



**Improving the Motivational Mechanism of Entrepreneurship Taking  
Into Account Material and Social Values Arising Under the Influence  
of Factors**

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**Abstract:** *The article presents an improved motivational mechanism of entrepreneurship taking into account material and social values arising under the influence of socio-demographic, professional qualification, psychological and entrepreneurial factors.*

**Keywords:** *Entrepreneurship, motivation, motivation mechanism, entrepreneurial factors, social values.*

The scientific-theoretical foundations of the development of entrepreneurship, its development and management under the influence of motivational factors have been covered in the works of many foreign scientists.

Scientific-theoretical and practical foundations of development and management of entrepreneurship have also been researched in the works of many scientists who have conducted scientific research on the development of entrepreneurship in the CIS countries.

Economists have conducted many scientific researches on the problems of business development in Uzbekistan, including the study of business development and management.

Scientific research works were also carried out on the issues of statistical modeling and forecasting of small business and private entrepreneurship.

Although the research carried out by the scientists of the field is an important scientific and methodological source, taking into account the conditions created for the development of entrepreneurship in our country, there are enough scientific studies aimed at the wide application of the methodology of developing entrepreneurship under the influence of motivational factors and strengthening the influence of motivational factors to management activities. not studied to the extent.

The purpose of the research we are conducting is to develop proposals and recommendations for improving the influence of motivational factors in the development and effective management of business entities.

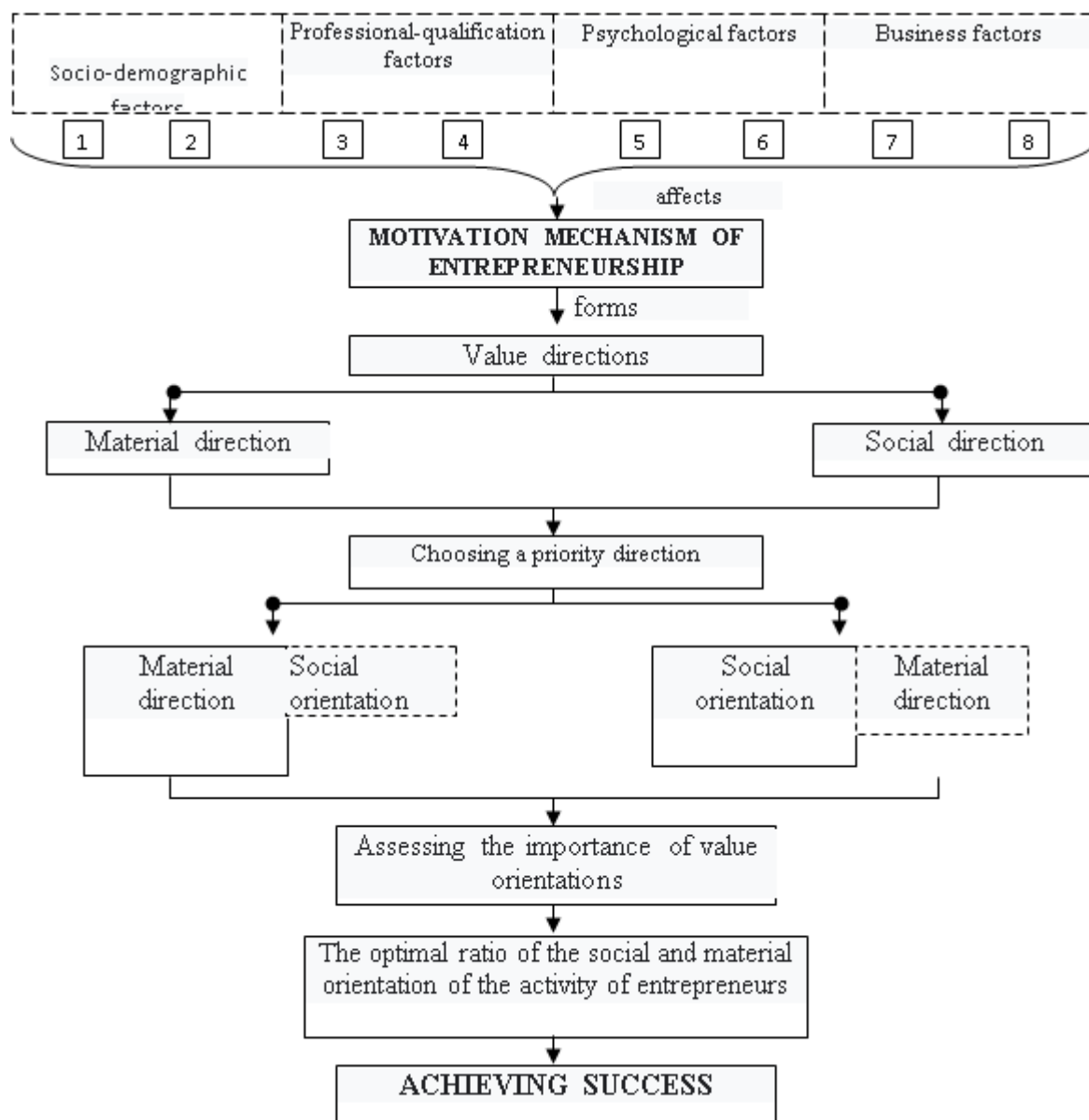
The creation and development of entrepreneurial structures is related to the influence of motivational mechanisms. Under the motivational mechanism of entrepreneurship, we understand the priority of value chains and a set of processes that determine the level of interest of entrepreneurs in achieving the maximum economic and social results of their activities by adding value to goods/products/services and satisfying customer needs.

For this, it is necessary to form a comprehensive mechanism of encouraging entrepreneurs. In this, its elements must have reasonable integrity. All the elements of the motivational mechanism are interrelated, leading to a change in one of the elements. In addition, the elements of the motivational mechanism should have a different life cycle duration.

The motivational mechanism of entrepreneurship is influenced by: socio-demographic, professional qualifications, psychological, business, in the formation of material value chains ("searching for opportunities for financial independence" and "pursuing material well-being") and social (self-awareness;

professional growth in the course of entrepreneurial activity; confidence in the future of business; public attribute; to have power; charitable activities) orientation.

After determining the priority of entrepreneurial activities, an assessment of the level of importance of value chains (searching for the balance of the entrepreneur's value orientations) is carried out in order to achieve an optimal combination of material and social direction (Fig. 1).



**1 - picture. Scheme of change of value orientations under the influence of the motivational mechanism in the course of entrepreneurial activity**

It is proposed to distinguish the following as the main elements of the motivational mechanism: internal force, internal process, system of external conditions, influence on behavior, influence of

needs, interest, conscious choice of goals, direction to achieve goals, striving for action, process of motivating activity, activation of labor activity,

action system, striving to satisfy needs, regulation of behavior (activity), motivation process, reward, goal orientation, verbal behavior, achievement of set goals, satisfaction of needs.

Based on the results of the analysis of the motivational mechanism, we believe that the identified elements should be supplemented with the following internal factors:

- ✓ achievements (desire to provide your family with a decent life; desire to succeed; desire to win; desire for creative work; desire for leadership);
- ✓ ideological factors (possibility of implementing ideas);
- ✓ social factors (increasing social status; influence in society);
- ✓ personal place (self-affirmation; self-awareness, self-development, not being afraid of risk);
- ✓ savings (desire to accumulate capital; desire for reliability; desire for independence);
- ✓ moral factors.

Potential opportunities and needs for self-expression can expand with the development of the personality. So, it can be said that the process of motivation by satisfying needs is endless. Therefore, motivation is constant, and its working mechanism is cyclical. The motivational influence and encouragement of entrepreneurship is a complex system that is limited not only by the material component, but also by the specific nature of the motivation category, and at the same time by individual psychological characteristics.

On the one hand, motivation is an economic result, on the other hand, psychological and social factors of the entrepreneur and resource limitations of his activity play an important role in the process of motivation. Therefore, the motivation process and the economic result are impossible without them.

The pursuit of independence in life as a set of elements of internal motives in the research process; desire to make decisions independently; the ability to get job satisfaction and realize one's potential; awareness of one's own importance (self-esteem), objective evaluation of mental and physical resources and the effectiveness of one's actions in solving a specific task (self-efficacy), self-awareness at work, increasing one's social status, receiving adequate remuneration for work and ensuring the growth of current and future well-being elements such as desire have been systematized.

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