

GENDER FEATURES OF THE IMPACT OF FAMILY BUSINESS ON YOUTH ENTREPRENEURSHIP MOTIVATION

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ABSTRACT

This article presents the results of research aimed at developing family business and entrepreneurship, entrepreneurship of young people in different families, the formation of entrepreneurial skills in parents and their children, and the socio-psychological characteristics of business skills. In particular, methodological principles of studying the impact of factors such as family business, gender relations, psychological gender, entrepreneurship, farming, entrepreneurial motivation, motive, role distribution, motives for success on entrepreneurial motivation in youth are analyzed.

Keywords: Family business, entrepreneurship, business ability, farming, motivation, motive, gender relations, psychological gender, distribution of roles.