

SOCIAL AND PSYCHOLOGICAL ASPECTS OF DEVELOPMENT OF RELATIVE RESPONSIBILITY IN MODERN ENTREPRENEURS

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ABSTRACT

This article is a logical continuation of the topic aimed at developing a concept for ensuring the economic development of the country, methodological foundations of psychological activity, as well as recommendations for identifying socio-psychological factors that develop responsibility of interpersonal relations among entrepreneurs and improving the formation of responsibility of relations.

Keywords: interpersonal relationships in business, the process of achieving the development of responsibility, professional motivation of entrepreneurs, socio-psychological factors, the nature of self-management and self-confidence of entrepreneurs.

1.INTRODUCTION

President Sh.M. Mirziyoyev paid special attention to the activities of entrepreneurs within the framework of the state program "Support for active entrepreneurship, innovative ideas and technologies". In particular, the content of the entrepreneur's activities in a market economy is explained by such criteria as the degree of his mastery of the art of managing interpersonal relations, i.e. organizing people into a team, planning work, control, exchanging information, etc. This is important for the intellectual competence, persistence of entrepreneurs, satisfying the material and spiritual needs of people, their deep sense of responsibility and duty to the group, community and society. The Republic of Uzbekistan is implementing fundamental changes in all areas to take a worthy place among the leading developed countries of the world. In particular, this can be seen in measures to ensure the accelerated development of entrepreneurial activity, comprehensive protection of private property, and a qualitative improvement in the business environment [1].

Today's reforms are rapidly developing entrepreneurship in society. In accordance with the five priority areas of development of the Republic of Uzbekistan for 2017-2021, recommended by the President of our Republic Sh. Mirziyoyev, large-scale reforms aimed at improving the investment environment, creating a favorable business environment. and stimulating the rapid development of small businesses and private entrepreneurship. During this short period of time, a number of laws of the Republic of

Uzbekistan, more than 20 decrees and 35 resolutions of the President of the Republic of Uzbekistan were adopted, aimed at improving the business environment and developing entrepreneurship in the republic. Measures are being taken to formalize licenses and permits, radically simplify the provision of public services, and increase transparency. Legal protection of business entities and financial support for the development of entrepreneurial activity have been strengthened. In other words, all implemented reforms are based on the well-known principle: "when the people are rich, the state is rich and strong." The effectiveness of measures taken to improve the business environment over the past year was confirmed in the latest issue of the World Bank's Doing Business report [3].

Uzbekistan ranked 74th among 190 countries and improved by 13 positions compared to last year. In addition, our country entered the top ten reformers in creating the most favorable conditions for doing business. At the same time, the reforms carried out allowed Uzbekistan to become a leader among the countries of Europe and Central Asia in improving the business environment and simplifying the business environment. The scale and effectiveness of the measures taken to create a favorable business environment is confirmed by a significant improvement in 6 out of 10 indicators in the World Bank's Doing Business 2018 report.

Analysis of literature on the topic. The topic is the activity approach (K.A. Abulkhanov-Slavskaya, A.V. Brushlinsky, A.Ya. Zhuravlev, S.Ya. Rubinstein, etc.), the integrated and systemic approaches developed in the works of internal psychologists (B.G. Ananyev, V.A. Barabanshchikov, V.M. Bekhterev, B.D. Lomov, etc.), the theory of the psyche as a process (K.A. Abulkhanov-Slavskaya, A.V. Brushlinsky, S.L. Rubinshein, etc.); Ideas related to the category of "psychological attitude" (B.V. Agaev, V. Zobkov, O.V. Zotov, A.F. Lazursky, E.V. Levchenko, B.F. Lomov, V.N. Myasishchev, V.V. Novikov, K.K. Poznyakov, I.R. Sushkov et al.); also V.P. The concept of psychological relations of subjects of individual and group joint activity, developed by Poznyakov. Approaches to the study of social interaction are analyzed taking into account the responsibility of the relations of entrepreneurs within the framework of the relationships of entrepreneurs (P. Blau, G. Blumer, D. Thibault, G. Kelly, K. Coley, J. Mead, T. Parsons, J. Homan, T. Shibutani et al.). Research of mutual cooperation in various fields: mutual cooperation activities in the field of joint work (A.Ya. Zhuravlev, K.K. Platonov, E.V. Shorokhova, etc.); (Deineka O.S., Zhuravlev O.L., Poznyakov V.P., Vavakina Ts., Titov O.I., etc. When developing conceptual ideas about the responsibility of relationships to mutual cooperation of entrepreneurs, theoretical approaches to understanding responsibility in domestic and foreign psychology are taken into account, obtained (L. Berkovits, V.A. Bodrov, D.M. Darley, L.I. Dementiy, E.D. Dorofeev, B. Latane, K.D. Latterman, A.L. Lutsenko, K. Muzdybaev, M.V. Mukonina and others [4].

Research methodology. Social and psychological factors influencing the development of interpersonal relationship responsibility in entrepreneurial activity are analyzed in many studies by a number of domestic and foreign scientists.

Analysis of the problem of attitude and responsibility in psychology shows the existence of different approaches to this phenomenon. In our country, some aspects of this topic were discussed by N.S. Safayev, D.G. Beknazarova, E.G. Gaziyeu, V. Karimova. S.Kh. It was studied by such researchers as Nazarova, Z.T. Nishonova, B.Utanov, Sh.A. Eshmetov.

In foreign psychology, V. N. Miyasishchev, expanding the essence of the concept of "relationships" in psychology, emphasized that the psychological meaning of relationships is one of the forms of reflection of the surrounding reality by a person. The formation of relationships within a person occurs as a result of the conscious reflection of the nature of objectively existing social relations of society in the macro- and microeconomic conditions in which he lives. A. Makarenko liked to rely on his ideas about how to close a person, separate him, separate him from relationships and how "wrong" relationships are revealed. leads to changes in the formation of personality, on the contrary, socially and pedagogically normal relationships develop morally and spiritually healthy qualities that make up the structure of personality.

This approach was developed by K.A. Abulkhanov-Slavsky presents responsibility together with initiative as a property characteristic of personality [5]. The psychological and pedagogical approach is aimed at developing responsibility in preschool, primary school and adolescence. Responsibility within a group E.D. Dorofeev. Within the framework of the structural approach, the structure of internal responsibility is defined by various researchers as cognitive, motivational, emotional, regulatory and interest parts in different volumes (Z.N. Borisova, T.G. Gaeva, V.A. Gorbacheva, K.A. Klimova, I.A. Kurenkov, T.V. Muzdybaev). , V.P. Pryadein, L. Slavina and others. K. Muzdybaev explains the concept of social responsibility as "... a quality that characterizes the social characteristics of a person" [6]. The features of accepting and implementing responsibility are largely determined by its object. If we talk about the responsibility of interpersonal relationships, then they are often prepared to comply with the existing system of rules and norms, its internal framework, allowing for the acceptable and effective implementation of activities.

Analysis and results. At present, the problem of communication and interpersonal relations is becoming increasingly important in social practice. Communication and its main features, psychological aspects of effective communication, psychological exercises related to communication training, and the study of psychological tools for effective communication occupy a central place in business activities. In any system of human relations, a diversity of opinions and differences between them is inevitable. The main reasons for the diversity of opinions are:

1. Incompatibility of individual and public interests;
2. The behavior of individual team members contradicts social and group norms (disorder, violation of discipline, inefficiency, etc.);
3. Inconsistency in the views of team members;
4. Differences in work organization and attitudes toward work;
5. Incorrect distribution of tasks between employees.

One of the first definitions of the concept of "psychological attitude" was given by the researcher V.N. Taking into account the attitude as a connection of the individual with the external environment, belonging to Myasishchev, he emphasizes that these personalities depend on the individual accumulated experience and the history of personality development. According to the author, "psychological relations of a person in their developed form represent an integral system of individual, selected, conscious connections of a person with various aspects of objective reality. This system originates from the entire history of human development, expresses his personal experience and determines his actions and experiences as his inner strength" [8] In the course of the researcher's scientific activity, the idea of the transformation of attitudes changed and was questioned, but did not lose its main function. which speaks from the point of view of V.N. Myasishchev as the basis of mental manifestations of personality. In his concept, V.N. Myasishchev considers psychological relations from the point of view of different meanings: here relations in the general sense represent descriptions of the psyche, which are one of the components of a number of structural elements of the general psyche: processes, qualities. and finally states one of the classes of psychological facts - as determined by psychological education.

V.N. Myasishchev clearly poses the problem of relations in the theory of relations. His concept was focused on the development of relations in ontogenesis, and he focused on the choice and empirical study of types of relations. The relationship is the basis of his psychological concept. At a certain stage of the creator, the researcher, turning to the study of the psyche, defines it as a system of personal relations. The structure of relations mainly consists of three components:

- Need or content,
- Emotional and educational.
- Between types of communication.

V. N. Myasishchev emphasizes values in interpersonal relationships. It consists of moral, cultural, legal and other criteria for assessing the actions and experiences of other people. At the same time, this work is also associated with activity. Here V. N. Myasishchev is able to distinguish between direct and indirect relationships. In the first case, this refers to the place of the expected result in the process, conditions, goals, and in the second - in the system of personal goals. An important issue is the connection of psychological relationships with mental phenomena, in particular, with human characteristics,

processes and situations.

Culture plays a pivotal role in shaping an entrepreneur's understanding of responsibility. Different societies have varying norms, values, and expectations that influence how entrepreneurs approach their responsibilities. For example, in collectivist cultures, there may be a stronger emphasis on community welfare and collaboration, leading to a heightened sense of responsibility towards social issues.

Engagement with local communities significantly impacts the development of relative responsibility. Entrepreneurs who actively participate in community initiatives are more likely to understand the needs and concerns of their stakeholders, fostering a sense of accountability that extends beyond their immediate business interests.

The motivations driving entrepreneurs significantly influence their sense of responsibility. Entrepreneurs are often motivated by intrinsic factors such as personal values, a desire for autonomy, and a passion for innovation. These motivations can lead to a heightened sense of responsibility towards their stakeholders and the broader community.

Cognitive dissonance, the psychological discomfort arising from conflicting beliefs and actions, can play a crucial role in shaping an entrepreneur's sense of responsibility. Entrepreneurs who recognize a disparity between their business practices and their ethical beliefs may feel compelled to adjust their behaviors to align with their values.

Relative responsibility involves how individuals perceive their accountability in relation to others. Several psychological aspects influence this perception:

1. **Attribution Styles:** People may attribute outcomes to internal factors (personal traits) or external factors (situational influences). Those with a more external locus of control may feel less responsible for their actions.

2. **Social Comparison:** Individuals often gauge their behavior against that of others. If they perceive their peers as less responsible or competent, they may feel less accountable for their own actions.

3. **Cognitive Dissonance:** When individuals act against their beliefs, they may shift responsibility to align their self-image with their actions, reducing personal accountability.

4. **Group Dynamics:** In group settings, responsibility can diffuse among members. This diffusion can lead individuals to feel less accountable for collective decisions or outcomes.

5. **Moral Disengagement:** People may rationalize unethical behavior by distancing themselves from the consequences or dehumanizing those affected, which diminishes their sense of responsibility.

6. **Emotional Influences:** Feelings of guilt or shame can heighten personal accountability, while fear or anxiety might lead to avoidance of responsibility.

These psychological factors play a crucial role in how individuals interpret and assign

responsibility in various situations.

The interplay of social and psychological factors in shaping behavior and decision-making is complex and significant. Here are some key aspects:

1. **Social Norms and Values:** Cultural and societal norms influence individual beliefs and behaviors. People often adjust their actions to align with what is deemed acceptable in their social groups, which can affect personal accountability.

2. **Peer Influence:** Social interactions can sway attitudes and behaviors. Individuals may conform to group expectations, leading to changes in how they perceive their own responsibility in various situations.

3. **Identity and Belonging:** A person's social identity (e.g., group membership) can shape their psychological perspectives. Strong identification with a group may lead to increased responsibility for group actions, while weak identification may result in distancing oneself from group outcomes.

4. **Group Dynamics:** Concepts like groupthink or social loafing illustrate how group cohesion can affect individual responsibility. Members may prioritize harmony over personal accountability or assume others will take charge.

5. **Feedback and Reinforcement:** Social feedback can reinforce or challenge an individual's sense of responsibility. Positive reinforcement from peers can enhance accountability, while negative feedback may lead to defensiveness or disengagement.

6. **Cognitive Biases:** Psychological biases, such as the self-serving bias, can lead individuals to attribute successes to their own efforts while blaming external factors for failures, influencing how responsibility is assigned in social contexts.

7. **Emotional Contagion:** Emotions can be contagious in social settings, affecting group dynamics. Collective emotions (e.g., fear, enthusiasm) can influence decision-making processes and individual accountability.

Understanding these interconnections helps illuminate how individuals navigate their responsibilities within social contexts, shaping both personal and collective behavior.

Emotional intelligence, the ability to recognize and manage one's emotions and the emotions of others, is vital for fostering relative responsibility. Entrepreneurs with high emotional intelligence are more likely to empathize with their stakeholders, leading to responsible decision-making that considers the broader implications of their actions.

Social identity theory posits that individuals derive a sense of self from their group memberships. Entrepreneurs who identify with socially responsible business practices are more likely to adopt behaviors that reflect this identity. This interplay between social identity and personal values can significantly impact their commitment to relative responsibility.

Entrepreneurial networks play a crucial role in shaping attitudes towards responsibility. Through interactions with other entrepreneurs and stakeholders, individuals can share

best practices, challenges, and insights that inform their understanding of responsibility. Networking can also foster a sense of community and accountability among entrepreneurs.

One of the primary challenges entrepreneurs face is balancing profit motives with social responsibility. While many entrepreneurs are committed to ethical practices, the pressures of competition and market demands can lead to compromises in their responsibility towards stakeholders.

Developing a sense of relative responsibility can be challenging due to various factors:

1. **Diffusion of Responsibility:** In group settings, individuals may feel less accountable, believing others will take charge. This can lead to inaction or avoidance of responsibility.
2. **Cognitive Dissonance:** When actions conflict with personal beliefs, individuals may shift blame or rationalize behavior to maintain a positive self-image, hindering personal accountability.
3. **Social Comparisons:** Comparing oneself to others can diminish feelings of responsibility. If peers are perceived as less responsible, individuals may feel justified in their own lack of accountability.
4. **Fear of Judgment:** Concerns about social acceptance can lead to reluctance in accepting responsibility, as individuals may fear negative evaluations from others.
5. **Emotional Responses:** Feelings of guilt or shame can either motivate accountability or lead to avoidance. High levels of guilt may overwhelm individuals, making it difficult to accept responsibility constructively.
6. **Cultural Influences:** Cultural norms regarding responsibility can vary significantly. In some cultures, collective responsibility may overshadow individual accountability, complicating personal development.
7. **Lack of Skills:** Developing the ability to reflect on one's actions and their impacts requires critical thinking and self-awareness. A lack of these skills can hinder the process of taking responsibility.
8. **Trauma and Past Experiences:** Individuals with negative past experiences related to responsibility may struggle to embrace it in new situations, fearing repeat failures or rejection.

Addressing these challenges involves fostering self-awareness, promoting open communication, and creating supportive environments that encourage accountability.

Resistance to change is a significant barrier to the adoption of responsible practices. Entrepreneurs may be hesitant to shift their business models or practices, fearing negative impacts on profitability or operational efficiency. Overcoming this resistance requires a cultural shift within the entrepreneurial ecosystem.

Many entrepreneurs may lack awareness of the importance of relative responsibility or the tools available to implement responsible practices. Education and training programs that emphasize the benefits of social responsibility can help bridge this gap and foster a

culture of accountability among entrepreneurs.

Implementing educational initiatives that emphasize the importance of relative responsibility can equip entrepreneurs with the knowledge and skills necessary to make responsible decisions. Workshops, seminars, and mentorship programs can provide valuable insights into ethical practices and their positive impact on business sustainability.

Promoting relative responsibility involves creating an environment that encourages individuals to recognize and accept their accountability in various contexts. Here are some effective strategies:

1. **Encourage Self-Reflection:** Promote practices such as journaling or group discussions that encourage individuals to reflect on their actions, decisions, and their consequences.

2. **Foster Open Communication:** Create a culture where individuals feel safe expressing their thoughts and concerns without fear of judgment. This openness can lead to greater accountability.

3. **Set Clear Expectations:** Clearly define roles and responsibilities in group settings. When individuals understand their specific contributions, they are more likely to take ownership.

4. **Model Accountability:** Leaders and peers should exemplify responsible behavior. Demonstrating how to take responsibility for mistakes can encourage others to follow suit.

5. **Provide Constructive Feedback:** Offer feedback that focuses on behavior and outcomes rather than personal attributes. Constructive criticism can help individuals learn from their mistakes.

6. **Encourage Team Collaboration:** Engage individuals in team-based projects where shared responsibility is emphasized. This can enhance a sense of collective accountability.

7. **Cultivate a Growth Mindset:** Promote the idea that mistakes are opportunities for learning. This perspective can help individuals view responsibility as a chance for personal development rather than a source of fear.

8. **Implement Accountability Mechanisms:** Use tools like checklists, regular progress reviews, or accountability partners to reinforce commitment to responsibilities.

9. **Recognize and Reward Responsibility:** Acknowledge and reward individuals who demonstrate accountability. Positive reinforcement can motivate others to adopt similar behaviors.

10. **Educate on Attribution Styles:** Provide training on how different attribution styles affect responsibility. Understanding these concepts can help individuals take ownership of their actions.

By implementing these strategies, organizations and communities can foster a culture of relative responsibility, empowering individuals to acknowledge and act on their accountability.

Encouraging collaboration among entrepreneurs can foster a supportive environment that promotes responsible practices. Networking events, forums, and online platforms can facilitate the exchange of ideas and experiences, enabling entrepreneurs to learn from one another and develop a shared commitment to responsibility.

Incorporating social responsibility into business models can provide a framework for entrepreneurs to prioritize responsible practices. This integration can include establishing clear goals for social impact, implementing sustainable practices, and regularly assessing progress towards these objectives.

Corporations are a prime example of businesses that prioritize social responsibility alongside profitability. These companies undergo rigorous assessments to ensure they meet high social and environmental performance standards, demonstrating that it is possible to succeed financially while adhering to a strong sense of responsibility.

Social enterprises exemplify the integration of social responsibility into business models. By addressing social issues through innovative solutions, these organizations create value for both their stakeholders and society at large. Case studies of successful social enterprises highlight the potential for entrepreneurship to drive positive change.

Conclusions and suggestions. The problem of responsibility is the subject of study of various disciplines: psychology, philosophy, sociology, pedagogy and jurisprudence. Each of the scientific disciplines has its own approaches and methods of combating responsibility. A common feature of all sciences is that the category of responsibility distinguishes between the social and moral-legal attitude of a person to society, the fulfillment of his moral duty and legal norms. An analysis of the problem of responsibility in the field of psychology shows the existence of many different approaches and points of view on this phenomenon. At the same time, generalization of ideas about the concept of responsibility allows us to form a number of common features describing this phenomenon. Responsibility is accepted:

On the peculiarities of responsibility formation. Much attention is paid to the study of the peculiarities of responsibility development described in the works of J. Piaget, J. L. Kohlberg, representatives of foreign psychology, J. Rotter's concept of the place controlled by Rotter is widespread.

F. Heider's approach takes into account responsibility from the point of view of attributive tendencies.

Bibb Latané, J. Darley, I. Staub, Allen and others' works describe responsibility for assistance, intercession and other types of behavior.

Rubinstein's works emphasize the problem of the relationship between freedom and necessity. Continuation by K. A. Abulkhanov-Slavsky presents responsibility along

with initiative as a property inherent in the individual.

The psychological and pedagogical approach in the field of science is aimed at developing responsibility in preschool, primary school and adolescence.

E.D. Dorofeev. Within the framework of the structural approach, internal responsibility includes cognitive, motivational, emotional-volitional, regulatory and interested components in different sizes in different researchers. (Z. N. Borisova, T. G. Gaeva, V. A. Gorbachev, K. A. Klimov, I. Kurenkov, T. V. Morozkina, K. Muddybaev, V. Piskun, V. P. Pryadin, N. Semenenko, Yu. Slavina, T. N. Sidorova and others).

K. Muzdiyabaev reveals the concept of social responsibility, "... a quality that characterizes the social typicality of a person." (Obvious signs of trust, accuracy, unhurriedness, loyalty of a person in fulfilling obligations, readiness to bear responsibility for the consequences of their actions).

The specifics of accepting and implementing responsibility are largely determined by its object.

When speaking about responsibility, we often mean a certain standard of personality, its internal requirements for ensuring optimal performance of activities. Under the objects of responsibility (what needs to be responded to) refers to the components of the process and the results of certain types of activities. It is used in the sphere of mutual cooperation of entrepreneurs engaged in economic activities, whose responsibility is limited in various aspects.

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