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## **Improvement of Organizational, Economic and Legal Motivation Factors of Business Activity Development**

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**Abstract:** In the scientific article, all opportunities and requirements of the entrepreneur in order to properly organize entrepreneurial activity in the process of managing it and eliminate unexpected obstacles and problems encountered in the way of entrepreneurship, as well as profit, were studied scientifically. Entrepreneurship is a unique type of economic activity in society, and it is based on the entrepreneur's independent initiative, responsibility, creativity, motivational factors, organizational, economic and legal aspects based on his own idea and aimed at profit are explained by motivational factors.

**Key words:** entrepreneurial activity, entrepreneurial environment, entrepreneurial entities, socio-economic status, competition, entrepreneur, entrepreneurship, capital owner, organizational mechanism, economic mechanism, legal mechanism, concept of motivation.

**Introduction.** In the conditions of modernization of the economy, it is possible to recognize as one of the urgent issues awaiting its economic solution in the conditions of fierce competition, to radically change the activities of economic entities and to develop the production and service system by them.

Comprehensive measures are being implemented in Uzbekistan for the development of small business and private entrepreneurship, the development of the innovative and digital economy, the creation of social, financial and economic conditions for reducing the level of poverty, and their state support. "One thing should be emphasized, entrepreneurs contributed equally with the state for the stable operation of the economy during the pandemic. That's why we must all stand shoulder to shoulder with entrepreneurs and always support them. In this regard, ensuring the rights of businessmen, especially the inviolability of private property, should be the main task of state bodies at all levels." [1] Analyzing the development of small business and entrepreneurship, increasing the influence of motivational factors affecting it, revising it from a socio-economic point of view based on modern requirements, and expanding the scope of scientific research aimed at improvement are of urgent importance in the performance of these tasks.

The market economy is a mechanism of economic management with a complex and unique structural structure. Due to the combination of economic, social and political status of any events and events that occur in this process, such a multifaceted approach makes the mechanism of economic management even more complicated. Therefore, the unexpected problems of the economy have a mass character, and it is forced to change the organizational, political and social processes of solving them

Economic, social and political problems that occur in society mainly arise among the population, that is, one of the root causes of this is the decrease in the real income of the population and the increase in unemployment. In this process, it is possible to mitigate or eliminate problems through the proper organization and development of business activities in finding solutions to problems.



It is carried out based on long-term experience in the organization and management of business activities in each country. However, the organization and management of business activities is complicated, and the regulation and development of this will not depend only on the entrepreneur. Various influencing factors and factors contributing to development are also involved in this.

The correct organization of business activity is an effective activity in the process of managing it, in order to eliminate any unexpected obstacles and problems encountered in the way of business, as well as in order to make a profit, using all the possibilities and putting his own funds to work. requires to be conducted. Taking this into account, entrepreneurial activity is a unique type of economic activity in this society, based on the entrepreneur's independent initiative, responsibility, creativity, idea-based and profit-oriented motivational factors.

To date, the formation of various ownership relations in our country, as well as the formation of a middle class of owners among economic entities, the existence of tasks to fill the domestic market with competitive and high-quality products to meet the needs of the population, to create new jobs in order to increase employment and on this basis to create favorable conditions for the further development of small business and private entrepreneurship as an active driving force in the development of our country as an important factor in increasing the income and welfare of the population one of the main goals is to implement a complex of directed measures. These include:

- > to create a more favorable business environment in our country and its territories, to improve the legislation aimed at strengthening the priority of private ownership and to provide reliable guarantees in this regard, to give more freedom to entrepreneurship, to reduce the state's management functions and permitting norms, bureaucratic implementation of market tools and mechanisms that ensure the wide use of financial and credit resources and raw materials, as well as the issuing of state orders for the products produced by small business entities;
- > to sharply reduce the intervention of state and control bodies in the financial and economic activities of business entities;
- > to further simplify the procedures for the establishment of small enterprises and the registration of small enterprises and entrepreneurs, to solve issues related to the construction of small business entities and their connection to engineering and communication networks, the allocation of non-residential premises and necessary land plots taking concrete measures on;
- reation of more favorable conditions for tax and other payments for small business and private entrepreneurship, granting privileges and preferences, improving and unifying the reporting system and the mechanism of submitting reports to financial, tax and statistical authorities;
- > to further improve the mechanism of granting loans to small businesses and private enterprises and to increase their volume, first of all, to allocate loans for investment purposes, for the formation of initial capital, to provide medium and long-term loans for the modernization of production and technological upgrading;
- ➤ wide attraction and direction of foreign investments, first of all, loans from international financial institutions and direct investments for the development of small business;
- ➤ to create ample opportunities for the development of small business and private entrepreneurship in industrial sectors and the organization of modern productions based on high technology, to encourage the introduction of innovative technologies into production by small business and private business entities;
- ➤ fundamentally solving the issues of expanding the participation of small business and private business entities in foreign economic activities, helping to increase their export potential, to bring their products intended for export to world and regional markets;
- ➤ further development of the system of providing small business and private business entities with information, as well as providing them with consultative assistance in matters of personnel training, retraining and upgrading their skills.

The main goal of the directions presented in this decision is to solve problems in small business and private entrepreneurship, to eliminate obstacles in the process of operation, to improve the process of production and service, to financially support entrepreneurship, as a result of entrepreneurship includes measures aimed at exporting the created products and services, providing business activities with information, and improving the personnel training system in the field.

Analysis of literature on the topic. The relationship between an entrepreneur and a consumer is considered to be a constant and ongoing process, which requires constant assessment of the impact of this process on business activity. In such conditions, the entrepreneur is embodied as an active subject category and in the analysis of mutual relations with the consumer, the consumer performs the role of an indicator of the entrepreneurial process. Business activity can be carried out in a more organic way only with a positive assessment of the consumer, otherwise the entrepreneur can break in the competition or end his activity.

The product created by the entrepreneur is evaluated by the consumer, after which it is known that he is ready to buy this or that product. An entrepreneur is required to plan and organize his future activities taking into account the consumer's mood, wishes, and interests.

In the conditions of market relations, any entrepreneur should act taking into account the interests of the consumer, otherwise there is no other way to influence the consumer. This does not mean that the entrepreneur must always act in accordance with the interests of the consumer, but if the entrepreneur creates a new product that matches the consumer's taste and income, the consumer's demand for this product will inevitably begin to form. It can be concluded from this that the following methods of organizing entrepreneurial activity can be cited [2]:

- ✓ The method of determining consumer interests of the entrepreneur;
- ✓ Method of "forcibly inculcating new goods or services into the mind of the consumer" based on the entrepreneur's own activities;
- ✓ A method of studying consumer requirements and creating products that the consumer did not expect by conducting entrepreneurial marketing research.

American psychologist Abraham Maslow researched the concept of motivation based on the results of his research in the 40s of the 20th century in his work entitled "Motivation and Humanity". emphasized the formation of spiritual aspirations. [3]

A.G. from CIS scientists. Koval' and Yu.K. The Balashovs conducted scientific research on the introduction of the motivation methodology and they studied from the perspective of "Motivation-stimulus". According to their definition, motivation is a process that organizes a person's internal feelings and character, his interests and behavior in organizations. A motivational stimulus is mainly an activity aimed at the realization of one's goals and the influence of a person as an interesting and motivating factor for a job, and it is focused on the management of the organization. [4]

Regarding the importance of motivation in the organization and management of business activities, in the textbooks of economists O.P.Umrzakov and I.L.Abdurahimov, "motivation is the process of encouraging someone (an individual or a group of people) to engage in activities aimed at achieving certain goals. [5]

Motivation is the process of stimulating the activity of a person (a certain person or a group of persons) aimed at achieving a specific goal. Promotion is aimed at creating economic, perceptual and moral interest in work in people, which is manifested as a factor of material provision and "humanization" of themselves and their relations in terms of social intelligence that ensures workability.[6]

Also, in the textbook "Predprenimatel'stvo" published in Moscow under the editorship of a group of professors M.G. Lapusta and others who are conducting research on the development of entrepreneurship - "general description of entrepreneurship, economic, organizational and legal forms, organization of entrepreneurship, business plan, Analysis of financial activity, taxation and business psychology are researched and presented with clear ideas".[7]

The famous American economist and sociologist Y. Schumpeter, one of the researchers conducting his research in the development of the field of entrepreneurship on a global scale, gave the following definition in his "Theory of Economic Development", that is, "the entrepreneur as an economic factor in terms of importance "It is equal to capital, labor and land," he commented.[8]

The next stage of development of entrepreneurial activity is defined by the famous French economist J. B. Sey (1767-1832) in his treatise "Political Economy" at the end of the 18th century and the beginning of the 19th century as the unity of the three main factors of direct entrepreneurship production - land, capital and labor factors. reefed.[9]

In the words of J.B. Clark: "Free competition gives labor what comes from labor, capitalists get what capital creates, entrepreneurs get what comes from coordination." [10]

The British economist Friedrich von Hein, who received the Nobel Prize in economics in 1974, had a different approach to the concept of entrepreneurship. According to him, entrepreneurship is not a special activity, but a direction of finding new economic opportunities and ensuring actions. [11] Friedrich Von Hein interprets entrepreneurship not as an activity, but as a direction that moves a certain field. Entrepreneurship is not a field of activity, but a special type of activity, and it consists of a specific behavior.

The creative aspects of entrepreneurial activity bear fruit in the implementation of new methods of rational organization of production or new modern and compact technologies in a new management system.

Business management does not end only with the management of the work process or employees, but it is also difficult to manage the newly born ideas and creativity. Therefore, in any process, the entrepreneur is the main subject of his activity. However, in all fields, an entrepreneur is not a single entity, but in any case he appears as a consumer of produced goods or services, as a competitor in various situations, and also in some cases to interact with the state. forced At the same time, both the consumer, the state, and the hired (employee) employee are recognized as subjects of business activity.

**Research methodology.** The article compares the scientific and practical features of the development of entrepreneurial activity on the improvement of organizational, economic and legal motivations, the study of statistical data and economic comparison and analysis, logical thinking, scientific abstraction, analysis and synthesis, induction and deduction methods. widely used.

**Analysis and results.** Currently, the existing problems in the field of entrepreneurship in our country are as follows:

- the existence of problems in private entrepreneurship and opening a small business;
- ➤ the occurrence of problems and certain obstacles in the field of issuing documents authorizing the state registration of the business entity;
- > problems in the field of allocating land necessary for production and service to business entities;
- > problems of shortage of specialists in the field of entrepreneurial activity;
- marketing problems in the development of business activity;
- > problems in accreditation and certification of business products.

Problems in organizing and opening a business, mainly:

- > Service to entrepreneurs under the single window system is not fully implemented (registration of permitting documents);
- > Problems in providing business with a place (a single database open to all regarding vacant land and buildings);
- ➤ Privatized real estates are currently not used by entrepreneurs, it is a problem to get them back, because they were given to entrepreneurs as private property.



Problems in the field of issuing documents allowing for state registration of a business entity:

- ➤ There are still obstacles in connecting to engineering communications (gas, energy, water supply, sewerage, heat energy supply, telephone communication);
- In particular, state registration of business entities on the basis of a single window is not being carried out by district governments. The personal arrival of business entities is required by the authorized bodies and supply organizations that formalize the technical conditions for connecting to engineering communications.

There are also problems of lack of specialists in the organization of business activities, which are hindered by the following factors:

- Lack of specialists who develop a business plan, TIA;
- Lack of specialists developing construction projects in the field of architecture and construction or lack of interest in the field;
- > There is a great need for engineer-technologists in industrial production, but there is a shortage of specialists in this field, which seriously affects production and service provision;
- ➤ Lack of specialists who are involved in the production of innovative technologies and know foreign best practices;
- ➤ Inadequate work in educational institutions to train high-quality specialists in the above fields.

Problems in marketing are also encountered in the organization and development of business activities, which mainly include the following:

- ✓ Non-permanent participation of business entities in exhibitions and fairs;
- ✓ Lack of widespread implementation of marketing and management systems in business entities;
- ✓ Lack of marketing and management specialists in business development;;
- ✓ Non-existence of a single database of innovative technologies and ideas for the development of entrepreneurship.

To problems in the field of accreditation and certification of products and services in business activities:

- ✓ Current legislation is limited to the framework established by the national system for accreditation and certification of products;
- ✓ Inconsistency of national standards with international standards;
- ✓ The assignment of all functions to one body;
- ✓ Existence of inconsistencies and ambiguities in the current legislation;
- ✓ Insufficient testing laboratories for testing products;
- ✓ Due to the technical and semantic obsolescence of existing testing laboratories, it is not possible to check newly manufactured products;

Finding a timely solution to existing problems in the certification of products created in the course of business activities will cause the following consequences:

- ✓ Non-recognition of certificates issued by national bodies for accreditation and certification at the international level:
- ✓ creation of obstacles in international trade;
- ✓ emergence of non-competitiveness of national producers in international trade;
- ✓ the emergence of problems related to the increase in costs during export.



The main part of the problems arising in the business activity is not using motivational factors in the process of managing the activity and it is not widely used in the management process, and the entrepreneur does not understand the content of the necessary regulatory and legal documents, and causes negative consequences due to the fact that he does not apply to the state management bodies in time.

In entrepreneurial activity, a manager can achieve effective activity only if he correctly implements the above-mentioned directions in his management system, uses it wisely, correctly organizes the use of motivational factors in management, and also develops ways to improve the organizational and economic motivational factors of the development of entrepreneurship and correctly applies them in practice. (Figure 1).

If we consider the organizational motivational factors from the organizational, economic and legal motivational factors of the development of entrepreneurial activity, it consists of the following:

- ✓ Making decisions based on motivational factors in managing business activities;
- ✓ Development of effective business management methods;
- ✓ Requiring discipline from employees in managing business activities;
- ✓ Using one's ability to manage business activities;
- ✓ Improvement of innovative activity in business management;
- ✓ Improving relations with external partners that help in the development of business activities;
- ✓ Development of ways to increase the export level of products and services created in business activities;
- ✓ Fundamental improvement of the mechanism of submitting reports to state bodies on the results of business activities.

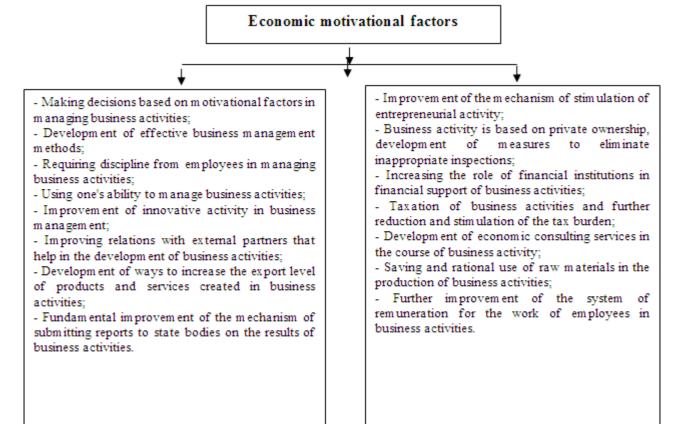


Figure 1. Grouping of organizational and economic motivational factors of business development

The transformation of the results of the entrepreneur's thinking into a material form means that by



introducing innovations into the production process, radical changes in the production structure of the enterprise by changing the production activity of the entrepreneur require creativity from the entrepreneur (Fig. 2).

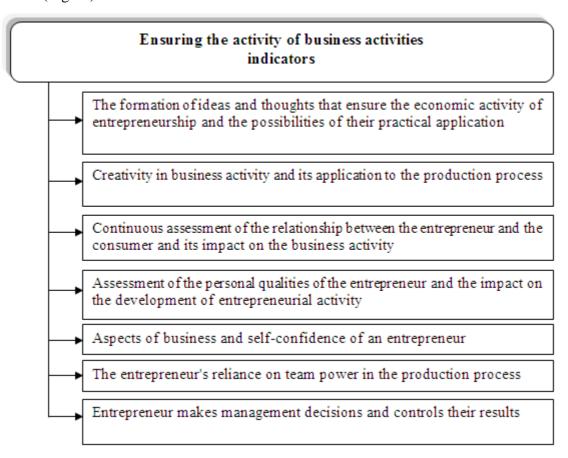


Figure 2. Grouping of indicators that ensure the activity of business activity

The economic motivational factors for the development of entrepreneurial activities consist of the following, namely:

- ✓ Improvement of the mechanism of stimulation of entrepreneurial activity;
- ✓ Business activity is based on private ownership, development of measures to eliminate inappropriate inspections;
- ✓ Increasing the role of financial institutions in financial support of business activities;
- ✓ Taxation of business activities and further reduction and stimulation of the tax burden;
- ✓ Development of economic consulting services in the course of business activity;
- ✓ Further improvement of the system of remuneration for the work of employees in business activities.

Any entrepreneurial activity is a separate element of its own economic activity. Its beginning is inextricably linked with a certain idea, thinking activity or its result, and only then it emerges as a material form.

Wide use of organizational, economic and legal motivational factors for the development of entrepreneurial activity in practice forms a certain level of economic efficiency for an entrepreneur, on the one hand, an entrepreneur helps to properly organize management and find his place in the economy, as well as to follow the principles of legislation gives a unique effect.

**Summary.** Currently, it is one of the main tasks of managers to properly organize the use of motivational factors in the development of entrepreneurship. Precisely, in the formation of modern management, it is important for the manager not to properly organize work, but to effectively organize management using motivational factors:

First of all, improving the mechanism of protection of business entities from various risks, identifying economic risks encountered in business activities, evaluating them and taking measures to protect against them, which is one of the responsible tasks of the manager.

Secondly, to increase their legal literacy in order to prevent the occurrence of problems and obstacles in the field of issuing documents allowing for state registration of the business entity.

Thirdly, review the work of the land allocation commission under local authorities and take measures to fundamentally change the mechanism of land allocation for business entities.

Fourth, to improve the training of personnel in educational institutions for the training of business specialists, to directly connect production with education, to increase innovative activity in the development and management of entrepreneurship.

Fifth, marketing problems in the development of business activity have not yet been solved, therefore, development of programs to increase the economic knowledge of the operating subjects in the fields of marketing and management.

Sixth, problems in accreditation and certification of products and services produced as a result of business activities are an obstacle to their development. The solution of these problems is one of the necessary factors for them, which is one of the important factors to determine the state program for the development and implementation of the quality of the national infrastructure for accreditation and certification of export products based on international standards and international practices.

In conclusion, it should be said that the correct use of organizational, economic and legal motivational factors for the development of entrepreneurship positively helps the management of the activity, on the one hand, it creates an important basis for increasing economic efficiency and protecting the economic and legal interests of the entrepreneur.

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