



THEORETICAL IMPROVEMENT OF GENDER RELATIONS IN BUSINESS

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Annotation: The article contains comments on the development of the theory of women's entrepreneurship. The theoretical trends in the development of women's entrepreneurship are revealed.

Key words: theory of women's entrepreneurship, women's entrepreneurship, small business, entrepreneurship, woman leader.

Today, attention to women's entrepreneurship is increasing. Therefore, it is known from the scientific sources dedicated to the study of women's entrepreneurship that this type of entrepreneurship includes elements such as the introduction of innovation, risk-taking, and the pursuit of material benefit. It should also be noted that specific characteristics have been formed based on the activities of the women of each nation.

Especially in women's entrepreneurship characteristic of the Uzbek nation, human qualities such as honor, pride, shame, and idiocy are more pronounced. Being chaste and dignified is one of the unique qualities of Uzbek women. In addition, Uzbek women's intelligence, unique resourcefulness and noble qualities play an important role not only in the field of entrepreneurship, but also in the development of society. For example, Alisher Navoi's work "Nasoyimul-muhabbat min shamoyimul-futuvvat" is dedicated to the introduction and the life and activities of 770 sheikhs, and in this work, an opinion is expressed about the life and activities of 35 holy women¹.

However, despite the increasing entry of women into the field of entrepreneurship in various countries and the widespread use of the term "businesswoman" in the international language, very few economists-scientists have studied the processes of entrepreneurship specific to women.

Nevertheless, in Uzbekistan at the same time special attention is paid to the development of women's entrepreneurship, which in turn is recognized as a gender phenomenon in the development of small business and private entrepreneurship.

In our opinion, this is how the concept of "women's entrepreneurship" is entering our economic life. Among entrepreneurship and business subjects, a team consisting of women is being formed. This, in turn, enriches the composition of small businesses and entrepreneurial entities, and leads to the intensification of competition in the market economy. However, it should be recognized that the concept of "women's entrepreneurship" is developing in its own way, consisting of its own characteristics.

For example, the Russian economist A.V. Babaeva said that currently, on the one hand, there are changes in attitudes towards women entrepreneurs, on the other hand, they are happening very slowly, and as a result, women are excluded from the sphere of high professional activity. Women

¹ Кудратов З. Алишер Навоий асарларида буюклар сиймоси <https://fitrat.uz/alisher-navoiy-asarlarida-buyuklar-sijmosi/>

also have personal qualities that hinder them in the professional sphere: pity, lack of punctuality, emotionality, gullibility, desire to do good for everyone².

Economist A.S. Abritalina points out that women's contribution to the national economy in terms of job creation, economic growth and wealth accumulation is extremely valuable and there is little doubt about it. In addition, countries with high levels of female entrepreneurship are less prone to financial crises and less likely to experience economic downturns³. Women's entrepreneurship is just developing in CIS countries that have transitioned to a market economy and is experiencing more than 32 years of experience. Therefore, their economic activities are mostly in the developing stages and are rising with a certain level of difficulties. At the same time, it acquires its own characteristics.

In particular, Yu. According to Malyshevskaya, entrepreneurs among women have the following characteristics:

- their age is mainly from 25 to 50 years;
- women are more responsible for the results of their work than men;
- female entrepreneurs mainly participate in women-oriented industries⁴.

It appears that female entrepreneurs are different from male entrepreneurs.

Russian researchers of the present era, Yu.S. Pinkovetskaya⁵ and P.P.Галлямов⁶ аёл тадбиркорларининг бир нечта типик гурухларини ажратади:

- women entrepreneurs who usually enter into business when the necessary market opportunities are created and are oriented towards growth;
- professional entrepreneurs engaged in entrepreneurial activities who can use the acquired knowledge, skills and qualifications, as well as the opportunity to independently improve their career, get maximum income and enjoy the realization of their abilities;
- owners/partnership owners of small privatization facilities (hair salons, barbershops, shops) who could not choose entrepreneurship independently, but had to adapt to new conditions in order not to leave their jobs;
- women entrepreneurs who are motivated by the lack of alternative opportunities for livelihood and the need to support the family;
- owners of family enterprises, which include the participation of the whole family in business;
- young entrepreneurs.

² Малый бизнес в России: социальные типы и сферы деятельности / Л. Б. Бабаева, М. П. Козлов, Л. А. Резниченко, Л. Г. Солодухина. - М.: РНФ, 1993. - 79 с.

³ Абриталина, А.С. Женское предпринимательство: социально-экономические мотивации и факторы: диссертация ... кандидата социологических наук: 22.00.03. - Саратов, 2006. - 153 с.

⁴ Малышевская Ю.Ю. Особенности формирования социальной группы «женщины-предприниматели» / Ю. Ю. Малышевская // Социально-политические науки. – 2013. – №4. – С. 27.

⁵ Пиньковецкая, Ю.С. Женское предпринимательство в России и зарубежных странах: Монография / Ю. С. Пиньковецкая; Министерство науки и высшего образования РФ, Федеральное государственное бюджетное образовательное учреждение высшего образования "Ульяновский государственный университет", Институт экономики и бизнеса, Кафедра экономического анализа и государственного управления. - Ульяновск: УлГУ, 2020. - 169 с.

⁶ Галлямов Р.Р. Женское предпринимательство в современном российском обществе: социологический анализ проблемы [Текст] / Р. Р. Галлямов, Г. Х. Гильманова Федеральное гос. бюджетное образовательное учреждение высш. проф. образования "Башкирский гос. аграрный ун-т". - Уфа: Башкирский ГАУ, 2011. - 162 с.

To date, there is some debate in the scientific literature about whether the new theory of women's entrepreneurship is correct or incorrect. Many researchers argue that existing concepts of entrepreneurship can be used in conjunction with feminist theories to expand the theoretical framework that encompasses the larger field of entrepreneurship. In the past, many studies have been conducted to study the phenomenon of women's entrepreneurship. For example, Robert Hizrach, Michael Peters used career theory to propose a career model for female entrepreneurs⁷. At the same time, they used psychological and sociological theories to explain the gender differences between male and female entrepreneurs.

In our opinion, there are different approaches to the interpretation of the concept of "entrepreneurial potential", depending on two factors. Firstly, it is the concept of the characteristic feature of the potential, and secondly, what kind of task this potential can perform.

In this regard, we can list several characteristic features of "women's entrepreneurship":

- the share of women in the field of entrepreneurship, more precisely, in sectors that do not require a large number of workers;
- since women have household duties in addition to work, it is very important for them to balance their working hours;
- since women entered the field of entrepreneurship later than men, they did not have time to develop their business in the initial stages⁸.

If we compare the ratio of participation of men and women in small and family businesses, where both family members, that is, men and women, have contributed, the percentage of women is much higher than that of men. This shows that women do better in business. These opinions are confirmed by many researchers.

As a rule, it is very valuable for an entrepreneur to always have a desire to promote a new idea, to be the first in the market, to win the competition. Such qualities are found only in entrepreneurial individuals. But recently such qualities are not enough. The market also requires other human qualities, for example, qualities specific to women - sensitivity, intelligence (especially hearing), intelligence (especially eloquence), etc.

Also, in the research of N. Yu. Utkina, along with the social and cultural problems characteristic of modern women's entrepreneurship, the main gender problems were also identified⁹. N. Yu. Utkina especially touches on the problems that hinder women's entrepreneurial activity.

In recent years, the growth rate of female entrepreneurs in the West has been higher than that of male entrepreneurs, due to the above-mentioned characteristics of female entrepreneurship¹⁰. Also, "Women in Business: Towards Development Beyond Politics" conducted by the international

⁷ Предпринимательство или как завести собственное дело и добиться успеха: Пер. с англ. / Роберт Хизрич, Майкл Питерс; Общ. ред. В. С. Загашвили. – М.: Прогресс-Универс, 1992. – 157 с.

⁸ Кипервар Е.А. Женское предпринимательство: особенности и перспективы развития в регионах / Е. А. Кипервар, М. А. Савелова // Омский научный вестник. – 2009. – №2(76). – С. 97.

⁹ Уткина, Н. Ю. Объективные и субъективные факторы развития женского предпринимательства в России / Н. Ю. Уткина // Женщина в российском обществе. – 2017. – № 1 (82). – С. 17-27.

¹⁰ Малышевская Ю.Ю. Особенности формирования социальной группы «женщины-предприниматели» / Ю. Ю. Малышевская // Социально-политические науки. – 2013. – №4. – С. 26.

organization "Grant Thornton", which unites auditing, accounting and consulting firms.¹¹ according to the results of the international research on the subject, it can be said that women entrepreneurs in developing countries make up about half of human resources.

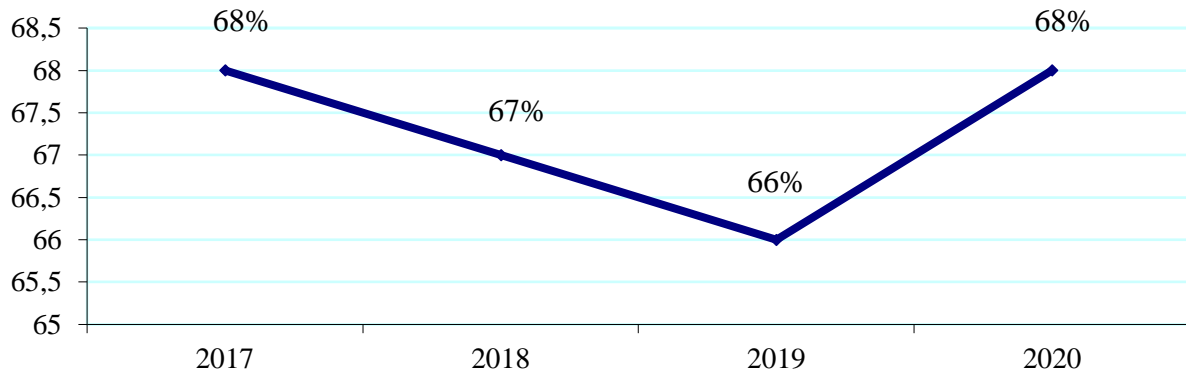


Figure 1. The share of female leaders (managers) in the world economy ¹²

According to research conducted around the world, the number of companies headed by women is increasing. But the dynamics of such enterprises is not constant. For example, in 2017, 68% of companies were headed by a woman, in 2018, the number of such companies was 67%, and in 2019, it was 66%. But in 2020, growth was again achieved (Figure 1).

Therefore, the importance of women's entrepreneurship in the current era of economic development cannot be denied. By this time, the impact of women's entrepreneurship on the economic growth and development of many countries is positive. In addition, researchers present the factors that contribute to the increase of gender equality in companies and the obstacles that prevent it.

According to the results of the International Research on "Women in Business: Towards Development Beyond Politics" conducted by the international organization "Grant Thornton", in 2020 the business community is sure that women have their place on the boards of companies. That is, most enterprises have achieved a certain level of gender balance. This may be the result of business leaders becoming convinced of the benefits that a gender-diverse team can bring. At the same time, attention to the problem by mass media and international public organizations can lead to such changes.

¹¹ Women in business: beyond policy to progress – <https://www.grantthornton.global/globalassets/1.-member-firms/global/insights/women-in-business/grant-thornton-women-in-business-2018-report.pdf> (мурожаат санаси 29.08.2023 й.)

¹² Муаллиф томонидана тузилган. Манба: Women in business: beyond policy to progress — <https://www.grantthornton.global/globalassets/1.-member-firms/global/insights/women-in-business/grant-thornton-women-in-business-2018-report.pdf> (мурожаат санаси 29.08.2023 й.).

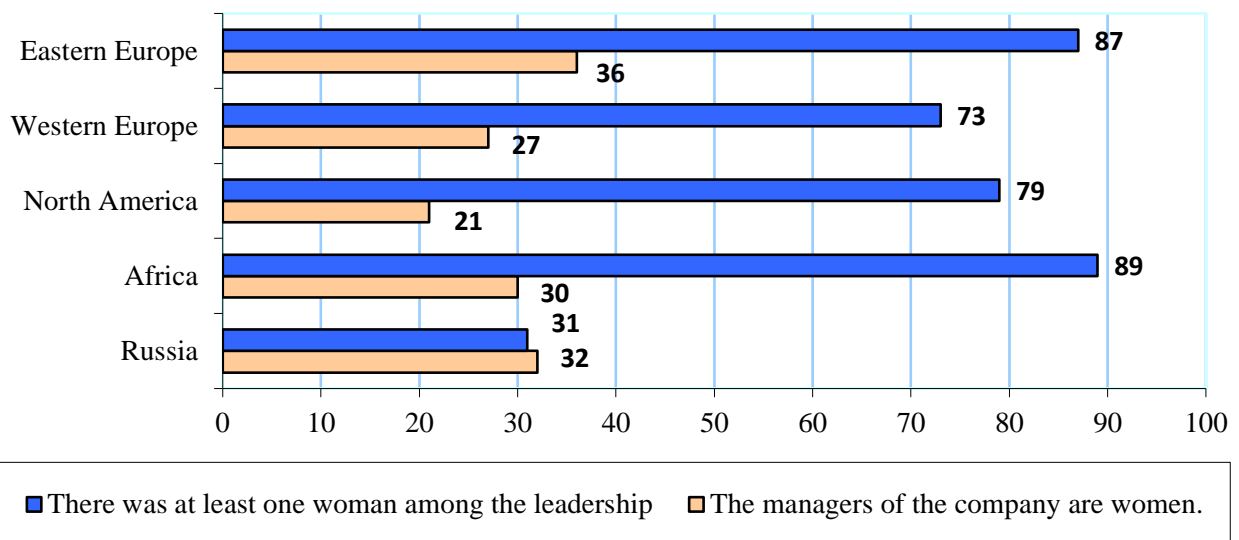


Figure 2. Businesswomen in a global setting ¹³

As illustrated in Figure 2, geographic differences in women's participation in business are generally striking. For example, Eastern Europe, which includes all of Ukraine, has a much higher rate of female entrepreneurs than even other regions.

At the same time, it is also interesting to see how many of all management positions in companies are held by women. So, in 2015 it was 22%, the next year this figure was 24%, in one year it was 25%, and in 2018, on the contrary, this low figure started to decrease slightly¹⁴. That is, in terms of gender indicators, Eastern Europe unexpectedly turned out to be the most similar to Russia. But we must not forget that the presence of a woman among leaders is equated with her reputation. "Having one woman in leadership is better than none at all"¹⁵. But the question is not only whether there are women among managers, but also whether they feel the value of their views.

In conclusion, theoretical perspectives on women's entrepreneurship are improving. The development of women's entrepreneurship is important not only as a component of small business and entrepreneurship development, but also in the development of the national economy.

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¹⁴ Алгада Х. Женское предпринимательство как предмет научных исследований. // Ж. Вестник Волжского университета имени В.Н.Татищева. №1, том 2. 2021. С.10. <file:///C:/Users/admin/Downloads/zhenskoe-predprinimatelstvo-kak-predmet-nauchnyh-issledovaniy.pdf> ;

¹⁵ Хасбулатова, О.А. Гендерные аспекты развития STEM-образования в России / О. А. Хасбулатова // Женщина в российском обществе. – 2016. – № 3 (80). – С. 5.

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