

## EMPIRICAL RESEARCH RESULTS OF FAMILY BUSINESS INFLUENCE ON CHILDREN'S MOTIVATION FOR ENTREPRENEURSHIP

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### ABSTRACT

In this article, the effect of a family business on entrepreneurship inspiration in youthful individuals is credited to gender stereotypes generalizations, the inclination of youthful people to enterprise and the bearings of commerce inspiration to social generalizations in guardians; as well as the Association of family entrepreneurial inspiration with sexual orientation generalizations; the most highlights of sexual orientation administration; the comes about of the inquire about pointed at examining the socio-psychological characteristics of the children who are brought up within the family of business visionaries, they are intrigued in business, their inclination and arrangement of commerce capacities, as well as the impact of family trade on the entrepreneurial inspiration in children, were analyzed experimentally.

**Keywords:** Entrepreneurial motivation, family business, business ability, motive, gender relations, division of roles in business, motivation to succeed, interpersonal relationships in the family, gender institutions, gender management.