

IMPORTANT COMPONENTS OF MODERN ENTREPRENEURIAL FEMALE PSYCHOLOGY

Rakhmonova Mavluda Khasanovna*

*Teacher,

Department of Psychology of Termez State University,

Surkhandarya Region, UZBEKISTAN

Email id: mrxmonova033@gmail.com

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ABSTRACT

This article provides information on modern female psychology. The responsibility of the first type is such that a person recognizes himself only as a motivator, responsibility of all events that occur in his life. In children who are taught to take responsibility for their own neck, there are fewer cases of anxiety, neurotism, conformism. In particular, the opportunities created for women entrepreneurs laid the foundation for the formation of the modern image of women entrepreneurs in Uzbekistan. A responsible entrepreneur woman will always go over her vow, do what she planned. When the promise is fulfilled, he not only receives benefits, but also experiences a deep satisfaction, a sense of joy, feels light, cheerfulness.

KEYWORDS: *Entrepreneur, Fast, Hardworking, Modern, Experience, Success.*

INTRODUCTION

The terms business or business are derived from the English word "Business", which means "employment", and any legitimate commercial activity is understood. A person engaged in entrepreneurship is an entrepreneur. One of the main psychological features of the personality of the 21st century is to engage in labor, entrepreneurial activity, which is the main essence of life, relying on news, innovations. The creative person living in this era of production uses more communicative, Social, Social Psychological and legal opportunities in his entrepreneurship.

At present, in our country, the wide opening of the way for the activity of individual's Tabernacle, the creation of a system of support for entrepreneurial subjects, further increases the motivation of people for entrepreneurship. In particular, the opportunities created for women entrepreneurs laid the foundation for the formation of the modern image of women entrepreneurs in Uzbekistan. An important factor in entrepreneurship is the individual characteristics of this entrepreneur. In order to be an entrepreneur, in addition to the external situation, there are only aspects of self-attachment, without which he can not become a real entrepreneur, even if there is a full capital and legal environment. [1]

Like any entrepreneur, there are a lot of qualities that are important to entrepreneurial women. The most important of them are intelligence, communicativeness, willpower, business, commercial and of course the ability to trust. In the World, Employment plays an important role in the social policy of any state, because the more people who are engaged in profitable Labor,

the less opportunities for economic growth in society, the less the unemployed and the less the arable.

The spiritual and inner experiences inherent in entrepreneurial women develop in them in a way related to entrepreneurial skills. In this regard, it is important that they contain the following characteristics:

- ✓ tankidiy assessment of his behavior-sarcasm;
- ✓ performance taking into account their capabilities;
- ✓ the fact that others have analyzed the good and bad assessments that others have given to his activities is a misdemeanor;
- ✓ logical analysis of multi-threading in entrepreneurial activity-tavakal analysis;
- ✓ express the idea in a concise, understandable way in oral and written form-to speak clearly;
- ✓ ability to be thoughtful, a sense of humor-persuasion even in difficult situations;
- ✓ striving for action and protecting it, sincerity, honesty.

A modern entrepreneur must have the ability to keep all factors, measures, events in the sphere of women's business in the same way and be able to keep them in the center of their attention. For this it is necessary to be knowledgeable in all respects. Only then can a woman become a businesswoman by content. In it, without the level of modern technology, technology, organization, knowledge, will remain behind, will not be able to withstand competition and will not be able to achieve a high level as a market participant.

The formation of the psychological image of a modern entrepreneur woman is influenced by a number of factors - information, character, family influence, previous work and life experience, attitude to her work, plans, etc.k. It is formed on the basis of personality traits, such as Initiative in work, aspiration for innovation, risk, independent thinking, which have the ability to make and implement quick decisions in a systematic way, even in conditions where the results of entrepreneurial activity are uncertain.

It is known that responsibility is considered one of the important indicators that determines the maturity of a person. American Scientist Dj.Rotter believes that in each person there are two types of responsibilities. The responsibility of the first type is such that a person recognizes himself only as a motivator, responsibility of all events that occur in his life. In children who are taught to take responsibility for their own neck, there are fewer cases of anxiety, neurotism, conformism. They are ready for life, active, independent thinkers. The feeling of self-esteem in them is also high, and this does not prevent the series to live to be reckoned with even with others. The second type of responsibility is different from it, all that has happened and will happen, the causative external factors of events, other people (parents, teachers, colleagues, superiors, acquaintances, etc.).).

Responsibility or responsibility this is the ability of a person to accurately predict in advance the content of each of the actions performed, the work done, the words spoken, to fully feel responsibility for them in themselves. A responsible person feels deeply that everyone is responsible for his actions before the surrounding people, parents and acquaintances know. He

will speak a sentence, think about the consequences of it before performing an action, try not to overdo it in front of others.

A responsible entrepreneur woman will always go over her vow, do what she planned. When the promise is fulfilled, he not only receives benefits, but also experiences a deep satisfaction, a sense of joy, feels light, cheerfulness. On the contrary, irresponsible entrepreneurial women become beburd, beandisha, light nature, give a lot of promises to their partners in the conduct of entrepreneurial activities, but do not get out of the habit of what they say. Therefore, business people do not believe in such things, do not respect them.

Qualities that should be present in women who choose the path of entrepreneurship: - diligence, friendship towards people, humanism, sincerity, honesty, conscience, perseverance, honesty;- regularity and discipline, assertiveness to oneself and others, understanding and taking into account the opinion of others; - aspiration; - good knowledge of the secrets of the sphere and profession, high education and Qualification, Knowledge and experience corresponding to the requirements of new technology, knowledge of skills training, knowledge exchange; - Attention to appearance-clean Freedom, Order, intellectuality, elegance in clothes, behavior, order and so on [2].

Entrepreneurial women, who demonstrate these characteristics in their activities, will be ready to successfully conduct entrepreneurial activities in the conditions of a market economy.

The formation of women as entrepreneurs is influenced by a number of factors - information, character, family influence, previous work and life experience, attitude to their work, plans. It is formed on the basis of individual characteristics, such as Initiative in work, aspiration for innovation, risk, independent thinking, even in conditions where the result of entrepreneurial activity is uncertain, having the ability to make and implement quick decisions on a regular basis.

Adjectives that should be in women who choose the path of entrepreneurship:

1. Labor, friendship with respect to people, humanity, sincerity, honesty, conscience, patience, honesty.
2. Regularity and discipleship, assertiveness to oneself and others, understanding and taking into account other people's opinions.
3. Propensity to
4. Good knowledge of the secrets of the sphere and profession, high education and Qualifications, Knowledge and experience corresponding to the requirements of new technology, in-depth knowledge of the techniques and technology of production, well mastered the methods of management, improve their knowledge, skills of training, knowledge of information exchange and hoc.
5. Attention to appearance is pure freedom, order, intellectuality, elegance in clothes, behavior, competence in order, etc.

Attributes inherent in the entrepreneurial female personality include:

- First of all, the intellectual potential in entrepreneurial women should be developed □ (to be able to set the right goals in front of oneself)

- Secondly, in entrepreneurial women, communicative qualities are necessary, that is, since entrepreneurship is often a joint action of the majority in practice, it is also necessary for entrepreneurial women to have the skill to bypass and appropriate dealing with people.
- Since an entrepreneur, a woman, is often forced to rely on a fly, it is necessary to give her specific qualities of willpower to them first of all, the ability to rely on them, to be able to control her actions, desires and needs, to struggle, to win by showing the qualities of her "me", to be able to attract the attention of many,
- Self-confidence in oneself and in the future is necessary if a woman from four, an entrepreneur, does not strive for Health, Health, Strength.
- The main motivation of the woman of the event, that is, the purpose of the activity is to find it, to earn money and to spend it for profit, and also to be in circulation with the money for them [3].

The above characteristics serve for the success of entrepreneurial women in their activities.

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