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Formation of entrepreneurial culture in the conditions of a new stage in the development of society in Uzbekistan

Abstract. The article explores the scientific foundations and practical aspects, opportunities, objective and subjective factors affecting the process of forming an entrepreneurial culture in a new stage of development in the Republic of Uzbekistan. The article is devoted to a very relevant topic, the process of forming entrepreneurial structures in various fields of social and economic life of the country. The author considered the theoretical basis of entrepreneurship, drew attention to the process of creating entrepreneurial structures with the beginning of democratic reforms and deepening market relations in the country. An attempt is made to show the role of the reformation processes in the development of entrepreneurship in the country. The author successfully connected the process of forming an entrepreneurial culture with the issues of reforming the higher education system, including the creation of a new generation of universities, opening branches of the world's leading universities from developed countries in Uzbekistan in a new stage of development of the country. The author of the article pointed out the shortcomings in the process of training modern competitive personnel, which is closely related to the formation of an entrepreneurial culture among future specialists.

Keywords: Entrepreneur, economy, society, education, reform, country, staff, competitiveness

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Introduction. The development of a new stage of society has put forward the task of forming a social community of entrepreneurs in Uzbekistan, the need for a proper entrepreneurial culture and a key segment of the sociocultural community. In this regard, the issue of the need to create value foundations of entrepreneurial activity in the country and the trends in the development of entrepreneurial culture in the conditions of the country's entry into a new stage of its development is particularly relevant. It should be borne in mind that the very process of the phenomenon-legalization of entrepreneurship in various forms in the new socio-economic conditions is carried out as a very fateful social transformation that has not yet reached the necessary degree of development level. This is primarily due to the dynamics of transformations that are taking place rapidly in the bowels of the social system, with further deepening of which, entrepreneurship gradually forms the basis of the middle class, which in developed countries ensures the sustainable development of states, its economic and social stability. This process is also closely related to the fact that, according to historical time, social transformation in the country largely coincided with a change in the person's attitude to the issue of creating the foundations of private property, as a result of which the content of entrepreneurial activity itself changes significantly.

Formulation of the problem. It should be emphasized that the formation of an entrepreneurial culture is still associated with competitive risks in the context of a deepening market economy. The initial period of development of the entrepreneurial activity, at the initial stage of its legitimate existence in conditions of independence, is characterized by a certain degree of instability, while retaining for reproduction only a small part of its business structures.

At the initial stage of the country's sovereign development, there was a slow growth in the number of entrepreneurs, which did not contribute to the stabilization of the value foundations and cultural limits of the reproduction of the community of entrepreneurs, private structures, in

particular farms and dekhans in rural areas, which impeded the development process as a system-forming segment of the new socio-economic and the socio-cultural structure of civil society.

Thus, in the conditions of a new stage of the country's development, one of the most important social subjects of the economic and social modernization of society is the developing social stratum of entrepreneurs in the socio-stratification system of society. All this leaves a serious imprint on the formation of an entrepreneurial culture, without the formation of which entrepreneurship cannot be the subject of important social transformations at the present stage of independent development. "As a result of reforms last year, 93 thousand new business entities were created, which is almost 2 times more than in 2018. In the Doing Business ranking of the World Bank, we went up 7 positions, took 8th place among 190 countries in terms of business registration, included in the list of the best-reforming countries"[1.2].

Goals. At the present stage of the country's development, entrepreneurial culture has become one of the main factors determining changes in the consciousness and behavior of entrepreneurs and ensuring qualitative changes in the socio-economic life of the country.

From a philosophical point of view, it is necessary to emphasize the high degree of positive influence of private structures as an emerging social community on the transformation of the socio-cultural image of modern society from the peculiarity of the entrepreneurial community, its evolution and the manifestation of entrepreneurial culture as an immanent component of national social life. The perception of these socio-economic processes will optimize the integration potential of the culture of entrepreneurs in its essential significance for the development of civil society.

It should be noted that the scientific theoretical and methodological foundations, in general, the theory of entrepreneurship, combining the socio-economic justification of the innovative function of entrepreneurship and the foundations of a sociological approach to the analysis of entrepreneurship, laid the foundations for the study of the formation of an entrepreneurial culture. The socio-economic transformations that are taking place under the conditions of a new stage in the development of society have aggravated the need to study the phenomenon of entrepreneurship in the full variety of its manifestations in social practices in the areas of public life.

At the present stage of development of society, the need for development and a detailed description of the functioning of entrepreneurship as an emerging and developing component of the social structure becomes relevant. The development and research of problems, the issues of interaction between business and government, and the social responsibility of an entrepreneur in the context of a new stage in the development of society also became relevant. It should be noted that the study of the problems of the formation of an entrepreneurial culture in the form of value foundations and the motivation of entrepreneurial activity, its socio-cultural aspects, are the subject of research in the field of social philosophy.

History. Philosophical understanding of the content of the social community of entrepreneurs, transformation into socio-economic theories, which are reflected in the content of entrepreneurship, occurs in stages, in the process of increasing the needs of sociocultural practice. However, the socio-philosophical understanding of entrepreneurial activity is still fragmented and requires further research, especially as a subject of social philosophy.

Thus, topical issues of the formation of an entrepreneurial culture in the conditions of Uzbekistan as a fundamentally new segment of society's culture, corresponding to the processes of deepening market relations, have not been studied enough. Moreover, we are talking, on the one hand, about the study of entrepreneurial culture as a kind of culture generated by a certain professional activity, and on the other hand, about its broader, social-wide positioning, which determines the need for a thorough study of the formation of an entrepreneurial culture, its development trends in the context of the development of a new stages of society in Uzbekistan. It should be emphasized that the content, state, and trends of the development of entrepreneurial culture needs special study, on the one hand, as a kind of spiritual culture generated by certain

professional activities, and on the other hand, as a general social phenomenon.

In the conditions of a new stage of the country's development, it is necessary to determine the determinants, trends and value guidelines for the formation and development of entrepreneurial culture in modern society in the context of sociocultural transformation. The process of forming an entrepreneurial culture requires systematization of the main theoretical approaches to the definition of the concept of «entrepreneurial culture.» It is necessary to determine the socio-cultural determinants of the formation of an entrepreneurial culture in the development of civil society. The most important tasks of research are to formulate the degree of maturity of entrepreneurial practices in modern Uzbek society. It is also necessary, from the point of view of social philosophy, to justify scientifically the evolutionary mechanism for positioning the sociocultural community of entrepreneurship in the new conditions of development of society, to analyze the features of the formation of the social identity of entrepreneurship as the foundation of an entrepreneurial culture. It is relevant to identify value guidelines and outline trends in the development of an entrepreneurial culture in the context of a new stage in the development of society and innovative transformations in it. “We are working hard to expand entrepreneurship and create new opportunities for this purpose. During the implementation of the program “Each Family is an Entrepreneur”, loans totaling 5.9 trillion soums were allocated to start-up families”[2.2.].

Research Methods. The scientific methodological and historical sources of entrepreneurial culture are the pages of national and world history, philosophical rationalism, which are real sources of the formation of the entrepreneurial community.

The methodological basis for the study of the formation of an entrepreneurial culture at the present stage is an interdisciplinary approach, a synthesis of activity and sociocultural approaches. The theoretical basis for the study of the problem must be carried out on the principles of a systematic method, which allows to synthesize in a special way the advantages of the methodology of the anthroposocial approach, which requires identifying the characteristics of a social subject in the studied social community and making it possible to study entrepreneurship by analyzing its sociocultural activity.

It should be noted that the basis of the methodology for studying entrepreneurial culture is the dialectic method and the axiological approach, the application of which allows us to consider the social community of entrepreneurs as one of the elements of the emerging social structure, to study the factors, conditions and results of its cultural consolidation, the state of regulatory regulation of interactions within the entrepreneurial community, orientation value identification and the establishment of cultural regulations in interaction and with the state of the cultural background of the new period of development of society in the conditions of Uzbekistan.

The study of the problem of the foundations of entrepreneurial culture requires systematization of the basic theoretical approaches to the definition of the concept of «entrepreneurial culture», to identify the dialectic of the relationship of entrepreneurial culture and the culture of entrepreneurship.

The social scientists are faced with the task of finding out the evolutionary mechanism for positioning entrepreneurship as a carrier of entrepreneurial culture and the object attitude towards it in the axiological reaction of mass consciousness in a new stage of society;

The study of the phenomenon of the formation of an entrepreneurial culture in the socially philosophical aspect shows that higher education occupies a special place in this process. In Uzbekistan, the concept of the development of higher education has been adopted. Higher education in Uzbekistan in the conditions of democratization of society was faced with the need to adapt and develop in the context of decentralization and globalization. The main constraining factor was the highly centralized nature of training when monitoring is carried out by government organizations. This limited the development of diversified curricula, the emergence of innovative teaching methods, and the penetration of modern educational and pedagogical technologies into the process of higher education.

Discussion Results. The opening of international universities, such as Westminster, Inha, Amity, Akfa, Webster, Yojo, the formation of branches of Russian universities and the opportunity to see how the development of new approaches in higher education can benefit the development of the country as a whole. [3.2.] The adopted concept for the development of higher education involves a focus on the introduction of critical thinking training programs, independent learning, the use of virtual systems, etc. Under the conditions of a new stage in the development of society, the thinking of universities is liberalized, the ability to develop their own curricula and courses, taking into account their subsequent implementation in the process of training competitive personnel, which we observe all over the world. Reducing centralized regulation by the ministry will ensure better and better higher education.

Within the framework of the concept of higher education, a target has been approved to increase the enrollment of graduates from higher education from the current 20% to 50% and increase the number of non-state universities to 35. The country «has launched a completely new type of educational institution - 4 Presidential and 3 Creative schools. “Along with this, 19 new higher education institutions have been created, including 9 branches of well-known foreign universities. In cooperation with leading foreign universities, training has been established in the framework of 141 joint educational programs. In 2019, 146,500 students were admitted to universities in Uzbekistan, which is 2 times more than in 2016” [4.3.]

One of the key target indicators in the concept of development of the higher education system is the increase in the level of accessibility from 20% to 50% by 2030. In this regard, a serious concern is a fact that with an increase in the number of universities, the costs of maintaining the entire system obviously increase.

In modern conditions, universities prepare specialists in business who possess both certain skills and knowledge in a specific field. This means that a graduate needs to be creative, be able to work in a team and learn quickly. That industrially specific knowledge that we teach today can very quickly become irrelevant. The world is changing, therefore, specialists and employees of companies need to be able to learn, be open to new things, have empathy, be adaptive, have a good reaction.

In the context of globalization, the world is moving towards a knowledge economy, where the main factors of development are knowledge and human capital. [5.2.] Universities in the knowledge economy are the flagships and the environment where science and practice merge, where innovations and technologies come from into mass production. The challenge is that the speed of changes is so fast that some areas of knowledge become obsolete within 3-7 years, and the industry is not ready to wait for educational institutions to transform. And here universities have to prove their relevance in the field of education. They should not only have time to respond but be able to predict what skills graduates should have in 3-5 years. For Uzbekistan, this task is doubly more difficult. Together with the challenges listed above, the higher education sector must go through the path of transformation of the entire environment, with multiple increases in enrollment in higher education and the transition from elite to mass higher education. Most universities should move from centralized management to more independent management, starting with the independent development of courses and curricula, determining the number of students recruited and ending with the independent financial and economic management of the university.

In the conditions of a new stage of the country's development, the idea of creating an entrepreneurial university was put forward. The University of Entrepreneurship is a natural incubator, trying to provide a supportive environment in which the university community can research, evaluate and use ideas that can be translated into socio-economic entrepreneurial initiatives. Entrepreneurial universities participate in partnerships, networks and other relationships to create an umbrella for interaction and cooperation. Hence the goals - to raise graduates with systemic, entrepreneurial thinking. This requires the training of competitive and technologically advanced graduates, who are then able to create startups and bring domestic products and services

to foreign markets. The curriculum of an entrepreneurial university will be based, on the one hand, on the development of necessary skills, on the other, it will provide solid fundamental knowledge and consolidate them in practice.

The University of Entrepreneurship is a synergy of translating the ideas of academic representatives and entrepreneurs who are ultimately the employers of graduate students. The business community of Uzbekistan thus contributes to the development of higher education in our country. At the head are the leaders of companies who know what tomorrow's business environment in the region will look like, and what personnel is needed to be able to work and manage business processes, who can be entrusted with developing business ideas and implementing them in new conditions.

First of all, it should be noted about the low enrollment in higher education. There is a great demand on the market, but supply does not satisfy demand. On the other hand, it is necessary to improve the quality of education and radically fight corruption. "It should be openly admitted that entrepreneurs still face corruption in such areas as the provision of land, cadastral, customs, banking services, licensing, and public procurement. This is evidenced by numerous appeals addressed to the President, news reports in the press and social networks." [6.21].

Also, sometimes too much emphasis is placed on attendance or on form instead of a real assessment of the quality of knowledge. Universities do not communicate well with business with those who will then hire their graduates. Only in recent years, local universities and rectors began to interact more actively with the business community and this is a very good trend. In the conditions of a new stage of development, a number of private universities have been opened; in the near future, there can be many more. In modern conditions, the role and importance of personnel in ensuring the sustainable development of the country, security, the production of competitive goods, the equal admission of young people from various sectors of society to universities is becoming increasingly relevant. This task urgently dictates the need "to increase the prestige of our universities, increase the number of non-governmental educational institutions, attract qualified personnel to the sphere and increase competition". [7.2.]

The reputation of universities in the business community as a center for training highly qualified personnel will allow actively involving leading domestic and foreign entrepreneurs both in the educational process and in special programs for internships and graduate employment. For modern universities, the actual connection between science and the business environment plays a paramount role, so most university research will be aimed at solving specific business problems of entrepreneurs of domestic and foreign markets.

Conclusion. In the conditions of a new stage of development, the idea of opening the Center for Applied Research at universities becomes relevant. There, students will be given the opportunity to put into practice the theoretical and applied knowledge they have gained, present their research to leading entrepreneurs in the country. The latter, in turn, will share their problems with scientists so that students through their studies can offer them solutions. It is necessary to open more specialized universities so that competition does not go between the universities themselves, but between the branches of education. The development of international contacts in the field of higher education, direct contacts of universities is a positive process in the preparation of competent personnel. It should be noted that the trend of opening private universities was the same in scale as, for example, the opening of private schools and kindergartens. [8.c.2] The opening of new universities has a positive impact not only in the family business, but in the entire entrepreneurial sphere in general, and will also become an important incentive in the process of creating a culture of entrepreneurs.

Thus, as a conclusion, it should be noted that in the curriculum for the training of modern personnel it is necessary to add more practice, add marketing experiments, study the "new" marketing.

Firstly: it must be remembered that students are studying now - tomorrow it will become

irrelevant. Therefore, you need to teach subjects that will be relevant in the near future.

Secondly: it is necessary that students conduct marketing research for a real business and are able to work with numbers. For this, first of all, it is necessary that businesses and universities become closer to each other.

Thirdly: universities should clearly understand for whom they are training personnel, and entrepreneurs, in turn, must understand where highly qualified, competitive personnel will come to work for them.

Fourth: the entrepreneurial culture of specialists involves the formation of the following qualities as an analytical mindset, communication and cooperation experience with business, the ability to quickly learn, teamwork skills, communicative ability, flexibility, the ability to scientifically justify personal opinions.

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Формирование культуры предпринимательства в условиях нового этапа развития общества в Узбекистане

Аннотация. В статье исследуются научные основы и практические аспекты, возможности, объективные и субъективные факторы, влияющие на процесс формирования культуры предпринимательства на новом этапе развития в Республике Узбекистан. Статья посвящена весьма актуальной теме - процессу формирования предпринимательских структур в различных сферах социально-экономической жизни страны. Автор рассмотрел теоретические основы предпринимательства, обратил внимание на процесс создания предпринимательских структур с началом демократических реформ и углублением рыночных отношений в стране. Сделана попытка показать роль реформационных процессов в развитии предпринимательства в стране. Автор успешно связал процесс формирования культуры предпринимательства с вопросами реформирования системы высшего образования, в том числе с созданием университетов нового поколения, открытием в Узбекистане филиалов ведущих мировых университетов из развитых стран. Автор статьи указал на недостатки в процессе подготовки современных конкурентоспособных кадров, что тесно связано с формированием предпринимательства среди будущих специалистов.

Ключевые слова: предприниматель, экономика, общество, образование, реформа, страна, персонал, конкурентоспособность.

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Өзбекстандағы қоғам дамуының жаңа кезеңіндегі кәсіпкерлік мәдениетін қалыптастыру

Аңдатпа. Мақалада Өзбекстан Республикасында жаңа даму кезеңіндегі кәсіпкерлік мәдениетін қалыптастыру процесіне әсер ететін ғылыми негіздер мен практикалық аспектілер, мүмкіндіктер, объективті және субъективті факторлар қарастырылады. Мақала өзекті - тақырып елдің әлеуметтік-экономикалық өмірінің түрлі салаларында кәсіпкерлік құрылымдарды қалыптастыру процесіне арналған. Автор кәсіпкерліктің теориялық негіздерін қарастырып, демократиялық реформалардың басталуы және елдегі нарықтық қатынастардың тереңдеуімен, кәсіпкерлік құрылымдарды құру процесіне назар аударды. Реформалау процестерінің елдегі кәсіпкерлікті дамытудағы рөлін көрсетуді негізге алды. Автор кәсіпкерлік мәдениетті қалыптастыру процесін жоғары білім беру жүйесін реформалау мәселелерімен, соның ішінде, жаңа университеттерді құру, Өзбекстанның дамыған елдердің жетекші әлемдік университеттерінің филиалдарын ел дамуының жаңа кезеңімен сәтті байланыстырды. Мақала авторы болашақ мамандар арасында кәсіпкерлік мәдениетті қалыптастырумен тығыз байланысты қазіргі заманғы бәсекеге қабілетті кадрларды даярлау процесіндегі кемшіліктерге тоқталды.

Түйін сөздер. Кәсіпкер, экономика, қоғам, білім, реформа, мемлекет, кадрлар, бәсекеге қабілеттілік.

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