

# *Who is Helped and Who is Hurts? Rebalance the Reciprocity of the E-hailing Services Industry*

PRESENTED BY:

**NOR IRWANI ABDUL RAHMAN**

**Author**

Kuliyah of Economics and Management Sciences  
International Islamic University Malaysia  
i.rahman@live.iium.edu.my

**Co Authors 1:**

Rozailin Abdul Rahman  
Kuliyah of Economics and Management Sciences  
International Islamic University Malaysia  
rozailin@iium.edu.my

**Co Authors 2:**

Murni Mahmud  
Kuliyah of Information & Communication Technology  
International Islamic University Malaysia  
murni@iium.edu.my





# Presentation Outline

Introduction

Issues &  
Challenges

Material &  
Method

Findings &  
Discussion

Concluding  
Remarks

Round Table



# Introduction

Grab launched in  
Malaysia as a  
“MyTeksi”

**2012**

Uber sold their  
market share to Grab  
Monopoly the taxi  
industry

**2018**

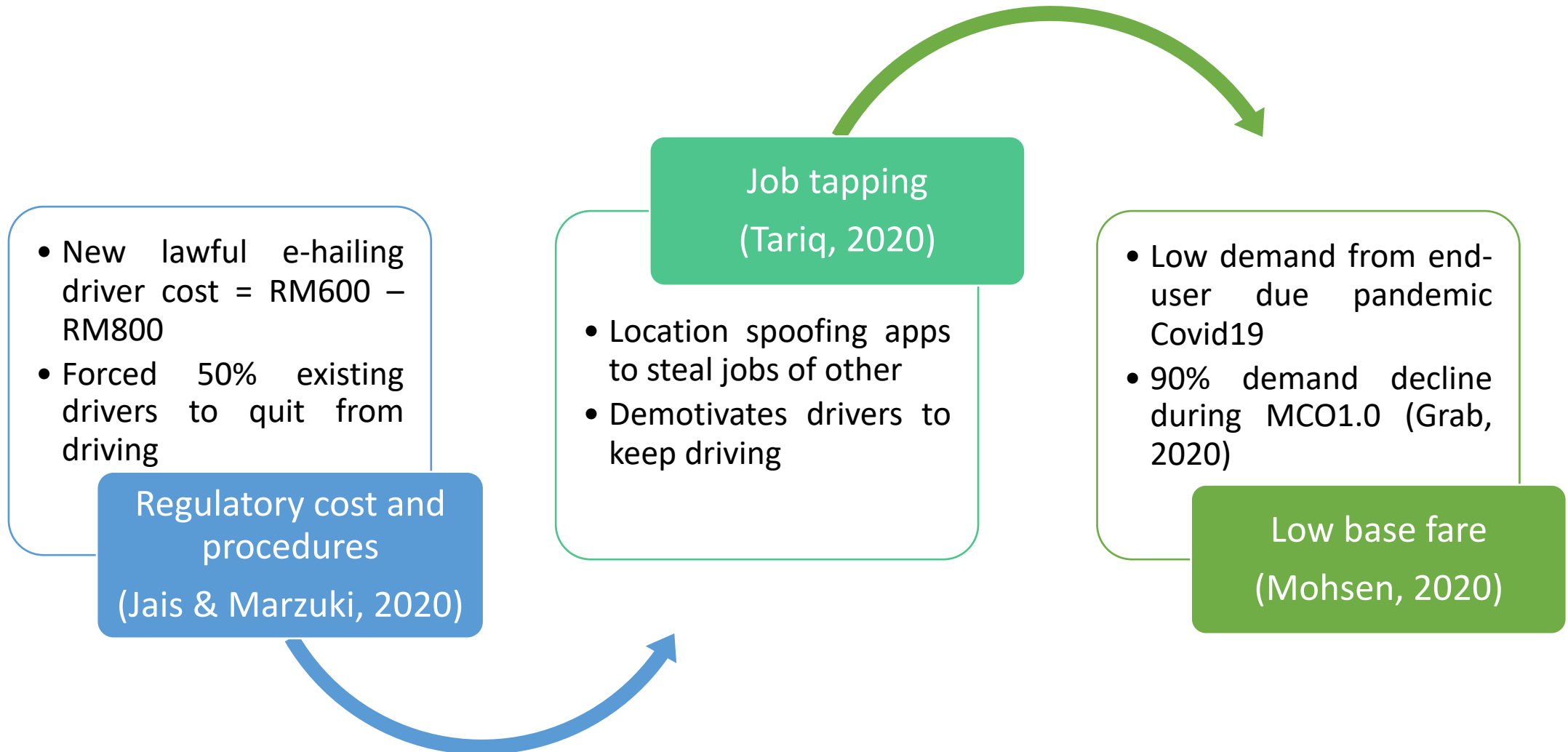
Struggle with  
regulatory  
requirement

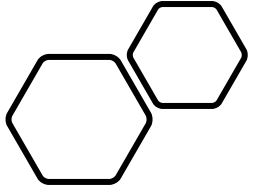
**2019**

**2014**  
Uber enters  
Approach the non-  
taxi user

**2018**  
Uber left  
Overwhelming  
demand – many local  
e-hailing arise  
**(APAD, 2019)**  
Force the Gov to  
regulate the industry  
– to control

# Issues and Challenges





# Materials and Method



IN-PERSON INTERVIEW WITH  
THREE E-HAILING DRIVERS



ZOOM MEETING PLATFORM

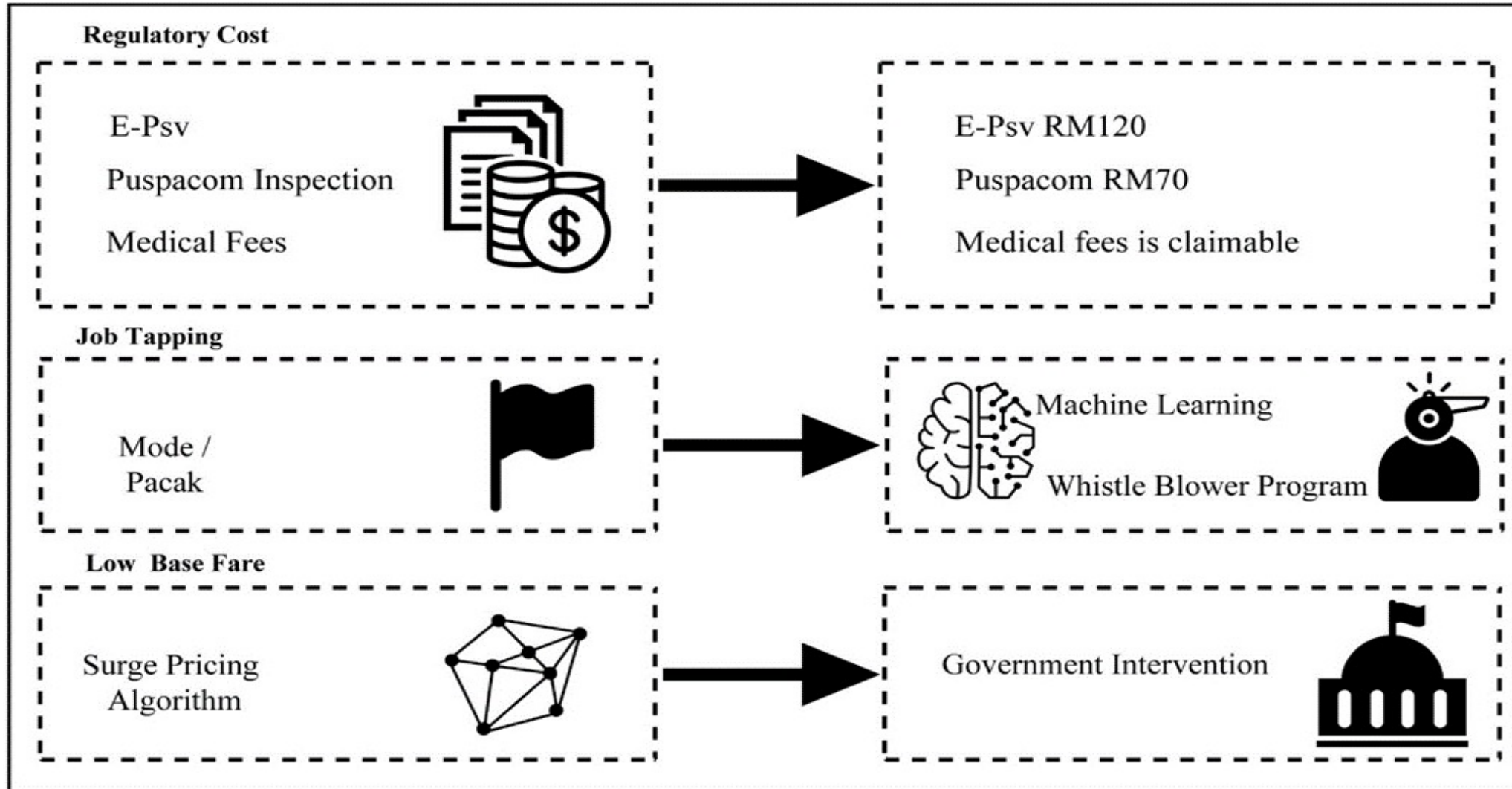


SEPTEMBER – OCTOBER 2020



40 – 50 MINUTES/  
PARTICIPANT

# Findings & Discussion



# Concluding Remarks

- The appearance of this service is stable until the government called to officially regulate the service industry
- The wise decision to moderate the overwhelming of e-hailing service industry in Malaysia
- In addition, the decision enforcement is relevant to control the threat towards welfare of traditional taxi drivers who are operating in a regulated environment previously (Jais & Marzuki, 2020; Ooi, Lim, & Fernandez, 2020).
- Note that enforcement of the regulation procedures has burden to drivers, until the *Grab* decided to subsidize some of the cost involved in order to ease their drivers.
- When the dynamic pricing has started to rule the situation, low supply lead to high fare. Simultaneously, high demand of the service has invited the illegal activity among their driver-partners to compete in stealing jobs among them
- Knowing the difficulty to find the perfect balance of the non-reciprocal and reciprocal in the two-sided market, hence, creating a thin interception between each state is a reasonable decision.

# Round Table: Insight for E-hailing Service Industry



## Platform Providers

*“no driver means no business”*

Cannot simply behave too much like a traditional employer (Lahey, 2019)

Keep providing relevant benefits to their driver-partners (Dahlan, 2020; Rosenblat, 2020)



## Future Givers

*“givers have to learn to set limits because takers don't have any”*

Map a clearer picture regarding the tenure of being the e-hailing drivers

The suggested “optimist period” of being a fulltime givers in the e-hailing service market are five years





Thank you