

Legal Mechanisms For The Formation Of An Entrepreneurial Culture Among Young People In The Context Of Reforms

Rakhmanov Abdurauf Muhammedovich

Associate Professor at Tashkent State University of Economics,

Doctor of Philosophy (PhD)

Email: rakhmanovabdurauf570@mail.com

ABSTRACT

The article focuses on the development of a culture of entrepreneurship among young people and the creation of its legal mechanisms. In consequence the concept of a culture of entrepreneurship and the factors influencing its formation has been analyzed. Furthermore, it states that within the national, spiritual and universal values in the formation of a culture of entrepreneurship among young people in the context of reforms it is exact to pay a proper attention to a moral points of the given issue concerning reforms being implemented in our country.

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Leading countries such as the USA, Japan, Germany, France and South Korea, which have achieved economic, cultural, scientific and technological development in the world, properly pay serious attention to the issue of intellectual property and the talent of its owners. In the information society, the proper selection of talented youth, their search and direction towards the goal have become important issues of particular social importance. The owners who previously owned tangible property and raised their status in society realized that the most valuable property today is intellectual property.

Today, in the process of fundamental reforms in society, the essential attention is being paid to improving entrepreneurial culture and legal culture, enriching the spiritual maturity of citizens. After all, it is important for citizens to achieve a high legal culture and strengthen the legal mechanisms of this process in public life.

The fundamental reforms being implemented in Uzbekistan on the basis of the priority goals set out in the "Strategy for the Development of New Uzbekistan for 2022-2026" [1], adopted on January 28, 2018 on the basis of Decree No. PF-60 of the President of the Republic of Uzbekistan Sh. Mirziyoyev.

In the Development Strategies, great importance was given to the liberalization and modernization of all sectors in our country, the creation of a people's democratic state by increasing human values and further developing a free civil society, and the transformation of the principles of justice and the rule of law into the most important and necessary condition for development in our country. Moreover, in the Development strategy a serious attention also is paid to the issues of accelerated development of the national economy,

development of human capital, strengthening the security and defense potential of our country, and conducting an open, pragmatic and active foreign policy.

Considering to the point that since development, the future, and the power of the state ultimately come down to the entrepreneurial factor, achieving our highest goal fully depends, first of all, on how a young entrepreneur will be educated and educated as a mature person. "Today, the era itself requires an increase in the effectiveness of efforts to promote legal culture, a healthy lifestyle, physical education and sports among our youth. The implementation of the measures outlined in the programs on this issue will continue in strict accordance with the norms of the recently adopted law "On State Youth Policy" [2].

Consequently, the problem of entrepreneurial activity is a social phenomenon that provides an active social perspective and human activity in society. The word "Businessman" (entrepreneurship) first appeared in the English economy in the eighteenth century, when it meant "owner of property"[3]. Later, at the end of the XVIII-beginning of the XIX century, the famous French economist J.B.Say (1767-1832) in his book "A treatise on political economy" (1803) defined entrepreneurial activity as the integrity of three classical factors of production – land, capital, labor. Philosopher A. Kudelin believes that: "entrepreneurship is presented as an independent, risk-based, self-promoting activity involving all the time and everywhere, without affecting only business"[4]. Therefore, entrepreneurship should be understood not only as an economic activity, but also as a socio-cultural phenomenon, it is necessary to investigate its specifics, the processes of formation and development, the peculiarities of manifestation in the conditions of Uzbekistan, the content of the national model of entrepreneurship created during the period of national development of our country, related to our mentality.

The founder of well-known economic theory Adam Smith in his research, an entrepreneur is a person who owns his own capital and prefers to take on economic risks while trying to make a profit in the course of his activities. According to the scientist, the material basis of entrepreneurship is private property, and a private organization should benefit society [5].

The theoretical and methodological foundations of entrepreneurship were also developed in the works of the eastern thinker Yusuf Hassa Hajib. According to the philosopher: "Entrepreneurs are very necessary people, you should be in close contact with them: blacksmiths, tailors, shoemakers, boatmen, saddlers, bricklayers, archers are very useful. They bring goodness to this world. They do a lot of amazing things"[6].

Naturally, in the context of reforms in our country, special attention is paid to the formation of an entrepreneurial culture. Surely, entrepreneurial culture is considered an integral part of youth entrepreneurship and serves the development of this type of activity. Therefore, entrepreneurial culture is not considered as an independent process, it is multifaceted and includes social relations between representatives of several strata of society.

Improving the moral culture of entrepreneurial youth and ensuring social and moral justice is essential for achieving changes in the economic sphere of society. The moral culture of entrepreneurial youth is mainly reflected in the following concepts: duty, conscience (religion), honor (nomus), reputation. An entrepreneur's duty is his sense of duty to other people, especially to customers and consumers. Ethical responsibilities, such as being conscientious and respecting the demands of customers and consumers, are not additional responsibilities for young entrepreneurs; on the contrary, they are the foundation of their profession.

In business, the criterion of purity and honesty associated with concepts such as conscience, goodness, duty, and honesty is the ability to feel a person's moral responsibility for their behavior and behavior towards others and society. It is known that many people, who trade in our religion when selling their goods sometimes use false words.

The ethics of human communication are distinguished by young entrepreneurs' trust, kindness and surprise, shown not only to another subject, but also to everything related to him, for example, to his friends, interests, and even to his clothes and things. It is perfect to state that business communication is an art.

"Entrepreneurial culture consists of clear, defined principles and methods of entrepreneurial activity of subjects in accordance with legal norms (laws, regulations), business customs, ethical rules and standards of civilized business behavior in society" [7]. Considering above mentioned that young people play an

important role in shaping entrepreneurial culture, starting with regulatory documents and ending with moral rules in society. Moreover, regulatory and legal documents form the basis of elements of the culture of youth entrepreneurship.

Russian scientist P.I. Shikhirev also gave the following definition of entrepreneurial culture: "Entrepreneurial culture is a set of stable forms of social interaction, anchored in norms and values within the company and in the company's relationship with the outside world, forms and methods of communication between employees, and its essence lies in following the rules accepted in business relations"[8]. The socio-economic relations that develop in the system of entrepreneurial activity are directly related to the formation of a certain spiritual and moral worldview and values, as well as legal culture in society and its members. As a result of the fact that entrepreneurial activity increasingly embraces members of society, especially young people, in the formation of today's New Uzbekistan, our state creates great opportunities and conditions for realizing their potential. As noted by the President of the Republic of Uzbekistan Sh. Mirziyoyev: "The issue of supporting entrepreneurship, which plays an important role in the development of our country's economy and ensuring a prosperous life for our people, is one of the strategic directions of state policy"[9].

It is essential to state that entrepreneurship as an important form of human social activity is of great importance in the socio-economic development of society. Entrepreneurship has a socio-historical essence as an important factor in labor activity and the production of economic benefits.

It's natural that the young businessmen will thrive in their work and gain respect among the population only if they embody the words, faith, faith, religion, purity, shame, honor and honesty that are inherent in our national and spiritual values. It should be said that the above human qualities are embodied in the word honesty. "Honesty" is an Arabic word. It means an authorized, permitted, lawful, correct, conscientious person.

In fact, honesty is a high quality that manifests a person spiritually and morally. It would not be a mistake to say that this concept is holy. A young businessman should distinguish impure from halal, be disgusted by waste, consider and understand waste as a grave sin, dishonesty and immorality. When this quality is instilled in young entrepreneurs, they become true patriotic entrepreneurs. It is required not to sell your conscience, not to betray your work for the sake of profit and to think about others.

We mean that the quality of an entrepreneur is formed from the above concepts. We believe that conscientious business management, a proper, clean, modest approach to their work should force young entrepreneurs to prove themselves in everyday life. The duties of a young entrepreneur should include: to live by real work, earn a living, earn an honest living, live with good intentions, show kindness, express a new opinion, strive for good charity, repay savings and debts on time, do not sin, sometimes make donations and help those in need.

It should be noted that spiritual, educational, moral and cultural events held in accordance with the idea of "New Uzbekistan-a new worldview" penetrate into every mahalla, every family in our country. We believe that these events should take into account the specifics of each city and district when conducting ethical, cultural and educational events aimed at improving the lifestyle of the population, instilling in them a sense of belonging, further strengthening national and spiritual values such as kindness, gratitude, mutual assistance.

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We emphasize with the above points that, although a current entrepreneur can be extremely economical, he must possess the following facets of high spirituality: - To be properly aware of one's duty to the motherland;

- to have a clear understanding of the trade and activities of one's company, to know perfectly the scientific and practical aspects of one's field, to be enlightened;
- to possess secular knowledge and one's own worldview; to know perfectly the laws and regulations related to one's field;
- not to succumb to wealth, to be personally aware of one's duty to the motherland; have a clear understanding of trading and the profitability of their own and similar order.

Thus, entrepreneurship includes not only production, but also sales, marketing, management, accounting, financing, working with employees, and conducting joint activities. Therefore, it is important for an entrepreneur to have great dedication, hard work, creative thinking, broad horizons, intellectual potential, responsibility, legal culture, moral integrity and other qualities. By guiding young people to entrepreneurship, we must be active in society. As noted by the President of the Republic of Uzbekistan Sh.Mirziyoyev: "Active entrepreneurship is a direction that organizes entrepreneurial activity based on innovative, that is, modern approaches, advanced technologies and management methods.

Therefore, a civilized entrepreneur believes that his entrepreneurial activity is useful not only for himself, but also for society, for the development and prosperity of the state, he understands the existence of competition in entrepreneurship, respects public order and the laws of society, values self-confidence and high moral and moral knowledge in others, strives for innovation and humane.

The development of entrepreneurship in society requires people living in society to have a higher level of legal culture. "We must form a legal culture in our society according to which, following the Constitution and laws, respect for the rights and freedoms, honor and dignity of others should not be a duty, but should become an everyday rule and custom"[11]. Therefore, legal culture is an integral part of the consciousness of young entrepreneurs. Because with its help, a legal culture and legal awareness will appear with the help of rules and regulations governing property, economic, national, family, personal and other relations between young entrepreneurs and the state.

That is why the spiritual mastery of legal values requires simple human culture and literacy. It is inseparably linked with the processes of personal development. In addition to human rights and freedoms, he also has duties and responsibilities to society and humanity. Only a person with a sense of justice, knowledge and culture observes the laws, requirements and legal norms of the society in which he lives" [12].

In recent years, the Government of the Republic of Uzbekistan has developed laws based on justice and humanistic ideas, and they serve the interests of citizens. "The creation and strengthening of civil society in our country, the deepening of democratic reforms, and the improvement of its legal framework are inextricably linked to the political and legal activity of citizens and their level of knowledge" [13].

In our opinion, youth legal culture is a characteristic of young people with legal knowledge, who are able to put their way of life into practice through laws, who are able to protect their activities through laws and values, and who feel involved in ensuring the rule of law in society.

Considering to the above considerations, it can be noted that in the process of formation of the new Uzbekistan, attention is being paid to youth at the level of public policy, all conditions and opportunities are being created for education, profession acquisition, increasing social activity in society, and entrepreneurship. Decisions, decrees and legal regulations on entrepreneurship are of great importance in shaping the entrepreneurial culture of our youth. The role of national, religious, moral and universal values in the formation of entrepreneurial culture among young people is also invaluable.

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