



ENTREPRENEURIAL MOTIVATION AND THE PSYCHOLOGICAL MECHANISMS OF ITS FORMATION

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Annotation.

This article analyzes the psychological factors influencing the decision-making process in entrepreneurial activities. The role of entrepreneurs' personal characteristics, motivation level, stress resilience, and risk-taking propensity in decision-making is examined. Additionally, the impact of cognitive abilities and social influences on this process is explored. The article also provides recommendations aimed at enhancing the effectiveness of entrepreneurs' decision-making.

Keywords: entrepreneurship, decision-making, psychological factors, personal characteristics, motivation, stress resilience, risk-taking, cognitive abilities, social influences.

Аннотация:

В данной статье анализируются психологические факторы, влияющие на процесс принятия решений в предпринимательской деятельности. Рассматривается роль таких факторов, как личностные характеристики предпринимателей, уровень мотивации, стрессоустойчивость и склонность к риску в процессе принятия решений. Кроме того, изучается влияние когнитивных способностей и социального окружения на данный процесс. В статье также представлены рекомендации по повышению эффективности принятия решений предпринимателями.

Ключевые слова: предпринимательство, принятие решений, психологические факторы, личностные характеристики, мотивация, стрессоустойчивость, склонность к риску, когнитивные способности, социальное влияние.



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The decision-making process in entrepreneurial activities is complex and multifaceted, encompassing not only economic and legal factors but also psychological aspects. The success of entrepreneurs in decision-making is often influenced by their personal psychological traits, motivation level, stress resilience, and risk-taking propensity. Therefore, studying the psychological factors of decision-making in entrepreneurship holds significant importance.

The decision-making process involves several stages, including problem identification, goal setting, evaluating alternative options, and selecting the most optimal solution. The effectiveness of this process is closely linked to the entrepreneur's psychological preparedness and personal characteristics. For example, a high level of emotional stability and stress resilience enables entrepreneurs to make sound decisions even in uncertain and high-risk situations.

Moreover, an entrepreneur's motivation level and risk-taking propensity are also crucial psychological factors influencing decision-making. High motivation drives entrepreneurs to be more proactive and determined, while a willingness to take risks encourages them to seek new opportunities and adopt innovative solutions.

Additionally, an entrepreneur's cognitive abilities—such as information processing, problem analysis, and creative thinking—play a vital role in decision-making. These abilities help entrepreneurs gain a deeper understanding of challenges and develop innovative solutions to overcome them.

Overall, exploring the psychological factors of the decision-making process in entrepreneurship contributes to enhancing entrepreneurs' efficiency and increasing their chances of success. Hence, conducting an in-depth analysis of this topic and developing recommendations for improving entrepreneurs' psychological preparedness remain crucial and relevant areas of research.

Literature analysis.

In our country, several scholars have partially substantiated aspects of entrepreneurial psychology in their research. O.E. Hayitov has explored the "motivation of entrepreneurial activity", while Sh.S. Shoyimova has analyzed the "portrait of Uzbek women entrepreneurs". Sh.M. Ulug'ova has investigated "the adaptation of women to the market economy", and A.U. Yelmurotova has studied



the "psychology of home-based working women". Additionally, within the context of economic relations, V.I. Karimova has examined "individual attitudes towards advertising", N.Sh. Umarova has researched "the individual's role in the system of economic relations", D.X. Safarov has focused on "the seller-buyer dyadic relationship", and M. Xalimova has explored "the socio-psychological determinants of increasing responsibility in interpersonal relations within entrepreneurial activities". These studies have provided in-depth insights into the content and essence of these aspects, presenting social-psychological and ethnopsychological analyses.

Russian scholars such as V. Avtonomov, V. Aseev, T. Zaslavskaya, V. Radaev, J.V. Maslikova, Yu.V. Sherbatykh, G.L. Bardier, and Ye.V. Belova have conducted numerous studies in the field of economic psychology, particularly focusing on the psychology of communication and management in entrepreneurship

Foreign scholars such as A.L. Kalleberg, K.T. Leicht, and R.D. Hisrich have highlighted the socio-psychological characteristics of small businesses and family entrepreneurship in their research..

Additionally, researchers such as A. Gibb, M. John, R. Kreitner, Keenan, Riches, S. Moscovici, M. Rokeach, J. Sey, and N. Davies have explored entrepreneurial psychology and the methods of organizing entrepreneurship education in their studies.

Based on the analysis of literature, we can highlight the features of modern economic psychology: socio-psychological (activities of entrepreneurs as a new socio-psychological layer and their impact on social and economic life); functional (purpose, subject, means, motive of entrepreneurial activity); professional (entrepreneurship as a professional-labor activity); personal (personal characteristics of entrepreneurs); organizational-design (planning and construction of entrepreneurial career).

Psychological factors of the decision-making process

1. Personal characteristics. The personal characteristics of entrepreneurs have a significant impact on the decision-making process. For example, a high level of self-confidence, perseverance and the ability to think creatively will help entrepreneurs



make effective decisions even in uncertain situations. In addition, emotional stability and stress resistance also play an important role, since entrepreneurial activity is often associated with stressful situations.

2. Motivation. The level of motivation of an entrepreneur directly affects his decision-making process. High motivation motivates the entrepreneur to be more active and assertive, which is important in the decision-making process. Internal motivation, such as self-development or the desire to achieve personal goals, encourages the entrepreneur to seek new opportunities and make innovative decisions.

3. Risk bias. Entrepreneurial activity is often associated with risk, and an entrepreneur's tendency to risk affects his decision-making process. Risk-prone entrepreneurs will be willing to seek new opportunities and make decisions even in uncertain situations. However, excessive risk can have negative consequences, so it is important to keep this trait in balance.

4. Cognitive abilities. The cognitive abilities of an entrepreneur, namely information processing, problem analysis and creative thinking skills, also play an important role in the decision-making process. These abilities help the entrepreneur to understand problems in depth and find innovative solutions. For example, the ability to think analytically at a high level will come in handy for an entrepreneur to evaluate various options and choose the most optimal decision.

5. Social influences. In entrepreneurial activity, the decision-making process is also significantly influenced by social influences. For example, the opinions and recommendations of people, consultants or partners around an entrepreneur can influence his decisions. Also, the values and culture of society are among the factors that influence the decision-making process of the entrepreneur.

The existing emaciation of the conceptual unit in the content of Economic Psychology has an impact on the identification of trends and development trends in entrepreneurial psychology.

Entrepreneurship is an activity carried out as a personal initiative of a person, aimed at obtaining personal income on his own behalf, on the basis of the liability and risk of his property.



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The subject of entrepreneurial activity will be considered quite comprehensive and diverse, depending on the form of entrepreneurial activity.

In turn, the activity of an entrepreneur is not only a profession, but also a special way of life.

From this point of view, the professional knowledge, skills and qualifications of an entrepreneur should be enriched with the content of individual life path subtitle reflection, examination motivational-spatial and valuable orientation corresponding to the model of his economic success.

We can include in the general aspects that characterize entrepreneurial activity: the innovative nature of this activity, the difficulty of its standardization and

In addition, there are goals of psychological, entrepreneurial activity associated with economic and personal development related to income generation. Entrepreneurial activity that requires a high level of subjective participation activates and mobilizes the internal reserves of the individual, increases interest in improving the system of professional activity, increases responsibility for the results of the implementation of professional plans. algorithmization.

Entrepreneurs are individuals who own and manage property (capital, resources, means of production), who use hired labor to obtain income, to a particular enterprise (Pozdnyakov V.P., Filinkova E.B.). The entrepreneur assumes the functions of risk and development in the economic sphere of society, creates new forms of satisfaction of social needs in conditions of uncertainty, imbalance and lack of guarantees.

The universal model of desired professional activity is majud, which includes 3 components, that is, components. These are:

1. Setting professional goals and objectives;
2. Identifying ways and tools aimed at solving task solutions
3. Analysis and tolerance of the result of activity.

At the same time, the activity system of a specialist-entrepreneur is recognized as the main concept of professional activity, this system combines the features of personal-professional orientation, professional competence and individual psychology.



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