

## SCIENTIFIC AND THEORETICAL BASIS OF THE DEVELOPMENT OF WOMEN'S ENTREPRENEURSHIP

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**ABSTRACT:** In this article, the social aspects of the entrepreneurial factor in the theoretical concepts of philosophy are studied. In elucidating the social concepts of entrepreneurship, developed foreign socio-philosophical theories were relied on, and they were comparatively analyzed, paying attention to the socio-philosophical theories of philosophers who contributed to the social development of entrepreneurship. This is important in explaining the social aspects of entrepreneurship in the theoretical and methodological concepts of philosophy.

**KEYWORDS:** Women's entrepreneurship, development, the layer of entrepreneurs, the national mentality of our people.

### INTRODUCTION

Representatives of American economic pragmatism also occupy a special place in highlighting the social aspects of entrepreneurial activity. Representatives of this school mainly focus on studying the concept of entrepreneurship, profit, directions of their development and other factors.

The founder of the Chicago School of Economic Theory, F.H. Knight expressed the theory of entrepreneurship, competition, profit and risk in the book "Risk, Uncertainty and Profit", as well as in the work "Ethics of Competition". F. Knight distinguished two types of risk: according to him, calculating a number of options for the development of the situation in order to somehow eliminate uncertainty, and determining a set of concrete actions to implement the most optimal options based on his experience is a calculated risk. In this case, the entrepreneur knows in advance the possible risk. Therefore, it is possible to predetermine and choose the action to be taken. F. According to Knight, there is a feature of "real uncertainty" in any entrepreneurial activity. Such uncertainty does not even provide a set of expected outcomes and probabilities. In other words, it is an unfathomable uncertainty that cannot be fully calculated. For this reason, this type of activity is often insured by entrepreneurs. This process, F. Knight, is considered a salary paid to an entrepreneur for actions performed in conditions of uncertainty and risk. In this case, the profit depends on the entrepreneur's ability to take risks and always be ready for risks, to withstand the conditions of uncertainty stably and without serious consequences, intuition and rational calculation.

Thus, in the theory of entrepreneurship, F. Knight is primarily concerned with a deep understanding of the concepts of risk and uncertainty inherent in the business environment and the activity of an entrepreneur. His approach allows for a more complete presentation and description of the personality of the entrepreneur by including the qualities and characteristics corresponding to his personality in the socio-psychological portrait.

The American economist R. Coase also paid special attention to highlighting the social aspects of entrepreneurship. In his work "The Nature of the Firm", the main goal of creating a new company is to significantly reduce such costs. In this case, the company works as a means of stabilizing and regulating the relations of the entrepreneur with the external and internal environment.

By the beginning of the 20th century, the essence of entrepreneurial activity was the creation of new market opportunities and a creative combination of production factors. Mainly, special emphasis is placed on the innovative nature of entrepreneurship.

One of the scientists who made the greatest contribution to the development of social factors of entrepreneurship is the Austrian-American economist and sociologist Y. Schumpeter. His explanation of the phenomenon of entrepreneurship is described in the theory of economic development, which made him famous and famous: he said, "Being an entrepreneur is not doing what others do, so don't do what others do." Unlike many representatives of economic sciences, he considered entrepreneurship only from the prism of economic reality and laws, and emphasized the existence of special entrepreneurial tasks, which are not limited to the effective combination of production factors, but are primarily determined by the creation, development and implementation of new innovations. This is more evident in organizational and economic innovations and reveals new aspects of the entrepreneur's creative abilities. Thus, according to him, creative entrepreneurship is implemented within the framework of organizational and management activities and is the main sign of entrepreneurship as an innovator.

According to Y. Schumpeter, the most important motive of entrepreneurial activity is the realization of self-management and the achievement of personal creative independence, which creates an opportunity for those who want to engage in entrepreneurial activity to create their own business and win over competitors. All this determines the unique qualities and characteristics of an entrepreneur. For example, we can include the will to act, the activity and selectivity of the intellect, the ability to overcome difficulties alone and confront the opposite environment, power, the ability to influence others through perception and intuition, etc.

Academician T.I. Zaslavskaya studied entrepreneurship from a socio-philosophical point of view, and found that entrepreneurship should be considered as an activity that is the basis for the emergence and development of a certain social stratum. The structural features of this type of activity are as follows:

- profit planning;
- freedom and autonomy to make economic decisions;
- independence represented by personal risk and personal responsibility.

T.I. Zaslavskaya offers to interpret the concept of entrepreneurship in broad and narrow terms. The term "entrepreneurship" should mean the "core" group of the entrepreneurial layer - owners who manage their own enterprises. "... this group has all the signs of entrepreneurship, it is professionally engaged in "making money", independently manages its own capital, independently makes economic decisions, which, in turn, creates the basis for calling them classic entrepreneurs. At the same time, we propose to introduce a common concept that unites all Russians, who are engaged in some degree of entrepreneurship, or, in other words, starting with classic entrepreneurs and hired workers who try to "earn money" in their spare time. This layer covers the total number of subjects of production, commercial or financial activities that are carried out on the basis of independent decision-making and for the purpose of profit...». This ensures the economic well-being of society members. Because the representatives of this stratum in the society devote their lives to entrepreneurial activities and thereby gain their place in the structure of society. So T.I. Zaslavskaya offers the following classifications when determining the layer of entrepreneurs:

Entrepreneurs are mostly private owners of small businesses and firms, who manage this activity personally without combining it with employment.

Self-employment - persons engaged in the smallest business using personal means of production, they are mainly skilled professionals and workers.

Business Managers - management recruitment mainly hires directors for small and medium-sized enterprises, joint stock and private sectors that have joined together to expand their business activities.

Also, academician T.I.Zaslavskaya conducted socio-philosophical research on the study of gender problems in it, social-psychological, socio-cultural characteristics of young businessmen in the social structure of the society in order to reveal the social aspects of entrepreneurial activity. The study was aimed at studying the role of entrepreneurship in changing modern Russian society. In his opinion, the development of any society is directly related to entrepreneurship.

Another well-known economist V.V. Radaev is. In his early works on entrepreneurship, he considered this socio-economic phenomenon as the result of the emergence of a new social force in his society and highlighted their socio-psychological and cultural characteristics. In his view, he suggests learning through the economic function of entrepreneurship. V.V. Radaev in his work "Economic Sociology" gives the following general definition of entrepreneurship: "it is a type of activity that consists in implementing organizational innovations to obtain monetary income (or other additional income)." Based on the above considerations, he distinguishes three important elements that make up entrepreneurial activity. These include:

- the organization as an object of social actions separates the entrepreneur independently from the workers;
- introduction of innovations helps to separate the entrepreneur from the manager and tenant, speculator and intermediary;

- income from activity - allows to determine the success or failure of the business project.

Entrepreneurs often use their earned income to achieve completely different goals, such as public image, implementation of great ideas, and education. This, according to V.V. Radaev, puts forward the idea that social relations are hidden behind any economic reasons.

In addition, V.V. Radaev organized entrepreneurial activity and divided the needs that develop it into four groups:

1. The need to live (survive), to achieve minimal stability in the face of external difficulties, to strengthen their position in the world and society, to achieve a stable standard of living, to gain confidence in the future;
2. Hedonistic needs, achieving the highest welfare, maximizing personal consumption and minimizing one's actions, etc.;
3. The need for social self-affirmation, the desire to have a strong position in a certain social group;
4. The need for work, the desire for professional creative self-realization, novelty, the variety and complexity of tasks to be solved, risk-based achievements, testing professional abilities, knowledge, skills, etc.

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