# WIDE USE OF MOTIVATION FACTORS IN ENTREPRENEURSHIP DEVELOPMENT

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**Annotatsiya**

Jahon mamlakatlari milliy iqtisodiyotlari tarkibining o'zgarishi, xususan, kichik biznes va xususiy tadbirkorlik sohalarining ustuvor ahamiyatini kasb etadi.

**Kalit so'zlar:** kichik biznes, tadbirkorlik, YAIM, motivatsiya, chakana savdo, daromad, Yangi O'zbekistonning taraqqiyot Strategiyasi.

**Аннотация**

Изменение структуры национальных экономик стран мира приобретает приоритетное значение, в частности, в сфере малого бизнеса и частного предпринимательства.

**Ключевые слова:** малый бизнес, предпринимательство, ВВП, мотивация, розничная торговля, доход, стратегия развития нового Узбекистана.

**Annotation**

Changes in the composition of the national economies of World countries, in particular, take on the priority importance of the fields of small business as well as private entrepreneurship.

**Keywords:** small business, entrepreneurship, GDP, motivation, retail, income, development strategy of the New Uzbekistan.

Today, "in developed countries, small business as well as entrepreneurship make up 60-70 percent of jobs. Consequently, they account for 55% of GDP in developed countries. Small businesses also employ 39.8 percent of all retail subordinates. The average monthly income from retail firms is 22,341 US dollars. These firms have an average gross margin of 51%, as well as owners tend to reinvest in larger local chains when they earn a profit."[page 1.3]

As a result of paying great attention to the development of entrepreneurship in the Republic of Uzbekistan, this type of activity has become the leading sector of the national economy. Today,

entrepreneurship accounts for more than half of the gross domestic product as well as about 80% of employment. Therefore, the economic development of the country, the income of families as well as their well-being, as well as the creation of new jobs depend on the development of this business.

In the development strategy of the new Uzbekistan, "Reformation of the national economy requires the liberalization of foreign trade, tax as well as financial policy, support for entrepreneurship as well as guaranteeing the integrity of private property, organizing deep processing of agricultural products as well as ensuring rapid development of regions. effective measures were taken. In the following years, based on the principle of "For human dignity", further increasing the well-being of our people, transformation of economic sectors as well as rapid development of entrepreneurship, unconditionally ensuring human rights as well as interests, as well as the priorities of the reforms aimed at forming an active civil society were determined". [page 2.39]

Under the conditions of economic reforms, enterprises that have managed to switch from the incentive system to the motivation system have achieved a high level of competitiveness. This is not only a change of concepts, but also one of the very high-level economic indicators: all the diversity as well as uniqueness of subordinate motivations is reflected in the corresponding motivation system, which replaces the incentive system.

The innovative orientation of modern economic processes in new Uzbekistan, the development of entrepreneurship, the improvement of the effectiveness of the state support system for this activity, as well as the improvement of ways of using motivational factors based on the research of their scientific-methodical as well as theoretical foundations. it is necessary to develop methodological as well as practical foundations, which determines the relevance of the topic.

The human development index takes into account three main factors - living a long as well as healthy life, getting an education as well as a decent stas well asard of living, as well as a decent stas well asard of living is based more on the development of entrepreneurship. As its solution, "Poverty reduction means the implementation of a comprehensive economic as well as social policy to awaken the spirit of entrepreneurship in the population, to fully realize the inner strength as well as potential of a person, as well as to create new jobs." . Therefore, I propose to develop a poverty reduction program together with the World Bank, the United Nations Development Program as well as other international organizations. In this regard, it is necessary to conduct in-depth studies on the basis of international stas well asards as well as create a new methodology that covers the concept of poverty, its definition criteria as well as assessment methods." [Page 3.521]

Here, if we pay attention to the economic essence of the concept of entrepreneurship, it is the basis of the market economy, it is one of the leading sectors that determine the rate of economic growth, the composition as well as quality of the gross national product, the level of employment as well as income of the population. Its development as well as formation of a flexible mixed economy have a universal character. Therefore, the first level of attention is paid to the wide development of entrepreneurship all over the world.

The activity of entrepreneurs is one of the main criteria for the democratization of the state as well as the openness of the national economy as well as business environment. The practice of most developed as well as developing countries in the world shows that small business is the most important means of ensuring employment as well as increasing the income of the population.

In the conditions of modernization of the current economy, the development of this sector occupies a special place in the improvement of employment as well as labor relations. In recent years, consistent measures to support as well as encourage entrepreneurship, as well as a number of program directions adopted in this regard, lead to the development of this sector.

In the conditions of economic liberalization in our country, large-scale reforms are directly related to the development of entrepreneurship. Because small business differs from large business in that it has a number of competitive advantages, in particular, the flexibility as well as

compactness of small business is an important feature of business as well as is of great importance in modern business conditions.

Entrepreneurship can be defined as the search for new areas of capital allocation, the improvement of production of existing products as well as the creation of new ones, the development of personal priorities, as well as the effective use of various opportunities for earning income. At the same time, entrepreneurship is defined as a mas well asatory use in the production of a new product for the market, a change in the field of activity, or the establishment of a new enterprise or industry. American economists R. Mac Connell as well as S.Yu. The following points of view of the brewers are of particular importance:

- the entrepreneur takes the initiative to combine las well as, capital as well as labor resources into the production as well as service process;
- the entrepreneur undertakes the development as well as adoption of the main decisions in the process of conducting business, that is, the operations that determine the direction of business development, the direction of the enterprise's activity;
- an entrepreneur is an initiative person who strives to produce new products (services), develops new production technologies or introduces new forms of business organization as well as development;
- the entrepreneur assumes the risk arising in the course of business activities, because the entrepreneur is not guaranteed to earn income, it is also possible to suffer losses while earning income from the time, effort as well as skills spent. In such cases, the entrepreneur risks not only his time, labor as well as business reputation, but also the money spent. Thus, creativity is one of the tasks of entrepreneurship as well as must always be present in entrepreneurial activity.

Motivation in the development of entrepreneurship is a type of activity that effectively organizes business activities, increases its profitability as well as expas well ass the range of services, using the traditional methods of management, as well as the effective use of motivational factors that motivate subordinates to work productively. as well as small business appears as one of the forms of entrepreneurship as well as has a somewhat simpler as well as more effective system of motivating an individual entrepreneur, which encourages additional efforts, actions as well as eliminates deficiencies in work. [page 5.74]

There are three approaches to choosing a motivation strategy:

1. Incentive as well as punishment strategy, that is, people work to get rewards:
- whoever works hard as well as well will be paid well;
- the more he works, the more he is paid;
- whoever works poorly will be punished.

2. Motivation through work: if you give the subordinate a job that satisfies him, the quality of performance will be high.

3. A strategy for constant communication with managers: clarifying the goal with subordinates, allowing him to give positive feedback, even if he is right or wrong, or in cases where he is mistaken. This motivation model is based on analyzing as well as prioritizing the relationship between the manager as well as the subordinate.

In the Chinese experience, the following methods of motivation are used: - using money as an incentive as well as reward; to punish; increase competition; motivation through work; recognizing as well as rewarding achievement; training as well as promotion of subordinates; limitation as well as moderation of negative impact; rewarding as well as encouraging group work; involvement of subordinates in management work, etc.

The activity of entrepreneurs is one of the main criteria for the democratization of the state as well as the openness of the national economy as well as business environment. The practice of most developed as well as developing countries in the world shows that small business is the most important means of ensuring employment as well as increasing the income of the population.

The use of motivational factors is a mental factor in the development of entrepreneurship, it is the source, reason, evidence as well as various possibilities of individual activity. Motivation

is a powerful tool that motivates subordinates to live work, that is, motivation is to direct people's activities according to the goal by spiritual means.

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