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Anotation: this article discusses the psychological features of the upbringing of a person in the spirit of entrepreneurship, as well as theoretical considerations about the requirements of entrepreneurial activity

Base words: Economic Psychology, entrepreneurship, resource, socio-emotional load, activity, motivation, globalization.

Аннотация: В этой статье даны теоретические рассуждения о психологических особенностях воспитания личности в духе предпринимательства, а также о требованиях предпринимательской деятельности

Ключевые слова: экономическая психология, предпринимательство, ресурс, социально-эмоциональная нагрузка, активность, мотивация, глобализация.

The formation of the motivation of entrepreneurial activity in a person is a link to the formation of the psychology of professional activity. That is, it is the branch of psychology that is directly related to the professional activity of entrepreneurial psychology. It is very broad and diverse, with a spectrum of interests that includes interviewing and staffing, the impact of working conditions on production and the psychological health of workers, career growth, psychological counseling and the study of the behavioral characteristics of people in different professions. Usually the psychology of professional activity is associated with production, but professionals in this area can also be found in other organizations.

Entrepreneurs find original, unconventional ways to achieve an economic, social goal associated with economic risks and implement them. V.I. According to Dalyu, an entrepreneur "should be a capable, determined, bottomless and courageous person, inclined to run an enterprise with large working capital." At the same time, Dalyu exclaims: "thoughtless entrepreneurship is dangerous." For a young entrepreneur, there should be such quality indicators as a tendency to innovation, the choice of an original path in achieving the goal, knowledge of workmanship and business, the ability to firm and invent, the goal aimed at a high level of use of all opportunities.

Social responsibility is of particular importance for entrepreneurs who are now taking shape in our country. The sociological surveys carried out show that those who began entrepreneurial activities, as a rule, initially proved that the main focus on money, Authority, items and having a fund are considered the meaning of life for them.

Such a one-sided aspiration will not be able to solve social problems, will greatly undermine the base of the economy, and, moreover, will knock out entrepreneurship. Serious changes should be

made to such an approach. In all developed countries, the social responsibility of entrepreneurship is of great importance.

This problem is also of particular importance for our conditions. Ensuring the fullness of consumer goods in the market is the first task. But some entrepreneurs are trying to make a fortune not by making the market full with goods, but by increasing prices. Whoever knows the rule of Management in entrepreneurship will definitely feel his social commitment. Therefore, in the current period of transition to a market economy, entrepreneurs will have to understand that their interests are inextricably linked with Social Interest and work with a long view.

Western entrepreneurial activities and developments are aimed at a person to make full use of all his capabilities, increase labor productivity, improve the quality of work, achieve high performance of the firm, get more profit.

Studies have shown that there are basically two types of motives that ensure that a person does different things: motives for achieving success as well as avoiding defeat. People are discerned in the course of one or another activity, depending on which motive they are intended for. For example, people who are inherent only in the motive for achieving success determine such a work with prior confidence that, whatever happens to them, achieving achievement is a higher goal. These people wait for the achievement while they are not yet at work and know that everyone will support them in the takdir, where they started the work in practice. Along the way, they use not only their own strength and capabilities, but also all external capabilities - such factors as familiarity-knowledge, funds.

As we explained above, it is important to clarify the goal at the stage of achieving success from an entrepreneur. The content of the creative approach to life is such that it helps to disassemble the open attitude to any coincidences. It will help the entrepreneur to analyze the goal, choose the most convenient from the available opportunities.

A clear personal goal today requires an entrepreneur who is not satisfied with his work to demonstrate the ability to truly influence him in order to achieve success. If an entrepreneur does not have the opportunity to develop himself and achieve new success, it is necessary to rethink his goal and make a choice. Setting a clear goal is important for entrepreneurs who face difficulties in achieving a balance of satisfaction with entrepreneurial activity.

A different behavior can be observed in individuals who rely on the motivation to avoid failure. For example, they think that before starting something different from the first, they will not suffer defeat at all. Thanks to this, there is a situation in them that is more like pessimism, not believing in achieving an achievement. As a result, they eventually come to the conclusion that "although I am a person who does not walk alone, I am lucky." If individuals of the first category, having successfully completed one work, go to a second job with a Rising Spirit, then representatives of the second category, having completed any work, will be discouraged, regardless of the outcome, and will enter another job with a feeling of regret.

In the same place, in the process of our study, for the purpose of analyzing the motivation to avoid defeat in order to achieve success in the individual. Elers 'methodology' diagnosis of Behavioral avoidance motivation " has also been used extensively in the research process.

This methodology was also conducted in 242 free entrepreneurs, 50 undergraduates, 50 bachelors, 50 businessmen and 50 qualified free entrepreneurs, with the results obtained in absolute and relative values.

Analyzing the results of Table 9 below, it was found that our main respondents from the group of Free entrepreneurs (AR)-0.4% - have a "lower motivation for protection" in the formation of the motivation of entrepreneurial activity. 9.1% of our entrepreneurs recorded an "average" level of motivation to avoid defeat. 31% of our testers have a "high" level of motivation to avoid defeat in order to achieve success, and finally, 59.5% of our entrepreneurs have an "extremely high level" of motivation to avoid maglubiat. So, most of our entrepreneurs know that it is advisable to avoid existing risks so that they can achieve good results in the future.

Solving a problem in the process of entrepreneurial activity has never been easy, but having a certain experience will help you avoid defeat by accelerating the process of achieving the goal. In doing so, we will research three possible ways to achieve the goal, avoiding maglubiyat.

- Using a systematic approach to solving the problem.
- Selection of styles suitable for solving various problems.
- Use of people and resources to solve problems.
- If there is a set of goals, that is, the achievement of success is considered problems associated with development, they cannot be measured by one single criterion. Assessment of the achievement of such a set of goals is carried out step by step.

The seven steps listed below serve as a means of control in achieving success by avoiding defeat:

the first step is preparation;

the second step is the goal;

the third step is the success criterion;

Step Four-information;

step five planning;

step six-practical work;

step seven-practical work improvement analysis.

No matter how illogical it may seem, strict adherence to a previously known rule in achieving success is a useful factor in entrepreneurship.

Among the important socio-psychological qualities of an individual in entrepreneurial activity are their attitude to events, that is, to say, in their own language, great suffering, failure, being chivalrous, etc. Especially the entrepreneurs themselves, how they assess their failures, how it happens in them, and how they act in such cases - it is precisely this that is of great importance

Based on the results of the study, it was concluded that entrepreneurs who have experienced a failure and have not yet experienced a failure, give an almost uniform assessment of the level of real risk. There have been some discrepancies in assessing their capabilities in the passage of FAQ difficulties, but this has not yet been proven to the end. It is also worth noting that the presence of major failures does not mean that it can affect the possibility of solving the difficulties facing the entrepreneur.

It is also considered extremely important to know how entrepreneurs can behave in conditions of great economic failure. For this purpose, the entrepreneur was asked: "what kind of business would you do in the conditions of great failure, bad luck?", only 17% of entrepreneurs reported leaving entrepreneurship to pursue other jobs. 51% of entrepreneurs claimed to realize themselves, showing high independence, activity, confidence in their own forces. 31.4% of entrepreneurs, on the other hand, reported looking for a reliable partner in case of failure.

The development of entrepreneurship directly depends on the assessments that entrepreneurs give to the success of their activities, that is, on personal opportunities and overcoming difficulties in solving the problems they have. A survey of entrepreneurs in 2001 found that while 80% of entrepreneurs overestimated their capabilities, the rest were hesitant to give a clear assessment of their capabilities. So, we can assume that while the vast majority of entrepreneurs assess their capabilities as above average.

The results of the study showed that the vast majority of entrepreneurs made close, similar assessments of their capabilities and their own success. This is a sign that the success of an entrepreneur in an activity plays an important role in being able to see his opportunities and independence.

A high assessment of success is considered a positive case, which is statistically an association with an assessment of the reliability and competitiveness of entrepreneurs.

Finally, the working hypotheses put forward in the research program were proven to be exhaustive, meaning that the research showed that those with much better aspirations for success had moderate risk inclinations. Those who were afraid of defeat chose either too small or too high a risk. The stronger his pursuit of success in the testers, the less his risk became, the less his confidence that he would definitely win was also not very strong. People with very strong motivation are risk-takers, and they experience very little accidents, because the issue of avoiding maglubiat has also become strong in them. When the protective instinct is high, it is often a nuisance to its success, as a result of which the entrepreneur cannot put high masses in front of him.

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