

FACTORS INFLUENCING THE ADAPTATION OF ENTREPRENEURS IN A CHANGING SOCIO-PSYCHOLOGICAL ENVIRONMENT

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ABSTRACT

According to a number of studies conducted by the Russian Academy of Civil Service (RAGS) on the Internet, one of the main tasks of psychology is to adapt to a new situation and ensure productive activity when a person is faced with new conditions to one degree or another. In the science of modern psychology, such a process is called adaptation, and the term implies that the conditions specific to the new environment are assimilated by the new employer (e.g., women entrepreneurs).