



Factors Influencing The Adaptation of Women Entrepreneurs in A Changing Socio-Psychological Medium

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ABSTRACT

In the following article the factors influencing the adaptation of women entrepreneurs in a changing socio-psychological environment are studied based on the motives such as professional development, social adaptation and material interest. Foreign and national expertise are investigated as it appears from the assessments among surveyed sample in the subgroup of women entrepreneurship.

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INTRODUCTION

According to a number of studies conducted by the Russian Academy of Civil Service (RAGS) on the Internet, one of the main tasks of psychology is to adapt to a new situation and ensure productive activity when a person is faced with new conditions to one degree or another. In the science of modern psychology, such a process is called adaptation, and the term implies that the conditions specific to the new environment are assimilated by the new employer (e.g., women entrepreneurs).

Methods. The subject of "Sociology and Psychology of labor" is a science that studies the main aspects of women's adaptation to secondary professional labor in the context of market relations, linking them to objective and subjective factors. There are two main interrelated aspects of adaptation in this discipline:

- adaptation to the profession
- social adaptation

1. Adaptation to the profession.

This aspect of adaptation to entrepreneurial activity requires women to master the job requirements. There are both objective and subjective factors in this type of adaptation, and women's education, skills, and experience can be listed as objective factors in professional adaptation. Subjective factors include women's attitudes toward entrepreneurship (occupation), income and benefits expected from the new job.

Psychological research shows that the psychophysiological aspect of the adaptation of women who have chosen entrepreneurial activity in the process of change includes the psychophysiological and medical-hygienic aspects of working conditions in the business entity. The main indicator of this type of adaptation is the degree of fatigue of the entrepreneur. The subjective aspects of this type of adaptation are the self-assessment of the entrepreneur's status, working conditions and the weight of the work performed.

2. Social adaptation.

According to N. Cornelius, socio-psychological adaptation refers to the process by which women adapt to the existing system of attitudes in the work community, the norms and rules specific to the community, and the acceptance of the role and position assigned to it by the group. The success of such adaptation depends on the character traits of the employer, his propensity for communication, adaptation of life experience and worldview to the requirements of the new conditions. The unity of the group, its level of culture and, most importantly, its flexibility are the key to the success of this type of adaptation process.

Rating of motives for choosing and continuing secondary professional activity by women (n= 295)

№	Motives	SS _w	HB _w	E _w	S _g
		n=36	n=124	n=58	n=77
1.	benefit of work to others and development of the country	27	103	58	56
2.	comfortable conditions created for women	18	92	53	21
3.	professional development or renewal of professional activity	25	94	32	29
4.	material interest	21	71	21	53
5.	opportunity to strive for independence or having more time	8	5	31	23
6.	recommendation of the reference group	7	51	8	4
7.	opportunity to work in a good team or reputable organization	29	14	2	43
8.	the need to realize their	7	13	17	13

	potential				
9.	situation requirement	3	9	2	8
10	what else	5	7	11	3

In the socio-psychological survey, “Why are you currently pursuing a new job or secondary professional activity (s)?”. - to the question (see table 2.2): 82.7% of respondents in their answers to the benefits of work to others and the development of the country; 62.4% of the subjects were told about the comfort conditions created by the government for women; 61.0% have the opportunity to improve their skills or renew their professional activity; 56.3% of women have a financial interest in order to eliminate financial problems; 22.7% - motivation to strive for independence or the opportunity to have more time; 23.7% - referral group recommendation; 29.8% - the opportunity to work in a good team or in a reputable organization; 16.9% answered that they needed to realize their potential and 7.5% said that they had to because of the situation, while another 8.8% mentioned their options.

How quickly an employee adapts to a new work team is a key factor in starting his or her productive work early. In the process of gradual transition to market relations in the country, economic entities are setting very strict conditions for the adaptation of a new employer (woman entrepreneur). To the question “Factors preventing you from adapting to a new job or secondary professional activity (i)” in the socio-psychological survey, respondents believe that the current difficulty in adapting to changing conditions is explained by the following reasons. The results show that 36.1% of the SS_w group working in the service sector and 50.8% of the HB_w group women engaged in home-based work admit to adapting to changing conditions. the main difficulty present is the existence of competition within a labor department or group. The choice of this answer is explained by the fact that the activities of both categories of subjects were organized within a group relationship (e.g., barber shop, goldsmith's workshop, catering facilities). It is known from psychological research that the activity of women labor subjects in one place creates an environment of mutual competition. The same situation, in our opinion, is the main difficulty in the process of socio-psychological adaptation of women who choose the secondary type of professional activity. The main reasons for the difficulties in the adaptation of women to secondary professional activities ($n = 295$, as a percentage)

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№	Motives	SS_w	HB_w	E_w	S_g
		$n=36$	$n=124$	$n=58$	$n=77$
1.	shortness of the adaptation period	19,4	4,0	10,3	45,5
2.	introduction of new technologies or innovations in the field of professional activity and difficulties in their mastering	30,6	37,9	25,9	7,8
3.	lack of formation of the teacher-student system	13,9	7,3	44,8	6,5
4.	even one labor department, the presence of competition	36,1	50,8	19,0	40,2

	within the group				
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While 44.8% of women in the “E_w” group acknowledged that the main challenge was the “lack of a teacher-student system,” the “short adaptation period” was a major problem for the S_g group, which consisted of both students and students. is considered.

The analysis of IPS results shows that in addition to the above, there are a number of organizational, economic and social factors that make it difficult for a new employer (e.g., a woman who chooses a secondary career) to adapt to work, and they fall into the category of objective factors. These include "unfavorable working conditions", "heavy workload", "uncertain distribution of responsibilities and rights among employees", "incompatibility of employee qualifications", "lack of resources to provide work", "errors in the system of incentives and remuneration", "violation of the principle of justice" and other reasons.

When we analyze the factors influencing the adaptation of new employers to the activities of economic entities based on market relations, insufficient attention to employee adaptation in the organization, in turn, can cause not only organizational difficulties but also material damage to the enterprise. Respondents reported that work-related accidents were more common in newcomers than in older workers (63.4%).

In our opinion, the gradual transition to a market economy, the global financial and economic crisis and various situational models show the need to take a flexible approach to the organization of entrepreneurial activity. In order to have a complete picture of the situation, a woman in professional adaptation needs to know very well her abilities, the nature of the issue, the needs and the quality of the information provided. Even McGregor’s “Y” theory, which is considered to be very attractive and perfect, cannot make a definite assessment of the available factors because it is not devoid of certain assumptions. It is also very easy to get lost when thinking about people without having a good idea of the above. Therefore, in the context of change, an entrepreneur must always be mentally ready to reconsider her initial ideas and, if necessary, make rapid changes in her management style.

It turns out (e.g., G.V. Savitskaya) that very few of the women who choose entrepreneurial activities want to stay in the same job or position for many years. Most of them work actively and responsibly to expand activities, grow. An entrepreneur who has been satisfied for years by choosing a single, unique style of leadership that has proven itself in the previous workplace (for example, in a private enterprise), in a new high position (for example, in a joint venture with a foreign partnership), his subordinates may not be able to manage business activities in an environment that seeks to achieve.

According to the analysis of the literature, in many cases a similar situation can occur when tasks move from a highly systematized organization, i.e., the public sector, to the private sector, especially to unsystematic entrepreneurial activities based on a common creative approach. Admittedly, not everyone is ready for an environment that requires a major change in behavior. However, observations and research show that such women are deficient, visionary, able to change their management style depending on the situation, flexible entrepreneurs make up the majority, and show the process of social and socio-psychological adaptation of women to market economy conditions. .

According to experts, in order to work as effectively as possible in a market economy and get the product of all their potential from their subordinates, an entrepreneurial leader should not prefer to use only one method during the rise of his position.

In our opinion, an entrepreneur should be able to use all methods and techniques that are relevant to the conditions of the global financial and economic crisis of influence and entrepreneurial activity. If we cross-examine which method is acceptable, the “most optimal” method is the “flexible” method, i.e., in the words of Ardjiris, the “reality-oriented” method.

Ardjiris describes the reality-oriented approach as “... evolving in many directions. In addition, decision-making rules will be developed to change when and in what form business management methods change. If the literature is reviewed and analyzed, the method that is considered ‘most effective’ will vary depending on the particular situation, so that no single method can be considered effective. Therefore, the most effective entrepreneurs are those who can behave differently in real life.”

Results. According to foreign experts on the Internet, entrepreneurship is as much an art as business. We equate the situational approach with entrepreneurship, because after a certain amount of preparation, entrepreneurs will be able to choose a style that suits the situation and reflect gender characteristics. In some cases, women entrepreneurs (more than men) can increase the effectiveness of their work by systematizing the tasks to be done, clearly defining and planning everyone's position, and using direct executors in all its aspects. In this case, male entrepreneurs may prefer to influence by not systematizing tasks, but by allowing subordinates to participate in decision-making to some degree.

CONCLUSION

In short, the motives for choosing a secondary professional activity and the factors influencing personality adaptation in a changing environment, in particular, a person can change the natural environment, but also improve the technique, strategically design the activity, create a healthy psychological environment in the workforce. It is possible to increase the socio-psychological adaptation of girls to market relations.

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