

MOTIVATIONAL AND ADMINISTRATIVE SPHERE OF BUSINESS WOMEN'S ACTIVITIES

¹Shoyimova Shoxista Sanakulovna,² Mirzaeva Nargiza AsrarovnaMirzaeva,³Shaxlo Ruzmat Kizi

Abstract – This article is a theoretical and empirical study of the motivational and volitional spheres of women's entrepreneurship, which recognizes that the effectiveness and development of entrepreneurial activity depends on the motivation to succeed, willpower, risk, self-confidence, communication and organizational skills.

Key words: entrepreneur, entrepreneurial activity, motivational-voluntary sphere, motivation to succeed (MIM), motivation to avoid failure (MQM), level of risk readiness (TTD), self-confidence (OI), communicative organizational skills (KTQ).

1. Introduction

The fact that research on gender issues is being conducted in our country today shows that it creates a basis for studying the role of women in society and further enhancing their status. Even the establishment of the Association of Women Entrepreneurs in the country in the process of transition to market relations is a prelude to this.

Entrepreneurship, especially in market relations, focuses on the development of women's social creativity, which is the formation of such characteristics as initiative, entrepreneurship, entrepreneurship, mastery of the world. As a result of this influence of socio-economic changes in society on the female individual, the world of science needs psychological and gender studies that shed light on the problem of women.

II. THEORETICAL-METHODOLOGICAL BASIS OF STUDYING THE ENTREPRENEUR AND HIS ACTIVITY

The leading quality of the economic, legal, cultural and moral basis of entrepreneurship is the psychological characteristics of the subjects of activity. We directly align the groundwork of entrepreneurial psychology with the term economic psychology. Entrepreneurial activity is not possible without relying on the principles of economic psychology, because a person as a business entity must be aware of the phenomena that affect economic behavior, economic choice, decision-making and economic practices.

II.Literature review

Economic psychology also actually represents the psychology of the business entity. We know that ideas about economic theory are in some ways based on psychological knowledge (Adam Smith, A. Marshall, John Keynes, M. Munsterberg, G. Tard, J. Cato, etc.).

The personality of the entrepreneur and his activities are described by a number of experts. In particular, A.A. Krylov and his followers divide the psychological image of the entrepreneur into 3 large blocks:

¹ Chair of Civil Society, Pedagogy and Psychology
Tashkent Pediatric Medical Institute
sh.shoyimova1975@gmail.com

² Chair of Civil Society, Pedagogy and Psychology
Tashkent Pediatric Medical Institute
nargiza.mirzaeva3003@gmail.com

³ Chair of Civil Society, Pedagogy and Psychology
Tashkent Pediatric Medical Institute
shakhlo5mir@gmail.com

Possession of deep knowledge in the intellectual block, possession of real imagination, development of imagination and intuition, creativity, ability to formulate plans for the future of thought;

1. Ability to communicate quickly with employees in the communicative block, the ability and willingness to interact with other people within the framework of social etiquette, as well as the ability to go against the flow;

2. In the motivational block there is a tendency to risk (internal control locus), the desire to fight and overcome, the need to activate and gain public respect, to achieve the dominance of the motive to avoid failure [11; 553 - 554].

Swedish economist and psychologist K.E. Warner argues that an entrepreneur is a person with a unique socio-psychological image. Its task is to revive the neglected (drowsy) economic opportunities, to attract them to circulation and to use them for the benefit of the people. According to Wester's definition, an entrepreneur can organize and manage an enterprise or business and take risks without fear of risk. Consequently, the organizational (managerial) function (function) is less described in his image than the risk-taking approach, which is manifested not only in the economic but also in the social and psychological spheres [6; 133-134].

Russian psychologist T.I. Aravina describes the entrepreneur's personal characteristics as initiative, courage, willingness to take risks, aspiration to achieve goals, diligence, responsibility, tolerance to stress, organizational skills, intuition, independence, a world without standards (new, original), does include a number of qualities such as self-confidence [1; 10 - 20].

Professor I. Melii, Director of the Russian-American Psychological Center "Ecopsy", distinguishes the characteristics of entrepreneurs as follows: From 2, courage and a bit of honesty. He can compete and compete because his character is characterized by aggression. From 3, emotionally stable, optimistic. He must have had a high level of self-esteem. Because its non-jizziness allows it to recover very quickly from failure and start a new business. From 4, entrepreneurs are surprisingly independent and enterprising. Although they do not have the ability to work in a team, they are very independent and enterprising. And finally, the entrepreneur is, of course, the creator. This is its most important feature [8; 17].

Sociologists and economists are also interested in the personality of the entrepreneur and his activities. In particular, a number of economists have recognized a number of important qualities that make up an entrepreneurial personality.

According to Australian economist Y. Schumpeter, an entrepreneur is an innovator, destroying economic equality and accelerating development. According to him, only a person who can spend a lot of money is prone to risk (this feature is the most important feature of an entrepreneur and plays a decisive role in the choice of business, its implementation) [6; 134].

A number of scholars, while highlighting the personal qualities of the entrepreneur, based on the results of his activities, divide them into two categories: "Successful" and "Unsuccessful" entrepreneurs. The incompleteness of the characteristics of the entrepreneur leads to the "failure" of entrepreneurial activity. Evidence of this is also evident in the research work of the American S.K. Roshchin, who explains that the success of entrepreneurial activity depends on the personal qualities of the entrepreneur, the circumstances of the situation. In his opinion, a modern ("Successful") entrepreneur should have his own personal analysis and ability to evaluate data and not be susceptible to external influences. At the same time, the main quality of entrepreneurial thinking is to be creative, to strive for innovation, to be able to use constructive ideas in a timely manner, which helps to get out of uncertain situations [12; 98 - 108].

According to the author, personal (behavioral) and socio-psychological characteristics allow entrepreneurs to take a leading position in society. The motivation of an entrepreneur should be focused only on success, overcoming obstacles. He should not shy away from competition, rivalry and self-struggle, enjoy his creative activity, conduct his work independently [10; 43].

III. Analysis

Uzbek scientists highlight the personal characteristics of successful entrepreneurs as follows:

- *constant opportunity search and initiative;
- Patience and perseverance in achieving the set goals;
- relentless pursuit of efficiency and quality;
- goal-oriented, namely, the constant development of the idea and foresight in solving short-term problems;
- Continuous analysis, observation, planning and foresight of not only their business area, but also other areas of business activity [4; 185 - 186].

Our scientists attribute the success of entrepreneurial activity to the ability of entrepreneurs to perform a number of tasks in communication with customers. These are:

- ability to persuade and communicate;
- independence and self-confidence;
- immediate comprehension and linking previously accumulated knowledge with new assimilation;
- readiness to be able to personally perform complex work in a chosen field of activity [4; 186].

Any person running a business or firm:

- be able to manage motivation;
- ensure quality at work;
- believe that for a long time to carry out professional activities effectively and realize other positive aspects.

The main conditions for the development of entrepreneurship are as follows:

- public policy in private business relations;
- a system of cultural or social values (wealth), ie psychological support and assistance to the mood of individual initiative;

- People's ability and aspiration to entrepreneurship. They pose 3 main problems of entrepreneurship: political-psychological problems of the relationship between the state and entrepreneurship, problems of the image of entrepreneurs in the public consciousness, and finally, the study of the psychological image of entrepreneurs [11; 552].

An analysis of the literature shows that the success of entrepreneurial activity requires that the entrepreneur has all the positive qualities that make up the psychological image of the individual. They are dominated by the will-motivational environment, regardless of the form of entrepreneurial activity (production, trade, finance) and its level (large, medium, small business) or other special features.

While the motivational environment plays an important role in the center of the psychological image of the entrepreneur, it is important to consider the views and opinions of a number of scientists in this regard. They analyze a person's motivation in entrepreneurial activity in terms of instinctive actions. For example, William James wrote that "the pursuit of leadership and ambition in an individual's activity is instinctively present," while McDougall admits that "the instinct for constructiveness is inherent in the entrepreneur." Here, instinct is an emotional impulse that motivates active action. A. Maslow puts a hierarchy of needs in entrepreneurial activity. The author focuses first on physiological needs, then on the needs of social creativity and self-activation. Later, Maslow's colleagues acknowledge that physiological needs, in particular hunger, stimulate entrepreneurial activity [7; 135].

In the 60s of the last century, attempts were made to measure the level of entrepreneurial activity. D. McClelland describes the ability of entrepreneurs to take on a great deal of responsibility. He tries to determine the level of motivation to strive for success in his laboratory research. The author identifies three conditions for striving for success:

- the individual must be prepared to take on a great deal of responsibility;
- have a clear idea of how the work will end (he must have felt success and failure);
- Success must be visible, and the ways to look for it require moderate (objective) or risky, delicate, dangerous risk [6; 136].

In his research, the author used psychological methods in explaining (substantiating) economic phenomena.

The motivational field of entrepreneurship was studied by J. Atkinson in 1964 and a "formula for success" was developed:

$$Ts = Ms \times Ps \times Js$$

here s - success; Ts is the tendency to succeed based on a clear expression of activity; Ms is the motive for success as a stable characteristic of the individual; Ps is the probability of success; Js is the expected value of success (probability value of success).

In fact, this formula gives rise to the next correlation, i.e., the relatively low probability of success, the higher the excitation rate with respect to its value.

The formula for avoiding failure is as follows:

$$Taf = Maf \times Pf \times Jf$$

- In this case, Maf is the motive for avoiding failure (escape) or aspiration (passion), Pf is the probability of failure. Jf is the power to restore sincerity from possible failure. B. Weiner (1972) summarized the experimental data and came to the following conclusion:

- Motivation increases the activity of failed individuals (whose desire for success is clearly expressed);
- Motivation weakens the activity of an individual with a low level of aspiration to success, before failure (discourages);

- If success comes in the first case, the motivation decreases.
- In the second case, if success is expected, motivation increases [6; 136 - 137].

The theory of "attribution" also undoubtedly contributes to the study of the phenomenon of entrepreneurial activity. This theory was first formulated in 1958 by F. Heyder. According to the essence of attribute theory, the success or failure of human behavior is conditioned by four factors. These are ability and diligence (internal control factors) as well as the difficulty of the task and the happy event (external control factors). The first two factors tend to link people's success to their ability and diligence, rather than the fear of sustained failure. Consequently, attribute theory is not important in terms of factors, but depends on how entrepreneurs interpret the results they achieve.

Entrepreneurial motivation is studied in a cognitive direction, and despite its importance and place in science, emotional parameters are also shown in contrast to it. For example, according to Kates Defere, the ability to avoid frustration, emotional stability should prevail in the entrepreneur. Hence, when analyzing entrepreneurial activity, the cognitive and emotional characteristics of an individual should be considered interrelated.

J. Rotter's "Control Locus" theory shows the interval and external scale in the motivation to strive for success. In his view, people who have a strong inner drive to succeed point to "external situation" or "destiny" as the cause of everything. In the theory of "control locus" in the study of entrepreneurial activity we can see that an individual acts by linking his success to external forces or internal capabilities.

American psychologists A.T. Tversky and D. Kaneman, based on the theory of decision-making and data collection, argue that in the cognitive sense, the entrepreneur is characterized by "sensitivity" (intuition). The authors show that an entrepreneur must be able to skillfully get out of a risky situation. Hence, we can argue that entrepreneurship and risk are inseparable phenomena. But the phenomenon of risk can depend not only on the material side, but also on the pursuit of position, success, career. Risk is associated not only with entrepreneurial activity, but also with the individual's own internal activity, individual actions.

According to K. Jung, an entrepreneur is more inclined to the intuitive type, rather than to the thinking (wise) type.

In the study of entrepreneurial activity, J.Ronen, B.Jilad, S.Keysh, etc. show that in order for a person to be successful, he must have a heuristic ability in his cognitive activities. According to them, the ability to act immediately in a given situation, to gather the necessary information, to give productive ideas, to come up with new ideas in spite of competition, to avoid danger, requires exactly this heuristic ability. Their ability to immediately gather the necessary information in decision-making in their scientific and practical research, to correct mistakes, to adequately understand the situation is a characteristic feature of the cognitive structure of the entrepreneur [20; 139].

When risk is studied in the cognitive direction in entrepreneurial activity, the main problem is the importance of alternative choice in risk decision-making (perception). American psychologists A. McClelland and A.D. Verit link their scientific and practical research with the "loss" of the unpleasant risk phenomenon. They develop a conceptual model that describes the risk situation and divides the differential process into five stages:

1. Allowing risk;
2. Assess the situation;
3. Distribution (time, data, means of control);
4. Selection;
5. Observation of the process [6; 137].

This model helps to understand the behavioral movements in entrepreneurial activity.

Also, many Russian researchers have analyzed the motivation inherent in today's entrepreneurial activity (P.H. Zaydfudim, I.F. Tazizulin, E. Egorova, A. Gibb).

P.H.Zaydfudim and I.F.Tazizulin consider socio-economic motivation of entrepreneurial activity as the main condition of transition to market relations [16; 57]. E.Egorova, on the other hand, gives psychological lines to the image of the entrepreneur, first of all, as the high need to achieve the status of the basic model of the entrepreneur, perseverance, risk-taking, aspiration to ease, foresight, etc. [5; 112].

In the course of scientific and practical research of entrepreneurial activity, attention was paid not only to the individual aspects of the entrepreneur, but also to the socio-psychological and ethnopsychological features.

Analyzing motivational activity, I.E. Zadorojnyuk recognizes that the success of entrepreneurs depends not on "internal" but on "external" factors. The author shows that the analysis of the activities of American and Japanese entrepreneurs is based on a system of cultural values [6; 137 - 138].

Thus, in the theory of motivation to strive for success, in addition to the individual and organizational actions of the individual, it is necessary to take into account the macropsychological direction.

A number of scientific studies also attempt to determine the success of entrepreneurial activity through gender differences. Because in recent years, the movement of women in entrepreneurship is also growing significantly.

According to statistics, 4.6 percent of women in the U.S. opened new businesses in the mid-1980s, but despite this, the activity was not widespread among women. So, the question naturally arises, "why are male entrepreneurs more numerous than women?". According to I.E. Zadorozhnyuk, "fear of failure", "fear of crossing the border", the tendency to avoid risky situations are the main reasons why women do not engage in entrepreneurial activities on a large scale [6; 141 - 142].

According to economist A. Vladimirov, women's fear of failure, avoidance of competition, paralyzes their activism. Also, in many cases, women give up entrepreneurial activity from the first failure, while men, on the contrary, are characterized by "multiple attempts" [3; 70].

L.V.Babaeva and L.Nelson note that in the changing economic conditions there will be changes in the motivation of women as well as in men. According to them, the conditions of a market economy provide an opportunity for an individual to realize three important qualities: self-expression, entrepreneurship and resourcefulness, and creativity.

Researchers have conducted research in the Russian environment, noting that while women are more likely to show their abilities and earn a higher salary, while men are more likely to show their abilities, the motivation to earn more has increased significantly [2; 110 -111].

In world science, the origin, development and formation of the psychological characteristics of women entrepreneurs are directly related to the activity, as well as in their analysis, great attention is paid to gender differences. Interestingly, it is precisely the features that are so essential in entrepreneurial activity that women are denied.

According to V. Sukharov, for men to be successful in business, they need to be calm and able to keep a certain distance in communication. Women entrepreneurs, on the other hand, differ from men in their ability to communicate quickly, to come to a quick agreement (mutual agreement) on work, and to be able to master them quickly.

The author describes the business qualities in the socio-psychological characteristics of women and men as follows: "Environment and heredity are the main criteria for distinguishing the socio-psychological and business qualities of mental characteristics in women and men." According to her, environment is important for women and heredity is important for men.

Also, the author does not risk women [16; 59-60]. In our opinion, it is inappropriate to conclude that this is "impossible". If the required traits are formed in women, they may even surpass men in the risk section. Women are flexible and quick to assimilate in the process of individual development. Men have always amazed men with their ability to adapt to life quickly and easily.

Of course, running a business can be a bit more difficult for a woman than it is for a man. Because for a woman, being a leader or an entrepreneur is more uncomfortable than being a housewife. At the same time, a woman should have her own status and role in society as a loving mother, a good housewife, and a successful entrepreneur.

Studies on the business qualities of women and men have shown that women are more plastic than individual development, more inclined to assimilate the internal environment, more temperamental, more emotional than men, more susceptible to influences, more prone to comfort. It is no secret that even a modern approach to the problem of women covers a number of areas, namely, ethical, economic, demographic and egalitarian. Each direction has its own place and position, from which the egalitarian (French) direction is not the moral, economic, demographic aspects of the problem of women, but the woman's social status, social change, self-development as a person according to sexual role [13; 33 - 34].

It is positive that the psychological study of the gender issue has encouraged the elucidation of the psychological characteristics of women in the field of entrepreneurship. It must be acknowledged that the position of Uzbek women in the process of socio-economic and cultural change is aimed at ensuring a balance between their gender differences and the social environment.

IV. Discussion

III. EMPIRICALLY IN THE MOTIVATIONAL WILL SECTOR OF BUSINESS WOMEN'S ACTIVITIES STUDY

In the process of research of entrepreneurial activity there is a need to take into account the motivational-voluntary sphere. Motives for action are expressed in two ways to individuals, namely, the desire to succeed and the desire to avoid failure. Individuals who are dominated by the motive of striving for success take risks, show initiative and competitive activity when any favorable situation arises.

In contrast, those who are motivated to avoid failure are more likely to avoid risk and responsibility, and less likely to be involved in situations where the outcome is unknown. These conditions affect the formation and manifestation of socio-psychological characteristics of the individual.

The effectiveness of the activity is explained by the fact that the motivations are properly formed and directed. The notions of success and failure, success and failure, success and failure play a leading role in an individual's performance, making it harder for us to stop at providing comprehensive information on gender issues or differential psychological analysis. But over the past millennia, millions of people have been giving each other useful advice based on their life experiences. How much of them can be used? The answer to this is itself a rather problematic issue. In a study by the German psychologist K. Levin and his followers, he also linked the motives of an individual's striving for success and avoidance of failure to the level of aspiration of the research basis.

After the legal basis for women to engage in entrepreneurial activity in the Republic of Uzbekistan, they began to work in business, manufacturing, industry, culture, handicrafts and agriculture. From an ethnopsychological point of view, it is often the case that men are the main breadwinners in the family. When we covered gender issues, we also took into account the physical superiority of the man biologically, as a person who carries out his economic activities and material support. However, as women are also actively involved in the socio-economic, political spheres of life side by side with men, there is a need for comprehensive research, such as the study of their activities [16; 69 - 70].

The object of our study were members of the Association of Women Entrepreneurs (90 women entrepreneurs), who used the diagnostic methods of T. Elers' "Motivation to Avoid Failure" (MQM) and "Motivation for Success" (MIM) to study the motivation of their activities. If the respondents score 1 to 10 points, the MIM and MQM are low, the average level of MIM and MQM is between 11 and 16 points, the MIM and MQM level is high between 17 and 20 points, and the motivation level for success and defense is very high if it is above 21 points. can be assessed.

We applied the methodologies to two categories of subjects. The first group included "successful" ("M +") women entrepreneurs, and the second group included "unsuccessful" ("M-") women entrepreneurs. (We categorized entrepreneurs in this way based on their performance (ie, the M + entity is an entrepreneur with an effective performance, and the M- is a group of women who are doing business for the first time or have many failures in the process).

Along with the area of motivation of women entrepreneurs, their volitional qualities (especially risk) were also highlighted. To determine the volitional qualities of women entrepreneurs, we used the method of determining the "Level of Risk Readiness" (TTD) by R. Schubert. Depending on the importance of the methodology, the results allow the accumulation of values from -50 to +50. If the respondent accumulates less than 30 points, they are very cautious, with an average value of -10 to +10 points, and above +20, it is possible to assess their propensity to risk.

In the results of our study (2009) MQM, MIM and TTD of women entrepreneurs have a unique appearance. The results of our study show that the performance of entrepreneurs on MIM and TTD requires a joint analysis.

Table 1
Motivational and volitional qualities of Uzbek women entrepreneurs

№	Motivational and volitional qualities	Mx + m		t
		M+	M-	
1	MQM (1-test)	16,81+1,11	18,26+0,83	1,05
2	MIM (2-test)	21,87+0,86*	19,86+0,99	2,23
3	TTD (3-test)	- 4,25*	-5,25	2,01

* p<0,05.

The results of the women entrepreneurs on the MQM showed a score of 16.81 ± 1.11 ("M +") and 18.26 ± 0.83 ("M-"). We can say that although high levels of MQM were observed in "M-" women entrepreneurs, statistical differences between the results were not seen as reliable.

Researcher D. McClelland notes that having a high level of protection indicates that a person has a fear of failure and unhappiness, as well as more frequent failures than people with high MIM. Women entrepreneurs with a high level of MQM (especially "M-") show relative pessimism, caution, quick-wittedness, impatience, over-thinking,

hesitation in decision-making, indecision, fear of situations and skepticism, and lack of clarity. This suggests that they have a need for knowledge related to entrepreneurship and management activities and the study of human psychology.

According to the characteristics of the MQM methodology, M + women entrepreneurs showed a relatively average value (16.81 ± 1.11 points) as follows: their mobility, situational analysis, vigilance, attentiveness, courage, caring, perseverance, as well as caution, likes were observed.

Our second focus is the MIM and TTD analysis of women entrepreneurs. Uzbek women entrepreneurs showed more positive results on MIM (21.87 ± 0.86 ("M +") and 19.86 ± 0.99 ("M-") differences in reliability $r < 0.05$). This is evidenced by their high aspiration, tendency to anticipate results, vigilance, thoroughness in their work, analysis of situations, showmanship, attentiveness, toughness, and sometimes a tendency to haste. Although 'M-' is also dominated by results-oriented MIM in women entrepreneurs, it indicates that they have not formed a balanced relationship between MQM. Their TTD leads to more accurate information on the motivations of both types of women entrepreneurs.

Commenting on the results of the TTD test, the women entrepreneurs who worked "M +" had a score of -4.25 and the women entrepreneurs who had "M-" had a score of -5.25 (difference reliability $r < 0.05$), indicating that their TTD was average. It should be noted that due to their relative proportionality between their motivation and their mistakes, women entrepreneurs are more likely to take risks depending on the circumstances.

Due to the different levels of entrepreneurial activity, Uzbek women entrepreneurs have not shown sufficient experience in terms of willingness to take risks, which over time will reduce their willingness to take risks, allowing them to perform only real practical activities without foreseeing the results. Because women's natural plasticity, richness of inner feelings, caution, commitment to the goal, striving for comfort, thrift, foresight and high taste mean that they bring effective results in their work.

It should be noted that the willpower of women entrepreneurs warns that even according to the test results, they are not fully prepared for accidents in the process of activity, they can deviate from quick control and be skeptical and timid in drawing conclusions. In the process of preventing such situations, a person's self-confidence is important. While self-confidence is one of the factors that serve to fully ensure risk and success, it is necessary to coordinate one's feelings, attitudes, perceptions of oneself and take into account the purpose.

Also, the system of different relationships of an individual becomes the basis for classifying the most important aspects of his socio-psychological characteristics. The ability of an individual to actively participate in the system of social relations, to properly manage tactics and adhere to its norms, as well as the ability to organize solidarity, organization and collaboration between individuals is reflected in the communicative-organizational ability of each optimal person.

In order to study the formation of self-confidence and communicative-organizational skills in women entrepreneurs, we used the test of N.Raydas "Self-confidence" (SC) "Communicative-organizational skills" (KTQ). The results show that entrepreneurs have above-average ("M +") and average ("M-") levels. The fact that in women "M +" KQ is 0.60 and TQ 0.64 points, and in "M-" entrepreneurs KQ is 0.55 and TQ 0.54 points, they also have psychological teamwork, adherence to the rules of interpersonal behavior, psychological cohesion in the team, and as long as there is a need to enrich skills in psychological support for solidarity (Table 2).

Table 2.

Entrepreneurial women's self-confidence and communicative organizational skills

№		Mx ± in		t
		«M +»	«M-»	
1.	SC (4-тест)	79,12±4,11*	65,4±3,72	2,47
2.	KQ (5-тест)	0,6 ±0,23*	0,55 ±0,17	2
3.	TQ (5-тест)	0,64±_,21*	0,54 ±0,19	2

*P < 0,05; ** P < 0,01.

The sense of SC is determined by the nature of the emotional-volitional and nervous system of the person, that is, their greater stability, balance and strength are directed to himself, others and subject activities in the direction of values. According to the results of the SC scale, women entrepreneurs "M +" (79.12 ± 4.11 points) are fully confident.

They think they are always doing the right thing and know very well in which situation they are making a mistake. They absolutely don't need other people's opinions.

Before moving on to the results of the second stage, we refer to the correlation between the five test results. The correlation relations of "M +" women entrepreneurs are shown in Table 3, and the relationship between MQM and MIMs showed a coefficient $g = 20.38$, TTD $g = 20.40$, and GI 0.57 .

Table 3.

"M +" is between the motivation of women entrepreneurs correlation results

	1	2	3	4	5
1 (test)		0,38	0,402*	0,577*	0,09
2 (test)			0,840**	-0,51	0,50
3 (test)				-0,58	0,722**
4 (test)					-0,411*
5 (test)					

* $p < 0,05$ ** $p < 0,01$

This is characterized by the fact that the MQM has unequivocally shown a positive association with both MIM and TTD. Their harmonization shows that women entrepreneurs should play a leading role in their activities. Also, the second proof of this situation is that MQM and MIM are constantly intertwined.

Protecting yourself from failure requires entrepreneurs to:

1. Ability to take risks;
2. Formation of motivation;
3. It consists of accumulating successful experience at work. However, TWO cases lead to an increase in protective attitudes in the behavior of women entrepreneurs:
 1. Achieving the desired result without risk;
 2. Failure in risky situations. These two factors should be taken into account by women entrepreneurs. The results of the correlation between the motivation of women entrepreneurs "M-" actually substantiated the above-mentioned cases (Table 4).

Table 4.

"M-" is between the motivation of women entrepreneurs correlation results

	1	2	3	4	5
1 (test)		0,02	0,08	0,34	0,09
2 (test)			-0,15	0,33	0,17
3 (test)				0,22	0,14
4 (test)					0,23
5 (test)					

In the results in Table 4, we observed that the correlation between MQM ($g = 0.02$) and TTD ($g = 0.08$), MIMi and TTD ($g = 0.15$) in women "M-" entrepreneurs was insufficient. This situation can be considered as a factor that causes them to fail. This means that they have a high level of MQM, the average rate of MIM, which shows that the correlation relationship is scattered. In women entrepreneurs, it is necessary to link between MIM, MQM, TTD, OI, KTQ. This connection is determined by the growth of their experience and age.

V. Conclusion

Anyone who steps into entrepreneurship needs to weigh their options correctly. Clarity of activity goals, understanding of the needs that serve to achieve it, and the right choice of activity motivation will help to achieve results easily and effectively. Entrepreneurial activity feels the need for the psychological principles that characterize success or failure. In this case, the personal maturity of the entrepreneur is important. Because failures lead to excessive stress, frustration, nervousness, and inactivity in the individual. In such cases, mental preparation allows them to forgive more easily and prevent failure. To do this, it is advisable for women entrepreneurs to get rid of failure and get acquainted with various seminars-trainings and scientific sources on the psychology of success.

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