



STUDYING THE PROBLEM OF ENTREPRENEURSHIP AND ITS MOTIVATION WITHIN THE FRAMEWORK OF THE CONCEPT OF SOCIAL IMAGINE

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Abstract

This article studies the social and psychological characteristics of nonverbal communication in the activities of entrepreneurs using scientific methods. On this basis, the scientific goal of our research is to study the importance of nonverbal signals in assessing the reliability of information transmitted in interpersonal communication.

Keywords: nonverbal, family business, farming behavior, small business, entrepreneur, gesture, motivation.

Introduction

Stabilization of market relations in independent Uzbekistan, liberalization of the economy, development of entrepreneurial activity, change in people's attitudes to labor and material goods require. The introduction of effective methods of entrepreneurship in small and medium-sized businesses, family business, farming movement, joint ventures, the upbringing of personal qualities that allow this activity, the formation of new views in people's thinking require a consistent scientific study of the problem of entrepreneurship, which is considered one of the important issues of psychology.

In addition, private entrepreneurship and the middle-class owners are the main support of the country.

In the formation of realistic thinking in young people about market relations, values, achievements of economic life, ways and methods of achieving them, and in the upbringing of an economically free person, economic education, including economic disciplines, has a special responsibility. Because the formation of a new



economic mindset in young people is the main guarantee of the successful implementation of market reforms.

The fact that an active movement has begun in Uzbekistan to improve the socio-economic sphere, liberalize the socio-political life of the country, and the special place given to the problems of the property class, entrepreneurs, small businesses, farmers and farm workers in each of our President's speeches and works requires attention to the correct formation of socio-economic thinking in the personality of citizens of independent Uzbekistan, their upbringing in the spirit of an honest entrepreneur, and the formation of economic thinking from an early age.

Currently, there is a lack of scientific research that sheds light on the specific characteristics of the entrepreneur, the psychological specificity of the internal, psychological and psychological factors of individuals engaged in entrepreneurship, and this situation makes it an urgent scientific problem to study the psychological nature of the factors that motivate people, primarily young people, to entrepreneurship in the conditions of Uzbekistan, and to develop educational programs accordingly.

In other words, the need to properly educate the economic thinking of young people, to form an active attitude towards socio-economic life in them, to create the necessary conditions for the development of business-minded, spiritually active citizens allows us to identify the research problem.

Entrepreneurship is an almost new phenomenon from the point of view of the level of historical development of society;

Since entrepreneurship is constantly developing, progressing, it has its own specification in various historical, economic and socio-cultural conditions, and in essence causes serious changes with a deep character;

Entrepreneurship is a complex, broad phenomenon that arises from economic, social, and psychological factors.

Entrepreneurship is a complex, comprehensive phenomenon, arising from economic, social and psychological factors.

The main difficulty in defining the concept of “entrepreneurship” is that it is both a generalized and a scientific concept at the same time.

In the first case, its content can be revealed through the interpretations given in encyclopedias and dictionaries. In this case, it is manifested as an activity related to the production of goods and services, the creation, support and development of



the “business” of the enterprise. Through this definition of entrepreneurship, one can understand that it has not only economic, but also psychological content. Taking an initiative is the process of demonstrating activity and taking initiative in situations where the conditions and consequences are not clear. The systematic and successful implementation of this type of activity, which involves the ability to quickly make a decision in uncertain conditions and its successful implementation, is commonly called “entrepreneurship”. Therefore, entrepreneurship is considered a special type of economic activity, which is recognized as embodying specific psychological qualities in its subject.

The main task of entrepreneurial psychology is to reveal the essence of these psychological characteristics.

A historical analysis of the term “entrepreneurship” or “entrepreneur” (in French – entrepreneur – intermediary) shows that it appeared in Western Europe at the beginning of the 15th century. Initially, this term was used to refer to organizers of large musical events (shows), parades, construction and production projects. Then, starting from the 17th century, individuals who concluded contracts with the state for the performance of a certain work or the delivery of a product and who acted as intermediaries between the customer and the executor were called entrepreneurs. In this case, since the salary was agreed in advance, the entrepreneur (entrepreneur) was responsible for spending income (profit) within the limits and for the costs and losses “incurred” in the implementation of the contract. It was from this period that, along with the tasks of organizing and managing the enterprise, the responsibilities of operating in risky conditions and being responsible for the results were added to the list of distinguishing features of entrepreneurship.

Analyzing the place of entrepreneurs in the social system of society, it is possible to distinguish several views that differ in content. According to them, an entrepreneur is either an owner with fixed assets or a hired manager (manager, executive). In the works of classical representatives of political economy, entrepreneurs are assessed as owners or managers of their own capital.

In order to study the readability of facial expressions and gestures in entrepreneurial activity, we used the methodology “Determining the Readability of Facial Expressions and Gestures” developed by F. Soliev in our study. 80 students of the faculties of pedagogy and economics of Fergana State University were selected as respondents in the study.

We divided the results obtained from the respondents into three levels according to their ability to read facial expressions and gestures, namely “high” from 56 to 76 points, “medium” from 34 to 55 points, and “low” from 11 to 33 points. The overall results obtained from the respondents were as follows:

Table-1 Overview of the results obtained

Level of ability to read facial expressions and gestures	Number of answers given by respondents	Responses given by respondents (In percentage)
Low	13	16
High	25	32
Medium	42	52

Looking at the overall results obtained from the respondents; we can see that the majority of students have a medium to high level of ability to read facial expressions and gestures in entrepreneurial activities.

If we analyze the results obtained from the respondents by gender, they will look like the following table 2

Looking at the results obtained from the respondents by gender, it was found that the high level of ability to read facial expressions and gestures in entrepreneurial activities among students was higher in boys than in girls. The average level was found to be equal in boys and girls. The low level was found to be higher in girls than in boys.

From the results obtained, it can be concluded that the use of these gestures with the palms facing up and down is important for achieving success in entrepreneurial activity. In the case of a handshake during a greeting, the entrepreneur's desire to exert pressure on the interlocutor and dominate him is high, and in this way he seeks to achieve success. In the case of an entrepreneur, the palms of the hands are widely used when expecting a large profit as a result of his active activity and achieving success. We observed that during the course of an entrepreneur's activity, that is, when the buyer gives a very low price for the product he is buying, when the buyer returns the purchased item, when the entrepreneur does not see the expected profit during the negotiation process, and in similar situations that are unpleasant for the entrepreneur.

In order to study the readability of facial expressions and gestures in entrepreneurial activities, we used the methodology developed by F. Soliev called “Determining the Readability of Facial Expressions and Gestures”. The results obtained showed



that the “High indicator” according to the readability of facial expressions and gestures was 32 percent, the “Average indicator” was 52 percent, and the “low indicator” was 16 percent. If we look at the results obtained by gender, it was found that the high level of readability of facial expressions and gestures in entrepreneurial activities among students was higher in boys than in girls. The average level was found to be equal in boys and girls. The low level was found to be higher in girls than in boys, and we analyzed the results statistically based on the reliability level of the X² - Pearson method, and the result was found to be reliable at $P < 0.2$.

Based on the above conclusions, our assumption that nonverbal signals are of great importance in entrepreneurial activity, which is the scientific hypothesis of our study, and that it is possible to determine the qualities of congruence with their help, has been proven.

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