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AN INTEGRATED CONCEPTUAL MODEL OF THE IMPACT OF E-HAILING ON DRIVERS' QUALITY-OF-LIFE: INSIGHTS FROM A SYSTEMATIC LITERATURE REVIEW

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Abstract: The past decade has brought with it numerous strenuous calamities on the global economy, among others, these include pandemics, trade wars, geopolitical tensions. This has subsequently impacted some individuals' quality-of-life due to heightened levels of anxiety, job losses, increased poverty and inequality, to mention a few. However, extent literature argues that the growth of sharing economy platforms such as e-hailing services present socioeconomic opportunities that can potentially enhance e-hailing drivers' quality-of-life, subsequently contributing towards several Sustainable Development Goals set by the United Nations. A caveat, however, is that the correlation between e-hailing platforms and their effect on drivers' quality-of-life is an under explored area. This in turn, presents an ambiguous judgement on the role of these platforms towards enhancing e-hailing drivers' welfare. Leveraging the methodological rigor of a systematic literature review, this study interrogates the impact of e-hailing on e-hailing drivers' quality-of-life. Results reveal that although these platforms indeed offer employment opportunities, flexible working conditions, and prospects to supplement one's income, studies have emerged detailing the negative impact posed by e-hailing platforms on drivers' well-being, such as income instability, safety issues, lack of employment benefits, and lengthy working hours. The value of this study lies in its proposition of a multi-dimensional conceptual model that can be utilized to interrogate e-hailing drivers' subjective perception of these platforms on their well-being and quality-of-life. This conceptual study further provides approaches for testing the proposed theoretical framework.

Keywords: e-hailing; ride-sharing; quality-of-life; well-being; systematic review

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INTRODUCTION

Evidence shows that recent events have significantly added pressure on tourism employees, which has subsequently impacted their quality-of-life negatively (Elshaer, 2023). The ongoing global pandemics, economic instability, multilateral trade tensions, among others, play a role in this complex situation affecting societal well-being. These phenomena do not only render those employed in the tourism sector jobless, but also negatively impact on those that are still privileged of continued employment in the sector as they worry about job security and reduced disposable income (Elshaer & Azazz, 2022). Notably, rapid technological advancements have been cited as a great catalyst to improve tourism employee's subjective well-being and quality-of-life (Mackey & Petrucka, 2021). Parallel to these technological developments, sharing economy entities have emerged as essential tools that contributes to local empowerment and offers entrepreneurial opportunities to a broad range of individuals despite spatial and structural limitations (Johnson & Mehta, 2024). In essence, the sharing economy is regarded as a disruptive business model that exploits the utilization of under-utilized assets. Structurally, this model comprises of a firm, or service enabler, which acts as an online intermediary between the suppliers of a good or service (service provider) and customers who demand those underutilized goods and services (Kumar et al., 2018).

That being said, online-mediated e-hailing services (for instance, DiDi and Uber) are some of the sharing economy businesses that have gained popularity and have been applauded for fostering socio-economic inclusion of marginalized individuals (Johnson & Mehta, 2024). E-hailing as a new model utilizes mobile smartphone apps to connect predominately non-professional drivers with passengers who are in demand for transportation service in return for a compensation (Fassbender, 2016). Although e-hailing has been a neglected research area in tourism research, Poó et al. (2018) argue that these platforms, plays a crucial role in urban and the tourism eco-systems, both in economic and mobility terms. From a passenger point of view, e-hailing transportation system has been linked to numerous benefits, among others, this includes improving travelling safety by reducing drunk-driving arrests and accidents caused by driving while under the influence of alcohol (Greenwood & Wattal, 2017), offering convenience, reducing travel anxiety, and time spent waiting for public transport (Fuazee et al., 2024). In some instances, these platforms also offer a user-friendly transportation system at a relatively affordable price (Qureshi & Shamim, 2023). While on the other hand, a host of writers have argued that ride-hailing offers employment opportunities for majority of people and permits

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circulation of cash flow to a wider population (Poó et al., 2018). Due to these factors, a large proportion of individuals across several countries that have adopted this model are increasingly embracing e-hailing services.

Some scholars situate e-hailing within the lenses of sustainable development, while others have argued that these platforms are a great avenue to foster tourism recovery post a crisis (Vega-Gonzalo et al., 2024; Yapp & Yeap, 2020). Literature suggests that there is a great opportunity for fostering inclusive tourism development through this industry considering that its global value is worth USD104.93 billion and predicted to experience 15.7% growth by 2030 (Grand View Research, 2023). A caveat however lies in that most studies uses financial gains earned by drivers as a direct indicator to suggest that the platforms should be leveraged as a sustainable pathway to build resilient tourism systems, foster transformation, and improve individuals' quality-of-life. This assertion disregards that quality-of-life is a multidimensional construct that transcend financial gains. Given the ongoing debate on e-hailing regulations by most governments, a study that applies a systematic methodological approach to provide insight on the role of e-hailing on drivers' quality-of-life is necessary (Shaikh et al., 2024). As a result, the current study offers such insights by leveraging the methodological power offered by a systematic review to capture drivers' perspective on how these technological-mediated platforms impact their subjective well-being and quality-of-life. The value of this research stems from its contribution to the continuous scholarly discourse on the role of gig economy and its impact on tourism employment. The study further expand existing literature on the interrelation between technological developments and their role towards supporting sustainable tourism transformation. The above being said, this paper offers both theoretical contributions, as well as practical applications particularly pertaining to policy recommendations.

LITERATURE REVIEW

Quality-of-life research in tourism and e-hailing context

In the 21st Century, governments across the globe have embarked on a struggle to enhance their citizens' quality-of-life, with an intent to fast-track measures to achieving sustainable development (Kundu et al., 2022). That said, quality-of-life as a study area has attracted research interest across a wide variety of disciplines, including, health, urban planning, social and environmental psychology, design and infrastructure development (Croes et al., 2018; Woo et al., 2016; Grum & Kobal-Grum, 2020; Perlaviciute & Steg, 2018; Mamirkulova et al., 2025; Allal et al., 2022) among others. However, recently, an upsurge of research interest on this topic has also been witnessed in the tourism scholarly discipline, with a specific focus on studies seeking to uncover the interrelation between tourism-related technological developments and their impact on tourism stakeholders' quality-of-life (Uysal et al., 2020). This is due to the assumption that advances in technologies that are directly linked to tourism have an impact on various stakeholders' quality-of-life (Uysal et al., 2011).

Some studies have suggested that empowering hosts communities through tourism-oriented technologies offers them an opportunity to make a livelihood and gain control over their resources, subsequently improving their well-being and quality-of-life (Ramkissoon, 2023; Su et al., 2022). Conceptualizing the meaning of quality-of-life has been an ongoing debate for scholars since 1960 (Puczkó & Smith, 2011). Andereck & Nyaupane (2011) review of quality-of-life studies reveals that there are more than 100 definitions and models that seek to best describe this concept, therefore, reaching a general consensus on its interpretation is problematic since analysis of what is considered a quality life is subjective (Subramaniam et al., 2013). Nonetheless, its operationalization has been framed within the lenses of "well-being", "welfare", and "happiness", and these terms are often used interchangeably across literature (Puczkó & Smith, 2011).

In an earlier study, Meeberg (1993) stated that a quality-of-life should be viewed based on an individual perspective pertaining their overall satisfaction with their life (Woo et al., 2016), and this entail both emotional responses and cognitive decisions (Xiang et al., 2015). In terms of its measurement, studies have sought to measure quality-of-life from an individual, community and up to nations context (Brown et al., 2013; Brauer & Dymitrow, 2014). According to Woo (2013), quality-of-life can be conceptualized using a uni-dimensional perspective or multidimensional perspective. In his study, Kiuranov (1980) proposed a uni-dimensional approach to measuring quality-of-life, arguing that a single-item survey is sufficient to evaluate respondents' perception of a quality life (Woo, 2013). Nonetheless, this method has been criticized for its inability to produce estimates of internal consistency and its limited utility for comparing smaller groups. Alborz (2017) argues that a uni-dimensional approach is suitable only if the aim of a study is to evaluate whether study's participants perceive their lives better than they were post utilizing a digital tool, this however may not enable a researcher to pinpoint which dimension in life does the recipient requires intervention to improve their quality-of-life. On the other hand, most scholars have advocated for a multi-dimensional approach for measuring subjective perception of quality-of-life (Woo et al., 2016). The multidimensional perspective posits that overall life satisfaction is linked with an individual contentment across various spheres in their life (Rahman et al., 2005; Woo, 2013). Nonetheless, consensus on the main dimensions that need to be evaluated as a measure for a quality life is still problematic.

Various scholars have suggested different domains, for instance Alborz (2017) argued that there should be no restriction to the number of sets of indicators that can be used to evaluate an individual's quality-of-life. That said, the WHOQOL Group (1998) describes a quality life as a person's perception on their current state in life within the context of their social setting and value systems, and this can be influenced by a number of things, such as the person's level of independence, psychological condition, physical health, and social link to the prominent elements of their surroundings. Dolnicar *et al*. (2011) concur that quality-of-life should be viewed within the lenses of an individual physical health, psychological well-being, and social well-being. Academically, studies have applied various theories to test perceived quality-of-life on individuals, communities, up to a national level. Nonetheless, the WHOQOL is considered to be the most reliable theoretical framework that can be adopted to measure quality-of-life (Gholami et al., 2023). Alborz (2017) suggests that the

developmental requirements of the people living in a particular community should be taken into account when defining quality-of-life goals. Hence, the WHOQOL precisely provides domains that can be used to predict and further evaluate if an initiative indeed advances an individual's or community's quality-of-life. From a tourism perspective, despite research evidence indicating that partaking in tourism as a service provider indeed does enhance individuals' quality-of-life and their overall life satisfaction (e.g. Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2011), research on the role of e-hailing platforms towards e-hailing drivers' quality-of-life is still at an infancy stage, yet steady gaining scholarly momentum. Building on the existing literature, this study seek to synthesize current empirical research on the interrelation between e-hailing and drivers' subjective well-being, with a rationale of presenting a unified overview on this topic.

METHODOLOGY

A systematic review was adopted as a methodological approach to synthesize information on influence of e-hailing platforms towards e-hailing drivers' quality-of-life. Narrative literature review as a technique for data synthesis has recently received criticism as a result of its subjective nature, in most instances, researchers making use of this approach draw from their own knowledge and experience of the study under investigation and therefore tend to be biased on what they present in their study (Aromataris & Pearson, 2014). For this reason, systematic reviews are increasingly gaining prominence in tourism research (Prayag et al., 2019). The latter technique is more valuable due to its transparency, and for providing evidence-based synthesis (Mallett et al., 2012). Apart from opting for this strategy for its methodological rigor, a systematic review was chosen for this study since it does not only help the researcher summarise what is found in the literature, but also support conceptual model development (Rojon et al., 2021), which is an objective this study seeks to achieve. To determine suitable articles for analysis, this study followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) proposed by Page et al. (2021). The PRISMA diagram is depicted in Figure 1.

A search strategy comprising of the following key terms which were merged though Boolean operators was utilized: e-hailing OR "ride-hailing" OR "Uber" OR "Lyft" OR "Bolt" OR "DiDi" AND "quality-of-life" OR "well-bieng" OR "life satisfaction" OR "living standards" OR "welfare" OR "happiness". In total, four reputable databases were selected as the main database to be included in the search process, namely, Scopus, Web of Science, Google Scholar, and Science Direct. The review covered studies published between 2010 until 2025, the rationale for starting in 2010 is that this is the period which the e-hailing platform emerged. The search generated 1733 publications, following omission process of articles that did not meet the inclusion criteria, 41 articles were included for analysis.

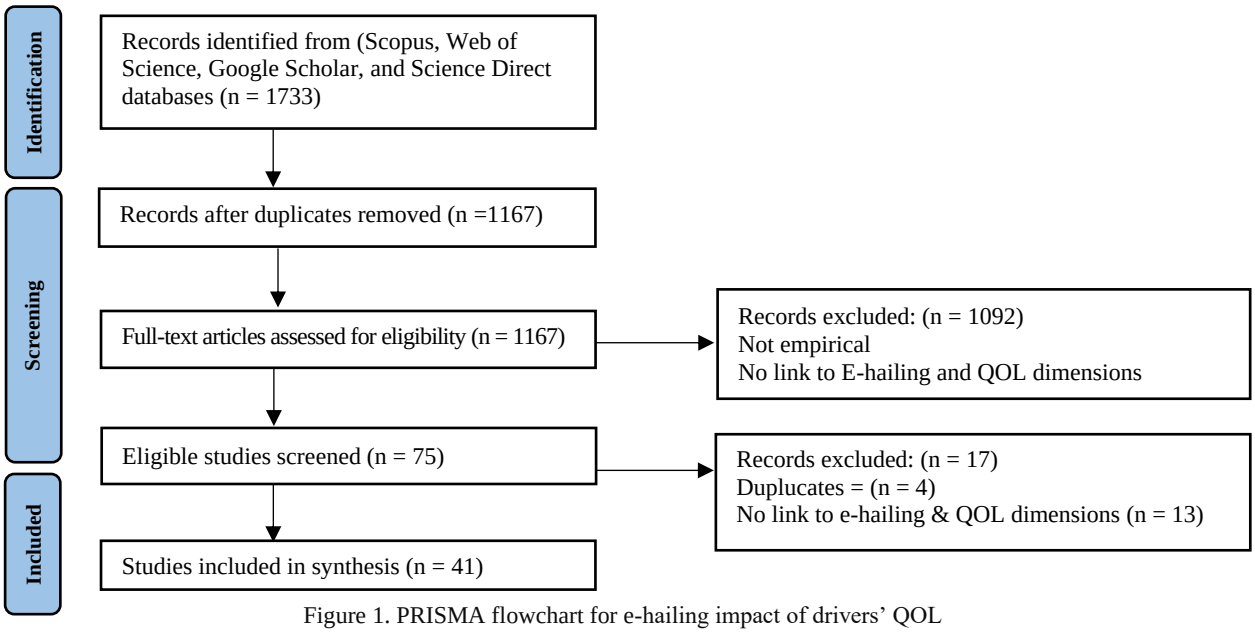

Figure 1. PRISMA flowchart for e-hailing impact of drivers' QOL

SUMMARY OF FINDINGS AND DISCUSSION

Physical and psychological well-being

A leading authority in the study of quality-of-life, Zimmerman (1995), posit that any initiative that seek to enhance an individual's quality-of-life gives them power to decision making processes on matters that impacts their lives. That being the case, proponents of quality-of-life initiatives have advocated for psychological empowerment is an important dimension that individuals or institutions seeking to advance societal well-being need to be cognizant of (Kabeer, 1999; Digan et al., 2019; Abou-Shouk et al., 2021). Chakraborty & Biswal (2021) are off the view that psychological well-being of entrepreneurs should be given higher priority, reason being that this is more likely to enhance their independence which in turn help them overcome socio-economic challenges. For example, entrepreneurs may be empowered economically as a result of the proceeds earned in their enterprise, yet in their family structure, they may be deprived the position to make financial decisions on their earnings. As a consequence, they may feel a sense of powerlessness which leads to a lack of self-worth (Riquelme et al., 2018). Thus, the concept empowerment is just a

myth in cases whereby individuals regard themselves to be empowered while they are not fully empowered, hence Eluwole et al. (2022) advised that the true definition of empowerment is when people have gain control of their lives. Psychological well-being is imparted to recipients when their sense of pride and self-esteem is enhanced due to being valued by others as a result of showcasing their skills and knowledge (Boley & McGehee, 2014). It changes an individual's view about themselves in that they gain a sense of control and drive to improve their circumstances.

In the past, the tourism transportation system has been an oligopolistic market across most developing nations, with fewer enterprises involved in the formal transportation of tourists (Peypoch, 2022), existing literature reveal that e-hailing platforms have opened up the tourism markets allowing even the marginalized populations of the society to enter the tourism transportation system (García-Tejeda, 2024). This therefore enhances e-hailing drivers' sense of pride in that their prospects to partake in a sector that was dominated by fewer corporate business has been broadened due to lowered entry barriers.

These online mediated transportation systems also offer drivers an opportunity to be their own '*boss*', subsequently having greater freedom and autonomy to govern their schedule (Ramizo & Chotib, 2020). Scholarly evidence also suggests that e-hailing services impact on psychological well-being vary from a gendered perspective, for instance, gender roles stereotypically expect women to be caregivers and homemakers, e-hailing platforms however permits women drivers the luxury to split their schedule among employment, leisure time, and family as they desire (Ramizo & Chotib, 2020).

Although literature shows that e-hailing enhances drivers' sense of pride, self-efficacy and self-esteem, a significant amount of literature also highlights drivers' dissatisfaction with these online mediated transport systems. Some drivers have been cited stating that providing rides to passengers has negative impact in their psychological well-being due to the stressful nature of this job for some drivers, the stress arises due to dealing with different strenuous and challenging customers on daily basis (Zulkarnain & Abdullah, 2024). In some instances, impatient customers are dissatisfied due to trips taking much longer than expected due to traffic, resulting in a conflict with the driver (Vega-Gonzalo et al., 2024).

Cheung et al. (2025) revealed that the psychological well-being of drivers is negatively affected as a result of drivers being exposed to risk, stemming from sharing personal information, and fear of being defrauded by customers who are making cash payments. E-hailing reward programs aimed at compensating drivers for accomplishing certain criteria's set by these platforms which often includes high ratings and a certain number of trips completed within a set time frame also compound the psychological pressure endured by drivers, as some drivers state that achieving these requirements to earn the incentive is a daunting despite striving earnestly to attain the reward (Ramizo & Chotib, 2020). Furthermore, the demand for drivers to constantly maintain high-quality ratings and comply with e-hailing platform requirements adds the mental strain on drivers who are worried that their accounts will be deactivated should they be non-compliant or persistently receive low ratings (Idug et al., 2023). Across some economies, such as in South Africa, traditional transportation service providers oppose the implementation of e-hailing service with a fear that this reduces their market share, in turn, e-hailing drivers have experienced violence, psychological abuse, ill treatment, and worst cases having their vehicles torched (McDaid et al., 2023).

The above being said, the psychological state of drivers is more often wary of such ill treatment. Emanating from the existing literature on the impact of e-hailing on the psychological well-being of drivers, this study proposes the following:

Proposition 1: E-hailing platforms has a positive effect on the psychological wellness of e-hailing drivers.

Proposition 2: E-hailing platforms has a negative effect on the psychological wellness of e-hailing drivers.

Social relationships

Researchers, governments, and institutions alike that champion for advancing individual's or society quality-of-life hold a firm belief that achieving this requires building a sense of camaraderie among those that will be recipients of improved quality-of-life stemming due to empowerment initiatives (Maksimović et al., 2019). The rationale for this assertion is that people who have a sense of social cohesion comprehend their struggle better when they work hand-in-hand and therefore alignment of their efforts to achieve the same objective is enhance when they are working in collaboration. Individuals with a positive social well-being are of a view that they are part of a society that can potentially offers a supporting structure across various situations (Zimmerman, 1995). Within the context of e-hailing literature, Zulkarnain & Abdullah (2024) interrogated the role of family and friends in drivers' ability to render e-hailing services, findings reveal that in most instances next-of-kins are vital in offering support and advice in decision making linked to purchasing as well as listing of the vehicle on e-hailing platforms. Worth noting, family members of drivers that opted to provide their service on e-hailing to overcome challenges that they are confronted with in their lives are immensely supportive and believe that drivers will significantly improve their well-being and succeed as a result of e-hailing (Zulkarnain & Abdullah, 2024).

Pratt et al. (2019) disclosed that drivers perceive e-hailing is a pivotal tool for socialization and strengthening interpersonal relationship development. Despite it being a great avenue for networking, some drivers have expressed that at times passengers can display annoying behaviours, such as being drunk, being too loud on the phone, and being rude, thus ruin the socializing element of e-hailing (Pratt et al., 2019). McDaid et al. (2023) echoed the same sentiment that some customers hold firm belief that '*the customer is always right*', and therefore exhibit empowered behaviours that can be degrading, such as taking drugs, acting a racist manner, or having sexual relations in the vehicle. On a different note, while some e-hailing drivers have stated that these platforms strengthen their social cohesion (particularly defending themselves against abusive traditional taxi drivers), some drivers are of the view that digitalization of the transportation service through e-hailing does not fully offer social cohesion as there is less collaborative work and drivers do not collaborate to when they having disputes with a platform service provider, such as disputing increased commission imposed on drivers (Pakusch et al., 2021). Based on the impact of e-hailing of social relations according to existing literature, the following propositions are suggested:

Proposition 3: E-hailing platforms has a positive effect on the social well-being of e-hailing drivers.

Proposition 4: E-hailing platforms has a negative effect on the social well-being of e-hailing drivers.

Economic well-being

Numerous scholars advocate for the idea that economic benefits derived from tourism-linked activities should improve the quality-of-life of citizens (Boley & McGehee, 2014; dos Santos et al., 2024). Maintaining a perspective that views e-hailing as a sub-sector of the tourism industry, this study defines economic well-being as financial gains accrued from rendering e-hailing services to travellers. Ramizo & Chotib (2020) has corroborated that app-based ride services indeed broaden drivers' economic prospects. The manner in which this business model is structured, as long as an individual can demonstrate that they own a vehicle that is in good condition and complete the necessary paperwork, they can be self-employed and earn a living through these platforms (Pollio, 2019). This is particularly advantageous for individuals who have been retrenched or adversely affected by discriminatory corporate policies that marginalize those who are no longer classified as youth. Ride-sharing platforms generally encourage inclusivity and fairness and do not discriminate based on age, gender, and race. That said, notably, the e-hailing sector pioneer Uber has in the past portrayed itself as a great tool for financially empowering those that have been previously marginalized (Pollio, 2019). Ride-sharing is not only beneficial to those without employment, however, even those that are in position of employment have expressed that these platforms aid with supplementing their income (Hamari et al., 2016; Yapp & Yeap, 2020). In select cases, drivers have indicated that these platforms enable them to earn more that salaries gained in their place of employment (Ramizo & Chotib, 2020). The greatest initiative is that drivers do not only need to rely on profits generated for offering ride services, but strategic pricing structures such as offering bonus trips and cash incentives further enhances the economic empowerment offered by these platforms (Mäntymäki et al., 2019). Within the United Kingdom context, drivers enjoy greater economic empowerment similar to those of fulltime employees, as they are eligible to minimum wage, holiday incentive and pension scheme (Rahman et al., 2022). Whilst drivers enjoy greater financial advantages, drivers have raised concerns that in rare cases, some passengers refuse to pay the amount prescribed by the platform provider upon completion of the trip, some request for a trip to be extended while maintain the same price, and in some instances, passengers reserve vehicles and expect the driver to accommodate passengers that are beyond a maximum limit of passengers for that vehicle class, and this may have dire consequences on insurance claims should an accident occur (Ramizo & Chotib, 2020). Pertaining to women drivers, studies have revealed that they earn usually earn less than 7% relative to their male counterparts, nonetheless, various factors have been hypothesised to be a contributing factor to this pay gap, including the fact that female drivers tend to avoid dangerous locations and therefore drive less that males, moreover, male drive faster than females, and lastly, males drive more hours per week which allows them to generate more revenue (Cook et al., 2021). Considering the existing knowledge on the role of e-hailing on drivers' financial well-being, the following propositions are suggested:

Proposition 7: E-hailing platforms has a positive effect on the economic well-being of e-hailing drivers.

Proposition 8: E-hailing platforms has a negative effect on the economic well-being of e-hailing drivers.

Environmental QOL

According to Aghazamani & Hunt (2017), environmental quality-of-life is able to produce enhanced well-being that transcend psychological, social, and economic well-being. Pertinent to the focus of this study, e-hailing services are deemed to be environmentally sustainable service (Yapp & Yeap, 2020). Salim et al. (2020) argue that by virtue of design, ride-sharing platforms contributes towards reducing greenhouse gas emissions (GHGs) as a result of fewer people seeing a need to purchase vehicles. Moreover, demand for long-term parking demand is minimised, consequently presenting an opportunity for spaces to be repurposed for greener practices, particularly in large cities (Salim et al., 2020). Hamari et al. (2016) found that in actual fact, some individuals indeed partake in the sharing economy, including e-hailing services, with a motive to significantly address ecological concerns. However, of recent, studies have emerged that contradicts prevailing notion that ride-hailing services bring about sustainability value, for instance, Clewlow & Mishra (2017) and Naumov & Keith (2023) revealed that these platforms have lured individuals who were not keen to partake in the transportation industry, currently with a sizable number of drivers offering ride-hailing services, this has increased vehicle mileage and traffic congestion. Erhardt et al. (2019) has shown that the introduction of ride-sharing platforms in San Francisco has increased traffic volumes during weekdays by 62% in 2016 in relation to 22% in 2010 before adoption of e-hailing platforms in the city. Emanating from the existing literature, the following postulation is made:

Proposition 7: E-hailing platforms has a positive effect on the environmental quality-of-life of e-hailing drivers.

Proposition 8: E-hailing platforms has a negative effect on the environmental quality-of-life of e-hailing drivers.

Proposed conceptual model grounded based on the literature

Literature shows that there is still limited knowledge pertaining the interrelation between e-hailing and its impact on e-hailing drivers' subjective well-being and quality-of-life, therefore, drawing from the extant literature derived through a systematic review on this topic, a structural model that entwines variables that are essential to use as a measure to assess e-hailing platforms impact on drivers quality-of-life is proposed (Figure 2). The structural model posit that studies that seek to comprehend the utility of e-hailing on drivers subjective well-being and quality-of-life should be cognizant that quality-of-life as a concept is multi-dimensional, instead of focusing solely on the financial dimension of this concept which has been widely used as a proxy measure on quality-of-life discourses (Stiglitz et al., 2010), a rigorous examination of e-hailing empowerment impact on drivers should be undertaken utilizing validated theories or theoretical frameworks. With that said, an evaluation of literature on this topic reveals that e-hailing platforms has an impact on various quality-of-life dimensions that are distinct yet interrelated, this being, psychological, social, economic, and environmental dimensions. This study therefore unifies these dimensions into a single theoretical framework which is

then proposed as a comprehensive tool that can be adopted by researchers that seek to interrogate the empowerment capacity of these platforms on e-hailing drivers' quality-of-life and subjective well-being.

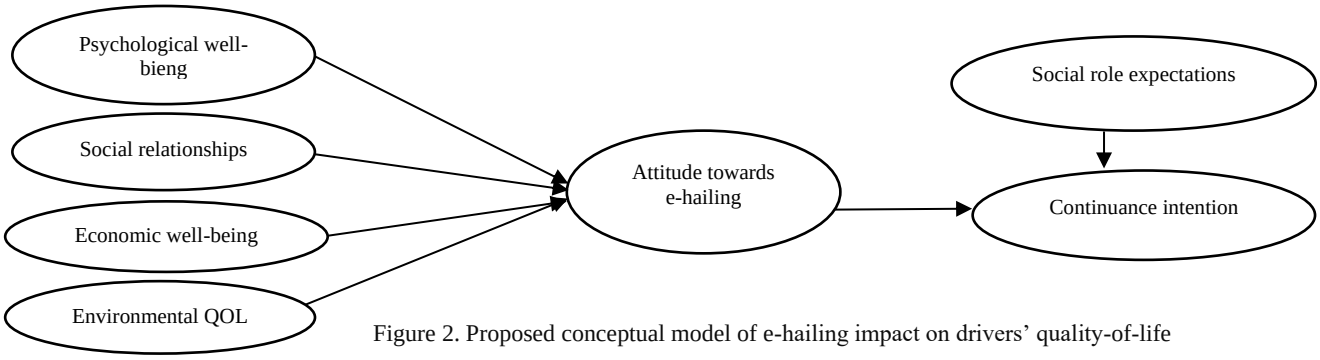

Figure 2. Proposed conceptual model of e-hailing impact on drivers' quality-of-life

On the one hand, some studies have shown that individuals venture into offering e-hailing services with an outlook that this is an avenue to improve their quality-of-life (Gan et al., 2021), and on the other hand, literature has also proven that the implication of an entrepreneurial activity on the overall quality-of-life of an entrepreneur influences their attitude towards that initiative (Caliendo et al., 2020). As a result, the proposed theoretical framework postulates that driver's perception on how e-hailing platforms empower their lives will determine their attitude towards these platforms.

Furthermore, it is imperative to acknowledge that existing literature has extensively emphasized that entrepreneurs are faced with enormous number of challenges that are linked to their family structure and community at large, among others, these may include finding it challenging to balance family role and entrepreneurial demands, and discrimination. Obstacles such as gender discrimination, finding a balance between work and family life, as well as attitude on whether an initiative is empowering has been found to have an influence on continuance intention (De Clercq et al., 2022). As a result, the Social Role Theory is operationalized within the framework as a theoretical lens to assess broader social roles of e-hailing drivers influence on their ability to offer e-hailing service. The framework therefore proposes that driver's perception of challenges arising from driving on these platforms along with their view on the empowerment capacity of e-hailing on their overall subjective well-being will influence their intention to continue rendering e-hailing service.

The proposed theoretical framework has not yet been practically tested, yet suggestions for measurement constructs that can be applied by researchers seeking to test the validity of the suggested variables are provided. Scale items to measure the psychological, social, economic, and environmental impact of e-hailing towards the holistic empowerment of can be adapted from numerous quality-of-life measurement theories or frameworks, such as Quality-of-life Index (QLI) (Ferrans & Powers, 1985), Diener's Subjective Well-Being (SWB) Theory (Diener, 1984), WHOQOL Framework (World Health Organization, 1998), and the Maslow's Hierarchy of Needs. The utility of these theories and frameworks has been validated across a wide range of studies. However, these should be amended to fit the context of e-hailing and its correlation to quality-of-life of drivers. Testing of the Social Role Theory should be upon the researcher's discretion, however guided by the existing literature on social role expectations. Meanwhile, numerous scholars across a wide variety of disciplines have adapted Oliver's (1980) scale items to measure continuous intention, hence this study propose that a similar pattern can be followed to measure drivers' willingness to continue offering e-hailing services taking into consideration its impact on their quality-of-life, yet again, questionnaire items should be modified to suit the context under investigation. To operationalize these distinct theories and frameworks, a Structural Equation Modelling (SEM) can be adopted as a technique that can combine various variables that depict the relationship between e-hailing and its impact on drivers' quality-of-life, social roles that impact their driving experience through these platforms, and their willingness to continue offering ride-sharing services.

According to Nunkoo & Ramkissoon (2011), the strength of SEM rest in its ability to illustrate a sequential flow of how certain dimensions impact each other. Researchers who seek to empirically validate the above proposed model can construct "physical and psychological well-being", "social relationships", "economic well-being", and "environmental QOL" as exogenous predictors. In turn, "drivers' attitude towards e-hailing platforms", as well as the "social role expectations" may be applied as mediators, while "willingness to continue with e-hailing" may be used an endogenous outcome.

CONCLUSION

The systematic review revealed that research on e-hailing has attracted tremendous scholarly attention, nonetheless, there is still a paucity of empirical research grounded on validated theoretical underpinning that has looked at the interconnection between e-hailing platforms and their role on drivers' quality-of-life and subjective well-being.

In addition, in-depth interrogation of the existing literature shows that this research area still suffers from limited cross-country comparative studies and longitudinal evidence to clearly argue the real impact of these platforms on e-hailing drivers across various geographical blocs, or even the global context.

As a result of these limitations, this study recommend that future research on this topic should adopt tested and validated quality-of-life theoretical lenses that considers the multidimensional nature of this concept to improve the conceptual robustness of research on this topic. Research on the correlation between the concepts under discussion may also be strengthened through an integration of quantitative as well as mixed-method methodological approaches as the current literature has largely applied qualitative methods when enquiring about this topic. In conclusion, this study

reveals that e-hailing drivers experience two-sided realities as participants in the digital mediated transportation platforms. Indeed, e-hailing services plays a huge role in reducing barriers to entry into the transportation and tourism sector, and this has contributed to more job opportunities, income generation prospects, enhanced social well-being, and contribution to drivers' environmental quality-of-life. However, drivers have also lamented about the danger they are confronted with on daily bases, financial volatility, and psychosocial strain stemming from engaging in these platforms.

Given that e-hailing represents a segment within the tourism industry, there is a need for tourism scholars to further advance research on this topic in order to shed some light into the ambivalent outcomes currently depicted in the literature. E-hailing policy formulation remains a pressing issue for most governments, therefore, additional inquiry in this subject area will provide policy insights that take into account the safety, economic stability, and any associated quality-of-life measures that are key in enabling a conducive working environment for e-hailing drivers. In pursuit of sustainable tourism recovery and building resilient tourism systems, the well-being and quality-of-life of e-hailing drivers as stakeholders that facilitate tourism mobility should also be central in policy development.

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