

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.

INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

As a result of reforms in the formation of an effective economy in our country, in particular, the improvement of market mechanisms, all forms of private property have developed, more attention has been paid to small business and entrepreneurship, with the support of the state. The processes of liberalization and modernization of the real sector of the economy, technical and technological re-equipment have served to improve entrepreneurial activity, which in turn has led to a radical change in the attitude of citizens to private property and labor.

Special attention is paid to the study of social and psychological factors of family business, individual psychological and social psychological characteristics of the entrepreneur, the full support of family business by society and the state. The development of family business in Uzbekistan, the implementation of research aimed at studying the entrepreneurial tendencies and socio-psychological characteristics of business abilities of young people from different families is a positive result of the measures taken by our state today. Therefore, our state needs to find a solution to a number of problems, such as identifying factors that contribute to the development of family business in our country, studying the characteristics of the individual entrepreneur, studying the socio-psychological aspects of motivating entrepreneurship and family environment. is one of the urgent tasks set by the head of the industry. Indeed, the conditions of the family, the effectiveness of economic socialization of children under the direct influence of parents and the correct upbringing of economic thinking, the formation of an active attitude to socio-economic life, their development as entrepreneurs and entrepreneurs allow to identify the problem of scientific research.

One of the main issues of today's research is the implementation of profound structural changes in the economy in a short time, income growth, strengthening effective foreign trade and investment processes, sustainable development of small business, private entrepreneurship,

farming and the introduction of effective methods of entrepreneurship. , cultivating the qualities of the individual that allow this activity, the formation of a new economic thinking in the minds of citizens is one of the most pressing issues today. At the same time, the development of modern science and technology, as well as the innovative changes taking place in the world market, do not allow us to be limited by the achievements.

In particular, over the past years, the largest investments in the real sector of the economy, diversification of the economy, technical and technological re-equipment, restructuring and modernization of bankrupt enterprises, continuous training of highly qualified specialists in the process of state programs aimed at restructuring enterprises. going remains one of the urgent tasks. Effective use of labor potential plays an important role in the high level of development of any country. Therefore, to ensure future development, the amount of investment in human capital in society needs to be constantly increased.

On June 7, 2018, a resolution was signed to implement the program "Every family is an entrepreneur" in order to create conditions for every family to engage in entrepreneurship and have a stable source of income. In accordance with the resolution, the main directions of the program "Every family-entrepreneur" aimed at radically improving the material conditions of the population in each district and city of the country, ensuring significant positive changes in the quality and standard of living have been identified. In particular, the main directions of the program are the provision of soft loans to the population wishing to start a business and the provision of systematic practical assistance by the authorities at each stage of the organization and implementation of entrepreneurial activity.

As noted in the program, the implementation of specific research on the development of family business, which reflects the specific characteristics of the individual, the socio-psychological aspects of the factors that motivate entrepreneurship, is a guarantee of successful implementation of tasks set by our state. Research on the development of family business in Uzbekistan, the study of the entrepreneurial tendencies and socio-psychological characteristics of business skills of young people brought up in different families is studied as a topical issue.

It is known that in modern economic conditions, individual labor activity is one of the most effective ways to solve the problem of employment. Therefore, it is not only a means of improving family conditions, but also manifests itself as a mechanism for economic development. Therefore, it is expedient to assess the advantages and disadvantages of "family business" and to study the scale of economic, socio-psychological factors that affect it.

Studies show that the formation of a "family business" will solve the problem of employment of more women. The existing common values that define the family responsibilities of women, in modern conditions, not only serve their recognition among the whole community, but also lead to an increase in the scale of patriarchal influence. It is well known that most women have only traditional notions about their professional lives and their place in society. A woman with a child is always faced with the problem of choosing between the well-being of her family or the opportunity to pursue a career.

The main difference between "family business" and other types of entrepreneurship is that the family and work are inextricably linked. At the same time, there is an opportunity for a convenient work schedule and division of labor for all family members gathered in the process of carrying out activities.

Family conditions, under the direct influence of parents, made it possible to more effectively organize the economic socialization of young people, to educate them in economic thinking, to form in them an active attitude to socio-economic life, to identify and implement research problems. Therefore, the government needs to identify a number of problems that contribute to the development of family business in the country, to study the specifics of the individual entrepreneur, to study the socio-psychological aspects of the factors that motivate entrepreneurship and the family environment. is important for the successful implementation of the task set by the head of the industry professionals.

Psychological observations, our research shows that in recent years there have been dramatic changes in the worldview of women working in the field of entrepreneurship and business. Based on the ideas of our research, we can say that the increase in the share of women in the management of production and industry in our country, the manifestation of their oriental qualities, in turn, expands the opportunities to identify ethno-psychological aspects of gender management. Indeed, women, who are actively involved in home-based work, family business, farming in Uzbekistan, also have unique entrepreneurial qualities, which allow them to study the role of women in the introduction of effective methods of entrepreneurship for the development of this sector. The education of the qualities of the giver, the formation of new economic thinking in the minds of people, especially in the minds of the younger generation, the education of managerial qualities are of great practical importance.

Especially in the current situation, when all opportunities for the development of family business are created, the data on the positive impact of entrepreneurial motivation in women on young people brought up in the family as a topical problem in social psychology were studied. According to the analysis in our study, a "family business" is a small enterprise that is usually organized on the basis of available means in the family and whose task is to be led by one of its members. Therefore, it is this form of entrepreneurship that ensures that women have a worthy place in the business world. It is known that in modern economic conditions, individual labor activity is one of the most effective ways to solve the problem of employment. Some changes in the character of young people who have taken an independent path to the labor front have led to the emergence of new principles of professional activity, reflecting an unconventional strategy of behavior. Therefore, it is not only a means of improving family conditions, but also manifests itself as a mechanism for economic development. Since the socialization of adolescents in "family business" takes place within the framework of parental influence, the scale of consumer relations in them may be small.

Also, the understanding of such concepts as diligence, responsibility, motive for success in the process of socialization is the basis for the formation of positive personal qualities in adolescents. In our opinion, the participation of young people in the "family business" does not prevent them from getting an education, but rather gives them the opportunity to earn money. "Family business" can create a social environment that encourages the formation of civilized entrepreneurship at different levels. In particular, the effective distribution of employment among family members necessitates a positive assessment of the abilities, knowledge, thinking, level of education and capabilities of each of them.

Therefore, one of the family members must have the ability and organizational skills for entrepreneurial activity. Success in business depends on the formation of a set of personal qualities such as perseverance, willingness to take risks, self-confidence, flexibility, strength, sense of personal responsibility, initiative, ability to quickly collect and use various information. To do this, in the context of a "family business", it is not necessary to have a separate person

who combines all the personal qualities. Given the strengths and weaknesses of each member of the family, it is advisable to optimally distribute employment, which serves to maximize the role of the family in the production process, as well as personal potential.

Coordinating adult experiences with the strengths of the younger generation is also an effective mechanism. In particular, the ability to quickly assimilate and innovate in young people can lead to a non-standardized approach to the problem-solving process. This means that the "family business" has a positive socio-psychological effect, which helps to strengthen the family only if it is engaged in individual entrepreneurial activity. This effectiveness is especially important for women. Because while a man's involvement in business may have a positive effect on the family's material well-being, it may have a negative effect on the child's upbringing, which is considered a spiritual environment. However, despite the presence of all the psychological factors listed above as a guarantee of success in the "family business", positive results may not be achieved. In most cases, this is due to the fact that the legal provision of the business, which cannot guarantee the same to all members of the family, has not been formed.

To study the socio-psychological status of women engaged in entrepreneurship in Uzbekistan, to educate their children in the right economic thinking and culture, to educate the next generation to be economically competitive, to form their active attitude to life, to study the specifics of their personal qualities that ensure effective entrepreneurship. It is of practical importance to bring up a businessman, entrepreneur, knowledgeable in the field of management, as well as to teach him not to lose his family status. One of the important tasks of today is to develop special educational projects and programs for successful entrepreneurship, increase the professional potential of women in business, taking into account national traditions and local labor traditions, increase their professional skills, acquire the necessary knowledge, skills and abilities.

There are centuries-old stereotypes in the field of gender management that the effectiveness of a female leader is lower than that of a male leader, and if a female leader succeeds at work, she will lose her role and prestige in the family. Eliminating such stereotypes, avoiding psychological barriers and contradictions in women's entrepreneurship requires that their position in the family not be compromised either. To do this, young people need to be supported in the process of economic socialization, both in the family and through other social institutions in society.

If we analyze the role of young men and women in Uzbekistan in the system of gender relations and the distribution of roles, it should be noted that gender roles depend entirely on the cultural environment, and this role changes according to their level of education. But while opinion polls acknowledge that Uzbek women are completely equal to men in gender relations, in the minds of many, women are still seen as part of their traditional roles. There are both positive and negative aspects to this situation. For example, experimental observations by psychologists have shown that the nature of gender relations, the adequacy of masculine or feminine roles, depends primarily on the family environment, how men and women, parents play their roles and their role in child rearing.

Based on the purpose of our research, we implemented a number of methodologies among the members of the entrepreneurial families who participated in the study and tried to obtain the intended results based on our own goals. Thus, the entrepreneurial skills of young men and women in the family of entrepreneurs, adequate level of self-confidence, family relationships,

family environment, economic views, knowledge, skills and abilities of entrepreneurs are important factors, especially the employment of young people in improving family business. affects motivation and plays a major role in future activities.

Also, the content, effectiveness and level of upbringing of young people in a family environment and the formation of institutions for entrepreneurial activity are directly related to the social and family environment, interpersonal relationships that affect them. Because in any situation, the family social environment, first of all, forms human, economic, spiritual relations in the individual. Entrepreneurial orientation and entrepreneurial motivation of young people in families engaged in family business and entrepreneurial activity were based on the attitude of the individual to himself, gender institutions and social institutions of the parents.

Based on the results of our research, based on theoretical considerations in the field of family business and entrepreneurship, we can conclude that certain gender characteristics have an impact on the formation, development and improvement of family business and entrepreneurship.

First, the content, strength and level of attitudes towards entrepreneurial activity in adolescents brought up in a family of entrepreneurs are directly related to the social environment that affects it, primarily interpersonal relationships in the family, their positivity and intensity.

Second, the fact that the motivational aspects of individuals who choose family business and entrepreneurial activities are more stable proves that there is a certain connection between the qualities and behavioral motives in the holistic system of the individual. Because the more the professional direction in a person is understood, the more personal qualities such as perseverance, acceptance of support, recognition of authority are formed in connection with the purpose of his personality.

Third, the entrepreneurial tendencies and entrepreneurial motivations of young people in families engaged in family business and entrepreneurial activity were based on the attitude of the individual to himself, gender institutions and social institutions in the parents. Entrepreneurial orientation is characterized by such qualities as success, caring, aggression, autonomy in boys, and affiliation due to imitation of the mother, preference for discipline, striving for superiority, and demonstration.

Fourth, the motivation for entrepreneurial activity depends on the person's adequate attitude to himself, the formation in the mind of an adequate image of himself, his gender attitudes.

Fifth, the conditions created for entrepreneurship in the family environment, the interpersonal relationships in it - create the basis for the formation in children of gender-specific professional and professional institutions from an early age.

Sixth, girls 'self-confidence in entrepreneurship, their self-esteem in this area, is higher than boys'; it is possible to predict that any action of mothers in the family circle has a direct impact on the behavior of girls, so almost all girls whose mothers are entrepreneurs have high entrepreneurial skills.

Seventh, the influence of fathers on the entrepreneurial ability of young men is more direct than that of mothers, because young men whose father is an entrepreneur have a high self-esteem, and we have concluded that for a young man the father's behavior in the family is more influential and imitative than mother's.

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