are offered for Filipino freelance workers: prioritize continuous learning and adaptation to new technologies, actively seek professional development opportunities through industry events, leverage digital tools to automate administrative tasks and establish dedicated workspaces for better focus and work-life balance, schedule wellness activities as integral parts of their routines, utilize technology to support well-being through tracking and reminders, implement digital detox strategies to protect personal time, and engage in hobbies and enjoyable activities for stress relief and mental rejuvenation. Furthermore, future research should explore the impact of public and private initiatives on freelance workers' success and financial stability, recognizing the broader economic benefits of a thriving freelance sector. The study contributes valuable insights into the Filipino freelance workforce, a growing sector within the Philippine economy. By focusing on the specific experiences of Filipino freelancers, the research generates empirical evidence on the unique challenges they face in navigating technological advancements, competition, and work-life balance in the Philippines. This understanding of the situation is essential for the formation of targeted support systems and policies that aim to establish an environment that is both sustainable and thriving for freelancers.

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