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### SECTION 30. Philosophy

## THEORETICAL ASPECTS OF WOMEN'S ENTREPRENEURSHIP DEVELOPMENT

**Abstract:** In this article some interesting moments, historical peculiarities, theoretical aspects of developing of women's entrepreneurship are considered. Certainly attention pay to some stages of psychological, economical and others forms of perception of sense of business of women.

**Key words:** women-entrepreneur, women's entrepreneurship, education, business, low, partnership, ownership, management.

**Language:** English

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### Introduction

About 25 years ago, the question of women-entrepreneur was not raised in Uzbekistan in general, but the last 5-10 years, this question has become one of the most important, not only in the field of economic relations, but also of interest for socio-humanitarian knowledge.

Search for features of business "in the women's performance" takes place at four levels:

- at the personal level of differences entrepreneurs (education, under the experience of administrative work);
- differences in underlying economic characteristics of companies headed by them (by number of employees, turnover of the enterprise, the history of its creation, industry sector);
- differences in behavioral and evaluative judgments of men and women entrepreneurs (hierarchy of business problems;
- evaluation of the prestige of entrepreneurship and the prevalence of negative practices of bribery, racketeering, optionally partners; specificity dialogue with partners).

### Materials and Methods

In the literature on women's entrepreneurship, a kind of residence has received the judgment that the "pioneering" approach to solving women's variety of financial and managerial problems caused by their lack of basic knowledge required. Not knowing the traditional ways of responding to these or other

manufacturing difficulties, they exhibit elements of innovative behavior, just as immigrants, not owning accepted methods, set their games rules [1; 2].

The fact that higher education does not guarantee competence in the field of managerial and financial questions. The criterion for the choice of the scope of application of entrepreneurial energy industry becomes of work (when getting business is related to financial difficulties), or the appeal of this activity (when the enterprise due to the desire to have something "for the soul"). But despite the fact that the creating of enterprises basic vocational education is rarely taken into a view, women entrepreneurs are highly evaluated by the presence of higher education, considering it a prerequisite for successful business.

With regard to further education courses directly related to business activity, majority of women-in business expressed a chorus of indifference to their existence.

However, the errors of the initial period could be reduced if at the time of their entry into the world of business such courses existed. Therefore, in general, women have recorded a positive attitude towards the development and dissemination of educational programs on the basics of business. Another thing is that none of them removes this critical program, believing that success in business is the least related to the degree of development of these programs.



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Among the factors contributing to more active involvement of women in the business as managing "alien" ownership, hypothetically, it can be deemed as their high integrity, and availability constraints to create their own businesses. The recognition of their high management capacity, combined with the stereotype of a larger line of business specifics of man's character leads to a situation where a certain part of having organizational skills of women do not want to, and the other can not create their own business.

Women executives rarely change their sphere of activity. For women, the profession and the life still more distanced concepts than for men. Therefore, for women to change the profession does not mean to break something important in life, and for men it is always a problem.

Most women entrepreneurs had no prior experience in enterprise management. Importantly, the influx of women in the ranks was uneven business time. Most intensively women are included in the business in the second half of 1990s.

In countries with well-developed tradition of women's entrepreneurship has considerable experience in the study of this phenomenon. And virtually all of the research records the presence of "traditionally female sectors", where women feel more comfortable at the expense of the past, including domestic experience. These industries rank as teaching activities, catering, personal services, retail, hospitality, science, culture, healthcare [4]. For Uzbekistan, characterized by exactly the same with the addition of the specifics of farming, cottage industries and handicrafts. The industries which the least mastered by women owned are construction and transport.

What are the reasons why the service and trade sector are preferred for women's entrepreneurship? The following responses can be proposed:

- Previous experience, skills and knowledge to determine the concentration in these sectors;
- Women are less likely to have a college education, which prevents the creation of enterprises in the field of construction, transport and industrial production;
- More difficult for women to find the borrowed capital, namely "non-traditional" for women industries require greater amount of initial capital;
- Preference by temperament, an imitation of the "home" in relations with colleagues.

There are numerous generalizations of the Western experience, reduced to the statement of the increasing number of women's businesses, while maintaining negligible size of such enterprises in terms of turnover and number of employees [6]. It is obviously, in terms of turnover, the share of small enterprises in the women's business is significantly higher than in men. And conversely, the share of large - much lower. Companies headed by women

are inferior enterprises, led by men, according to the number of employees. Female business is predominantly small in terms of number of employees, which confirms a similar finding, the resulting analysis of the turnover of enterprises. Perhaps the most logical explanation for the small number of employees in enterprises headed by women is reduced to the "age" of such enterprises.

One of the main problems of women's entrepreneurship is that women more often than men problematize the relationship with employees. This is due, on the one hand, they are more sensitive to shades in interpersonal relationships, and on the other hand, subordinated to the reaction itself female guide fact.

Entering the world of business and the first adaptation phase of its development is accompanied by problems, some of which is determined by the entrepreneur floor. This is due to a whole set of circumstances, from a distinct industry-specific women's business and entrepreneurship to stereotypes. However, further stages of entrepreneurial activity such specifics have not. Thus, the gender specifics increasingly characterized by the formation stage of the enterprise, rather than functioning and development stage.

Women entrepreneurs more highly appreciated presentation about the prestige of entrepreneurship, existing, in their opinion, in the eyes of the population and the authorities, while the mass media, foreign partners and friends in this area are estimated at approximately the same and entrepreneurs of both genders.

Methods of building partnerships women are one of the most mythologized stories. The assertion that it is alleged "inability to deny prevents women managers" became axiomatic truth, along with the fact that the work they are "more likely to use intuitive strategy" [11].

### Conclusion

In fact, the behavior of women entrepreneurs in relations with their partners at least situationally. They are much less likely to engage in periodic benefits and often follow strict rules, whether permanent exemptions or permanent absence. That is, the relationship of women with partners in more "stretched" to the poles, is a hard and fast rules dialog. It seems that women are less likely to suffer from the unreliability of partners due to the nature of their business industry sector.

As for the legitimacy of the business, the women are more marital believe in the inevitability of detecting violations, respectively, above the estimated risk of ignoring the law. This fact partly explains the more pronounced orientation of women's entrepreneurship in the legal forms of behavior. The latter circumstance greatly increases the responsibility of the legislature to women who



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have taken the path of entrepreneurship. Due to their more focused on legal economic behavior of women more dependent on the wisdom of legislation. Dissonance installations women entrepreneurs and

the rules of the shadow economy gives hope for the future "domestication" of business, perhaps as a result of the expansion of women's entrepreneurship.

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