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SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

## International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2020 Issue: 01 Volume: 81

Published: 05.01.2020 <http://T-Science.org>

QR – Issue



QR – Article



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## THE IMPORTANCE OF INNOVATIVE ACTIVITIES OF YOUTH TO ENTREPRENEURSHIP

**Abstract:** The culture of entrepreneurship, which today is recognized as the main direction of the development of society, is developing in harmony with innovation. This, in turn, requires a scientific and philosophical interpretation of youth entrepreneurship. Therefore, a scientific and philosophical analysis of the role of innovative youth in entrepreneurial culture has been carried out.

**Key words:** Innovative business, entrepreneurship, young entrepreneurs, society, human factor, new developments.

**Language:** English

**Citation:** Sayitkhonov, A. (2020). The importance of innovative activities of youth to entrepreneurship. *ISJ Theoretical & Applied Science*, 01 (81), 38-41.

**Soi:** <http://s-o-i.org/1.1/TAS-01-81-7> **Doi:**  <https://dx.doi.org/10.15863/TAS.2020.01.81.7>

**Scopus ASCC:** 1400.

### Introduction

UDC 37.02

Where as new tools and equipments were being developed in all areas of industry, manufacture, and economics in the 20 th century, we can today observe that these changes occur hourly in the past 20-25 years. Each country has its own economy and manufacture, focusing on the use of different ideas and creative actions of new ideas, based on their own scientific and intellectual potential.

In today's fast-growing information-based society, the development and implementation of robust, well-thought-out, wide-ranging innovative and practical projects in business is one of the most important issues. At the same time, it is important to create the legal space, opportunities and guarantees for ensuring the stability and sustainability of the national economy in our country, the legal protection of equality of ownership and, especially, the support of entrepreneurship.

It should be noted that the continuous implementation of systematic measures to develop entrepreneurship in the development of society will bring the sector to a new level. This raises the need to create and improve mechanisms to ensure that the culture of entrepreneurship corresponds with the

interests of the state and society. It also highlights the need to improve the culture of entrepreneurship in achieving quantitative and qualitative indicators of socio-economic and cultural transformation.

In addition, the Presidential Decree on October 5, 2016 "On additional measures to ensure accelerated development of entrepreneurship, comprehensive protection of private property and qualitative improvement of the business environment" has opened a new phase in this regard.

The introduction of the results of intellectual and creative activity of the person in production has always been and continues to be a major factor in the development of society. This in turn requires new ideas, discoveries, innovative developments that can be used in life. Innovative developments, in turn, help to reduce the cost of labor and increase the effectiveness of community.

At this new stage of development in Uzbekistan, a special emphasis is placed on innovative activities in all areas, including the introduction of innovative technologies, new methods and tools. Today, we can cite the culture of entrepreneurship as one of the fastest and most effective aspects of new innovative activities. It is clear that there is a great deal of confidence in today's youth that they will have the implementation of such innovative developments.

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The phenomenon of entrepreneurship is determined by the economic sector and its financial indicators. Furthermore, it is impossible to imagine economic development without moral and cultural factors. For example, the state of social consciousness, the culture of work and communication, moral and spiritual values, national traditions and customs are undergoing profound structural changes in today's market economy. Entrepreneurship is the product of these global processes, and requires a specific economic thinking and culture. This requires the introduction of new techniques and technologies into the manufacturing sector, as well as the human factor. In the introduction of new technical and technological tools, the entrepreneur must first take into account the environmental factors, the effectiveness of economic activities, and, secondly, the economic and natural consequences of scientific and technical activities, the entrepreneurial culture.

Therefore, it is impossible to imagine and interpret the culture of entrepreneurship and entrepreneurship itself in isolation from the notions: human, individual.

Development of innovative activities and introduction of innovative technologies in business activity is a requirement of modern society. The execution of the needs of the modern society is the essential thing today.

As President of the Republic of Uzbekistan Shavkat Mirziyoev said, "Today we are moving towards innovative development aimed at radical renewal of all spheres of life of the state and society. It is not accidental, of course. Who will win in today's fast-paced world? A state based on new ideas, innovation and new opinions will win.

Innovation is the future. If we start building our great future today, we should start with the innovative ideas, innovative approaches... The challenge of supporting talented young people, creative ideas and developments in this process will be our focus [2. 19-20.]".

At the same time, further development of the activities of young entrepreneurs, funding their innovative development and ideas, and their implementation have reached the level of state policy. The law on State Youth Policy, adopted on September 14, 2016, is important in this regard. This law defines the concept of youth entrepreneurship for the first time, including the following: "entrepreneurial activity carried out by young citizens without legal entity, as well as by legal entities whose founders are young citizens" [3.23]. Article 26 of the Law is entitled as "State Support of Youth Entrepreneurship", which states that youth entrepreneurship is supported by the state in the following areas:

-assistance in state bodies to the organization of youth entrepreneurship;

-providing soft loans for the involvement of young people in entrepreneurial activities;

-training of young people on the basics of entrepreneurial activity, development of contractual cooperation between educational institutions and employers;

-development and implementation of youth entrepreneurship support programs [4. 23.].

The law provides that, in addition to supporting the economic independence of the state, the state establishes and protects in accordance with the relevant privileges, preferences and safeguards.

Well, innovative ideas are the result of innovative activities that are directly linked to entrepreneurial activity. At the same time, the development of entrepreneurial culture for the development of entrepreneurship is on demand. After all, human civilization is defined by the increasing transformation of the "creative person" into the "consumer – person". This process, in turn, raises the need for creative thinkers and mentally developed young people. From this point of view, we consider the relevance of scientific and philosophical research of the social essence of developing a culture of innovation activity among young people, especially young entrepreneurs, in the context of civil society as follows:

-creation of conditions for the reflection of the human factor in innovative activity in entrepreneurship. This is why young people who are engaged in entrepreneurship serve their noble goals through self-awareness, and give a boost to their native land, their love for their country, and their sense of patriotism.

-formation of a culture of innovative activity aimed at ensuring the creative labor and prosperity of entrepreneurs, especially youth. After all, entrepreneurship is the key to the development of society in a market economy.

-to develop the skills of a culture of innovative activity aimed at ensuring the optimal security of the relationship between nature and society, especially for young entrepreneurs. The entrepreneur must introduce the human factor into the environment through the introduction of new technological tools, firstly, the environmental issues, the effectiveness of economic activities, and, secondly, the economic and natural consequences of scientific and technical activities, and the culture of entrepreneurship. [4. 14.].

The importance of the consequences of the global crisis in our country is the development and implementation of comprehensive, well thought-out, large-scale innovative and practical projects in the field of entrepreneurship in today's rapidly advancing information society.

Not only civil society, but also the active participation of entrepreneurs in this process should represent the interests of social development in their innovative activities. The practical importance of

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introducing technological processes and introducing innovative processes into the processes of production of innovative ways of overcoming the ongoing global financial and economic crisis is growing. This implies the need for a scientific study of the philosophical aspects of the dialectics of cultural attitudes towards the economic factor and the innovative activities of young entrepreneurs. At the stage of national development, the theoretical and practical significance of scientific and technical values is growing, with objective and subjective conditions for the free realization of mental abilities of a fully developed and professionally mature person become and expanding. It serves as an important spiritual factor in the activity of young people in our country, which is flooded with the leading ideas of world science.

The scientific and philosophical view of our research is the philosophical study of the positive impact of young entrepreneurs on the development of innovative business culture. The entrepreneurial culture of youth innovation activities has an impact on the increasing level of innovation activity and the ability to quickly spread innovative developments created within the activities of modern information systems structures into a whole innovation space. In addition to the theoretical justification of new ideas, the emergence of effective innovative technologies to implement it will create favorable conditions for the transfer of innovation directly into the field of practical activity. As a result, implementation of innovative ideas in the context of specific technological solutions creates decent conditions for the mass introduction of innovative activities.

At the same time, the establishment of new socio-economic relations, the diversification of forms of ownership will lead to a healthy competitive environment in all areas of activity and the widespread entrepreneurship. Therefore, one of the factors contributing to competitiveness is to create innovation and strive for its effectiveness. Naturally, such changes lead to further cultural growth.

The popularization of the culture of innovation activity contributes to the enrichment of the socio-cultural values, which ultimately increases the importance of innovation as a socio-cultural value.

To sum up, creative thinking, initiative, active and responsible entrepreneurship, which is the subject of innovative activities that entrepreneurs need to develop, especially in young entrepreneurs, is crucial to fostering a culture of innovation activity in line with positive changes in society. In our view, based on the scientific, philosophical, and socio-economic objectives of our ideas, we can make the following practical recommendations:

-at the new stage of our development, the core value of social activity, focused on the welfare of society, is based on scientific and philosophical

researches, as well as the development of entrepreneurial culture in the youth as a principle of development;

-to pay attention to the implementation of the concept of innovation in youth entrepreneurship, in particular, when setting the goal of innovative activities;

-providing opportunities for young entrepreneurs to identify their strategic goals, in whole or in part, by bringing innovative ideas to the community;

-formation of innovative development (manuals, brochures) aimed at correct definition of strategic goals for young entrepreneurs.

In the implementation of these recommendations, it is advisable to produce the following resources to achieve systemic and strategic effectiveness. Including:

-intellectual resources (knowledge, skills, practices);

-economic resources (banking, new equipment);

-information resources (information, processed information).

This innovative way of thinking in young people enables the rapid development of entrepreneurial activity to find positive solutions to the serious social and economic problems in the country. Creative activity, which involves the development and implementation of social and economic problems and methods that were not available at the time, is primarily related to intellectual potential. In turn, directing this mental capacity requires creative thinking, initiative, active and responsible entrepreneurial culture in the innovative activity of young people.

Economic freedom plays a key role in entrepreneurial activity. If an entrepreneur is not economically free, he or she will depend on economic decision-making, economic activity, competition, and risk. It becomes a simple employee or a small screw of control mechanism, loses its enthusiasm. An entrepreneur has the right to decide what kind of activity is acceptable and prestigious only to him (himself). When achieving economic freedom, it determines the type of individual activity (entrepreneurship, hired labor, commerce, business), what forms of ownership are appropriate for itself, which sector or sector and in what region of the country it may represent. Therefore, entrepreneurship needs economic freedom first and foremost to implement a culture of entrepreneurship. Secondly, it is necessary to be aware of modern knowledge in order to implement a culture of innovative activity. Economic freedom plays a key role in entrepreneurial activity. "If an entrepreneur is not economically free, he or she will be deprived of economic decision-making, economic activity, competition, and risk" [5. 13.]

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