International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Flexible Work In Event And Festival Ecosystems: Bibliometric Analysis And Kediri Car-Free Day Contextualization

Kayla Tiara Putri Azzahra[1], Bambang Suharto[2]

[1]Master's Program in Human Resource Development, Airlangga University
[2] Hospitality Management Study Program, Airlangga University

Email: kaylatiaraputria@gmail.com

Abstract

This study examines the transformation of flexible work within event and festival ecosystems by mapping global research trends and contextualizing flexible work practices in recurring public events. Previous studies have primarily focused on platform-based gig employment, while flexible work within event and festival ecosystems has received comparatively limited attention. To address this gap, this study employs a bibliometric approach using 105 Scopus-indexed journal articles published between 2017 and 2025. Bibliometric data were analyzed using Biblioshiny to identify publication trends, citation patterns, keyword co-occurrence networks, and thematic developments. The findings were subsequently contextualized through Dhoho Street Car-Free Day in Kediri City, Indonesia, as an illustration of flexible economic participation within recurring public events. The results indicate that flexible work research has predominantly focused on employment, human resource management, hospitality, and precarious work, while event- and festival-specific flexible work remains less prominent in the existing literature. This study contributes to the literature by identifying conceptual gaps and connecting flexible work transformation with temporary economic participation in event and festival ecosystems. The Dhoho Street Car-Free Day context illustrates how recurring public events can generate temporary economic opportunities for vendors and independent workers while raising questions about income continuity, employment security, and event governance. These findings highlight the need for further empirical research on flexible work within recurring public event ecosystems.

Keywords: flexible work; event ecosystem; bibliometric analysis; precarious work; informal economy

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

INTRODUCTION

Employment patterns in Indonesia have undergone significant changes as flexible, temporary, and informal work arrangements become increasingly prominent. According to Statistics Indonesia (2024), informal employment remains an important component of the national labor market, reflecting the continued dependence on non-standard employment arrangements. Digitalization, changing organizational strategies, and fluctuating labor demand have further encouraged the development of flexible work across different economic sectors (International Labour Organization, 2022). These developments indicate that labor flexibility extends beyond conventional employment relationships and includes temporary, independent, and event-based economic activities.

Existing research on flexible work has primarily emphasized platform-based gig employment, particularly digital transportation, delivery services, and other technology-mediated activities (Novianto, 2025). However, flexible employment also occurs in tourism, hospitality, and event-related industries, where workforce demand depends on seasonal activities, visitor numbers, and temporary operational requirements. Arici (2026) and Gaspani and Mazzaglia (2025) highlight the importance of flexible human resource practices in responding to workforce fluctuations and maintaining organizational adaptability. These findings suggest that labor flexibility should also be examined within industries characterized by temporary activities and changing employment needs.

The events and festival ecosystem provides a relevant context for understanding these employment arrangements. Unlike permanent organizational activities, events typically require additional workers for limited periods. Michopoulou et al. (2020) demonstrate that event organizations frequently rely on temporary workers because of their short operational duration and changing resource requirements. Moreover, economic participation within events extends beyond formally employed workers to independent vendors, small enterprises, and informal service providers. Akhundova (2024) emphasizes that recurring public gatherings can generate temporary income opportunities for surrounding economic actors. Nevertheless, these opportunities may involve income instability and uncertainty because economic participation depends on event schedules and continuity.

Flexible work within public events is also closely related to urban economic activities and governance. Temporary economic participation often occurs in public spaces where commercial activities intersect with recreation, accessibility, and community interests. Rahayu et al. (2025) and Sintusingha (2026) highlight the importance of spatial management and government regulation in organizing informal economic activities. Consequently, understanding flexible work within event ecosystems requires consideration of employment arrangements, informal economic participation, and public-space governance.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

An example of this relationship can be observed at Dhoho Street Car-Free Day in Kediri City, East Java, Indonesia. This recurring public event provides opportunities for micro and small enterprises, street vendors, and independent economic actors to engage in temporary commercial activities. Beyond its recreational function, the event creates periodic economic opportunities influenced by visitor demand, operating schedules, and access to public space. Reports from the Kediri City Government (2026a, 2026b) indicate that local authorities have introduced vendor management measures and designated commercial areas to improve the organization of public-space activities. This context illustrates how recurring public events can support flexible economic participation while creating challenges related to income continuity and local governance.

Despite these developments, existing literature remains fragmented across several research streams. Studies on flexible human resource management primarily examine organizational adaptation in tourism and hospitality (Arici, 2026; Gaspani & Mazzaglia, 2025). Research on event employment emphasizes temporary workers and organizational workforce requirements (Michopoulou et al., 2020). Meanwhile, studies on urban informality focus on public-space management and regulatory challenges (Rahayu et al., 2025; Sintusingha, 2026). Although these perspectives address related issues, their conceptual connections within the broader flexible work literature remain insufficiently mapped. In particular, limited research systematically examines the intersection of flexible employment, event-based economic participation, informal work, and public-space governance.

Addressing this gap requires an approach capable of identifying research trends, intellectual relationships, and emerging themes across different academic disciplines. Bibliometric analysis provides a systematic method for examining publication patterns, citation relationships, keyword networks, and thematic developments (Donthu et al., 2021). This approach is particularly relevant for understanding how flexible work research has developed across employment studies, hospitality, tourism, creative industries, and event management.

Therefore, this study aims to map the development of flexible work research within event and festival ecosystems through a bibliometric analysis of Scopus-indexed publications from 2017 to 2025. It also seeks to contextualize the identified research themes through Dhoho Street Car-Free Day in Kediri City. The local context serves as an illustrative application of the bibliometric findings rather than an independent empirical case study. The novelty of this study lies in integrating fragmented perspectives on flexible employment, event-based economic participation, and urban informality within a systematic bibliometric framework. By connecting global research developments with a recurring public event in Indonesia, this study contributes to a broader understanding of flexible work beyond digital platforms and formal organizational settings.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

LITERATURE REVIEW

Flexible Firm Model

Flexible work transformation refers to changes in employment arrangements that allow organizations and workers to respond to fluctuating labor demands. The Flexible Firm Model explains this transformation through the distinction between permanent core employees and temporary peripheral workers. However, Blunsdon (2017) argues that contemporary labor flexibility extends beyond this distinction and involves interconnected employment practices. Ritter-Hayashi et al. (2020) identify numerical, functional, and compensation flexibility as important dimensions of workforce adaptation. These perspectives suggest that flexible work has developed from a conventional organizational strategy into a broader employment arrangement involving different forms of temporary and independent work. An important scientific debate concerns whether flexible work improves organizational efficiency while maintaining employment security. Lisi and Malo (2017) suggest that the effects of temporary employment depend on organizational and sectoral characteristics. Conversely, Aleksynska (2018) and Kalleberg (2018) emphasize that flexible employment can increase job insecurity and transfer economic risks to workers. Vallas and Schor (2020) further demonstrate how contemporary employment arrangements can combine worker autonomy with unequal risk distribution. These findings indicate that flexible work transformation must be examined through both organizational adaptability and worker vulnerability, particularly within industries characterized by temporary economic activities.

Flexible Work in Event and Festival Ecosystems

Event and festival ecosystems provide a distinct setting for flexible work because labor demand changes according to event schedules, visitor numbers, and operational requirements. Michopoulou et al. (2020) demonstrate that event organizations frequently depend on temporary workers due to their limited operational periods and changing workforce needs. Similarly, Arici (2026) and Gaspani and Mazzaglia (2025) highlight the importance of flexible employment practices in industries characterized by seasonality and fluctuating demand. These findings suggest that temporary workforce arrangements are closely connected to the operational characteristics of events and festivals.

However, flexible work within event ecosystems extends beyond workers formally recruited by event organizers. Akhundova (2024) explains that festivals and recurring public events can stimulate economic opportunities for surrounding businesses and independent economic actors. These activities may involve temporary vendors, small enterprises, and service providers whose participation depends on event continuity. Nevertheless, flexible economic opportunities do not necessarily guarantee stable employment or income. Standing (2018) and Kreshpaj et al. (2020) emphasize that

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

employment insecurity and limited protection are important concerns in non-standard work arrangements. Therefore, flexible work within event and festival ecosystems should be understood as a combination of economic opportunities, temporary participation, and potential employment vulnerability.

Car-Free Day as a Flexible Work Ecosystem

Car-Free Day provides a relevant example of how recurring public events can support flexible economic participation. In addition to providing recreational spaces, these events can create temporary commercial opportunities for street vendors, micro and small enterprises, and independent service providers. Dhoho Street Car-Free Day in Kediri City illustrates this relationship because commercial activities occur within a recurring event schedule. Reports from the Kediri City Government (2026a, 2026b) describe efforts to organize trading areas and provide guidance for participating vendors. These initiatives demonstrate the importance of local governance in managing economic activities within public event spaces.

The relationship between flexible work and public-space management also raises questions about economic accessibility and employment continuity. Rahayu et al. (2025) emphasize the challenges of balancing street vending activities with public-space governance, while Sintusingha (2026) examines the relationship between informal economic participation and urban spatial arrangements. These perspectives suggest that flexible economic opportunities within Car-Free Day depend partly on event continuity, spatial regulations, and access to commercial areas. However, the specific experiences and employment conditions of vendors at Dhoho Street Car-Free Day require direct empirical investigation. In this study, Car-Free Day serves as a contextual illustration of flexible work transformation within recurring public event ecosystems.

Research Gap and Position

Previous studies have examined flexible work transformation through organizational workforce strategies, temporary employment, and employment insecurity. Research on event and festival ecosystems has also identified the importance of temporary workers and event-related economic activities (Michopoulou et al., 2020; Akhundova, 2024). Meanwhile, studies on public-space governance explain how informal commercial participation interacts with local regulations (Rahayu et al., 2025; Sintusingha, 2026). Despite these contributions, the relationships among flexible work transformation, event-based employment, and recurring public events remain insufficiently integrated within the existing research literature.

The central research gap concerns the limited systematic understanding of how flexible work has developed conceptually within event and festival ecosystems,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

particularly in relation to informal economic participation at recurring public events. This study addresses the gap through bibliometric analysis of 105 Scopus-indexed publications from 2017 to 2025, supported by the methodological framework of Donthu et al. (2021). It positions Dhoho Street Car-Free Day in Kediri City as a local contextual illustration rather than an independent empirical case study. The study contributes to the literature by connecting flexible work transformation with event and festival ecosystems and identifying research opportunities concerning temporary economic participation within recurring public events.

METHODS

This study employed a quantitative bibliometric approach to examine research trends, intellectual structures, and thematic developments related to flexible work within event and festival ecosystems. Secondary bibliographic data were collected from Scopus-indexed journal articles published between 2017 and 2025. Data retrieval used the TITLE-ABS-KEY search field with keywords including "flexible work," "labor flexibility," "labour flexibility," "temporary work," "seasonal work," "precarious work," "event," "festival," "tourism," "hospitality," and "creative industry." The selection process followed the PRISMA framework, applying publication year, document type, language, subject area, and topical relevance criteria. Of the 366 initially identified records, 154 remained after database filtering, and 105 relevant English-language journal articles were retained following eligibility screening. Bibliographic metadata, including authors, publication years, citation information, keywords, and references, were exported for analysis. No informants or respondents were recruited because the study relied exclusively on secondary publication data.

Data analysis was conducted using Biblioshiny, the web-based interface of the Bibliometrix package in R, following the bibliometric framework of Donthu et al. (2021). Publication trend analysis examined annual research productivity, while citation analysis identified influential publications. Keyword co-occurrence analysis mapped conceptual relationships and major research clusters. Thematic mapping and thematic evolution analysis assessed the development, relevance, and changes in research themes over time. Data credibility was supported through Scopus indexing, predefined eligibility criteria, structured screening, and bibliographic metadata checking. The findings were subsequently contextualized using Dhoho Street Car-Free Day in Kediri City as an illustrative example of flexible economic participation within recurring public events, rather than as an independently investigated empirical case.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

RESULTS AND DISCUSSION

Results

Article Selection and Research Productivity

The Scopus search produced 366 records, of which 154 met the initial database filters and 105 satisfied the final relevance criteria. Figure 1 summarizes the selection stages. The final dataset covers the 2017–2025 period and provides the basis for all subsequent bibliometric results. The screening counts describe the reviewed literature; they do not represent observations of workers or vendors at Car-Free Day.

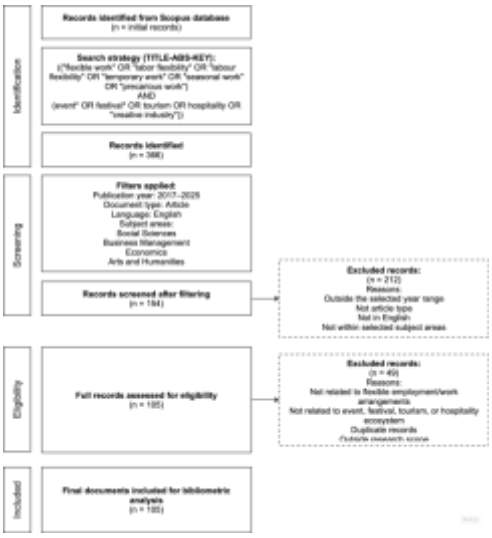


Figure 1. Article Selection Flow (PRISMA)

Source: Author's processing of Scopus search records, 2026.

The 105 articles were published in 86 sources and written by 268 authors. The dataset contains 501 author keywords, with international co-authorship reported at 26.67%. It also records an average of 20.82 citations per article and an annual publication growth rate of 23.03% (Figure 2). These indicators show a diverse research base, but they do not by themselves establish the extent of attention devoted specifically to events and festivals.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR



Figure 2. Main Information of the Bibliometric Dataset
Source: Scopus data processed using Biblioshiny, 2026.

Annual publication output increased overall, from four articles in 2017 to 21 articles in both 2024 and 2025, although the trajectory fluctuated (Figure 3). The intervening annual counts were one (2018), eight (2019), 13 (2020), 12 (2021), 15 (2022), and ten (2023). The trend indicates growing scholarly interest in flexible work and related arrangements. However, publication growth across the selected search terms should not be interpreted as direct evidence of equivalent growth in event-specific research.

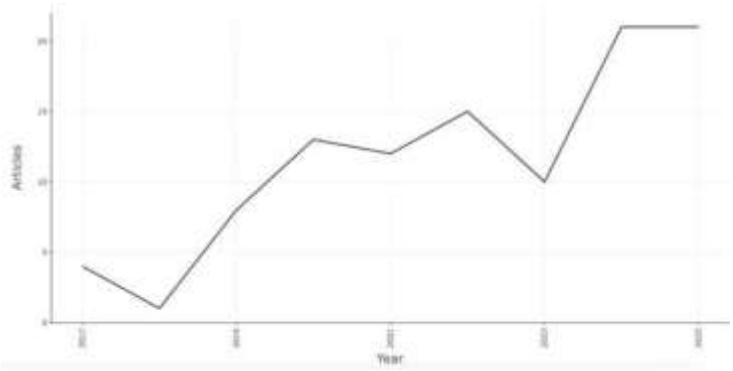


Figure 3. Annual Scientific Production (2017–2025)
Source: Scopus data processed using Biblioshiny, 2026.

Conceptual and Thematic Findings

The keyword co-occurrence network (Figure 4) highlights employment, human-related terms, precarious work, hospitality, COVID-19, and creative industries. Research clusters are connected primarily through workforce conditions and adaptation. Keywords referring explicitly to events and festivals are comparatively less prominent in this map. This observation suggests that event-based flexible work has not formed an equally visible conceptual cluster within the selected dataset, rather than proving that the subject has not been studied.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

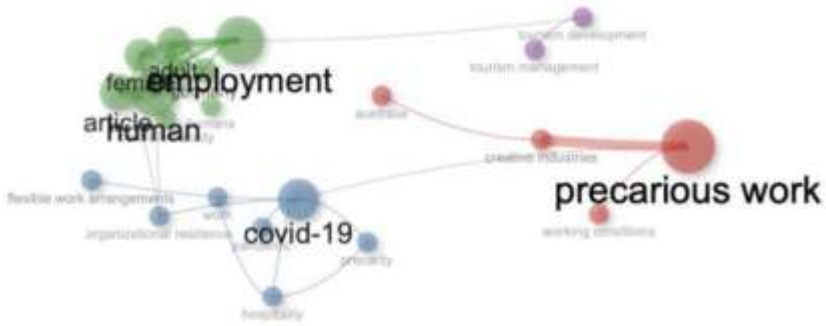


Figure 4. Keyword Co-occurrence Network of Flexible Work Research
Source: Scopus data processed using Biblioshiny, 2026.

The broader thematic network (Figure 5) reinforces the relationships among employment, precarious work, and service-related activities. Thematic mapping (Figure 6) places employment and human-related topics, flexible work arrangements, and COVID-19/hospitality/precarity among the more developed and connected themes. Precarious work, creative industries, and working conditions appear as important but less internally developed basic themes, while seasonal work and job satisfaction appear in less-developed positions. These patterns identify a research opportunity at the intersection of temporary event work, short-term economic participation, and recurring public-event governance.

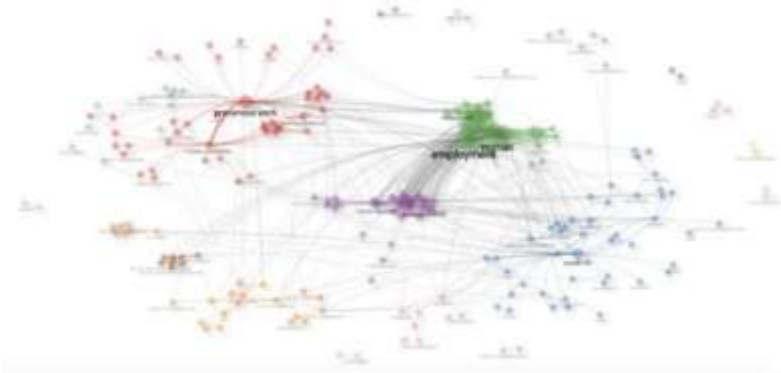


Figure 5. Thematic Network Structure of Flexible Work Research
Source: Scopus data processed using Biblioshiny, 2026.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

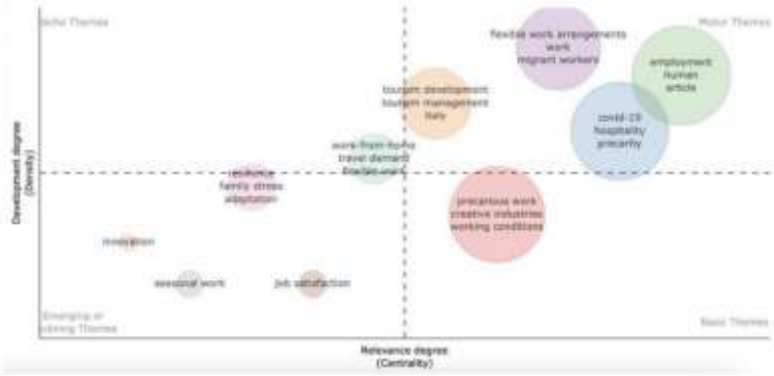


Figure 6. Thematic Map of Flexible Work Research
Source: Scopus data processed using Biblioshiny, 2026.

DISCUSSION

The bibliometric findings reveal a tension at the center of flexible work transformation. Flexibility allows event organizers to adjust staffing to short operational periods, as described by Michopoulou et al. (2020), and resembles the organizational adaptation discussed by Blunsdon (2017) and Ritter-Hayashi et al. (2020). Yet workforce adjustment does not necessarily improve employment security. Aleksynska (2018), Standing (2018), and Kreshpaj et al. (2020) emphasize the importance of examining income stability, employment conditions, and protection. The contribution of this study is to identify where these two perspectives meet within a mapped literature that rarely places events and festivals at its conceptual center.

Dhoho Street Car-Free Day provides a relevant local context for this intersection. The recurring event temporarily concentrates customers, vendors, and economic activity, consistent with Akhundova's (2024) explanation of income opportunities around public gatherings. The Kediri City Government (2026a, 2026b) documents initiatives to organize trading spaces and provide guidance to vendors. Such arrangements make the local event a useful illustration of how access to time-bound economic opportunities depends partly on event management. However, the current study did not collect vendor-level income or employment data. Therefore, claims about actual financial insecurity or the effectiveness of local support remain questions for empirical investigation rather than findings established here.

The study also clarifies the research position. Existing work has examined flexible staffing in tourism and hospitality (Arici, 2026; Gaspani & Mazzaglia, 2025), while public-space research emphasizes the governance of street vending (Rahayu et al., 2025; Sintusingha, 2026). The bibliometric maps identify limited visible integration between these perspectives and event-specific flexible work. Consequently, the study contributes a research agenda that links the transformation of labor arrangements with the recurring

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

event environment. It extends the discussion beyond digital labor intermediation, which is prominent in gig-work studies (Vallas & Schor, 2020; Wood et al., 2019), without treating Car-Free Day as equivalent to a digital platform.

The practical implication is that event governance deserves attention alongside temporary economic opportunities. Future research should examine how recurring event schedules, access rules, vendor participation, and institutional support shape flexibility and income continuity. Such field-based evidence can test whether the theoretical tensions identified in this bibliometric review are experienced by workers and traders at Dhoho Street Car-Free Day or similar events. The present contribution is a systematic mapping of conceptual gaps, not an empirical evaluation of local labor outcomes.

CONCLUSION

The analysis of 105 Scopus-indexed articles published between 2017 and 2025 shows that flexible work research has expanded, but its most visible themes remain employment, workforce management, hospitality, and precarious work. Event- and festival-specific flexible work is comparatively less prominent in the mapped conceptual structure. This study contributes by identifying the underdeveloped relationship between labor flexibility, temporary event-based economic participation, and the management of recurring public events. Dhoho Street Car-Free Day in Kediri City illustrates the relevance of this relationship because opportunities for vendors and other participants depend on recurring event activity and local arrangements.

The study is limited to Scopus-indexed English-language journal articles and uses Car-Free Day as a contextual illustration rather than a field-based case study. It therefore cannot establish the actual income, work conditions, or protection of local participants. Future studies should combine bibliometric findings with interviews, surveys, and direct observation to test how flexible work operates within event and festival ecosystems and how event management may support more stable participation.

REFERENCES

Akhundova, A. (2024). Role of festivals in stimulating the development of event tourism. Theoretical and Practical Research in Economic Fields, 15(2), 277–287.

Aleksynska, M. (2018). Temporary employment, work quality, and job satisfaction. Journal of Comparative Economics, 46(3), 722–735.

Arici, H. E. (2026). From turnover to talent: Seasonality-oriented human resource practices in hospitality and tourism. Journal of Hospitality and Tourism Insights, 1–21. https://doi.org/10.1108/JHTI-12-2025-1440

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Blunsdon, B. (2017). The flexible firm: A multi-dimensional conceptualisation and measurement model. Monash University Department of Business Management Working Paper Series.

Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. Journal of Business Research, 133, 285–296. https://doi.org/10.1016/j.jbusres.2021.04.070

Gaspani, F., & Mazzaglia, S. (2025). Seasonal work in the Italian tourism industry: A systematic literature review. Cambio. Rivista sulle Trasformazioni Sociali, 14(28), 17–35. https://doi.org/10.36253/cambio-16641

International Labour Organization. (2022). Women and men in the informal economy: A statistical picture. International Labour Office. https://www.ilo.org/

Kalleberg, A. L. (2018). Precarious lives: Job insecurity and well-being in rich democracies. Polity Press.

Kediri City Government. (2026a, June 21). Reorganizing Car-Free Day to improve visitor comfort and support micro and small enterprises [English translation of original title]. Official Kediri City Government website.

Kediri City Government. (2026b, July 2). Vendor guidance to support an orderly and high-quality car-free area [English translation of original title]. Official Kediri City Government website.

Kreshpaj, B., Orellana, C., Burström, B., Davis, L., Hemmingsson, T., Johansson, G., Kjellberg, K., Jonsson, J., Wegman, D. H., & Bodin, T. (2020). What is precarious employment? A systematic review of definitions and operationalizations from quantitative and qualitative studies. Scandinavian Journal of Work, Environment & Health, 46(3), 235–247.

Lisi, D., & Malo, M. A. (2017). The impact of temporary employment on productivity: The importance of sectors' skill intensity. Journal for Labour Market Research, 50(S1), 91–112.

Michopoulou, E., Azara, I., & Russell, A. (2020). Investigating the triangular relationship between temporary event workforce, event employment businesses and event organisers. International Journal of Contemporary Hospitality Management, 32(3), 1247–1273. https://doi.org/10.1108/IJCHM-11-2018-0925

Novianto, A. (2025). Revisiting employment standards: Informalized formal job and bogus partnership in platform courier work. Critical Sociology. Advance online publication. https://doi.org/10.1177/08969205251377006

Rahayu, N. W. I., Sawir, M., Melawati, F., & Mu'is, A. (2025). The public space paradox: Balancing governance and street vending in urban Indonesia. Social Sciences & Humanities Open, 11, Article 101559. https://doi.org/10.1016/j.ssaho.2025.101559

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Ritter-Hayashi, D., Knoben, J., & Vermeulen, P. A. M. (2020). From managing resources to managing employees: The role of labor flexibility in organizational performance. Human Resource Management Journal, 30(2), 223–241.

Sintusingha, S. (2026). Elevating informality: Street vending, design politics, and the remaking of public space in Bandung. Urban Planning, 11, Article 11073. https://doi.org/10.17645/up.11073

Standing, G. (2018). The precariat: Today's transformative class? Development, 61(1), 115–121.

Statistics Indonesia. (2024). Proportion of informal employment in total employment by province, 2023. https://www.bps.go.id/en/statistics-table/2/MjE1MyMy/proportion-ofinformal-employment-in-total-employment-by-province.html

Vallas, S., & Schor, J. B. (2020). What do platforms do? Understanding the gig economy. Annual Review of Sociology, 46, 273–294.

Wood, A. J., Graham, M., Lehdonvirta, V., & Hjorth, I. (2019). Good gig, bad gig: Autonomy and algorithmic control in the global gig economy. Work, Employment and Society, 33(1), 56–75.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.