FACTORS STIMULATING ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT IN LOCAL COMMUNITIES

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Abstract: This article highlights the importance of the motivation system in the effective management of small business and entrepreneurship in local communities, as well as the incentive factors influencing this process. It presents ways to improve the motivation system to enhance the competitiveness of entrepreneurial entities, ensure their sustainable development, and strengthen the efficiency of the local economy. The study also examines the interrelation between human resource management and socio-economic factors in the development of small business.

Introduction. Currently, our country's president attaches great importance to small business and entrepreneurship. In our country, various wide opportunities are being created every day in the development of small business and entrepreneurship and in its effective management.

In the management system, motivating employees is one of the main factors of increasing labor efficiency. There are various forms of employee motivation, and the result and effectiveness will be achieved only if the leader can use them appropriately and correctly, otherwise such actions may lead to unexpected situations and consequences in the management system of the enterprise.

Motivation is not only an effect on the level of performance of one employee, but it affects all employees of the enterprise. There are two factors of motivation, the 'talent' and the 'ability' factor of achieving excellence through behavior. Motivation, talent and ability factors are always interrelated[1]. Because capable and talented workers are encouraged. If any of these three factors are weak, the execution of the work will also be weak and vice versa. The effective

[1]Abdurahmanov QH and others–Management of civil service personnel//Textbook T.: "ECONOMICS-FINANCE" 2013 – 212 b

use of each individual employee depends on his ability to perform the required work.

The concept of "motivation" has a wider meaning and content than the concept of "motive". Motivation is a set of psychological reasons that explain human behavior, its connection, direction and activity. This concept is used when it is necessary to explain the behavior of one or another person, that is: "why?", "for what?", "for what purpose?", "for what benefit?" Searching for answers to such questions means searching for motivation[2]. Therefore, it leads to the clarification of the motivational classification of behavior.

Material, socio-psychological, spiritual, creative and other factors of interest are at the basis of the process of interest.

Motivational factors called social aspects of work motivation are of great importance. Work motivation of an employee is related to three main groups: supply motive, recognition motive and prestige motive.[3]They are very influential factors. In relation to the employee:

- attention factor - an expression of self-esteem;
- influence factor – an expression of one's value in the team;
- status factor - duty, professional skills are extremely important for every employee.

In motivation, it is necessary to approach each employee individually, because he is a separate person with his own outlook, thoughts, capabilities, needs and the level of these needs. From this point of view, the following are recommended to improve the employee motivation system (Table 1).

Table 1.

Motivational tools

No	Motivational tools	Motivating factors
1.	Labor force	- a compact workplace - reputation of the enterprise
2.	Encouragement	- good salary - fair incentives commensurate with work - social conditions (medical service, cultural recreation)
3.	Security	- labor safety - feeling the need for the enterprise - respect, recognition by colleagues and leaders
4.	Personal growth, promotion	- opportunity for training

[2] Andreeva IV, Kosheleva SV, Spivak VA–Personnel management//- S.220
[3] Abdurakhmanov K.H., Sharifullina T.A. Economics and sociology in work: Uchebnoe posobie. - M.: 2008. - P.219.

		- initiative, opportunity to show oneself and try - promotion through the career ladder
5.	A sense of belonging	- taking into account the opinion of employees by the management - to have information about the activities and plans of the enterprise
6.	Interest and motivation	- interesting and enjoyable work - high responsibility - competitive result - a fun and challenging goal

Source: FHNazarova, Z.Ya.Khudaiberdiyev, AXNazirov, KMXurramov, OASaidakhmedov, Personnel management. Study guide - T.: "Economics-Finance", 2016. - 252 p.

The main task of the leader is to use the energy of his subordinates as effectively as possible and direct it to achieve the company's goals.

The process of encouraging a certain activity is called motivation. Motivational factors called social aspects of work motivation are of great importance.

Table 2.

Factors affecting work motivation

Factors affecting work motivation	Characteristics of influencing factors
Organization of work	- skills required to perform the work; - the importance and responsibility of the work assigned to the employee; - giving the employee independence at work.
Financial incentives	- the competitiveness of the offered salary with the salary paid to labor in other enterprises; - the ratio of fixed and variable parts of wages; - connection between salary and work results; - the ability to differentiate the wages of employees with the same professional qualification.
Spiritual encouragement	- non-material incentive of the head of the enterprise to the employee; - the tendency to be able to use tools effectively destroys the importance of interest); - providing material and moral incentives to the employee.

Personal approach to the employee	- assignment by the head of the enterprise to each employee, taking into account his personal abilities.
Task assignment	- giving specific assignments to the employee that must be completed within a specified period.
Evaluation and control	- control of the execution of the task given to the employee by the head of the enterprise, rational use of various methods of evaluating the work performed.
Disciplinary measures	- timely application of disciplinary measures; - appropriateness of the punishment to the deed; - explaining to the employee why he was punished.
Values	- the opportunity to express the employee's identity; - satisfaction of the employee with the amount of salary; - the employee fully feels his responsibility to the enterprise; - the employee's prospect of promotion.

Source: Abdurakhmanov QX and others. Personnel management. - T.: "Mehnat" publishing house, 2007. p. 232.

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Motivation is the basis, core of management. Let's consider the main factors affecting the promotion of personal activity:

1. Rewarding. The employee's incentive is related to the amount of salary he receives and several other factors determining living conditions (free time, housing, free medical treatment, the possibility of placing his child in kindergarten, etc.). The leader can directly influence most of these factors. Therefore, uoz can regulate the incentives of its employees. The best form of financial incentive is for personnel to benefit from the company's profits or the company's property (where shares are sold to employees).

2. Conditions. Employee motivation is influenced by workplace environment, amenities, existing noise level, availability of rest room, kitchen, cleanliness and other such factors.

3. Protection. A person may unexpectedly fall into unfavorable situations. Dismissal from work, loss of respect, loss of communication with friends, etc. An employee who faces any of these risks will lose his health and as a result, work productivity will decrease. In such situations, the leader should support and protect the personnel in every way.

4. Personal development. Acquiring new knowledge, gaining experience, the activity that makes it possible to rise up the ladder of service creates an additional feeling of motivation in the employee. Everyone knows how boring it is to do the same task, and the activity related to creating something new is, on the contrary, interesting. Work that requires a creative approach is always attractive.

5. A sense of responsibility and belonging. Feeling that the product of one's work is useful and responsible for it, knowing oneself to be a part of the team gives a person moral strength, and from this the employee receives some kind of incentive. In order to create a sense of responsibility and dependence in employees, the leader should inform his employees about the company's activities as much as possible, make them take decisions together, and assign important tasks to them. It is important to use different methods of self-management in this matter.

Below is D. Yakivovik, Dj. We quote the opinions of Immirovich "What to do and what not to do to improve work ethics".[4].

–Link rewards directly to the type of activity that leads to increased business performance and productivity.

–Express your gratitude in front of the team to employees whose efforts and achievements are above the average of employees of this category.

–Do your best to create a framework that allows employees to share in the productivity gains of the organization.

–Do not implement ideas that conflict with the interests of employees in order to increase the welfare of the company (for example, it is not advisable to introduce new technologies in exchange for reducing the safety of the work process or forcing employees to work overtime). . Before you commit to raising quality standards, make sure you can cover all the costs associated with the process.

In conclusion, it can be said that nowadays, the conditions for entrepreneurship are being created in the neighborhoods. Nowadays, the number of people interested in entrepreneurship is increasing in our country. This is a result of the opportunities created for small businesses and entrepreneurs. Encouraging entrepreneurs is offered to a person as a worthy assessment of the results of his work. A person accepts many incentives without realizing their essence, that is, involuntarily. The response to specific stimuli is not the same in different people. Promotional measures should be developed taking into account the needs of specific individuals. An employee's interest in work can be changed through appropriate incentives. For managers, these incentives are not uniform,

In order to achieve the goal of the enterprise, ensuring high efficiency in production depends on the personnel performing their duties diligently and showing initiative. For this, employees should be genuinely interested in their work.

Social development of the enterpriseimproving the social structure of personnel, improving working conditions in the production process, creating effective work, a healthy environment in the team, ensuring social insurance of

[4]Personnel management: a textbook for students of higher educational institutions. / Sh.N. Zaynutdinov, RINurimbetov. Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan. T.: Yangiyul polygraph service, 2007. - 220 p.

employees, ensuring the standard of living of each employee's family, managing development, and rationally using the capabilities of the enterprise and organization, requires subordination to achieve its main goals.

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