

FACTORS AFFECTING FREELANCERS` POST  
TRAINING WITHDRAWAL INTENTION: THE CASE  
OF E-ROZGAAR VIRTUAL EMPLOYMENT  
TRAINING PROGRAM



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## ABSTRACT

Online freelancing industry is rapidly revolutionizing the nature of work around the world. Due to this rising popularity, government of Pakistan is actively engaged in provision of skills through different training programs. However, there is significant gap between utilization of budget on training and skill development for online freelancing and Pakistan's share in digital economy. The purpose of this study is to examine the effects of extrinsic and intrinsic factors such as fear of failure, technophobia, lack of social support, work precarity, lack of structural assurance on post training withdrawal intention of freelancers of e-Rozgaar training program. The mediating effect of attitude is also investigated with reference to these intrinsic and extrinsic factors. This research study is based on results of a self-administered questionnaire and data collected from 297 respondents was analyzed with SPSS 20.0 and SmartPLS 3. The findings indicate that fear of failure, lack of structural assurance and work precarity directly influence freelancers' post training withdrawal intention, however, technophobia neither influences withdrawal intention, nor it is mediated by withdrawal attitude. Furthermore, withdrawal attitude positively mediates the relationship between fear of failure, lack of social support, lack of structural assurance, work precarity and withdrawal intention. This study suggests that government needs to develop more effective training programs in order to retain freelancers and provision of more facilities of placement and post training specialized programs may decrease withdrawal intention of freelancers.

**Key Words:** *Freelancing; PITB; e-Rozgaar; Withdrawal Intention; Extrinsic Factors; Intrinsic Factors; Digital Economy.*

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