



## The Philosophical Essence Of Innovative Thinking In The Development Of Entrepreneurial Activity

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### ABSTRACT

This article analyzes the essence of innovative thinking, its role and importance in society's development. The impact of innovative thinking on economic, social, and spiritual development is revealed. The strategic importance of innovative thinking in the context of globalization and digital development is also substantiated.

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### Introduction

Innovative thinking is a way of thinking aimed at creating innovations, finding unconventional solutions to problems, and applying existing knowledge in new conditions. Innovative thinking is a form of thinking that is not characteristic of a certain period, but constantly develops in connection with the development of society. It arises due to needs, knowledge, a free environment, and creative search, and is an important condition for the sustainable development of society.

Innovative thinking has always been relevant. A useful lifestyle has always played an important role both in the development of humanity and as a social phenomenon associated with society. Because individuals with innovative thinking, entrepreneurs, and leaders are one of the important subjective factors determining the development of society, the nation, and the state. The role of the subjective factor in historical development is very significant, it influences the strategic directions of society's development and in many cases determines not only the development of the nation and state, but also its fate. At the new stage of Uzbekistan's development, it becomes clear that the reforms being implemented in our country are inextricably linked to the fundamental improvement of activities in the field of entrepreneurship. Therefore, based on the large-scale reforms of recent years, reforms are being carried out aimed at improving entrepreneurial activity, applying new approaches, relying on new and advanced approaches, and prioritizing the interests of the people. In particular, "life itself demands that we form a professional, operational, and effective system of public service, open a wide path for innovative-thinking, proactive, and dedicated personnel" [1.88]. For this, it is necessary to improve the system of professional and moral education and control of entrepreneurs.

Innovative thinking offers new approaches to solving social problems. Innovative ideas in the education, healthcare, and social protection systems serve to improve the quality of life of the population. At the same time, it fosters an active civic position and social responsibility among members of society.

### Literature Analysis And Methodology

The concept of entrepreneurship has been found in historical sources since the Middle Ages. Throughout Europe, the entrepreneurial movement of merchants, missionaries, and artisans aimed at obtaining unlimited profit spread. In the 16th century, the process of joint-stock capital's influence on all types of economy began. In the 19th century, in Europe, there was a decline and disintegration of family firms, and the disproportion between small and large businesses deepened. Austrian philosophers L. Mises and F. Hayek, in their research, paid great attention to the analysis of an entrepreneur's personal abilities, activities, and characteristics, namely their attitude towards changing economic and social phenomena, independence in decision-making, management skills, and the role of entrepreneurship in balancing the economic environment of society and regulating the economic system [2.394].

This approach provides a general philosophical analysis of the essence of innovative thinking in entrepreneurship, entrepreneurial culture, and the entrepreneur's motivation for innovation.

Researchers C. McConnell and S. Brue, trying to embody the psychological portrait of an entrepreneur, interpret him as a person who combines production factors, acts as a catalyst, makes relevant decisions in business management, introduces new technologies, strives to produce competitive products, and is inclined towards risk [3.38]. In our opinion, entrepreneurship has its own economic nature, and this existence manifests itself in its dual nature. On the one hand, entrepreneurship is private property, and on the other hand, it is the conduct and management of activities through innovative thinking.

Today's entrepreneurial activity undoubtedly has its roots in the distant past. The economic, social, and cultural ties established by our ancestors with ancient China, ancient India, Babylon, the peoples of the Mediterranean Sea, and European states required entrepreneurship. The Great Silk Road is, in essence, an example of entrepreneurship, an expression of economic and cultural ties, including entrepreneurship, established by our people with various countries and continents.

There are various definitions of entrepreneurial activity. For example, A. Ortikov defines it as "activity related to the creation of an enterprise, firm within the framework of existing laws, production of products (or provision of services) for the purpose of obtaining profit" [4.100]. Here, the attention paid to legal matters is noticeable. This approach can be observed in the Law of the Republic of Uzbekistan "On Guarantees of Freedom of Entrepreneurial Activity." "Entrepreneurial activity (entrepreneurship)," it states, "is an initiative activity carried out by business entities in accordance with the law, aimed at obtaining income at their own risk and under their property liability" [5.5]. Although the emphasis here is on personal initiative, the rest takes into account the peculiarities of new thinking and a new approach to entrepreneurial activity. Therefore, entrepreneurial activity depends on an individual's initiative, innovative thinking, and business acumen.

The reforms being carried out today in Uzbekistan are aimed at reducing poverty and combating poverty. After all, "reducing poverty means awakening the entrepreneurial spirit in the population, implementing a comprehensive economic and social policy to fully realize the inner strength and potential of the individual, and creating new jobs" [6.31].

Uzbekistan also pays special attention to ensuring economic development, reducing poverty, and creating social well-being. For this, one of the urgent tasks remains increasing social activity in society, forming a culture of new thinking in entrepreneurship, and fostering a team that values moral relations.

In this regard, it is worth noting the words of V.D.Tsvetkova: "if we do not want to face a crisis, if we want to preserve our national culture and mentality, then we must establish the training of professional specialists on a large scale. Innovations are created precisely by those who possess creative, innovative thinking" [7.162]. Entrepreneurship is a type of activity based on personal initiative and interests.

### Result And Discussion

The most important guarantee of sustainable economic growth in the modern world is the production of competitive products, the search for new international sales markets and the increase of exports, and the full utilization of the region's transit potential. That is why Uzbekistan is trying to solve the most important issues to further improve the active business environment. "We have taken all the necessary organizational and legal measures to enter the top 50 countries in the World Bank's "Doing Business" ranking. The Government must effectively organize the practical implementation of these measures" [8.24]. Currently,

there is a need to support entrepreneurship in our country, develop innovative thinking in our youth, change approaches in this area, and introduce innovative principles.

Innovative thinking and entrepreneurial culture in practice are two complementary factors. Innovation creates ideas, and entrepreneurial culture implements them. Their interrelationship is manifested in the following aspects:

- innovative thinking - creates new modern technologies, products, and new types of services.
- entrepreneurial culture ensures the correct and wide dissemination of these new ideas in the consumer market.
- innovative thinking determines risks, and entrepreneurial culture manages them fairly and legally.
- Innovative thinking creates a scientific basis for entrepreneurial activity, and entrepreneurial culture increases economic efficiency in society.

Where there is a strong innovation environment, as a rule, startups, clusters, technoparks, and business incubators develop rapidly, resulting in a prosperous lifestyle for citizens.

Innovations play an important role in increasing production efficiency in entrepreneurship, ensuring the quality and competitiveness of products and services. Innovative thinking allows for the economical use of available resources, automation of work processes, and increased labor productivity. For example, the implementation of automated management systems using digital technologies optimizes the enterprise's operations.

### **Result**

Innovative thinking manifests itself as the main driving force at the present stage of entrepreneurial activity. They accelerate economic growth, ensure competitiveness, and support sustainable development. Therefore, every business entity should pay special attention to implementing innovative approaches in their activities. Innovative thinking and entrepreneurial culture are crucial factors for a country's economic growth. These two concepts are interconnected and complementary processes, the development of which leads to social stability, economic efficiency, and global competitiveness. The reforms being carried out in Uzbekistan serve to achieve high results in the future through the formation of an innovative environment, support for youth startups, modernization of the educational process, and development of the digital economy. An economy based on innovation means the future development of the country, success in the global arena, and an increase in the intellectual potential of society. Innovative thinking has a direct and very strong connection with entrepreneurial culture. They are two main phenomena that complement and stimulate each other. The culture of entrepreneurship requires new ideas, new approaches, and new solutions. This happens only through innovative thinking. Innovation is just an idea. Entrepreneurial culture, in turn, carries out financial planning, creates a marketing strategy, implements an idea by searching for ways to enter the market, and transforms it into an activity.

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