

**ENTREPRENEUR'S PERSONALITY, MOTIVATION AND ITS SOCIO-
PSYCHOLOGICAL FUNDAMENTALS**

¹Umurzokov Dilmurod Kholmurodovich, ²Turobova Shahnoza Umirovna

Navoi State Pedagogical Institute Senior Lecturer of the Department of Pedagogy and Psychology¹
, Navoi State Pedagogical Institute Teacher of the Department of Pedagogy and Psychology²

ANNOTATION

This article describes the personality of the entrepreneur, his motivation and its socio-psychological basis.

Keywords. *entrepreneurship, entrepreneurial personality, entrepreneurial motivation, dynamism, courage, initiative.*

Small and medium business (entrepreneurship) is developing in Uzbekistan, and the contradictions and problems in this direction are being resolved. Because Uzbek entrepreneurship is becoming an object of intensive research. It is mainly studied by sociologists, economists, historians and many other experts. Each of them tries to interpret the concepts and phenomena related to the development of modern Uzbek entrepreneurship.

In general, entrepreneurship has been traditionally studied, but so far the socio-psychological features that characterize this activity, distinguishing it from other economic relations, have not been clearly identified and defined. Therefore, psychological research is more likely to refer to the knowledge gained by foreign researchers, the results of experiments, because the organization of specific research, such data is an important methodological source for work that takes into account local conditions. Foreign researchers have linked many other important concepts with the concept of “entrepreneurship” and they can be classified.

When talking about the role of entrepreneurs in the social system of society, there are several different views, according to which the entrepreneur stands out as the owner of fixed assets or as a hired manager (manager, manager). In the works of the classical representatives of political economy, entrepreneurs are considered as owners (A.Smith) or as managers of their own capital (F.Kene). In other similar cases, the entrepreneur is usually considered as a business leader, organizer of production (R.Cantilon, M.Weber, V.Zombart, Y.Schumpeter).

J.B.Seya to the theory developed by Seya, the view of the entrepreneur as a manager is also formed. When it comes to the personal qualities that characterize an entrepreneur – the issue becomes more complex in all respects. For psychologists, it is important to have a scientifically based understanding of the socio-psychological characteristics of entrepreneurs as a new layer of society, the dynamics of these qualities.

Speaking of the concept of “entrepreneurship”, the scientific literature gives different definitions of this concept. A.A.Krylov, in his scientific analysis of entrepreneurial activity, told him: “One of the characteristic features of market relations is entrepreneurship. Entrepreneurship is the activity of a citizen, along with the law, aimed at taking risks under the responsibility for profit”, he said. According to him, the main conditions for the development of entrepreneurship are:

- the attitude of the state to private business;
- public culture and its attitude to the state;
- psychological support;
- People's entrepreneurial potential and ability.

These pose three psychological problems for entrepreneurship:

1. The problem of political and psychological relations of the entrepreneur with the state;
2. The problem of whether the entrepreneur has certain knowledge;

3. The problem of studying the mental image of the entrepreneur.

We can see the relationship between business and government with a systematic approach. Entrepreneur invents new ways to meet the needs and requirements of the public, without risking the vague character, risking the development of the economy. The task of maintaining the stability and reliability of the economy will be under state control. It is this view of the economic structure that complements each other. When the above situation is violated, it will lead to an economic crisis. There are two different approaches to success in business, namely, the first is a certain category of entrepreneurs, in which they identify their psychological qualities and work on them; the second, all entrepreneurial, but divides into different levels.

A.A.Krylov continued: “The following qualities belong to the psychological picture of an entrepreneur: In terms of intelligence - high potential, richness of imagination, practical imagination, development of inner experiences, practical thoughts; On the communicative front - the appreciation of the work of colleagues, the ability to interact with another person and the willingness to always walk against the flow; Motivational-volitional - the ability to take risks, to manage internal experiences, to strive for recognition, to be able to put the motive for success above the motive of failure.

Sh.Shodmonov in the text of T.Juraev's “Economic Theory” reports expressed their views on entrepreneurship and entrepreneurial activity. According to him: “Entrepreneurial activity is an economic activity carried out at the risk of making a profit and on its own initiative on the basis of property liability and within the framework of current legislation. In short, entrepreneurship is a for-profit activity”.

The authors emphasize that for this, the entrepreneur must have a number of ethical criteria. In their view, entrepreneurial activity is inextricably linked with concepts that have become the entrepreneur's lifestyle and the meaning of life, such as moral duty, choice, and personal responsibility for it.

V.Karimova, entrepreneurship is not limited to a single definition, it can be defined in several ways. Entrepreneurship is the activity of people based on their own initiative, they are people who risk their money on their own behalf in order to make a profit and produce products.

Entrepreneurship or entrepreneurship is a risky business that takes all the responsibility associated with the implementation of new ideas. Entrepreneurship is always trying to invent and create something new, to improve everything.

It appears that entrepreneurship is also used in conjunction with the term entrepreneurship. However, the author calls this concept “Entrepreneurship or this quality can be called success, in which a person can find several solutions to a particular problem at once, and most importantly - he is ready to find the most effective, efficient way out of any complex situation and prove it in practice. does too. That is, such people know how to get out of any situation, not only do they know, but they also spend their personal investment on it.

Here the author shows the business activity and its essence. In his view, entrepreneurial activity is, first of all, the intellectual activity of an active and enterprising person, who uses the following wealth to do business. It is he who combines such concepts as “dynamism”, “boldness”, “initiative” and implements many effective ideas in entrepreneurship.

When we talk about the problem of entrepreneurship, it is worth mentioning its practical intellect or other qualities that are part of the psychological system of the mind. These qualities include: entrepreneurship, economy, accountability, and the ability to solve problems quickly and efficiently. Now we will try to describe each of them: Saving is such a quality of practical thinking or intellect that it allows a person to easily reach the end result in the same situation with the least amount of time and money. Accountability, on the other hand, is

such a quality in man that he can foresee the consequences of all actions, not only the consequences, but also the ways to come to it, down to the smallest detail, to understand its material and spiritual value.

The ability to solve a task quickly is a dynamic characteristic of practical intelligence, which is measured by the amount of time spent from the beginning to the end of the task. Carrying out large-scale work in a short period of time with little effort is the product of operational, efficient intelligence. The following qualities are very important in the development of modern entrepreneurship:

First, the entrepreneur must have developed intellectual potential, intellectual qualities. These qualities are related to a number of other qualities: knowledge, problem and obstacle, ability to anticipate difficulties, advanced life processes, ability to anticipate many causes and consequences in advance, real imagination, creativity in thinking (i.e. ability to approach creatively) and so on. All these qualities, first of all, allow the entrepreneur to set realistic goals and plan their activities.

Second, the entrepreneur needs communicative qualities, i.e., because entrepreneurship is often a collective effort in practice, the entrepreneur also needs the skills to deal with people correctly and appropriately. The characteristics of this bloc are, first of all, the ability to coordinate public opinion, to be socially tolerant of strangers, sometimes to go against the flow, that is, to defend their views and interests to the end if interest is required, different categories, genders and ages includes a number of qualities such as being able to talk to people and express their opinions.

Third, because the entrepreneur is often forced to take risks, he needs specific willpower qualities. First of all, the ability to take risks, to control their actions, desires and needs, to fight, to win, to show the qualities of their attention includes a number of qualities such as perseverance, determination, assertiveness, aspiration, fearlessness, courage.

Fourth, the entrepreneur needs good health, well-being, strength and confidence in the future, because he is overly "crushing" himself, too "devoted" to entrepreneurial activity. Since the main motive of the entrepreneur, that is, the purpose of the activity is to earn money, save it and spend it for profit, it is important for them to have the right attitude to money.

REFERENCES

1. Olimov L.Ya. et.al. "Psychodiagnostics". T. "Turon zamin ziyo". 2014.
2. Raxmonov D.A. Social service. Methodical manual. S. SamSU. 2007. pp. 164.