



## A MODERN APPROACH TO SHAPING THE ENTREPRENEURIAL CULTURE OF YOUNG PEOPLE

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### ANNOTATION

*This article analyzes the main categories of entrepreneurial activity and the concept of entrepreneurship, today textbooks and manuals are rarely discussed, the main focus is on its specific types. Through the article, you will see a philosophical analysis of entrepreneurship in social philosophy.*

**KEYWORDS:** *Business, economic activity, economic culture, pragmatism, positive, systematic approach, economic processes, human energy.*

### DISCUSSION

Today, a lot of practical work is being done in our country to further enhance the culture of entrepreneurship. It is known that Sh.Mirziyoyev paid great attention to the culture of entrepreneurship for the economic development of the country in the "Strategy of Action" for 2017-2021 and its five priority areas.<sup>1</sup> After the transition of Uzbekistan to a market economy, the economic and legal basis for entrepreneurship was created. Especially noteworthy is the work done by young people in our country to improve entrepreneurship. Life itself proves that the acquisition of entrepreneurial culture is a topical issue due to the limited natural resources but the growing population. 67% of the population of the country are young people. In particular, there is a need for rapid population growth and meeting their material needs. Therefore, the formation of a culture of entrepreneurship is a topical issue today. An entrepreneur is a person who engages in economic activities for profit.<sup>2</sup>

Entrepreneurial activity is an entrepreneurial activity carried out by business entities in accordance with the legislation, aimed at obtaining income (profit) at risk and under their own property liability.

Entrepreneurship and small business, in our opinion, will be more difficult to develop if the Republic does not rely on its own production,

including its resources - raw materials, material, intellectual, etc. But there are also countries that are well developed and prosperous (for example, Japan, Taiwan, etc.) without large raw material resources.

The main goal of the entrepreneur is to determine the need for the product in order to have its own consumers. An entrepreneur should take into account the following key factors in shaping his customers:

- The novelty of the product and its compliance with the interests of the buyer;
- Quality of goods or services;
- Price of goods or services;
- The degree of universality of the product;
- Appearance of the goods, its compliance with the requirements of the buyer;
- Possibility to use after-sales service;
- Compliance of the goods with the accepted general or state standards;
- Attractiveness of advertising of goods and services, attracting the attention of buyers, etc.

In the system of market relations, small business is manifested as a form of entrepreneurship characterized by the following distinctive features: the volume of production, the number of employees and to which industry it belongs.

Small business includes firms that have their own property and economic independence and are not considered high in their field of activity.<sup>3</sup>

<sup>1</sup> Sh.M. Mirziyoyev "Strategy of action" and its five priorities.

<sup>2</sup> Economic Theory.-M.: Humanit.-ed. Vladivos. 1999, p. 608.

<sup>3</sup> Baltabaeva Nigora Abdusattorovna. Entrepreneurial environment and directions of its development in the



Entrepreneurship and business have the same meaning, i.e. they are both profit-oriented economic activities.<sup>4</sup> The difference between entrepreneurship and production is that it is manifested in the organization of production, services, exchange, trade, consumption in all sectors of the economy. The subject of entrepreneurship is an individual, group, community, state, enterprise (if they operate on a business basis). The object of entrepreneurship can be different areas of economic activity, but its most common type is manufacturing, services and trade. No matter what the field of entrepreneurship, its main goal is to make a high level of profit, but it should not be understood as selfishness. Because the entrepreneur, in addition to pursuing his own interests, meets the needs of the people, increases national wealth, provides people with jobs, enriches the budget through taxes, invests in such areas as culture, education, health, introduces new technologies, ie goods and creates branded services and thus contributes to the development of economic culture.

A person engaged in entrepreneurial activity, in addition to a certain investment, must have deep economic knowledge, good experience in his field, initiative and will.

Ownership is not necessary to be an entrepreneur, you can also rent a means of production and borrow money.

The goods created in any case that can be engaged are his property.

The peculiarities of entrepreneurial activity are: the product of a market economy and free activity, associated with risk, new types and industries, new types of goods and services, the introduction of new techniques and technologies. Although entrepreneurship is a free economic activity, it is determined by existing legal norms (public health, life-threatening activities, drug trafficking, production and sale of weapons are prohibited by law. Entrepreneurship is also prohibited in matters related to taxes, money and credit not free), on the other hand, business activity is regulated by market laws. In business, the responsibility rests with the entrepreneur, that is, if the income exceeds the amount of expenses, he becomes rich, on the contrary, if the costs do not justify themselves, if the goods do not pass on the market, the entrepreneur is responsible with his money, and neither the state nor others.

That is why economic culture develops rational options in the regulation of economic life. In

particular, the following options are widely used in the modern economy.

In modern society, the entrepreneur is required to know the laws of rational economics in order to make society prosperous. These economic laws are:

1. On the basis of in-depth knowledge of economic laws, directing them to specific goals, control, planning;

2. Given that economic processes are manifested in the form of trends, to understand them in a timely manner, to direct them to specific goals, to develop accurate forecasts;

3. To penetrate from the surface phenomena of economic processes to their essence and on this basis to adopt and implement specific projects and programs;

4. To know the spontaneous, accidental, destructive, harmful moments in economic processes and to reduce and eliminate their impact;

5. Conscious regulation of economic life, ensuring the unity and integrity of the structure and functions of the economic system.

Given these circumstances, it is recommended that the entrepreneur develop measures such as “forecasting, modeling, planning, financing”. The regulation of the growing complexity of economic processes, the expansion of the management system, the increase in the number of people and resources involved in it, raises the problem of shaping the culture of management in recent times, and experts are clear about this. For example, E.G. “Organizational culture combines values and norms of management style,” Moll writes. In his view, organizational culture has two functions: adaptation to the external environment and ensuring internal integration. Some researchers further specify the issue, thinking about the principles of organizational culture, emphasizing that the organizational structure should be clear, the center of decision-making, the object and subject of the organization.

Entrepreneurial culture is also inextricably linked with production activities.

The fact that it has not yet been done makes the issue even more urgent.

The internal structure of economic activity is a complex phenomenon that varies depending on the exchange of processes. Nevertheless, it is possible to identify the relatively stable elements and flames in one system. The internal, cumulative structure of economic activity can be expressed as follows:

1. The subject of economic activity.
2. Motive of economic activity (material, spiritual needs).
3. Object, sphere of economic activity.
4. Means of economic activity (technical, media).

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<sup>4</sup> Economic Theory.-M.: Humanit-ed. Vladivostok. 1999, p. 608.



5. Technology of economic activity (production, exchange, distribution, methods of consumption).

6. Conditions of economic activity (natural, technical, sanitary and hygienic conditions).

7. Purpose of economic activity.

8. Resources of economic activity (material and labor resources);

9. Results of economic activity.

10. Management activities.

These elements are constant constants of economic activity and must be present in all situations. If none of them is lacking, economic activity will not take place or become difficult. The degree of perfection of these elements determines the quality of economic culture. Such an analysis of the structure of economic activity has important methodological significance. Because based on the above elements, it is possible to classify economic activity in a certain way. For example, the subject of economic activity, the human factor can be divided into different types and levels depending on the professional and technical level, qualifications, the level of general culture. Also, depending on the motive of economic activity, it can be divided into types: needs → activity → product → consumption → needs (repetition of needs or emergence of new needs) and the process continues. From the point of view of cultural studies, the degree of harmonization of motives of economic activity is considered as the main criterion.

In fact, activity is purposeful and means engaging in production, non-production, and innovation in general in any area of society. Given that the subject of economic activity is studied in the field of economic theory, it requires the creation of a cumulative model of a functional, differential internal system of economic activity.

Human activity is important as a quality that is important in the formation of a person and the ability to change the environment according to their own requirements, views, goals. According to the scientist ZR Kadyrova, "The concept of human activity is inextricably linked with the concept of development. The essence of this principle is that human activity is constantly focused on self-expression."<sup>5</sup>

In this study by the scientist, K.A. Abulkhanova-Slavskaya gives the following definition of human activity: "Activity is a method of evaluating the modeling, structure and implementation of activity, communication and

behavior by a person, in which the person is more or less independent, more or less successful in interpersonal space. will have the qualities of a system".

In short, the time demands that the modern entrepreneur needs a rational understanding of economic processes and a thorough knowledge of economic laws. Entrepreneurial culture requires a creative and pragmatic approach to the development of society.

## LITERATURE

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