

REPOSITIONING TRADE UNIONS IN MALAYSIA: SUSTAINING INDUSTRIAL ACTION IN THE ERA OF GIG WORK AND LABOUR PRECARITY

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Abstract: *The study tends to focus on understanding the changing function of trade unions in terms of organizing and sustaining industrial actions in the face of expanding globalization, growing precarity, and evolving labor market arrangements. They continue to be vital actors in the organising and mobilization of workers to fight against unjust employment practices, assert rights to fair salaries, and demand acceptable working conditions. Findings suggest that unions should profit a great deal from leveraging digital media to increase communication and engagement with members and campaigning. Moreover, unions must adapt to represent gig and freelance workers, frequently excluded from traditional protections, by creating alliances and advocating for legal reforms to broaden collective bargaining rights to non-traditional workers. Strengthening internal governance is another major reason, providing openness, accountability, and responsiveness to changing worker demands. These strategies are crucial for retaining union relevance, garnering public support, and handling growing difficulties in labor relations. Ultimately, the study indicates that trade unions must adapt and change to be successful agents for social justice and equitable working conditions.*

Keywords: *Trade Unions, Industrial Action, Labor Rights*

Introduction

In deregulated global markets, trade unions find it difficult to deal with the rising precarity that workers experience (Doellgast et al., 2018; Keune and Pedaci, 2020). A trade union is an association of workers joining to protect and enhance their working environment. Trade unions' typical activities include offering help and services to their members, collective bargaining for better wages and conditions for all workers, trying to enhance the quality of public services, political campaigns, and industrial action. In short, a trade union is a body that will be a representative to fight for workers' rights. With the existence of a trade union, all problems or difficulties experienced can be communicated more easily and effectively to the superiors. Global trade unions have broadened their views beyond just dealing with labor rights issues. They are beginning to address much wider societal issues, including climate justice, gender equality, and human right. The Malaysian Trades Union, are standing up for fair pay and better working conditions, as well as equal opportunities for all, especially the marginalized groups such as migrant workers. These prime issues, such as the minimum wage and abolishment of forced labor, would strengthen their identity with the global movements to broaden their importance in local and international social justice (Ford, 2013).

The organized labor movement began in Malaysia well before independence, when, in the 1920s, both public and private sector workers joined General Labour Unions (GLUs). This was the time when GLUs and other unions were busy fighting for not only workers' rights but also independence from colonial rule (Goh et al., 2023). According to the Department of Trade Union Affairs, the most recent data shows there are 756 trade unions with a number of memberships are 1,008,371 in the year 2023.

Table 1: Number of Trade Unions and Memberships in Malaysia 2019-2023
(Department of Trade Union Affairs, 2024)

	2019	2020	2021	2022	2023
Number of Trade Unions	762	770	747	759	756
Memberships	948,772	956,542	940,914	954,992	1,008,371

The number of unions reached its peak in 2020 at 770, then experienced some decrease over the years until it reached 756 in 2023. The number of registered members for 2023 is 1,008,371 as clearly shown in the figure above, indicating a definite upward trend, while the trade union figure has been in the decline margin, with an increase from 948,772 to 1,008,371 between 2019 and 2023, which has shown a very healthy trend favoring collective representation of workforces. Greater membership implies a strong voice and improved ability to combine resources for planning and maintaining industrial actions wherever they are judged suitable. Stated differently, the growing faith in trade unions as defenders of workers' rights positions them in good position to bargain for improved wages and conditions in an always declining labour market (Harris & Moffat, 2023). Although the stationary number of trade unions looks to show a trend of rising union strength as more and more workers join unions even if the actual number of unions does not change noticeably. This indicates interest in unions. Thereby, decrease the union numbers by growing the membership of members per union which show the greatest consolidation towards larger and more effective unions. This is strong in terms of leadership and decision making so that it becomes very easy to organize the coalesced industrial action. In a consolidation, the union is able to yield even that much greater

negotiation power with an employer or policy maker, thus enhancing its overall bargaining power (Waddington, 1994).

However, the capacity of trade unions to protect workers' interests has become more difficult due to declines in collective bargaining coverage and union membership (Visser, 2019). Collective bargaining, which allows unions to negotiate for higher salaries, benefits, and working conditions on behalf of the entire workforce, has experienced a decrease in coverage, leaving many workers without these protections (Warner, 2013). These regulations are limiting trade unions' operations in terms of collecting agreements among workers for any talks with higher officials in factories concerning workers' rights. This will further ruin the trade union system as there has been a decline in membership, ultimately leading to a drain in financial resources and bargaining power of the unions. Less or no dues collection results from an order of magnitude fewer members. This limits the resources available for legal help and mobilization. Less support from the group of people the union represents also means less influence over the government and employers.

In the meantime, the percentage of workers with low or unstable salaries, unpredictable or irregular work schedules, high job insecurity, and limited union representation has increased (Keune and Pedaci, 2020). These situations are frequently related to the rise in job insecurity since there lack of any full-time, unionised jobs that provide the typical benefits of full-time employment. In other words, there is an increase in temporary, gig, and part-time work. Without union protection or the advantages of a collective bargaining agreement, such workers are more likely to be harassed at work and subjected to harsh working conditions. The unpredictability of income and timetables has an impact on their living standards because it makes financial planning and job stability impossible for them. This will affect the motivation of the workers in the workplace which will decrease the quality of jobs that will be produced.

Subsequently, it needs to highlight that this trend of trade unions among younger generations of workers must also be emphasized. This low level is shown popularly across data sources for mile-a voter in terms of young worker membership. This shrinkage is partly because of the fact that Malaysian workers, especially the younger generation, lack awareness about unions (Goh et al., 2023). For some employees, joining another association in the workplace might interfere with their other activities or disrupt their lifestyle. Some young employees, however, do not understand and want or think they know what unions are. Many young workers did not join any union membership because they did not know that the unions could represent them for claims like pay increases, job security, or better conditions. As a result, trade unions are becoming less powerful, and younger workers are not given the same protections and representation at work.

In summary, despite the fact that trade unions are still very much needed in the fight for social protection and improved working conditions, there is no doubt that they face overwhelming opposition in the present era of globalization of labor markets. From inception, trade unions relied on several factors to entice workers. The continuing trend of the ever- increasing percentage of the workforce being engaged on a temporary, gig and freelance basis necessitates that unions transform to be of any relevance, particularly in pushing for the necessary protection against the changes in employment structures. In fact, it is suggested for enriching optimism in growth development in the economy and in union membership. Nevertheless, questions on organizing, mobilizing, and representing workers by trade unions remain pertinent hence requirements for innovative approaches in the fight for labor rights in such countries as Malaysia and others.

The Role of Trade Unions in Organizing and Sustaining Industrial Action

Trade unions must constantly be active at the forefront organizing and sustaining all industrial actions to safeguard and provide rights to workers, enhance their working conditions, and have equal wages and benefits. Organizing and sustaining industrial action by trade unions is also not limited to being at the helm of organizing protests or strikes. They are the sus bones of the workers and unite the different ranks of workers from varying sectors, industries, and even workplaces to fight for a common cause (Oleribe et al., 2016). Examples include strikes, demonstrations, and collective bargaining, which according to many, is the most successful way for workers to finally communicate their demands and put pressure on their superiors. Because of trade unions, workers are able to achieve strength in numbers which is helpful in enabling them to negotiate for better conditions and pay than they would have if they were alone. These are very important in the case of high-value transactions where the voice of an individual employee may otherwise be lost. Here, trade unions tend to have a large possible effect on policymakers and supervisors as they deal with pay issues, work safety, or unfair labor practices. Industrial action is related to all types of actions taken by employees, usually helpful under trade union networks, to show their protest against bad working conditions, restricting treatment to encourage negotiation for pay, benefits, or job security improvement.

A fundamental role of trade unions is to educate trade union members on their rights at the workplace, the importance of collective bargaining, and the procedures involved in work- related strikes. Such education equips the workers with information that enables them to defend themselves and appreciate the legal and practical aspects of engaging in collective actions. Unions provide workers with the necessary knowledge of their rights to enable them to recognize and address violent behaviors. Trade unions continued to hold a dominant position in analysis (Poole, 2021). Trade unions educate their members on the collective bargaining process which is the steps taken by employers and employees in a group with the vision of improving work conditions, earning better wages, and getting more benefits. Teaching its members about collective bargaining provides them with an understanding of the importance of collective action as opposed to individual action in negotiations. Workers learn about legal compliance as a labor relations component, such as providing notice prior to striking, in order to comprehend and lessen the possible risk of disciplinary actions. It creates educated members who understand how to effectively use their rights through collective action to maximize any given circumstance, in addition to being aware of their rights.

Another role of trade unions in organizing and sustaining industrial action is trade unions have a central role in creating awareness among people regarding such events as strikes or protests, making it an accepted form of necessary steps towards fairness as opposed to disruptions that may, at times, be viewed as (Aris, 1998). Media engagement by the unions puts across well-coordinated rational narratives showing human responses related to the events, such as unfair treatment, unsafe working conditions, and inadequate pay, in understanding and appreciating the viewpoint of the public toward the workers' struggle. It also communicates the cause of industrial disputes with legislators and community leaders to establish wider support framing the cause of industrial actions as a social and economic justice gain to everyone. This has also encouraged very effective demand for legitimacy while reducing backlash by eliminating misconceptions that go with emphasizing the goal of the actions as constructive rather than destructive (Wright & McLaughlin, 2021). Sympathy gained from the general public intensifies pressures on employers to negotiate fairly while ideally showing the community that industrial actions are all about the basic rights and dignity of the worker, thus promoting greater solidarity and understanding.

Next, trade unions also have a significant role in the organizing and planning of industrial actions such as protests, strikes, and even boycotts that the workers may use from time to time to make their demands to the superior (Aris, 1998). Effectively organizing these actions requires a coordinated effort that allows for all details to be thoroughly organized in order to achieve maximum effectiveness while following the law. Strikes and protests should be well-organized in a manner that causes minimal but effective disruption to the business of the employer so that pressure is exerted without the risk of engaging in illegal activities or causing avoidable public nuisance which can also turn public opinion negatively. The implementation of labor rules during strikes and protests is a critical problem for unions because it may include, among other things, providing early warning, limiting the time during which a strike can take place, or even restricting gathers to specific locations. Also, it is the responsibility of trade unions to consider logistics in effective planning. It embraces the organizing of travel to the location of the action, the supply of placards and other materials for message purposes, and working with media houses to make sure the action has enough visibility.

In conclusion, for the defense of workers' rights, the development of working conditions, and fair pay and benefits, trade unions are the most significant body organizing and sustaining all industrial activities. Trade unions also unite workers from many industries so that their negotiating strength may be enhanced for high-stakes problems even the most vociferous of them cannot solve alone. Besides organizing rallies, strikes, and demonstrations, trade unions teach their members their rights in the workplace, the value of collective bargaining, as well as legal compliance, preparing them for effective, responsible involvement in industrial activities. Trade unions also enhance public awareness regarding the legitimacy of strikes and protests in opposing standards by framing such actions as vital measures toward fairness rather than interruptions. Through strategic media involvement, the unions explain the situation of workers in terms of bad treatment, unsafe working conditions, and, generating public sympathy and support that add pressure on employers to deal fairly with unions. Furthermore, unions prepare well for the action in line with labor regulations to avoid unlawful activities while coordinating transport, materials, and media visibility, among other things, for maximum impact while staging industrial action. All things factors assist increase workers' demands for their rights, promote public understanding, and foster collective solidarity, thereby making trade unions important in the battle for workers' rights and dignity.

The Impact of Trade Unions on Industrial Action

Trade unions have a significant impact on organizing and sustaining any industrial action, which extends to various levels from workers to employers, industries, and the economy in general. The primary impact of trade unions in organizing and sustaining industrial actions is enhancing working conditions and payment. Sectoral pay agreements and trade unions are frequently implicitly viewed as the same institution, even though their impacts are likely to be diverse in most continental systems of international relations (Benassi et. al., 2021). This shows that payment and trade unions are one of the major problems that usually occur or are always closely related. Trade unions help workers earn decent salaries proportional to their worth and inflation (Kristal, 2023). Fair pay is important not only in meeting the basic needs for survival but also in enabling individuals to be able to save a portion of their earnings for the future which in turn helps to relieve financial tension creating a balance that improves their general welfare. Other than that, the impact also can be affected on the benefits received by the workers. Trade unions strive for additional perks including health coverage, pensions, and time off with pay to create a strong security net that empowers and shields workers (Bui, Phan, & Hoang, 2025). These advantages help in promoting the physical health and mental well-being of the employees

in ensuring they remain committed and driven. Furthermore, working conditions can be improved by pushing for proper safety standards. Trade unions that assist in creating safe working conditions are one of the factors that contribute to an accident-free workplace (Vesper et al., 2025). For workers, trust comes from working in environments that assure them of their safety which enables them to fully devote themselves in carrying out their work without worry.

Trade unions also have a substantial impact on improving the position, security, and stability of workers. This principle is achieved through the process of negotiating a collective bargaining agreement and consistent efforts in the protection of employment rights. Job security is one of the significant benefits that trade unions provide. Trade unions strive to formulate reasonable policies and disciplinary procedures so that the members do not face indiscriminate termination of employment. Employee performance is positively impacted by trade union activities because they guarantee job security, protect against economic risks, and encourage productive management-employee communication (Adhikari and Benarjee, 2022). The fear of losing one's occupation is lessened since workers are assured of protection from indiscriminate termination hence giving them confidence to concentrate and give their best in their duties. Next, improving stability allows employees to engage in financial and personal obligations such as purchasing a house, raising children, or going back to school with the comfort that they will not have to deal with any external factors like fluctuating income and employment breaks. Moreover, the trade unions tend to incorporate provisions regarding the internal advancement of employees, training, and retraining programs, which assist the workers in enhancing their career prospects and improving their overall productivity in the labor markets (Parolin & VanHeuvelen, 2022).

Definitely, trade unions boost employee morale and also create benefits for employees. Increased productivity is one outcome (Clark, 1980). workers feel secure, appreciated, and they perform better when they are supported by unions to work under better working conditions, such as manageable workloads and safe environments and fair hours (Vesper et al., 2025). There is much less stress and burnout so they actually do better when they have the union's support there to really work with how they can make it all work for them in different ways. Ensured payment and benefits that are fair incentivize employees to motivate themselves toward believing that they publish work successfully and get paid adequately. Apart from that, unions are a significant reason that minimizes turnover of employees from one organization to another. The minute they believe that their rights are protected; the minute they believe that their grievances will be dealt with properly and fairly, then they don't have any inclination towards looking for new employment. Next to increasing the stability of the workforce, reduced turnover will also result in avoiding the huge costs of recruiting, hiring, and training new employees. Unions help retain seasoned employees who add much experience and mentorship to the organization by advocating for long-term benefits like pensions, career development, and job security (Parolin & VanHeuvelen, 2022). Moreover, they foster team cohesion, reduce errors, and contribute to a more supportive work culture. Unions have the effect of ensuring part of improving relationships within organizations because they ensure fairness and transparency, which minimize most conflicts arising from favoritism, discrimination, or perceived injustice. Through union-facilitated negotiations, trust is then built between employees and management, and this promotes harmony and cooperation. Collectively, these outcomes create a stronger, more loyal, and productive workforce toward particular organizational objectives.

Trade unions educate the public on labor affairs and wield great influence on social attitudes and policies on workers' rights. Industrial actions are taken when workers have issues like bad pay, unsafe environments, no job security, and discrimination in organizations (Vesper et al.,

2025). These acts will bring out issues relating to labor, thus paving the way for media coverage and public demonstrations, providing an overriding opportunity for the public to know about the workers' suffering and the importance of trade unions. This gives birth to public sympathy and consequently exerts pressure on employers to consider their consumers and other stakeholders. Public mobilization is direct actions taken by consumers to boycott or undertake social media campaigns, which further amplify the need for employers to take adequate and immediate actions on labor issues. The Amcor Trade Union Alliance in Malaysia fights for better wages and conditions, which include a well-organized campaign for a living wage, safe conditions of work, better benefits, and stringent measures against union busting, such as intimidation or deductions of salaries for union leaders (Bhopal, 1997) (Ford, 2013). This international support they have managed to draw demonstrates the international solidarity in the labor movement.

Recent studies have shown that industrial actions affect not only the workers and the employers but the different industries and the national economies as a whole and that trade unions play an essential part in organizing and maintaining such actions. Furthermore, in the United States, unionized workers earn an average of 10 to 20 percent more than non-unionized workers. This increase in income is used for increased consumer spending, which is ultimately beneficial for economic growth (Doucouliagos, 2019). Moreover, trade unions improve the working conditions and wages of the employees and ensure adequate remuneration with benefits and a healthy environment for the workers which is better for their well-being. Trade unions also promote stable and productive environments by fighting for workers' rights through collective bargaining agreements and fighting unlawful termination practices. It also helps with employee loyalty and lowers turnover as employees feel appreciated and cared for and therefore do not leave the organization. In addition, industrial actions taken by the trade unions help to raise the awareness of the public to the existing problems in the employment urging the society to act and making the employers and the government more responsive and fairer towards the employees' needs.

The Comparison between Trade Unions in Organizing and Sustaining Industrial Action

One of the comparisons between the unionized and non-unionized workplace which to observe the effectiveness of trade unions to the workplace is on the working conditions. One of the important benefits of being in a workplace with a union is the fact that unions tend to advocate for improvement in working conditions by working towards enforcing safety regulations and laws in the work environment. Such workplaces are usually well attended with regular safety checks and implementation of safety rules, which makes sure that the required minimum is met by the employers (Vesper et al., 2025). Meanwhile, the non-unionized workplace can lead to vastly different outcomes in many workplaces. The safety standards in non-union settings can vary quite widely, and the safety issues raised may not be properly addressed. It has been revealed through studies that union relationships tend to create an environment with fewer workplace injuries and fatalities. For example, a recent study revealed that unionized coal mines experience fewer traumatic injuries and fatalities than non-unionized mines (ohse.ca, 2024). Due to the absence of a collective bargaining agent, the workers may be less inclined to push for an improvement in the working environment as they will lack the voice to fight for such change. Also, unions strive to enhance health and safety regulations, and this might include bargaining for safety equipment, advanced ventilation, adjustable desks, or any other measures that aim to safeguard the health of the employees. Furthermore, non-unionized workers may not have the same level of access to resources to protect themselves from health risks at work

and protect or enforcing their own right to a decent working environment. They are often more exposed to unhealthy work conditions or indifference (Pollert, 2009).

Second, in terms of pay, one of the most noteworthy benefits of working in a unionized environment is that the unions are able to negotiate better wages for their members through a process known as collective bargaining. Such environments are usually characterized by a more equitable compensation system with visible and uniform salary structures which can help reduce the wage gap among different individuals. However, workers are thought to be weaker in terms of bargaining power as well as salary in non-unionized conditions. Particularly in non-union conditions where no organization helps them fight workers are particularly exposed to pay discrimination. As per the statistics of the United States Bureau of Labor, in 2019, the median weekly earning of unions' members was \$1,095, whereas non-union members had a mere \$892 median weekly earning. This implies unionized workers earned almost 23 % more than non-unionized workers (Peck, 2024). Moreover, the management may not have defined, clear, and openly available pay scales in these types of businesses, which tends to cause examples of salary gaps among workers who do the same or similar activities. Unionized workplace also engaging in collective bargaining to improve the additional benefits such as healthcare services, retirement schemes and work absence due to illness or maternity. Most of the non-unionized workplace have diminished benefits as employers may not provide the healthcare benefits, pension plans or vacations that can be bargained for within unions. Often, the lack of a union means that such vital benefits for the workers are harder to come by.

It leaves behind evidence that compares the job security in both unionized and non-unionized workplaces. In unionized organizations, strict safeguards exist to protect employees against wrongful termination and dismissal. Trade unions typically negotiate collective bargaining agreements that lay down procedural guidelines for terminations, sanctions, and layoffs, removing the chance for ad hoc termination, sanction, or layoff (Fanti & Buccella, 2016). Such collective bargaining gives the assurance of security to employees since they know that their rights are guarded, and procedures are in place for taking up any grievances. Non-unionized workplaces, on the other hand, make employee job security pale in comparison. Here, employees have little protection from wrongful termination or layoff because there is no union to advocate for them or defend upon their rights. It is upon the management to unilaterally decide whether or not to lay off an employee and, in most cases, such a decision does not require justification or discussion with the employee (Addison, 1986). It further signifies that non-union employees remain in uneasiness with respect to sudden loss of jobs especially during restructuring, downsizing, or liquidation process. Moreover, strikes occurrence across labor markets brings stability and predictability in employment, that is fixed working hours, steady contracts, and fair promotion and career advancement opportunities negotiated by unions. Such negotiated items indeed make workers feel more secure at work and in their future prospects. On the other hand, uncertainty appears more on non-unionized workers as they lack the formal mechanisms that can be invoked against victimization or unfair dismissal. Trade unions play a vital role in negotiating collective bargaining agreements, which provide specific procedures for termination, discipline, and layoff and, hence, in preventing ad hoc termination, sanction, or layoff. This collective bargaining creates a sort of security among workers knowing that their rights are safeguarded, and there are established procedures to deal with grievances. It does, however, compare poorly with non-unionized workplaces in relation to the job security they offer employees.

This is further evidenced by typically providing the least job security for employees. For employees, such environments afford little protection against wrongful termination or layoff because of the lack of a union in their midst to represent their interests and enforce their rights. In most organizations, layoff and dismissal decisions are unilateral management decisions done without justification or discussion with the employees involved. Such representation would make them feel more secure instead of standing alone during sudden job loss, especially during times of organizational restructuring, downsizing, or liquidation. Again, a union negotiates stability and predictability in employment as predictable hours of work, a fixed contract, and just and fair promotion and career advancement opportunities. Again, such items ensure security at work for an employee and instill a confidence level in future prospects. By contrast, in a nonunionized setting, among less predictable working conditions are the formal mechanisms to challenge issues of victimization or unfair dismissals. Overall, the presence of a union makes a considerable difference in enhancing job security for the worker regarding equitable treatment and providing a structured approach (Brandle, 2025).

Furthermore, for the workers who are not unionized, poor protection from law becomes much of a devastating experience. In addition to that, if they have to find legal support with the cases of workplace disputes, discrimination or unfair treatment, they must also seek representation in the union. Devoid of relevant legal backing, such a worker may become an easy target for all sorts of wrongful actions by the employer, including but not limited to wrongful termination, wage theft, or unsafe working conditions. Worse still, they will probably have no easy route to the legal system, which might further aggravate the already protracted battle without a resolution. Workers who are not under any particular union do not have the bargaining power to negotiate better terms or defend their rights, which is typically done through legal action facilitated by unions. A great deal of differences such as these makes it possible for employees to relate poorly to their employers when it comes to gaining the fairness and justice, they deserve for the work they are doing (Asogwa & Nosike, 2024).

Looking at unionized and non-unionized work places, find that there are stark contrasts in terms of working environment, salaries, and employment stability. In the case of union work places, unions strive to ensure that there are better working conditions by making sure safety regulations are put in place, fighting for better wages and provision of necessary services such as healthcare and pensions. For example, have in place salary scales which help in mitigating pay inequalities among them, and most of them because of the collective bargaining agreements that outline fair procedures for termination do not fear being unfairly terminated. On the other hand, non-unionized workplace usually devoid of such cushion, and therefore, employees are clearly under-protected, have reduced scope of negotiation, and are more exposed to health and safety hazards, wage oppression and fear of unemployment.

Conclusion and Recommendation

In summary, trade unions continue to play a great role in the protection of workers' rights in the improvement of conditions of work, pay, and benefits. Organizing and sustaining industrial actions is not only confined to strikes and protests. It tells collective action as a modality through which workers voice their concerns and negotiate better outcomes with the employer and policymakers. Teaching members their rights, the importance of collective bargaining, and that it is not a contravention of the law but part of their rights empowers workers to act with responsibility and effectiveness while participating in industrial actions. Creating public awareness and using the media creates more noise out there for the workers making interventions during industrial strikes seem very activity-oriented and logical toward justice.

This ensures general public support while piling general pressure on the employer to address the needs of the workers. However, these efforts have been challenged by limited collective bargaining coverage, increased casualization of jobs, and low participation by youth. To maintain a strong presence and be effective in the changing world of work, unions must develop innovative responses.

The contingency is associated with organizing unions, as growing memberships keep up the pace while reducing the absolute strengths. Such a position further fortifies leadership and decision-making and adds a range of additional authorities in organizing very effective industrial actions. The emergence of temporary and gig-based jobs has rendered many workers without the mainstay of unionized employment and therefore increased insecurity in jobs and reduced collective bargaining coverage. The measures needed to address challenges posed by this change entail unions reaching out to represent the interests of younger and other non-traditional worker groups and employing internationalized solidarity to speak for more generalized social justice issues. Their framing of labor policy and public attitude toward workers' rights is still quite important. Through such transformations that consider the present dynamics of a modern workforce and through strengthening their provision for collective representation, trade unions would continue to be an effective agent in labor achieving just and sustainable working conditions at the local and global levels.

Digital platforms can be used to make unions effective in how they can communicate, organize, and bring people together. Capacities can also be initiated for running such types of organizations. Consumerism in labor services will be dealing with commonality the member's portal offers real-time essential services via central hubs, created specifically for member sign-ups, updates, and reporting of grievances. The tools will greatly be improving accessibility for existing members while drawing in the younger, tech-savvy workers who expect digital convenience. Last but not least, the use of data analytics can help unions identify recurring concerns from members relating to workplace challenges and trends that may require targeted industrial actions. Informed by the above, unions would be able to develop relevant strategies that tackle the most significant issues. Online training will also add members' value by informing them on labor laws, collective bargaining, and their rights at their respective workplaces, instead of just making a workforce that knows more to actively participate in union activities. Technically, therefore, it is a critical enabler. Creating a union apparatus that is more responsive, connected, and well-informed.

With the increasing pace of growth in the gig economy, challenges have emerged that have caught unions off guard as gig and freelance workers do not fall under the umbrella of typical labor laws or union structures. Hence, trade unions must develop new models of representation applicable to the individual needs of these workers. Creating alliances or collectives for gig workers facilitates a unified forum within which they can negotiate for certain benefits such as health insurance, minimum wages, and job security, which are still absent from gig work arrangements. Coalitions with technology platforms allow trade unions to co-design additional solutions such as fair payment systems or worker protection measures, bringing the challenges directly at their source. Unions also need to push for reforms to the legal framework such that it recognizes the gig worker's right to unionize and bargain, thus ensuring that they do not fall out of the labor rights framework. By redefining their approach, trade unions might emerge as allies of choice for gig workers, offering them representation and the protections that they currently lack.

Thus, improvement of internal governance is an important step in making union operations open, accountable and efficient that in turn develops the trust and credibility of membership; digital platforms can very much further increase transparency by making available easily accessible reports on the financial position and decision-making of the union. Subjecting the implementation of industry's action and advocacy activities to measurable parameters of success allows unions to assess the outcomes of campaigns objectively, and it also offers evidence of the success to members. This continuous feedback serves the purposes of ensuring that union strategies are on the right track with regard to changing people's needs and priorities. And this development would greatly enhance worker ownership and participation while strengthening the accountability of the union. Good governance can make the union keep its rightly positioning and remain relevant to continue fighting the members' battles in a complex world of employment.

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