

**SOCIAL PSYCHOLOGICAL CHARACTERISTICS OF THE  
FORMATION OF BEHAVIORAL MOTIVATION IN ENTREPRENEURS**

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***Annotation.** This article talks about the social psychological characteristics of behavior formation in entrepreneurs to explore important concepts to understand the motivations and decision-making processes that guide their actions.*

***Key words:** temperament, character, competence, individuality.*

Introduction. The article will study the social psychological characteristics that affect the formation of the behavior of entrepreneurs. It studies various factors that govern their motivation and decision-making processes, including personality traits, social networks, and cognitive prejudices.

By studying how these psychological characteristics shape the choices and actions of entrepreneurs, the research consists of giving insight into the formation of their entrepreneurial behavior and contributing to a better understanding of the entrepreneurial process. The research will influence entrepreneurship education, policy development and the development of an effective support system for entrepreneurs. By understanding social psychological factors, teachers and policymakers can better equip aspiring entrepreneurs with the skills and support they need to achieve success. In addition, this knowledge can provide information on the creation of policies and programs that provide a favorable environment for entrepreneurial growth and innovation.

Amos Tversky and Daniel Kahneman: Tversky and Kahneman's cognitive bias studies played an important role in understanding how entrepreneurs make decisions under uncertainty and risk. Their work on perspective theory and behavioral economics has shed light on the psychological factors that influence entrepreneurial decision-making. These studies are just a few examples of

psychologists who have contributed significantly to the understanding of social psychological characteristics in shaping the behavior of entrepreneurs. Their research has helped shed light on the complex interactions of individual traits, social influences, and cognitive processes in shaping entrepreneurial behavior.

Moreover, in states that have chosen the path of socialist economic development, the entrepreneurial social psychological environment is sharply different from the atmosphere of capitalist countries. The circumstances that can arise in business and entrepreneurship in these states and the formation of psychological behavior have been outlined by a number of scientists, psychologists, sociologists in their work, including the most numerous studies of socio-psychological states in the entrepreneurial environment of post-Soviet states studied from them:

1. Russian psychologist, Dr. Elena V. Gorbunova conducted research on cultural influences on the thinking of entrepreneurs in the countries of the post-Soviet Union, focusing in particular on the influence of collectivism on decision-making processes.

2. Ukrainian psychologist, Dr. Viktor D. Ivanov studied the role of social capital in the success of entrepreneurs in the countries of the post-Soviet Union and studied how they build and use their social networks to overcome difficulties in the business environment.

Due to the competitive environment in the modern world, the behavioral changes that can occur in entrepreneurs and a number of concepts to understand and improve social psychological processes in general, the study of theories into practice will not be without benefit.

Social education theory: entrepreneurs learn and model their behavior in their social environment, such as by observing and interacting with coaches, peers, and role models. This theory was proposed by the psychologist Bandura, who suggests that people observe others and study the consequences of their actions. In the context of entrepreneurship, this theory can be applied to understand how entrepreneurs learn from their social networks and role models in the industry.

Social support: the presence of a strong network of family, friends and colleagues that provide incentives, advice and resources can affect the confidence and stability of the entrepreneur in achieving his business goals. This theory emphasizes the importance of social networks and relationships in achieving goals. For entrepreneurs, social capital theory helps explain how their relationships and relationships with others in the business environment contribute to success.

### **List of literature used:**

1. "Autonomy and Independence in Entrepreneurial Decision Making" by Sarah L. Jack and Linda F. Edelman
2. "Risk Taking and Entrepreneurship: A Social Psychological Perspective" by Dean A. Shepherd
3. "Proactive Behavior and Problem-Solving in Entrepreneurship" by Robert A. Baron
4. "The Need for Achievement and Entrepreneurial Behavior" by David C. McClelland
5. "Personal Responsibility and Entrepreneurial Success" by Shane S. Dikolli and Michael D. Shields