



International Journal for Innovative Engineering and Management Research

A Peer Reviewed Open Access International Journal

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IJIEMR Transactions, online available on 18 th June 2021.

Link: <https://ijiemr.org/downloads/Volume-10/ISSUE-6>

DOI: 10.48047/IJIEMR/V10/I06/14

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Volume 10, Issue 06, Pages: 64-67

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THE ETHICAL BASIS OF INNOVATIVE ENTREPRENEURSHIP IN THE DEVELOPMENT OF CIVIL SOCIETY

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Abstract: The development of civil society requires that people freely participate in socio-economic life and actively realize their economic rights and freedoms through entrepreneurial and entrepreneurial activities. That is why at the initiative of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev 2018 was declared the Year of Active Entrepreneurship, Innovative Ideas and Technological Support. The President has signed over 220 decrees and government programs aimed at developing organizational, legal and financial measures for the development of small business and entrepreneurship, and innovative development of the country. In this article the ethical basis of innovative entrepreneurship in the development of civil society is concerned.

Keywords: small business, private entrepreneurship, modernization, civil society, innovation, innovative development, government programs.

Introduction

Small business and private entrepreneurship is one of the conditions for democratic renewal and innovative development of society. Therefore, they should be considered as realities that can create a broad new social existence and modernize economic relations.

Some theoretical and philosophical aspects of the problem: V. Allimasov, S. Norkulov, F. Musaev, B. Talapov, F. Turgunbaev, M. Kirgizbaev, N. Mavlonov, I. Ergashev, A. Khuseynova, A. Kodirov, V. Kuchkarov, The works and articles of D. Adilova and M. Talabova were studied. However, they did not pay much attention to the impact of small business and private entrepreneurship on the development of civil society.

Some generally accepted theories of the problem are researchers from the CIS and non-CIS countries R. Dal, F. A. Hayek, P. Krugman, L.Y.Cohen, E.Arato, E. E. Leitz, S. Alekseev, M. Baykhanova V.T. Baranov, E.Y. Bekshimbaev, A.B.Vengerov, V.S. Nersesants, A.S. Shershanaliev. Their theoretical and philosophical conclusions are important for science.

The development of all spheres of society requires that the dialectic dependence of material and spiritual existence, on the immanent nature of development in the ongoing reforms. This is because the principles of material and spiritual life do not overlap, but are intertwined and complementary. Any person and society who wishes for high development can achieve positive results only if they have built and developed their lives on the basis of this dialectic and interconnected relationship. Thus, the participation of entrepreneurs and businessmen in the spiritual life of the society and the strengthening of the moral foundations of civil society is a socially-objective necessity.

Activity of entrepreneurs and businessmen in preserving and strengthening their moral and ethical values is based on serving the interests of the people - the main principle of the transition to the market economy of our country. Reformation is not for reform but for man, for man to live in prosperity, happiness and high spirituality - moral ideals. Although entrepreneurs and businessmen promote development by addressing social and economic problems, they do not forget that human efforts are at the heart

of all their efforts and activities, and that society itself is calling for this. [1]

Main part

The subjects of small business and private entrepreneurship, through their activity, form the labor mentality inherent in the society, youth, hard work, respect for the labor force, market economy and civil society.

Working hard is one of the most beautiful and beautiful qualities of the Uzbek people. No matter what system he lived in, he did not stop to create, to work, and to teach his children to work. Small business and private entrepreneurship do not use this quality of our people efficiently and bring it to a new level in accordance with the requirements of market economy and civil society development, using new time and resources to create new approaches to labor.

“One of the most important features of private entrepreneurship is the activity of kinship relations. Natural skills, flexible management and professional succession play a major role in it. Appropriate use of these well-grounded factors is essential to meeting the overall development and development needs of society. At the same time F.Turgunbaev correctly notes that entrepreneurial activity is related to self-interest and egoism. “Individualism can be revived under the influence of family and kinship, creating group egoism, ineffective competition, and moral and moral problems. This complicates the renewal of the working mentality. Selfishness, greed, greed, arrogance, and pseudo-culture are all contrary to the essence of work mentality. Leadership in the individual is driven by deep knowledge, culture, goodwill, and priority over their own needs.” Therefore, entrepreneurship allows the individual to pursue his or her own interests, and if it is fully supported by society and the social environment, it can become selfish, arrogant, contrary to the negative phenomenon and moral values. The market economy does not deny the benefits of entrepreneurship, but special laws also support the benefits and benefits. However, this character should not violate moral and ethical

principles, such as living in the best interests of our people and society, collectively addressing problems, communism, and neglecting the property of others. The combination of the market economy with the profit and the demand for profit, moral and ethical values, and even subordination of the former when necessary, requires a dedication, patriotism and patriotism.

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The aspiration of small businesses and private entrepreneurship to use the latest technology, equipment, methods of work, and innovations will require renewal and modernization in the society. The market economy's commitment to meet the needs and requirements of the buyer, that is, the uniqueness of the customer and the consumer needs, should be sought from the entrepreneur. A commitment to innovation, modernization, and support will not have a positive impact on public relations, interpersonal relationships, and socio-ethical environments.

Today, “new economic values and economic thinking formed by market relations are embracing our social and spiritual life as a new reality. Our people, our citizens live freely, enjoy the good and comfortable life. In this regard, we observe the traditional (national, historical) and modern (universal, innovative) changes in economic values and economic thinking. ” Market economy, entrepreneurship and entrepreneurship "form a new economic vision for understanding the human and spiritual qualities of the human being. Without them, it is difficult to imagine progress and social and spiritual life."

Spiritual and moral values are the product of centuries-old, historical and cultural experience of the people, nation. It is true that

each period, especially the period when radical changes took place, creates new values, thus enriching the existing historical and cultural experience. However, “we should not assume that with the change of society all laws and values will change, the new moral values will be replaced by the new moral and moral imperative, and the social and historical laws will be completely renewed. Conservative sides are strong in socioeconomic laws and values as well. Sometimes laws and values change only their directions and functions, while their fundamental importance is retained by their strategic purpose”. Therefore, new moral values do not become social wealth at the discretion of individuals or groups, and they must conform to the laws of social development. [2, 27] In other words, “new values are formed or transformed according to changes and changes in society. If we proceed with the reforms in the socio-economic sphere, today the basic values of market relations, private property, economic democracy, competition, entrepreneurship, farming, money, profit, capital have become. In essence, they are socio-economic values”. [3, 30]

Sources show that our people consider these socio-economic values as their historical and cultural values, as our ancestors have always been engaged in business and entrepreneurship. But today's market economy requires deep knowledge, marketing knowledge. In-depth analysis of global market developments, knowledge of demand and supply dynamics is related to marketing. That is why the subjects of small business and private entrepreneurship, owners of farms, private banks and enterprises are required to master the marketing skills. In fact, marketing science has become a universal value, aware of the laws of market economy and innovation, freely in business or business, in economic relations, who knows what and what to produce, or to whom.

The well-being of the family is the basis for the spiritual and moral development of the individual. A prosperous and wealthy family can provide their children with education and training in leading educational institutions. Therefore, the development of family business

and entrepreneurship in the Republic means involvement of the family, the main institution of civil society, in socio-economic reforms. For example, since 2016 Fergana region has been conducting a number of activities with the Movement of Entrepreneurs and Entrepreneurs to strengthen the family economy, create family businesses in the communities, create the necessary conditions, attract women and college students to business. Competitions are being held on “With diploma - to business”, “In business - my idea”. For the prize of the President of the Republic of Uzbekistan, there will be organized “Tashabbus-2016”, “Tashabbus-2018” contests, jointly with the Chamber of Commerce and Industry of Uzbekistan and the Central Bank of the Republic “Entrepreneurship - the foundation of a strong family”, “Youth and Business”.

Thus, involvement of young people and families in small business and entrepreneurship, first of all, teaches them to participate actively in socio-economic processes, and, secondly, to promote their financial well-being and, thirdly, to conduct their business in accordance with world standards and socio-spiritual values.

It is difficult to imagine the social and spiritual development without a harmonious, healthy generation. That is why our government pays special attention to promoting children's sports. President of the Republic of Uzbekistan “On Establishment of Children's Sports Development Fund of Uzbekistan”, “On measures to improve the activities of Children's Sports Development Fund of Uzbekistan”, “On measures for further development of physical culture and mass sports”, “Women engaged in rural sports facilities”. More than 30 special Decrees and Resolutions have been adopted, such as the encouragement of sports coaches.

“Formation of the mind, spirit, and body of people,” wrote Dr. T. Maxmudov, Doctor of Philosophy. “It is the basis of our educational and spiritual activities. There are many reasons for this. In the first place, there is a need to get rid of the defects of the past, and the need to get rid of the defects that sometimes occur in human nature. The era of independence has put such objective and subjective human traits in the

path of purification, as well as the roots of ancient and national progress. Our national values and traditions have given us the opportunity to express our universal character” [3].

In the achievement of these objective and subjective human characteristics, the whole society, its institutions, the system of relationships, the social and moral and ethical norms in which people act, act as a single reality, influence the qualities of the individual. This unified reality is that while entrepreneurs and businessmen have not yet had a great power and leading position within the system, it will undoubtedly have a positive impact on the formation of a new civil society. This is because the advanced state experience of a market economy, with the formation of a middle class of entrepreneurs and businessmen, leads us to this conclusion. At the core of our state and society's comprehensive support for entrepreneurs and businessmen, their goal is to make them a rapidly growing class of leaders, well-thought-out, highly thought-provoking and contributing to social and spiritual development.

The spiritual and moral sphere is influenced primarily by their sense of ownership and attitude towards their work, business and business management. Entrepreneurship and business are the main criteria, the main indicator of their activity. Where these qualities manifest themselves as positive realities, uniting people around the goal of expanding business, labor and service, contributes to socio-economic development and the well-being of the people. Here, or in the work community, the moral and ethical environment is also positive. In such a community, working in an environment, service is the best place for both the entrepreneur and the customer.

The negative effects of the coronavirus pandemic are not bypassing small businesses. There are about 250,000 small businesses in Uzbekistan, more than 60% of which have been operating for more than three years. They employ 81% of the total small business. Naturally, it is necessary to prevent the loss of the accumulated reputation and long-term results in one day.

Conclusion

It is observed that other organizations - the political parties, NGOs, the media, mahallas, youth union, national centers of ideas and spirituality, educational systems, higher education institutions - are working to strengthen the spiritual and moral basis of society. Business schools participate by sponsoring labor teams. They have signed various contracts and agreements to sponsor these organizations and institutions. Consolidation of creative, educational and social forces, resources is the most effective way to strengthen the spiritual and moral basis of civil society. Therefore, the main task of entrepreneurs and businesses is to continue and expand this partnership, sponsorship.

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