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SOCIO-PSYCHOLOGICAL ASPECTS OF THE FORMATION AND DEVELOPMENT OF THE SYSTEM OF INTERPERSONAL RELATIONS AMONG ENTREPRENEURS

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Abstract: In the context of entrepreneurial activity, the formation and development of the system of interpersonal relations are based on social cooperation, mutual trust, and a well-established culture of communication. In particular, relationships between managers and employees, as well as between entrepreneurs and clients, serve as key factors ensuring the stability and effectiveness of the entrepreneurial environment. The main objective of this study is to analyze the interrelationship between psychological factors and social relations within business processes. The success of entrepreneurial activity largely depends on the quality of interpersonal communication, the socio-psychological climate within the team, the level of cooperation, and the applied management strategies. The system of interpersonal relations develops through several successive stages, including the establishment of initial social contacts, the formation of open and trust-based communication, constructive resolution of problematic situations, the development of sustainable cooperation, and the enhancement of social responsibility.

Keywords: interpersonal relations, entrepreneurial activity, personality psychology, small business, relationship management, social responsibility, behavior, social interaction, psychological communication.

At the present stage, the Republic of Uzbekistan is implementing deep, systematic, and large-scale reforms across all socio-economic sectors. The primary objective of these reforms is to enhance the country's global competitiveness, secure a достойное position among the world's leading developed nations, and ensure sustainable economic growth. In this context, accelerating entrepreneurial activity, strengthening the legal protection of private property, and improving the quality and efficiency of the business environment have been identified as key priority areas.

The measures being implemented in this direction contribute to increasing the activity of entrepreneurs and business entities, creating new jobs, expanding production volumes, and ensuring steady growth of the country's gross domestic product. At the same time, entrepreneurship is emerging as a significant factor in stabilizing economic processes, curbing inflationary trends, ensuring financial stability, and achieving consistent development of the national economy [2.B.11].

Comprehensive reforms carried out in social life are elevating the development of entrepreneurship to a new stage. In particular, within the framework of the Action Strategy for the Five Priority Areas of Development of the Republic of Uzbekistan for 2017–2021, large-

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scale reforms aimed at fundamentally improving the investment climate, creating a favorable and transparent business environment, and providing comprehensive support for small business and private entrepreneurship have been implemented. During this period, the regulatory and legal framework governing and stimulating entrepreneurial activity has been significantly improved.

Specifically, within a relatively short timeframe, a number of laws, more than twenty Presidential decrees, and over thirty-five resolutions aimed at supporting entrepreneurial entities have been adopted, and their consistent implementation has been ensured. These legal acts serve to simplify business operations, eliminate excessive bureaucratic barriers, and encourage entrepreneurial initiatives.

As part of the reforms, procedures for issuing licenses and permits have been fundamentally simplified, and their openness and transparency have been significantly enhanced. The system of public service delivery has been modernized, with the share of electronic services substantially expanded. In addition, particular attention has been paid to strengthening the legal protection of business entities, reliably safeguarding their legitimate interests, and improving financial support mechanisms aimed at business development.

Overall, all ongoing reforms are focused on increasing social welfare, enhancing the economic activity of the population, and achieving sustainable development. These efforts are consistently implemented in line with the socio-economic principle that “a prosperous people are the foundation of a strong and powerful state.”

The effectiveness of measures taken over the past year to improve the business environment was confirmed in the latest issue of the World Bank’s Doing Business report. According to the report “Doing Business 2018: Reforms to Create Jobs” published on October 31, 2017, Uzbekistan ranked 74th out of 190 countries and immediately improved 13 positions compared to last year. In addition, our country has entered the top ten reformers in creating the most favorable conditions for doing business. At the same time, the ongoing reforms have allowed Uzbekistan to become a leader among European and Central Asian countries in improving the business environment and simplifying the business environment. The scale and effectiveness of the measures taken to create a favorable business environment has been confirmed by significant improvements in 6 of the 10 indicators in the World Bank’s Doing Business 2018 report. According to him, the decree PF-5490 "On measures to support and improve entrepreneurship" provides for the rapid development of small business and private entrepreneurship, protection of private property and strengthening its security, elimination of bureaucratic barriers to entrepreneurship, investment and business environment in the country. improvement is envisaged. Giving small business and private entrepreneurship broad freedom, radically reducing government interference in their activities, ensuring crime prevention, crime prevention should be identified as an important priority of public policy and the first priority of government agencies in the further development of entrepreneurship. [3.1,2]

The opportunities created by society for entrepreneurs are endless, but it is important to determine the level of development of their acceptance and attitude to these opportunities, the responsibility formed for their activities. Adapting to new socio-economic conditions requires responsibility from each individual, as there is instability in much of society because the system of relationships is governed by circumstances. This is especially reflected in economic relations, in the field of business interaction. The relatively unstable socio-economic conditions that test the foundation of a society’s moral, dignity further enhance the importance of the study of responsibility as an important ethical component in the regulation of relations. The development of the phenomenon of responsibility in terms of the relationship of entrepreneurs,

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on the one hand, encourages their employees to understand and strengthen relationships with partners, and at the same time to comply with the procedures and norms established in our country. Today, the growing interest in this field, as the role of psychological technologies in the effective conduct of entrepreneurial activity, confirms the urgency of this problem. In entrepreneurial activity, the main goal is focused on profit, interpersonal relationships and responsibility are considered as a secondary concept. Ignoring these features in business activities can lead to economic decline. In order to overcome this problem, it is necessary to pay more attention to the process of "relationship management" and "high sense of responsibility", recognizing the responsibility of interpersonal relations in this area, the great success of entrepreneurs.

In our developing society, great attention is paid to the upbringing of a healthy generation, perfect people. One of the important qualities of a perfect person is a culture of communication. Communication is an essential condition of human life and activity. It is through communication that people have the opportunity to master nature and work together to meet their needs. Today, the problem of communication and interpersonal relationships plays an important role in social practice. Communication and its main features, psychological aspects of effective communication, psychological exercises for teaching communication, the study of psychological means of effective communication play a key role in business activities.

V.N. Myasishchev noted that expanding the essence of the concept of "relationship" in psychology, the psychological meaning of relationships is one of the forms of reflection of the reality of man around him. The formation of human interpersonal relationships occurs as a result of a conscious reflection of its essence. This microorganism, in any case, in various ways helps to form and express the needs, interests and inclinations of man, which are inextricably linked with the characteristics of his body, primarily the nervous system. creates a unique “prism” that is unique. In each case, all the effects that affect a living, moving person are tested. Despite the fact that it determines reality, memory, thinking, imagination, attention, and always the properties of the objective world, all its mental processes always have the essence of its relationship with different aspects of the particle world. [4]

One of the first definitions of “psychological relationships” was developed by researcher V.N. Myasishchev considering the relationship of the personality belonging to as a connection with the external environment, he emphasizes that these individuals depend on the accumulated experience of the individual and the history of the development of the individual. According to the author, “a person’s psychological relationship represents a complete system of individual, selective, conscious relationships of an individual with various aspects of objective reality in an evolving form. "[4] During the researcher's scientific activity, the idea of changing attitudes changed and was questioned, but did not lose the main function of speaking from the point of view of V.N.Myasishchev as the basis of mental manifestations of personality.

In his concept, V.N.Myasishchev considers psychological relations from different perspectives: here the relationship is a description of the psyche, which in general is one of the components of a number of elements of the universal psyche: processes, qualities and states, and finally one of the classes of psychological facts - psychological education marked. V.N. Myasishchev clearly states the problem of relationships in relationship theory. His concept focused on the development of relationships in ontogenesis, and he also focused his approach on the selection and empirical study of relationship types. [4] It is the basis of the psychological concept of relationships. The researcher refers to the study of the psyche and defines it as a system of personal relationships. The structure of the relationship consists of three main components:

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- Need or content,
-Emotion and enlightenment.
-Types of social relations

V.N.Miyashchev points out the function of relations as a descriptive mechanism for determining a person's behavior. "Spirituality is something that pre-planning, adapting to certain things, allows us to expect it to self-discover in real action." One of the scientists who made important contributions to the study of relationship psychology was B.F. Lomov. In his research, he places great emphasis on his understanding of “personal-social” relationships because he has identified the nature of interference in the system of social relations that determines the formation and disclosure of an individual’s psychological characteristics. That is, motives, aspirations, interests, and so on. It has legal and economic rights that are rooted in political and social life, depending on how a person enters the system of social relations, what place he or she occupies in society. manifests itself as an individual social relationship that exhibits mental characteristics.

B.F. Lomov defines orientation as a system-forming property in which the psychological reserve of the individual is manifested. According to the author, this direction is closely related to relationships with others. B.F. Lomov, which is of particular importance for the social psychology of the individual. has ideas about subjective relationships. They assess the personality of certain events in the world. This value corresponds to directions, benevolence, interests, evaluations, opinions - indicators that reflect a person’s position. Speaking of the relationship of subjective relationships to the concepts of ‘establishment’, ‘personal meaning’, ‘relationship’, B.F. Lomov gives the first function of the general concept.

B.F. Lomov in concept, subjective relationships speak, on the one hand, as a way of integrating a person into a system of social relations, and, on the other hand, they represent an internal subjective space expressed in one thing or another - work, property, and personal contact with others. Subjective relationships are formed in the conditions of the subject's activity, in the joint activity of communication, and are initially manifested in the form of relationships with others. [6.56,57]

I.R. Sushkov In his research, understands the psychological relationship in the psychology of personality as a measure of subjective change in events that may occur as a result of the interaction of the subject with the object and this phenomenon is important for the life of a living organism ... [9. 107]. The central category of the concept is the interactions between groups that result from their interactions. An important place in its structure is the process of intergroup exchange of socio-psychological relations, which is determined by the material exchange, which has the function of maintaining and developing the social system. This means that groups are part of the social system. There are two directions in the development of relationships between groups that are elements of social systems: the desire to achieve independence and the desire to be an effective element of the social system. In addition to cultural factors, relationships between social groups also include features that are important for interaction and the evaluation of these interactions. The structure determines the nature of the subsequent directions of intergroup interaction, and it encompasses aspects of knowledge, emotion, and interest. In the process of development, intergroup relationships are routinely phased out.There are different approaches to the relationship between social and psychological relationships. In her research,
G.M. Andreeva distinguishes two types of relationship systems:
1-the social relations of the individual.
2-psychological relationships.

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The structure of social relations includes social, political, ideological and other types of relations, these people are specific social groups. The author emphasizes the unfavorable nature of social relations, which are built on the position they occupy in society and reflect the attitude of some social roles that are opposite to each other based on the principle of mutual understanding. Psychological Relationships, G.M. Andreeva, according to "... the nature of interpersonal relationships is significantly different from the nature of social relations: their most important distinctive feature is the emotional basis" [15, p. 72].

V.P.Poznyakov chooses psychological relationships as an independent, separate mental phenomenon. The combination of many existing works in the field of spouse psychology has allowed us to define it as follows: "Psychological relationships are events or characteristics of the individual's consciousness, a system of conscious events." These are special situations that indicate that a person is ready for real behavior before and after that behavior. They are a system of knowledge that is manifested in the emotional evaluation of the objects of a relationship, in addition to being ready for a particular behavior, they also include emotional feelings. Psychological relationships are characterized by stability and variability. [112]

P. Shikirev discusses the topic of social psychology and talks about attitude as an evaluation and perspective. "Socio-virtue develops in the process of exchange in the system of subject-subject and subjective relations, as well as in the relations to these relations. Therefore, the topic of social psychology as briefly as possible can be described as an assessment of relationships. "[3]

Typically, an analysis of relationship theory leads to a study of interpersonal relationships. At this level, there is the problem of the interdependence of psychological relationships and social relationships in the first place. The solution to this theoretical problem is to analyze the problem based on several approaches. That is, N.N. Obozov considers social relations as a general concept in relation to psychological relations. In his concept, psychological relations are divided into a number of other socio-political relations, for example, political, economic, social relations.

Interpersonal relationships refer to a type of psychological relationship, and "interpersonal relationships are always" related to controversial topics. [Page 5.7]. The author also emphasizes the characteristics of variability and proportionality of interpersonal relationships. The above classification of interpersonal relationships includes the depth of the relationship as the main criteria, the choice of partners, the functions of the relationship, and at the same time includes: dating, friendship, friendship, friendship, love, family, familial and destructive relationships. In interpersonal relationships, the author refers to the interpersonal relationships of the authors and in this respect distinguishes them from the relationships of social groups.

G.M. Andreeva points out: "... if they do not correspond to public relations, the nature of interpersonal relations can be correctly understood, but within them, which occurs in any social relationship, ..." [8.72] suggests the need to consider two types of social and psychological relationships. Despite the conditionality of interpersonal relationships, the author mentions the influence of social relations on the results of social influence: "... in the objective material of social relations there are situations arising from the conscious will and special purposes of individuals."[8.7]

In conclusion, it should be noted that the peculiarity of interpersonal relationships is the emotional basis that separates them from social relationships. "The emotional foundations of interpersonal relationships mean that people emerge and develop on the basis of certain feelings towards each other" [8.3].

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