

ISSN: 3032-1123



Entrepreneur – Creative Person

Shokhsanam Dilshodjonovna Dovlatova

Student of Namangan Institute of Engineering and Construction

Received: Des 12, 2023; Accepted: Jan 13, 2024; Published: Feb 16, 2024;

Abstract: The article reveals that an entrepreneur is a creative person. The characteristics of the entrepreneur were considered. Particular attention is paid to the creative approach to the production process.

Keywords: entrepreneur, entrepreneurship, creator, innovation, production, manager.

Entrepreneur's personal characteristics, abilities, opportunities and job qualities are the driving force of entrepreneurship. The entrepreneur's job qualifications should be based on the following principles:

- first, to find its place in the economic system by analyzing the level of supply of goods and services to the market;
- secondly, the readiness to create a personal production structure;
- thirdly, based on the results of marketing research, making preliminary business calculations;
- fourthly, the ability to direct leadership in the implementation of a business project;
- fifth, to be the first to implement a new technical and technological idea and to use this idea in practice, to be able to imagine what final result, products or services can be obtained from it.

These business principles of an entrepreneur are based on his creativity. According to Y. Schumpeter, it is this creativity that allows an entrepreneur to pay attention to things that others do not pay attention to and do not know about.

Creativity is the main criterion in defining an entrepreneur, but it can manifest itself in different forms. An entrepreneur knows how to effectively use discoveries made by other creative people. At the same time, he will be able to find ways to use these innovations in the field of production of something new, amazing, that arouses the interest of the buyer.

But discovery and innovation are manifested not only in the creation of a new component of a commodity type, but also in simpler forms that do not require involvement in the process of renewal of commodity production. For example, it can be manifested in the form of updating the product packaging, giving new features and qualities to the traditional product.

Elements of discovery can be applied in other aspects of the entrepreneur's activity. For example, he finds new forms of production, management of product sales, establishes partnership relations, uses new production technologies.

Another important feature of entrepreneurship is the ability to foresee how the implementation of new ideas in the production process will be accepted by the market. From this point of view, the ability to integrate the innovation in the market and the response of the consumer into one process is the key to

the success of the entrepreneur.

Many researchers note that the number of entrepreneurs in society is increasing. According to the data, 8-10% of the self-employed population can be engaged in business. Entrepreneurship, like any other profession, requires business skills.

An entrepreneur is required, first of all, to believe in himself and his abilities. A person who does not believe in himself, in his own strength, is incapable not only of entrepreneurship, but also of carrying the work to the end in any field.

The next condition that determines the success of an entrepreneur is aggressiveness. In this case, we are talking about, firstly, the aggressiveness that gives the entrepreneur the confidence to have the first place in something, and secondly, the entrepreneur tries to take the initiative in performing actions aimed at a specific goal. Thus, aggressiveness in this position means in practice to seize ideas, projects and initiatives and quickly implement them. Such aggressiveness does not cause direct harm to others (first of all, competitors), it can cause direct harm (if someone takes the initiative in the production of a good, the other person cannot produce such a good, so the entrepreneur who is the first to initiate the initiative in the production of the good action does not allow him to receive the intended income).

In most cases, an entrepreneur works with his team, so he succeeds only when he creates a team that effectively influences the process of implementing an entrepreneurial idea. In this regard, the entrepreneur faces complex problems. These are the problems of determining what kind of specialists are needed for the success of the business, what qualities they need to have, whether they can enter the mental environment that the entrepreneur is forming.

The result expected from any activity depends on the person, first of all, on the level of his work culture. For example, the Japanese claim that their “economic miracle” is based not only on scientific, technical and technological achievements, but also on the change of work culture. According to Japanese experts, it took 30 years for Japanese society.

Work culture means the level of organization of production, the use of new, more efficient methods of work, sincerity in dealing with colleagues and subordinates, the search for new ideas, technologies, careful approach to property and industrial relations.

Making the right decision in the management of the enterprise is one of the most important qualities of an entrepreneur. In other words, it is an entrepreneur’s responsibility in the field of his activity, his business. Indeed, an entrepreneur, having made a decision and implementing it, takes responsibility not only for his partners, but also for the consequences of his future decision. Therefore, the process of assuming responsibility also means assuming risk. Thus, the ability to see the risk and the readiness to eliminate it is also an important quality characteristic of an entrepreneur.

The implementation of the entrepreneurial intention depends to a certain extent on the motivation (interest) of the entrepreneur. Y. Schumpeter, the founder of the theory of entrepreneurship, distinguished three main motives:

firstly, the need to rule, rule, influence;

secondly, the will to victory, which can be achieved by performing specific actions, the movement towards success;

thirdly, the joy of creativity that independent work gives.

However, the theory of motivation proposed by Y. Schumpeter reflects the way of thinking of businessmen of western countries. In Uzbekistan, which has historical veins of entrepreneurship, entrepreneurship should have its own motive based on modern realities. The return to entrepreneurial activity in Uzbekistan is accompanied by a number of specific symptoms and features. Features of motivating entrepreneurship in our country have the following symptoms:

try to realize their potential;

- desire to implement the most important, economically and socially effective ideas;
- to avoid connection with network structures, freedom of actions and independence in the process of activity;
- independently and freely engage in interesting work;
- striving to increase one's social status and reputation and to provide decent living conditions for oneself and one's relatives.

In order to successfully implement the stated wishes, the entrepreneur must take a series of consistent actions. These actions depend on the selected forms of organization of the production process. Accordingly, the entrepreneur should analyze the following two components of the organization of his activity:

- the market and the situation arising in it;
- production structure.

When analyzing the work environment, the entrepreneur must find an effective way to establish interactions between these parts. However, this is difficult to achieve. Because, first of all, the quality of both components is different. The market is a dynamically changing mechanism. It is characterized by constantly observed changes in demand, supply, price, and competitive conditions. At the same time, the production structure is conservative and less variable. Production programs do not allow for daily changes. Second, the market and production are divided in space and time. Spatial segregation means that changes in the market cannot cause similar changes in the structure of production. This situation deepens with time division, the entrepreneur formulates a production program and bases it with information about the market situation. But the implementation of the program requires a certain period of time, during which time significant changes may occur in the market. As a result, the produced goods or services may not be needed in the market. Therefore, marketing research, which serves as a basis for making important decisions by an entrepreneur, should be based on the forecast of the development of the market situation. This requires the use of mathematical statistical methods, the development of economic-mathematical models that allow to increase the quality of management decisions.

Such functions as decision-making and taking responsibility connect entrepreneurship with management activities. That is why it is necessary to separate the entrepreneur from the manager. Each of these performs specific functions. On the one hand, the content of entrepreneurial activities is wider than management activities, on the other hand, not every businessman can perform management functions. In the book on the basics of management, a good idea is expressed in this regard: "It is not said that an entrepreneur who has such characteristics as personal risk-taking, attitude to financial opportunities, tireless hard work will manage a growing enterprise."

The manager's ability to "form an unformed structure" is not always characteristic of a businessman on the go. That is why managers are coming to the management of large enterprises.

Бугунги шароитда «гадбиркор» тушунчаси «менежер» тушунчасига жуда яқин туради. Шу билан бирга, тадбиркор мулкдор бўлса, менежер бошқарувчидир. Амалда эса, аксарият мулкдорлар менежер функциясини бажаради, қатор менежерлар эса ўзлари бошқариб турган ишлаб чиқариш корхоналарига эга бўлиб қолмоқда.

In today's conditions, the concept of "entrepreneur" is very close to the concept of "manager". At the same time, the entrepreneur is the owner, while the manager is the manager. In practice, most owners act as managers, while a number of managers continue to own the production enterprises they manage.

Entrepreneurship is an activity related to the use of funds to obtain income for personal and social benefits. This definition of entrepreneurship is distinguished by its detail. In this definition, it is emphasized that entrepreneurship is not only engaging in certain activities, but also direct activities.

In a number of definitions given to entrepreneurship, the most important situation, that is, the integrity of personal income and social benefit, is not indicated.

In conclusion, the important features of entrepreneurship include:

independence and freedom of entities conducting economic activity. Within the limits of legal norms, every entrepreneur can make an independent decision on this or that issue.

economic interest. The main goal of entrepreneurship is to make a contribution to the development of society, aiming at maximum profit.

economic risk and responsibility. Any calculation may involve uncertainty and risk.

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