

## **Abstract**

Gig, platform, or sharing economy, discursively portrayed as a flexible employment model that enhances worker autonomy, is a rapidly growing force in the post-Fordist labour and service market. Within the local context of the Czech Republic, this expanding economic model is intertwined with the longstanding tradition of the so-called “švarc-system,” i.e., the legal categorization of workers as independent contractors and their deprivation of legal security. This master’s thesis ethnographically examines the process of precarisation of labour in one of the Czech delivery services that feeds off both economic models. It aims to understand the mechanisms of algorithmic control, digital surveillance, and data production in the labour process and the exploitation of workers. It focuses on the workers’ embodied experiences of the temporal demands of just-in-time production. By following the material-digital value chain, the study traces forms of oppression and workers’ practices of micro-resistance. The thesis pays particular attention to how contemporary capitalism is sustained and maximized through these mechanisms and ultimately aims to contribute to the understanding of current labour dynamics in neoliberal capitalism.

**Key words:** labour, gig economy, platform economy, algorithms, precarity, capitalism, value theory, temporality