

THEORETICAL ASPECTS OF MODERN ENTREPRENEURSHIP

Vaxidov Azamjon Kozimovich

Senior Lecturer at the Department of Economics at Andijan State University

avoxidov1974@gmail.com

Abstract - The economic essence of entrepreneurship is considered. The processes taking place in entrepreneurship are investigated. It is noted that modern entrepreneurship is associated with a new management paradigm and the increasing role of innovation. The necessity of rationalization of management through the creation of innovative networks is substantiated. The directions of development of small and medium-sized enterprises are outlined.

Keywords: entrepreneurship, innovation, risk, corporate entrepreneurship, small and medium-sized businesses, government support for entrepreneurship, innovation networks.

RELEVANCE OF THE PROBLEM

The essence and content of entrepreneurship has long attracted the attention of researchers. In the works of M. Werber, P. Drucker, R. Cantillon, K. Marx, A. Marshall, D. Ricardo, A. Smith, J. Schumpeter, entrepreneurship is considered both in general theoretical and practical-functional terms.

Modern authors – O. Amosov, V. Bakumenko, Z. Varnaly, I. Gerchikova, V. Grineva, A. Degtyar, O. Kirsh, O. Kuzhel, K. Lyapina, V. Lyashenko, M. Nadolishny – consider the issues of forming an entrepreneurial environment, state and regional programs to support it, and study individual factors contributing to the development of entrepreneurship.

Exploring modern entrepreneurship, we will consider its economic essence, approaches to this process, as well as the specifics of its organization.

The term «entrepreneurship» was first coined in the 18th century by R. Cantillon. In his opinion, an entrepreneur is an entity endowed with special abilities to anticipate, take risks, and take full responsibility for decisions made not only in standard situations, but also in risky circumstances, including when introducing innovations. At the same time, such entities do not necessarily have to be owners of functioning capital.

Founder of the classical school of Political Economy A. Smith called the owner of capital an entrepreneur, and considered the purpose of entrepreneurial activity to be obtaining entrepreneurial income.

The contribution of the representative of the German classical school to the development of the theory of entrepreneurship is very noticeable. Tunen, who characterized an entrepreneur as having special personal qualities: he must be able to take risks, make non-standard decisions and be responsible for his actions, and therefore be able to claim unplanned (unpredictable) income.

Make a significant contribution to the development of the theory of entrepreneurship. Schumpeter, who linked entrepreneurship with innovation [9, p. 174].

The point of view of a representative of the neoclassical school B is of interest. Clark. He considered entrepreneurship as a managerial function that is not related to labor or ownership of capital; it consists entirely in establishing and maintaining effective interactions between the factors of production [4].

ANALYSIS OF LITERATURE ON THE TOPIC

Famous American scientists R. Hitchrich and M. Peters have given a comprehensive definition of entrepreneurship that covers all aspects of the entrepreneurial process, namely innovation, risk and

result. In their opinion, entrepreneurship is a process of creating something new with value; a process that consumes time and effort, involving financial, moral and social responsibility; a process that brings monetary income and personal satisfaction with what has been achieved [7].

A. Shapiro believes that almost all definitions of entrepreneurship refer to such behavior, which includes, firstly, an element of initiative, secondly, the organization and reorganization of socio-economic mechanisms in order to be able to profitably use available resources and a specific situation, and, thirdly, taking responsibility. for possible failure, i.e. willingness to risk [8]. This definition combines economic, personal and managerial approaches.

P. Drucker's works consider not only the essential, but also the managerial aspects of entrepreneurial activity, moving to an interdisciplinary level of analysis (see, for example, [3]). He notes that entrepreneurship cannot be attributed to either science or art. This is a specific activity, a practice that has its own knowledge base, and knowledge in entrepreneurship is a means to achieve an end.

The works of G. Pinshot laid the foundation for the formation of modern concepts within corporate entrepreneurship, strengthened the understanding of entrepreneurship as a global process phenomenon, not necessarily associated with the concept of ownership.

The scientific understanding of entrepreneurship has also been influenced by the achievements of institutional theory, which considers organizations, including entrepreneurial ones, as open systems. Within the framework of the synergetic approach, entrepreneurship is defined as the process of self-renewal and self-organization of individuals and enterprises, carried out in interaction with the external and internal environment.

The points of view of Russian economic scientists on the essential concepts that characterize entrepreneurship are of interest. In particular, A.B. Busygin considers entrepreneurship as the art of doing business, primarily as a thought process implemented in the form of business design [2]. In a professional sense, entrepreneurship is defined as the ability to organize your own business and successfully perform the functions associated with it.

The synergetic approach to the theory of entrepreneurship is substantiated by L. Kolesnikova [5]. Its essence is to take into account the unity of objective-material and ideal-creative principles in entrepreneurial activity.

M. G. Lapusta emphasizes the legislative and financial aspects of entrepreneurial activity [6]. In his opinion, «entrepreneurship is a free economic management in various fields of activity (except those prohibited by law)... in order to meet the needs of specific consumers and society in goods (works, services) and generate profits (income) necessary for the self-development of their own business (enterprise) and ensure financial obligations to budgets and other business entities»

A.H. Asaul defines entrepreneurship as a special type of economic activity, the essence of which is to stimulate and satisfy the demand of society for the specific needs of its members through market exchange and which is aimed at gaining competitive advantages through disruption of market equilibrium [1].

In our opinion, entrepreneurship should be understood as a style of economic activity based on creativity, innovation, risk, initiative, constant search for new opportunities in order to make a profit, as well as personal self-realization. The latter aspect is particularly important, since most often the material side of entrepreneurial activity is highlighted - making a profit. We believe that the moral aspect is equally important, namely the entrepreneur's ability to realize himself, find his place in life by creating and effectively running his own business.

RESEARCH METHODOLOGY

This article attempts to effectively use induction and deduction, systematic and logical analysis, and comparative analysis methods.

ANALYSIS AND RESULTS

Modern economics defines entrepreneurship as a special type of activity, which is based on the following characteristics:

- freedom to choose areas and methods of activity, independence in decision-making;
- the constant existence of a risk factor;
- profit-oriented approach;
- innovative nature of the activity.

When defining the concept of entrepreneurship, it is necessary to take into account its main features:

- it is possible only in a certain social situation
- an entrepreneurial environment, which is understood primarily as a market, a market system of relations;
- it is carried out on its own behalf, at its own risk and the property responsibility of an individual, an entrepreneur or a legal entity – an enterprise (organization);
- requires the personal freedom of the entrepreneur, his independence, i.e. the ability to make independent decisions regarding the organization and implementation of the production of goods or services to maximize profits;
- aimed at making a profit or other material remuneration;
- by being proactive and implementing their innovative ideas, they contribute to the effective pooling and use of investment, material, labor and financial resources;
- provides prerequisites for the emergence and development of competition in the market and, thanks to this, becomes a kind of catalyst for the socio-economic development of the country's economy as a whole;
- it is the main factor of structural changes in the management system.

The formation and development of entrepreneurship can occur under certain conditions:

- economic – denationalization and privatization of property, demonopolization of economic activity, creation and functioning on this basis of multi-subject (private, collective, cooperative) owners, the assertion of freedom of entrepreneurial activity;
 - political – creation of a favorable business climate, due to the stability and democratization of public life, appropriate tax, credit and other policies, ensuring guarantees for the safety and inviolability of private property, including intellectual property;
 - legal – creation of a regulatory framework for entrepreneurship and its legal protection;
 - psychological – creation of a favorable psychological climate in society, overcoming the negative attitude of the population towards entrepreneurship.
- Thus, entrepreneurship is a specific type of socially useful economic activity. The characteristic features of entrepreneurship are foresight, assertiveness, initiative, authority, sociability, and the ability to make risky decisions. Entrepreneurship is inherent in both individuals and legal entities of all forms of ownership, of various sizes and organizational structures.

The modern stage of entrepreneurship development is associated with a new management paradigm, the strengthening of the role of innovation. The aspirations of the organization today are aimed at ensuring long-term sustainability, rather than maximizing individual results. The key role is played not by adaptation to changing conditions, but by proactive management, which provides for the organization's ability to independently shape the environment to achieve its goals.

Modern management priorities envisage rationalization not of the use of resources, but of the very form and method of management, which is becoming a key element of entrepreneurial activity. At the same time, a special role is assigned today to innovative structures and network organizations. Innovative activity in the modern economy is becoming a defining feature of entrepreneurship.

Innovative activity in the modern economy is becoming a defining feature of entrepreneurship. Moreover, innovation is not just an invention or discovery, it involves the practical implementation of an entrepreneurial idea, i.e. the commercialization of new technical, technological, organizational and other developments. An important aspect of the development of entrepreneurship

is the emergence of high-tech, including venture capital firms, where the inventor and the entrepreneur act in one person.

The innovative activity of the enterprise, in turn, includes the following elements: – implementation of scientific and technical developments and tests; – effective technological and design activities; – implementation of technical, organizational and other innovations; – development of new utility models to improve the organization, management and regulation of the company's activities; – formation of an effective innovation and investment policy of the enterprise. Thus, the innovative activity of an enterprise should be understood as a process based on the implementation of investments in order to implement sound scientific and technical programs with guaranteed payback periods and the introduction of new scientific and technical achievements into production.

The creation of an innovative infrastructure depends on the level of technological and economic development of the national economy. In countries with developed production infrastructure, today there is a process of softening («soft infrastructure» as opposed to «hard infrastructure»), characterized by an increasing role of immaterial, immaterial factors of production, and the informatization of society.

Softening is intertwined with servification, which is the rapid development of the service sector. Thus, real opportunities are being created to create a network of consulting, engineering, service, and information services that support innovation processes.

Another characteristic of modern entrepreneurship is commercial risk. The level of risk is increasing today, correlating with the degree of complexity and uncertainty of the external environment, which makes it much more difficult to make rational decisions in the organization. Commercial risk is associated with the manifestation of initiatives, the introduction of innovations by competitors and requires the adoption of adequate measures to maintain competitiveness on the part of other market participants. The result is an entrepreneurial benefit as a reflection of realized competitive advantages.

The terms «entrepreneurship» and «business» are often used synonymously. The terminological difference between business and entrepreneurship, according to A.H. Asaul, is that business uses a violation of market equilibrium caused by entrepreneurship for its activities[1]. Thus, entrepreneurship differs from business in only one essential property - innovation, which leads to a violation of market equilibrium.

Entrepreneurship in a broad sense, unlike business, is much less common. According to J. Schumpeter, «an entrepreneur who has remained such for decades is as rare as a businessman who has never been at least a little entrepreneur in his everyday life» [9, p. 174].

In everyday life, the interpretation of these terms is usually allowed to be equivalent, since the term «entrepreneurship» in the narrow sense corresponds to the term «business» in the broad sense of the word.

In our opinion, small and medium-sized businesses, along with large ones, are specific forms through which the entrepreneurial function is realized. It seems that today it is necessary to consider two aspects of the development of entrepreneurial activity - on the one hand, the trends in the development of large corporate entrepreneurship, and on the other, the trends in the development of small and medium-sized businesses.

We support the view that small businesses in the manufacturing sector should develop based on large businesses. Small firms usually either seek to occupy market niches that are unprofitable for large companies to enter there, or they are funded by them by conducting innovative developments that are risky for the corporation.

As for the development of corporate entrepreneurship, it should be noted that its characteristic feature today is the involvement of an increasing number of participants in the entrepreneurial process and the distribution of the entrepreneurial function in the form of a decision-making process between managers at various levels. Thus, corporate entrepreneurship today is the lot of collective activity. Moreover, managers differ from classical entrepreneurs in their business qualities, values, and

corporate standards of behavior. They are characterized by a desire to work in a team, teamwork, and awareness of the value of cooperation.

As for small and medium-sized enterprises, it is necessary to note that their development and support in modern conditions are the most important direction of state policy. The main sign of a developed economy in any country is the presence of small enterprises in its structure.

Thanks to small businesses, the national economy is steadily growing, the market is being filled with goods and services on a competitive basis, new technologies are being promoted to produce products that meet market requirements, and employment is being ensured.

Less favorable business conditions than those of large enterprises lead to less stability and competitiveness of small businesses, which is why they need government support.

The experience of the development of the global and domestic economy shows that government policies aimed at helping small and medium-sized enterprises and promoting their development produce tangible results in achieving balanced economic growth.

It should be noted that in recent years, the country has been systematically working to create a continuous chain of comprehensive support for the development of entrepreneurship in Uzbekistan. By Decree of the President of the Republic of Uzbekistan dated November 10, 2023, No. UP-193 «On measures to improve the system of financial support for small and medium-sized businesses»

On March 19, President of Uzbekistan Shavkat Mirziyoyev held a meeting with representatives of small and medium-sized businesses.

Priority tasks for the development of small and medium-sized businesses were discussed at the meeting. In particular, the following goals are outlined for 2025:

- to increase the share of the sector in the economy to 55% with the creation of added value in the amount of 70 billion dollars. According to the Committee for National Statistics, the share of small businesses in GDP in 2024 was 54.3% (in 2020 it was 57.5%);
- expand the export of small businesses from \$9 billion to \$12 billion, providing support in transportation, certification and standardization of products;
- increase the share of small businesses in the fields of water supply, sewerage, road construction, utilities, logistics, migration, culture and social services by 2-3 times;
- create 1.5 million permanent jobs and bring the share of the employed population in this sector to 75%;
- to increase the number of enterprises with more than 100 employees to 4,000;
- develop 100 new brands in the field of small business;
- finance 200 startup projects with the participation of small businesses.

A comprehensive program has been developed jointly with international experts to achieve these goals.

In 2025, it is planned to allocate 10 billion dollars from various sources for its implementation.

The President elaborated on the new opportunities that will be created for small and medium-sized businesses.

In particular, preferential resources in the amount of 22 trillion soums are provided for the involvement of the population in business activities. Of these, 2.5 trillion soums will be allocated to support youth entrepreneurship and the same amount for projects of women entrepreneurs.

Since this year, loans of up to 300 million soums have been issued to small businesses. Now, entrepreneurs who have become small or medium—sized enterprises over the past year will be able to receive up to 150 million soums without collateral (currently it is 100 million soums). In addition, unsecured loans will be provided under family business programs for up to 50 million soums (currently 33 million).

Responsible persons were instructed to create an opportunity to obtain new preferential loans for entrepreneurs who had previously prevented delays in their loan obligations.

An additional 500 billion soums will be allocated to the 1 trillion soums provided this year for the development of infrastructure for small and medium-sized business projects.

It is also planned to adopt special programs to support entrepreneurs working in the field of equipment, electronics, medical devices, logistics and other promising areas.

The President noted that a five-year strategy has been developed that will determine further steps in the field of small business. This initiative was supported by international financial organizations, expressing their willingness to promote the introduction of best practices, innovations, technologies and international standards in new business areas. 470 million dollars have already been allocated for these purposes.

This approach ultimately means supporting specific enterprises in the financial, property, consulting, information and other fields.

In addition, in our opinion, support for small and medium-sized enterprises as a socio-economic phenomenon is extremely relevant at the moment. This direction involves the creation and regulation of institutions that determine the possibility of new socio-economic communications both within the company and between the company and the external environment.

The basis of entrepreneurial activity today is precisely the ability of an economic entity to qualitatively modify the network of economic relations. On this side, in our opinion, it is necessary to support small and medium-sized businesses by helping to create innovative networks, including technology parks, business centers and business incubators, as well as regional business clusters and networks.

CONCLUSION

Thus, analyzing and summarizing the opinions of scientists and practitioners, entrepreneurial activity has great reserves and prospects, because there is no other way to establish and strengthen the state, except for the development of a market economy, which is based primarily on entrepreneurship.

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