



A SOCIOLOGICAL AND PHILOSOPHICAL EXAMINATION OF THE TERM OF THE "BUSINESS WOMAN" AND ITS EFFECT

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Abstract:

The article investigates the role of businesswomen in the context of globalization and informationization of the global community, as well as the underdevelopment of this issue in philosophical science, taking into consideration the problems of current social reality. The importance of such studies is highlighted by the fact that we are currently witnessing cardinal changes in society's moral and socio-cultural orientations associated with the internationalization and globalization of the economy, the global financial and economic crisis, and, at the same time, the steadily increasing role of women in all spheres of public life, which necessitates the development of a new social communication strategy that takes into account.

Keywords: Business women, gender equality, globalization, employment

The most fascinating challenges in current philosophical research are those linked to identifying the prospects for the growth of human civilization in an era of global alterations and considerable changes in existing stereotypes. This primarily affects a variety of issues related to socioeconomic, political, and sociocultural transformations in a world where there has been a sharp shift in the direction of personal and economic independence and independence of women, resulting in the emergence of a fundamentally new way of coexistence of men and women in the information society, which necessitates a radical revision and reorganization of interpersonal relationships and behavioral strategies. The era of binary oppositions is over; the current paradigm provides a variable and multi-alternative analysis.

Present-day woman is included in all forms of socioeconomic ties as a result of globalization processes, and substantial modifications occur in the very image of a modern working and striving for self-realization woman. All of this enables us to speak of the "revolution of female behavior" and the birth of the phenomenon of the "business woman," while imbuing the notion of "phenomenon" with the following semantic load: "phenomenon, fact, confirmed event."

Businesswomen in the late nineteenth and early twentieth centuries confront several challenges, the most pressing of which is the difficulty of balancing professional advancement and family life, attempting to combine both while enduring continual physical and mental exhaustion. Their gender roles and the social duties allocated to them are laden with tension, are connected with tender preconceptions ingrained in society, and cause multiple self-identification complexes. Under these conditions, it is clear that

research aimed at understanding the phenomenon of "business woman," the essence of a business woman's social appearance, the study of the features of her behavioral strategies in business, politics, and the social sphere, consideration of the process of social status transformation and the role of business women in modern society, which is dynamically changing under the influence of modernization processes, is especially relevant.

Trends manifested in a modern business woman's desire for professional dedication, accompanied by a reassessment of the importance of status opportunities, can lead to business women losing their femininity, which is a result of the masculine model of behavior in business, as well as the desire to realize male scenarios. Globalization shapes the idea of a successful businesswoman, implying a new concept of "quasi-generality." A business woman, on the other hand, should not choose just masculine features and masculine "rules of the game." A woman is capable and has the right to retain a leadership position and achieve success without sacrificing her feminine qualities or replacing them with masculine ones. The lack of femininity might lead to a business woman not being properly understood by a male culture that is accustomed to perceiving typical feminine attributes in a woman first and foremost. Especially important and relevant here is not the opposition of the "female" way of doing business to the "male," but an integrative approach and joint equal activity of business partners - women and men - because the ability to be guided not only by reason, but also by feelings, will lead to only a positive effect in the conditions of global economic and financial crisis.



Throughout the history of philosophical thinking and social consciousness, numerous perspectives on the nature of women and their place in society have been expressed. This is a multifaceted historical-philosophical, psychological-pedagogical issue that encompasses biological, socio-cultural, political, and economic dimensions of being a woman. The proliferation of sources of this type of knowledge, including issues of business women's self-determination, leads to fragmentation of the business woman's ideas about herself, to pluralistic, often contradictory information about how successfully she identifies with socially significant phenomena.

The traditional contrast of the general and the individual, possibility and reality, intuition and rationality, expression and expressive means, faith and reason, male and female, is becoming a sensitive topic in recent philosophical thought, resulting in the formation of a new philosophical style. After all, our whole culture, philosophy, law, sociology, economics, and so on have been produced under the sway of the masculine intellect for millennia, becoming its product. At the same time, the journey of philosophy in the twentieth century from philosophy of modernity and philosophical structuralism to poststructuralism is an attempt to transcend both the binary evaluation of the world and the dichotomous creation of philosophy itself. This approach is founded on the fundamental contradiction between postmodernism's whole philosophy and culture, which believes a person, his experience of the world, and the reality itself to be inextricably linked.

All of this is reflected in the fact that current conditions linked with globalization processes, information society needs, and the postmodern age have pushed a business woman to the forefront. As a result, the age of globalization has brought about tremendous changes. A woman's aggressive ambition to enter politics and the economy is documented. A modern woman seeks to grasp not just her job, but also the economic and political arenas of business. At the same time, the conventional picture of a business woman includes attributes such as competence, a desire to own a change of rhythm, tremendous efficiency, seriousness, and responsibility. A woman is said to provide a yearning for moral excellence and the humanization of current relationships.

Even the notion that "soft" female management is less effective than the strict male management method is being debunked. According to the researchers, "the high managerial potential that women have, with all of their inherent qualities, such as the

ability to establish contacts with people, bring the business to an end, conscientiousness, responsibility, and competence, can and is becoming a very valuable resource of any organization."

Taking into consideration current developments in philosophical thinking, it is worth noting that in the information age, businesswomen face unique challenges. As the production of products transitions to the provision of services, new labor-relations models emerge. A woman is in demand by society because of her inherent qualities: her ability to inspire trust, developed intuition, mental flexibility, and capacity to adapt fast. By the end of the twentieth century, scientists had developed the fundamental principles of socio-philosophical and tender research, the most important of which are the relativization (cultural relativism) of gender, the recognition of its socially and culturally constructed phenomenon - institutional and ritualized - which leads to the recognition of its conventionality, which manifests itself differently in different socio-cultural and linguistic communities at different stages of their development.

It is no secret that the role of women in socioeconomic and political relations has expanded in the context of globalization and modernization of society, which entails a worldwide alteration of historical world space and a shift in the social status of women.

This predicament is due to external factors. The development of sophisticated and efficient household appliances reduces a woman's time for household management, while the rapid development of the service sector (particularly women's business) during the transition to a post-industrial society increases the demand for women's work for the common good. So, in America, women own more than 40% of small firms, and this proportion rises to 87% in the service sector. At the same time, the "mortality" of such businesses (the level of insolvency) is four times lower than the national average.

Despite the good advances, the acknowledged truth is the focus on the viewpoint linked with "oppositional consciousness," which opposes the mainstream patriarchal outlook. In this case, we believe that an integrative approach is required, synergy in the interaction between business partners, a man and a woman, that meets modern requirements, rather than the state of conflict between business men and women.

It will not succeed because the scenario of perpetual struggle and conflict is now simply unsustainable. Nature's asymmetry exists and will continue to exist; it cannot be ignored or erased. As a result, it is necessary to combine feminine and



masculine traits in behavior, in developing strategies that correspond to the multidimensional nature of modern human development, as a result of modern reality trends, because only a multifactorial model will bring mutual respect, constructiveness, and increase the efficiency and effectiveness of joint projects in a business man-business woman relationship. The requirement for an integrated approach in business allows us to discuss situations such as:

- communication with a woman motivates men to create and do it properly, in an ordered and harmonic manner;
- when a woman is there, it appears to a guy that all doors open in front of him, giving him an advantage: he effortlessly and naturally overcomes "so many difficulties just because Her presence alone is capable of softening the coldest hardness";
- a woman can receive what she lacks while giving a man what he lacks, and together they can win, each according to the peculiarity of their typology, their way of life;
- a woman possesses the capacity to renew, repair, and provide strength, which a man can fully use.

Business women face several challenges as they advance in their careers. This is the problem of women's identification, the problem of society's perception of women as active sovereign subjects of the social process, loss of femininity and masculine imitation, who believes that "an aggressive strategy of behavior has greatly harmed a woman, ultimately leading to even greater disappointment, depression, and mutual alienation."

As D. Moulton points out, "a smart, assertive, ambitious woman, etc., may be perceived as aggressive and hence "unnatural, even if she does not behave violently." It is not advisable for a businesswoman to transform into a male. As a result, it is critical for business women to maintain their natural femininity, the manifestation of tenderness and softness, but in such a woman there are no female weaknesses, no hint of the typical female psychology: she does not whine, hide behind a man, or make a scene. She possesses an outstanding intelligence, which is a necessary requirement for becoming a businesswoman, as well as a strong will. All of the fundamentally feminine attributes of being kind, compassionate, responsive, attentive, caring, and benevolent should accompany a business woman's domain of action. She must have principles and guiding ideas, remain calm, master emotions, be distinguished by a special ability to listen

and hear, economically expend strength and mental energy, because it is impossible to blurt it out in vain (no woman can become a businesswoman, be a leader if she talks too much), while maintaining inner composure. At the same time, ideas persist that a male by nature, due to a deeply embedded socio-cultural paradigm of dominance, cannot regard a woman as an equal, no matter how smart and intelligent she is.

We emphasize that many socio-philosophical and sociological studies on the status of business women in society contribute to increasing public interest in the problems that business women face when they become managers and occupy leadership positions in companies, including issues of tender discrimination and the existence of tender stereotypes. Following the careful analysis of legislation, several nations adopted a variety of laws and treaties that legislatively codify equality between men and women as a consequence of such research.

The socio-philosophical notion in tender study also helps us to discern several businesswomen typologies. Here is one of these typologies, which divides business women into three social categories.

The first are business owners who are convinced. Their decision is motivated by an inner desire to become an entrepreneur, an interest in this sort of business, and the most serious objectives.

Half of businesswomen fall into the second category, "on occasion," since they decided to begin business impulsively, under the impact of unanticipated random situations.

Involuntary entrepreneurs are businesswomen who were compelled to establish their own business due to a variety of conditions. This is the smallest group. The rationale for their choice is real unemployment or the danger of it, a lack of a living, nonpayment of salaries, and external pressure.

In conclusion, it is essential to identify the factors that contribute to the success of businesswomen, which are decided by the following positions:

1. the preservation and application of their culture's primary socio-cultural aspects;
2. one's personal image;
3. professional training;
4. the capacity to defend your opinions using logic and understanding;
5. the capacity to perceive people's strengths and attributes;
6. the capacity to overcome obstacles and avoid major blunders;
7. the capacity to manage work time effectively, set priorities at work, and seek to include



workers' personal interests while allocating duties.

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