



IN PROGRESSING POPULATION ENTREPRENEURSHIP AND ENTREPRENEURIAL CULTURE - A REPLACEMENT OF ECONOMIC BEHAVIOR

Djuraev Lukmon Narzullaevich,

Samarkand State University
Associate Professor of the "Philosophy and National Idea" Department,
Doctor of Philosophy (DSc)

Article history:	Abstract:
Received: 8 th May 2024 Accepted: 6 th June 2024	In this article, the population depends on the economic culture in raising the business mindset, and the economic behavior of the population as a whole system is effectively covered. It has been scientifically analyzed that economic culture, production culture is a whole social system, and its use is effective only if it is implemented in a complex way.

Keywords: Population, research, competitive, functional, structure, economic behavior, behavior, labor, ethics

INTRODUCTION

Globalization processes taking place in the international arena in our society today, especially transnationalization, the dynamics of growth in the economy are accelerating, uncertainty is increasing, and unpredictable random events are increasing. Every country in the world has its own trends of socio-economic, all-round technological and political development. And other similar processes are exerting their influence on the main principles of socio-economic, political-legal, spiritual-cultural life of our country. President Shavkat Mirziyoyev spoke about this goal "The main directions of the economic policy of our state for the well-being of our society, the adopted programs envisage maintaining the macro-economic balance, deepening the structural and institutional changes, ensuring high growth rates of the gross domestic product"[1;125], he says.

MATERIALS AND METHODS

Today, the level of economic culture of the population of a country is high, the level of development of that country is also high. But economic culture, the culture of production at its core, is a whole integrated system. It will be highly effective only if its use is implemented in a comprehensive manner, and entrepreneurs, managers, and economic managers should not ignore this situation.

One of the functional relations of economic culture is economic behavior. The topic of economic behavior is the subject of many studies by economists and psychologists, which also occur between systems and elements. They not only ensure the homeostasis of the system, but also determine the dynamics of the system. Behavior is a set of actions of a person. "Behavior reveals a person's personality, characteristics of his character, temperament, his needs, tastes; its

relationship to objects and phenomena of the surrounding reality is revealed"[2;43]. Behavior describes aspects of activity in which individual qualities and value orientations are freely manifested. The criterion concept of activity includes a system and interrelated subsystems, the combination of which determines a certain integrity of the social structure necessary for the general cooperation of people's efforts, to satisfy their needs and interests.

So, on the one hand, the material and spiritual life of the people of our country, on the one hand, on the productivity and efficiency of our national economy; on the other hand, it depends on the processes taking place in the global economic environment, in particular, the objective trends of geo-economics and geopolitics, the environmental situation, the level of stability or instability in international relations, various risks, etc. It should also not be forgotten that, from a philosophical point of view, due to the brutal competition in the world today, sovereign national states are gradually ceasing to play the role of the sole subject of developing and implementing socio-economic policies in the current "world economic landscape" and playing are discussing the issue of strengthening its competitiveness.

RESULTS

The concept of economic culture and activity combines two types of actions:

- 1) subject to strict necessity conditioned by nature or economic power system;
- 2) reason related only to a certain extent to objective circumstances, cultural and legal norms of society, but to give the subject greater personal freedom in choosing the goals and means of satisfying his and public interests.

Accordingly, in this field of activity, a person has more opportunities for free choice, and at the same



time, he is more responsible for his actions. If they have a certain general direction in a certain person or social group, then they form a relative integrity of behavior that allows others to orient themselves in social relations with them.

Depending on the individual characteristics of environmental mentality and perception of reality, its practical application receives a different subjective evaluation - it is recognized as the strongest material incentive for active actions and creativity from moral judgment. Based on the analysis of the classical methodology provided in M. Weber's theory of social movements, A. Smith's social coordination, T. Veblen's consumer behavior and V. Zombrat's "economic spirit", it determines the formation of economic interest according to the purpose (in terminology).

According to the famous Western scientist M. Weber, "type of economic behavior, national culture, rationality of behavior, social stereotypes influence the emergence of traditional type of economic behavior. The world of human emotions predetermines the affective type of economic behavior of a person"[3;602]. Undoubtedly, the subject of economic behavior is a person, that is, people's interests and motives, their activity is not limited to profit, but also affects many aspects of spiritual life, culture, education and social psychology. A person's self-awareness, reputation in society a real association, not to contradict the main economic goal and ultimately contribute to its achievement, behavior is a form of activity determined by the person[4;6-7].

Considering economic behavior as one of the types of social and person-oriented behavior, this model is not only with the rational side (strict economic calculation of the ratio of characteristic costs and benefits), but also with lack of information and personal sub irrelevant due to 'ective considerations. This allows us to emphasize the diversity of behaviors such as production, distribution, exchange and consumption. The economic behavior of different socio-demographic groups of the population shows that the diversity of each person's capabilities reflects his level of participation in economic processes, and "determines his position in economic processes, ensures his participation in the economy and other spheres of social life" [5;4-6].

In fact, in philosophical approaches, the concept of behavior in a generalized form is the behavior of a person's perception of the environment around him. It allows not only to draw conclusions about determining the life position of a person at the moment, but also to predict reasonable expectations for

his actions in the future. In our opinion, economic behavior is a relative totality of positive actions aimed at satisfying their various interests and profit, characteristic of a certain person or group.

Economic culture is a manifestation of values, norms and needs that act in the economic sphere and guide its subjects as a driving force for economic behavior.

The general basis of economic and non-economic behavior is manifested in three components of economic culture:

- 1) work ethics;
- 2) scientific and professional knowledge;
- 3) norms and values that guide human

behavior.

Currently, along with the knowledge of human economic life, the role of self-reflection and self-organization, the tendency to free the mind and individualize are increasing.

Currently, discussions and debates have arisen in domestic and foreign sciences on the interpretation of information in terms of forms of ownership, first of all, in terms of ownership, disposal and use.

In this case, some say that since information belongs to the ideal, it is subject to intellectual legislation as property, while others argue that property rights can be applied to information. If we approach this issue from a philosophical point of view, we should not forget that information has a dualistic nature.

Because information is a tangible entity that can be owned, used, and destroyed, incorporating elements of materiality and spirituality, and has a physical dimension that can be measured by value and price is considered one of the objects.

However, as a business object, information is used as a commodity, and it does not disappear after consumption like a normal material product. In order to improve the business thinking and ability of the population, the introduction and distribution of information leads to the increase of information on its own. Giving information about this or that thing by a businessman does not reduce the amount of information for others. In this way, unlike material objects, information can exist simultaneously with many owners.

DISCUSSION

When selling information, its complete "alienation" does not occur. The fact that information has a spiritual value, not a material one, opens a wide way for several subjects to use it independently of each other at the same time. This feature of information creates an opportunity for unlimited distribution and use



of generated messages and data. Therefore, it is impossible to own information without providing access to other persons, especially businessmen. Information can be used not only by its conditional owner, but also by any person who has gained access to it, including entrepreneurs engaged in business. As for ordering by entrepreneurs who are starting to do business, it is only possible to talk about determining the procedure for accessing the information object. Nevertheless, it should not be forgotten that intellectual property objects that have become information are objects of commodity relations. Because businessmen who are provided with reliable and sorted information can satisfy certain interests of people and society and bring benefits.

Due to the ever-accelerating globalization of information and knowledge, the products of scientific and practical research and other constructive works are rapidly becoming the property of business entrepreneurs around the world. If in the industrial society knowledge-based innovation (theory, hypothesis, practical development) is related to the personality of the scientist who creates it, then in the information society, all the created information and telecommunication technologies are characterized by the fact that they seek to alienate the knowledge about it from its creator. This is characterized by the fact that it creates a wide opportunity for the population to develop their business thinking more clearly.

CONCLUSIONS

In conclusion, it can be said that we need to increase activity in all areas of production in the society, for this we need to increase the volume of export and expand its geography by increasing import-substituting and exportable products.

At this point, the private sector must be an active participant and leader in increasing modern types of services, organizing public services in "IT", healthcare, education and other areas on the basis of outsourcing.

If the business representatives also use all their opportunities for their staff to get modern education, the structure of economic values of young people differs from the real values of the market culture:

for example, the ability to work, diligence, personal responsibility, profit, savings, wealth (consumerism), social success (achievement, reputation, status) are based on the market economy - determine the entrepreneurial strategy.

Also, the preferred strategies of economic behavior differ significantly between young adults and adults.

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