



THE ENTREPRENEUR'S PSYCHOLOGY OF FAMILY RELATIONS

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Annotation

This article is devoted to the psychology of family relations of an entrepreneur. It reflects on the qualities that are as important to women entrepreneurs as any entrepreneur.

Keywords: Hard work, family, aspiration, economics, economics, initiative, entrepreneurship.

Introduction

One of the first steps in protecting women's rights after Uzbekistan gained independence was the recognition in Article 46 of the Constitution of the Republic of Uzbekistan: "Women and men have equal rights." This has legally guaranteed the full participation of women in our country in all spheres as active members of society.

On February 2, 2019, the President of the Republic of Uzbekistan signed Decree No. PF-5325 "On measures to radically improve the activities in the field of support of women and strengthening the institution of the family." According to the decree, the priorities of the Women's Committee of Uzbekistan are to ensure the effective implementation of state policy to support women, protect their rights and legitimate interests, and increase their role and activity in the socio-political life of the country; timely identification of women's problems, compiling address lists of women in need and in difficult social situations, including women with disabilities, providing them with social[18], legal, psychological and financial assistance; comprehensive targeted support for women's employment, improvement of working conditions, wide involvement of women, especially young girls in rural areas in family and private entrepreneurship, handicrafts; close cooperation with government agencies and civil society institutions in the early prevention of delinquency among women, in particular, in individual work with those prone to delinquency, and in the implementation of measures for the social rehabilitation and adaptation of women released from penitentiary institutions supply was determined[2].

Research Methodology

In recent years, Uzbekistan has done a lot to develop the skills of women to organize and run their own business, to provide consulting assistance in the preparation of





business ideas, to further support entrepreneurial initiatives. At the same time, special attention is paid to providing the necessary advice and practical assistance to women entrepreneurs and women who want to start their own business. This serves to increase the role and prestige of women entrepreneurs in the family and society[4]. Article 4 of the Family Code of the Republic of Uzbekistan stipulates that the protection of the interests of mothers and children, taking special measures to protect women's labor and health, creating conditions for women to combine labor with motherhood, legal protection of motherhood and childhood, material and moral support defined as[13].

It is well known that for thousands of years, the cultural level and spiritual maturity of any society has been determined by its attitude towards women. Respect for women is a characteristic feature of the Uzbek people. Today, the women of Uzbekistan are deeply aware of the fact that they are gaining their place in all spheres[8].

As a result of entrepreneurial activity, radical changes have taken place in the lives of women in Uzbekistan, their social status and image have changed. With the emergence of a new way of thinking in society, the issue of healthy mothers, and therefore healthy children and prosperous families has become a priority in our country. Qualitative changes in the lives of women in our country due to entrepreneurship allow them to master this new field and operate as private property owners. The topic of "Women's Entrepreneurship" is a little-studied, topical and promising topic[14]. The study of women's participation in small and medium business, its content and forms, causes and consequences, and the analysis of this phenomenon in general through the categories and principles of social philosophy are of great theoretical and practical importance.

There are many qualities that are as important for entrepreneurial women as any entrepreneur. The most important of these are: intelligence, communication, willpower, business acumen, business acumen, and of course the ability to take risks. In the world, employment plays an important role in the social policy of any state, because the more people engaged in productive labor, the greater the opportunities for economic growth in society, and the fewer the unemployed and dependents[19].

Analysis and Results

A modern business woman should have the same attitude to all factors, measures, events in the field of office work and be able to keep them all in the center of their attention. To do this, he must be knowledgeable in all respects. Only then can a woman be content in business. If it is not at the level of modern equipment,





technology, organization, knowledge, it will lag behind, will not be able to withstand competition and will not be able to reach a high level as a market participant[5].

In today's market economy, not everyone is willing to make a living by helping others and sharing the pain of the needy. But there are people among us who try to be a support to the needy, to find a solution to their problem, leaving aside the solution to their problem[20]. It is no coincidence that our people call such people zealous. It is no exaggeration to call women entrepreneurs a similar layer. Indeed, there is a saying among the Uzbek people: "A woman shakes the cradle with one hand and the world with the other." This is exactly the truth[9].

It is known that for Uzbek women, as for women of other nations, there is a lot of housework. On the one hand, attention to the spouse, upbringing of children, household chores, relatives, grandchildren, etc. On the other hand, a woman must have the courage, strength, and most importantly positive energy to do business. The same can be imagined for an Uzbek businesswoman[15].

Women's entrepreneurship means combining the functions of several social roles at once: mother, spouse, qualified professional. In the business world, no one takes into account a woman's employment in the family, her desire to be a mother[21]. And, conversely, according to the principle of contradiction, if a child is a priority for a housewife, it undermines business income. Therefore, entrepreneurial women are required to maintain balance with great delicacy. Observations show that as a woman succeeds in entrepreneurship, both her social role and her place in the family and society undergo transformation. This causes problems, especially in moral-spiritual relationships[10].

A responsible business woman always keeps her promise and always does what she has planned. When the promise is fulfilled, not only benefit, but also experience a feeling of deep satisfaction, joy, feel light, refreshed. On the contrary, irresponsible women entrepreneurs are careless, carefree, light-hearted, make a lot of promises to their partners in business, but do not keep their word. That's why business people don't trust such people, they don't respect them. They are described as "promising", "did not break his word", "light-hearted"[16].

In the epics of the peoples of Central Asia, such as "Alpomish", "Kuntugmish", "Gurugli", "Oysuluv", "Layli and Majnun", "Yusuf and Zulaykho", "Manas", "Kizjibek", "Kozi Kurpesh Bayan suluv" The theme of pure human relations, love, devotion, fidelity is glorified. The woman has always been revered as a loyal friend and companion to the man, wise, resourceful, a guardian of family peace, tranquility. The woman has become an angel of grace to the family[6].





Qualities that should be in women who choose the path of entrepreneurship: - Hard work, friendship with people, humanity, sincerity, honesty, conscientiousness, patience, objectivity; - Discipline and discipline, self-discipline and self-discipline, understanding and consideration of the opinions of others[22]; - Aspiration; - Good knowledge of the secrets of the field and profession, higher education and skills, knowledge and experience in accordance with the requirements of new technologies, in-depth knowledge of production techniques and technologies, good management skills, knowledge, skills, information exchange; - Attention to appearance - cleanliness, orderliness, intelligence, sophistication in clothing, manners, orderliness, etc. [2].

Women entrepreneurs, who have demonstrated these qualities in their work, are ready to run a successful business in a market economy.

Conclusion/Recommendations

A number of factors influence the formation of women as entrepreneurs - education, character, family influence, previous work and life experience, attitude to their work, plans[7]. Entrepreneurship is formed on the basis of personality traits, such as initiative, innovation, risk-taking, independent thinking, the ability to make and implement quick decisions on a regular basis, even in uncertain outcomes[11].

Qualities that women need to have in order to balance family and business activities:

1. Family, kindness, sincerity, tolerance.
2. Hard work, friendship with people, humanity, sincerity, honesty, conscientiousness, patience, impartiality.
2. Discipline and discipline, demanding of oneself and others, understanding and taking into account the opinion of others.
3. Aspiration
4. Good knowledge of industry and professional secrets, higher education and skills, knowledge and experience in accordance with the requirements of new technologies, in-depth knowledge of production techniques and technologies, good management skills, knowledge and skills, information exchange, etc.
5. Attention to family and appearance - cleanliness, orderliness, intelligence, sophistication in clothing, manners, care and so on.

It is natural for everyone in society to pay attention to the issues of their position in society together with their family. For this, the vital ideal is of particular importance from similar social factors. In entrepreneurial women, the ideal of life is a socio-psychological factor that stimulates initiative, entrepreneurship and entrepreneurship. Demographic factors related to the ideal of a female entrepreneur





in the family include childhood, ethnocultural traditions, lifestyle, mentality of the Uzbek woman, family environment, marital relations, relationships with relatives. Each of these, as a unique mechanism, affects the minds, activities, entrepreneurship of women[12].

This effect is sometimes introspective in nature, prompting the woman to live with the concerns of her own family. When it comes to the Uzbek woman, her entrepreneurship cannot be separated from the influence of demographic mechanisms. Forgetting the influence of demographic factors (mechanisms) means the absoluteness of entrepreneurship in the Uzbek entrepreneurial woman, the artificial attachment of Western women's characteristics to her. Are demographic factors (mechanisms) for Uzbek women entrepreneurs?

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