

YSAJ

ISSN: 2836-3639

Young Scholar's Academic Journal



<http://opublication.com/ysaj>

Natural, Social, Applied Sciences
Interdisciplinary Studies

2023

Volume II | Issue 7

© Association of Online Publishers

YSAJ | Young Scholar's
Academic Journal

Volume II | Issue 7

**Bowling Green, Kentucky
2023**

Young Scholar's Academic Journal

International Scientific Journal

Editor-in-chief

Anna Lees, Associate Professor

International editorial board

Ingrid Anderson, Doctor of Geography
Evandra Catherine, Doctor of Economics
Thomas Goldring, Doctor of Law
S.R. Boselin Prabhu, Doctor of Engineering Sciences
Zoelene Hill, Ph.D. of Geographical Sciences
Shana E. Rochester, Doctor of Philology
North Cooc, Doctor of Law
Kevin Gee, Doctor of History
Eric Dearing, Doctor of Engineering Sciences
Emily Murphy Cope, Doctor of Economics
Gabriel Cutrufello, Doctor of Philosophy
Kim Fahle Peck, Doctor of Education
J. Michael Rifenburg, Doctor of Economics, Doctor of Law
Steven Price, Doctor of History
Sarah E. Polo, Doctor of Education
Jason Palmeri, Doctor of Philosophy
Annie S. Mendenhall, Doctor of Education
Shurli Makmillen, Doctor of Economics

Michael Gottfried, Doctor of Education
Carola Oliva-Olson, Doctor of Economics
Justin Denney, Doctor of Psychology
Kevin J.A. Thomas, Ph.D. of Agricultural Sciences
Erin Lehman, Doctor of Education
Elizabeth Kimball, Doctor of Education
Joseph Janangelo, Doctor of Economics
Jane Greer, Doctor of Education
Abby Dubisar, Ph.D. of Education
Sweta Baniya, Doctor of Philosophy (Ph.D. of History)
Paige Banaji, Doctor of Law, Doctor of Medicine
Jacob Babb, Doctor of History
Doug Downs, Ph.D. of Medicine
Savanna Connor, Doctor of Philosophy
Allison Carr, Doctor of Philology
Megan McGurn, Doctor of Medicine
Vijaykumar Muley, Doctor of Biological Sciences
Kaden Meredith, Ph.D. of History
Alexis Merrit, Doctor of Philology
Kristen Reece, Doctor of Medicine

ISSN: 2836-3639

Journal's Impact Factor: UIF 2023 = 7.0

Proofreading

Kristin Theissen

Cover design

Lauren Rettig

Additional design

Stephan Friedman

Editorial office

Association of Online Publishers. 1625 Parkside Dr
Bowling Green, KY 42101, USA

E-mail:

pub@opublication.com

Homepage:

<https://opublication.com/index.php/ysaj>

Young Scholar's Academic Journal (YSAJ) is an international, English language, peer-reviewed journal. It is published monthly on the website <https://opublication.com>. The decisive criterion for accepting a manuscript for publication is scientific quality. All research articles published in this journal have undergone a rigorous peer review. Based on initial screening by the editors, each paper is anonymized and reviewed by at least two anonymous referees. Recommending the articles for publishing, the reviewers confirm that in their opinion the submitted article contains important or new scientific results. Association of Online Publishers. is not responsible for the stylistic content of the article. The responsibility for the stylistic content lies on an author of an article.

Instructions for authors

Full instructions for manuscript preparation and submission can be found through the Association of Online Publishers., Home page at: <https://opublication.com>.

Material disclaimer

The opinions expressed in the articles do not necessarily reflect those of the Association of Online Publishers., the editor, the editorial board, or the organization to which the authors are affiliated.

Association of Online Publishers. is not responsible for the stylistic content of the article. The responsibility for the stylistic content lies on an author of an article.

Included to the open access repositories:



© Association of Online Publishers

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the Publisher.

INTERESTS OF MODERN WOMEN ENTREPRENEURS IN THE PROFESSIONAL SPHERE

Mavluda RAKHMONOVA

Lecturer, Department of Psychology, Termez State University,

<https://doi.org/10.5281/zenodo.8140521>

Abstract: It is a scientific principle that if each of two theories explaining the same phenomenon has the same degree of certainty, the simpler theory is preferred. The application of this principle in psychology is more complex compared to its application in the exact sciences. Moreover, evaluating a “simple” or “complex” theory can lead us astray. This paper will explore reflections and reflections on the professional orientation of the psychology of the modern woman entrepreneur.

Keywords: *entrepreneur, contemporary, woman, psychology, phenomenon, theory, risk.*

While behaviorism, with its emphasis on the study of behavior, was praised for its ability to economically explain various phenomena, Z.Freud's psychological teachings, in contrast, were criticized for explaining areas of human activity without undue sophistication through the curbing of one's own instinctual needs and sexual feelings.

When we can accept a theory because of its simplicity, the problem of validity of a complex theory risks missing it. In studying the links of entrepreneurial motivation in individuals, and in the formation of risk, it is impossible not to study the deviations in risk-taking (risk-taking) decisions therein. In the study of group stratification, it has been found that people are more likely to make risky decisions when they are in a group than when they are alone.

However, some studies have shown that there may also be instances of deviance in a group due to greater caution.

Marketers seeking to strongly influence groups tend to focus on opinion leaders who stand out from others for their knowledge, abilities, and personalities.

Some experts call them influencers or lead receivers. When these people speak, consumers hear, believe. Word of mouth influence has a huge impact on consumer behavior.

Information received from friends, relatives, acquaintances is considered more credible than commercial sources such as advertisements.

In many cases, the word-of-mouth effect occurs spontaneously: consumers sit around and talk about a brand they like. Typically, groups are stratified according to the attitudes of the participants, up to and including group decision-making, with a risk bias occurring if a large proportion of group members are inclined to make a risky decision before the general discussion.

In contrast, if a large proportion of group members make a decision that requires caution before general discussion, the group decision reflects a cautious stance. Economic activity carried out under conditions of uncertainty and risk is one of the distinctive features of entrepreneurial activity. Therefore, research devoted to the study of entrepreneurs' attitudes toward risk constitutes a significant part of psychological research.

A famous specialist in the study of entrepreneurs' attitudes to risk R.Brockhaus used the Cogan-Wallach style in his time. In his comparative studies of managers and entrepreneurs, he found that there was no significant difference in risk attitude between subjects of both categories (managers-owners of the firm).

However, when the scientist compared the results with the mean, he clearly showed that both groups are exposed to risk. This subjective assessment often depends on how well they subjectively evaluate favorable conditions and thus use their personal capabilities to succeed.

Scientific analysis of the phenomenon of psychological features of entrepreneurship is currently developing in the same way as its development of economic thought.

Explaining the relevance of the problem of this phenomenon in recent years poses a number of challenges for domestic scientists.

The conducted research revealed the following, namely, that the propensity to risk in entrepreneurs usually decreases with age; experienced entrepreneurs have a significantly lower level of risk; the risk of female entrepreneurs, unlike male entrepreneurs, was manifested only in individual cases, which can be explained by the national mentality.

The comparative analysis of the relationship between the representatives of the two categories conventionally identified above allowed us to establish once again that according to them the selected free entrepreneurs have a higher level of propensity to risk than in the group of respondents-businessmen, and master's students in the group of bachelors.

For example, higher risk taking was found in rejected individuals, in those with internal conflict, indicating competitiveness between entrepreneurs; in group settings, the propensity to take risks other than single cases was less frequent and slower. And the fact that it also depends on group expectations on the other hand found its solution in the study.

This is explained by the fact that investments of the representatives of this group are guaranteed by state authorities and foreign investors, as well as by the presence of a clear strategic plan in conducting business activities.

The study found that protective attitudes manifested in entrepreneurial behavior depend on three factors:

1. *to the approximate level of risk;*
2. *to strong motivation;*
3. *to the presence of experience of defeat at work.*

To summarize, we can say that in entrepreneurial activity risk acts as the main emotional and volitional characteristic of the entrepreneur. In many cases, the realization of the need to avoid defeats leads to limiting the entrepreneur's risk appetite.

The greater the risk, the less the need compared to the motivation to avoid defeat. Also, the propensity to risk forms a positive relationship with success, which sets the entrepreneur up for new victories in conducting business activities and in realizing strategic goals. This means that people who are highly motivated to protect themselves often find themselves in situations of unhappiness and depression.

References

1. Rakhmonova, M. (2021). Patriotic ideas in the works by fitrat: theoretical and practical harmony. *Academicia: an international multidisciplinary research journal*, 11(2), pp-1466-1474.
2. Raxmonova, M. (2022). Zamonaviy tadbirkor ayol psixologiyasining kasbga yo'nalganligi. *Eurasian Journal of Social Sciences, Philosophy and Culture*, 2(6), pp- 204-206.
3. Raxmonova, M. (2022). Zamonaviy tadbirkor ayol psixologiyasining muhim komponentlari. barqarorlik va yetakchi tadqiqotlar onlayn ilmiy jurnali, pp-394-396.
4. Raxmonova, M. (2022). Zamonaviy tadbirkor ayollarning ijtimoiy faolligi. *Science and innovation*, 1(B3), 497-500.
5. Rakhmonova, M. (2022). The uniqueness of personality traits in modern entrepreneurial women. *Academicia: An International Multidisciplinary Research Journal*, 12(6), pp-304-307.
6. Orifjonovna M., Rakhmonova M. (2023). Oilaviy munosabatlarning bolalar ruhiyatiga ta'siri. barqarorlik va yetakchi tadqiqotlar onlayn ilmiy jurnali, 3(1), 265-267.
7. Tangirova, K., Rakhmonova M. (2023). Psychological factors that cause conflict situations in complete and incomplete families. *Bulletin of Contemporary Studies*, 1(3), 36-40.
8. R Norpo'latova, M Raxmonova (2023). Yoshlarni ta'lim tarbiyasida psixologiyani o'rni // *Bulletin of Contemporary Studies* 1(3). pp-3-6.
9. Juraevna, G. D. (2022). Psychological views on the role of parents in raising children in the family. *Academicia: An International Multidisciplinary Research Journal*, 12(10), 143-147.

YSAJ | **Young Scholar's
Academic Journal**

**Bowling Green, Kentucky
2023**

YSAJ | Young Scholar's
Academic Journal
