

ESSENCE OF BUSINESS ACTIVITY AND ITS FUNCTIONS

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Abstract: This article analyzes the essence of business activity and its role in the development of our country and functions in the international arena. Researches were conducted on the existing problems and specific features of the entrepreneurial labor resources and production process of the states. Solutions to topical problems in business activities were sought. In the field of labor resources - international goods, various services, and natural resources - interrelationships have been studied in entrepreneurial activity. In the article, the financial, economic, and social factors of entrepreneurship, and the scope of entrepreneurship functions as a result of the expansion of the global-technological system on an economic scale, are clarified.

Keywords: Entrepreneurship, function, demand, supply, development, essence, quantity, quality, attitude, action.

Enter

In the world economy, entrepreneurial activity is embodied in the relations of socio-economic aspects, and it is a rapidly and uniquely developing field. Its role in the formation of free market relations and the development of society is an expanding network direction.

Entrepreneurship in Uzbekistan is distinguished by its creative features in the socio-economic development of the country. Therefore, it attracts the world community. It is not easy to transition from one socio-economic system of the state to a completely different one, many conflicting issues must be resolved.

Our president Sh. Mirziyoyev described it as follows in his speech at the meeting held in the form of an open dialogue with businessmen of our country in 2023.

In many rapidly developing countries, 70-80 percent of jobs are created by representatives of this sector. The history of all prestigious companies began with small and medium-sized enterprises.

Of course, entrepreneurship is a multi-faceted, networked and complex system. Scientific analysis of such a complex field and its problems and finding solutions requires a continuous scientific and educational process.

The main part

It is known from the history of economic teachings that the essence of entrepreneurial activity is developed from three main concepts: positive, critical and pragmatic.

The concept of "Positive" entrepreneurial activity is defined as follows.

This concept implies a completely positive attitude towards business activities. Proponents of this understand entrepreneurship as a socially beneficial activity carried out by the personal initiative of people, the purpose of which is to produce products and provide services for the benefit of society.

It is noted that it consists of the following characteristics typical of entrepreneurial activity:

- entrepreneurial activity is a system of actions to achieve the desired result;
- entrepreneurial activity creates products needed by people;
- entrepreneurial activity provides people with work;
- entrepreneurship is the basis of modern economic system.

A positive understanding of entrepreneurship has led to the emergence of trends such as the "welfare society" and "welfare state" theories. According to these theories, the well-being of society is achieved through the fair distribution of goods among its members. The role of the state is to achieve social equality through reforms.

Many positive business performance concepts are true. But his supporters believed too much in the selflessness of entrepreneurs and the absence of conflict in business relations. We have already noted that conflicts are the basis of entrepreneurial activity.

An entrepreneur cannot rely only on the interests of society and live in a competitive environment. Therefore, pursuing only personal interests is the key to successful business activity. Moreover, a rational government policy is the only force that promotes entrepreneurial activity in the development of society.

The critical concept of entrepreneurship is completely opposite to the positive concept in terms of attitude towards entrepreneurship. It follows from the fact that entrepreneurship is the activity of people aimed at obtaining income or profit. For profit, an entrepreneur is ready to use any behavioral methods. It means imposing your interests on others.

The critical understanding of entrepreneurship is based on a number of rules that require special emphasis. First of all, the critical concept of entrepreneurship connects the considered phenomenon only with the market economy. In the centuries-old history of human society, three periods of economic development are distinguished - the pre-market, market and post-market periods, and entrepreneurial activity is defined only as an attribute of the market period of economic development (sometimes they say entrepreneurial activity. That is, it is the attribute of the market. This concept is a time-limited phenomenon. It is difficult to determine the signs of entrepreneurial activity both in the past (before the market) and in the future (after the market).

The critical concept of entrepreneurial activity was first proposed by Plato, who lived in 427-347 BC, and later received the name "socialist utopia". The countries that accepted the theory of communism banned business activities under criminal penalties and transferred its functions (production and distribution) to the state system. Private ownership of the means of production was abolished. This was an extreme case of negative attitude towards business activities.

In the 20th century, legislation rose to the level of politics in Russia and other socialist countries. The theory of communism was developed on its basis. Its main idea is embodied in the words of K. Marx and F. Engels: "From each according to his abilities, to each according to his needs."

This concept excludes the negative characteristics of business relations. From this point of view, the entrepreneur is seen as a selfish subject who attacks the interests of society as a whole.

In our opinion, both concepts of entrepreneurial activity are abstract concepts in two difficult conditions when evaluating entrepreneurial activity as an objective phenomenon. The elimination of these extremes occurs only within the framework of the third part of the concepts mentioned above, that is, the pragmatic concept of entrepreneurship.

The pragmatic concept of entrepreneurial activity is considered as an inevitable phenomenon in the context of the development of society.

In it, the individual, on the one hand, and the society, on the other, are perceived as businessmen who seek to satisfy their own interests, and actions beneficial to other members of society are inkosi. Business entities will have the opportunity to constantly satisfy their needs with the help of the created goods and provided services.

Conflicts and conflicts of interest arising from the actions of business persons are not necessarily viewed negatively. The role of competition as a positive factor is that increasing competition to reasonable limits stimulates economic development.

In this idea, entrepreneurship is considered as an inevitable and positive phenomenon. These are average views between positive and critical concepts. Its supporters do not absolutize either positive or negative aspects of business relations. Society considers them natural and necessary. In this approach, it is believed that the interests of entrepreneurs and consumers are balanced.

The first thesis of the pragmatic understanding of entrepreneurship is that entrepreneurship is understood as a necessary component of the economy. This judgment means that without entrepreneurial activity, the economic system would cease to exist.

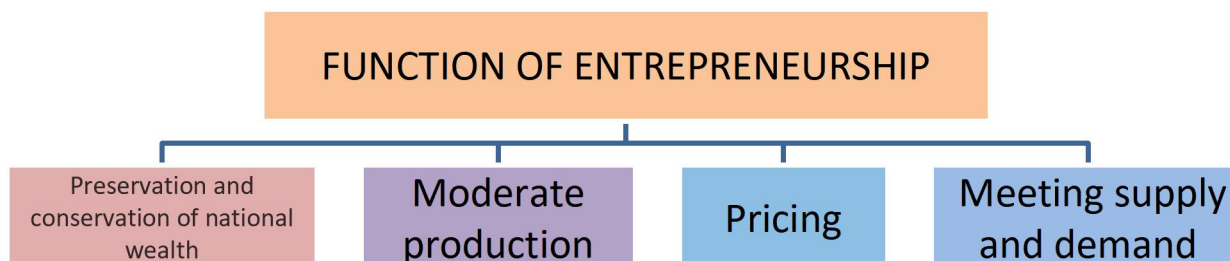
Let's say there are countries where there are absolutely no business ties. That is, there is no exchange of goods. In such conditions, each person must independently ensure the satisfaction of his needs. In this case, the state and the economy cease to function. Society becomes a collection of individuals who have no economic relationship with each other. This "country" simply ceases to exist because this one person cannot fully realize his desires. Therefore, without entrepreneurial activity, any state cannot exist at any stage of historical development.

Entrepreneurship is an inevitable component of the economic system. Here we focus on the fact that the economic system is formed from a set of business relationships, i.e. the inevitability of the existence of entrepreneurial activity in the economy is justified by the emergence of the economy from entrepreneurial activity.

In any country, each person is engaged in a specific field of activity: only a limited number of goods and services are produced with his participation. Accordingly, in order to maintain his life, he must regularly receive a certain set of goods that other people are engaged in creating. This person is obliged to exchange the fruits of his activity for something necessary. In modern society, such an exchange is carried out using the universal equivalent of value - money. This is how business relations appear, the sum of which is the economy.

Entrepreneurial activity in the country's economy is its economic and social movement and its structural elements, and it performs certain functions in the work it performs. During the performance of these functions, it makes a great contribution to the society and the national income of the state. The term function is derived from the Latin word, the Latin compound *functio*, in the sense of the Uzbek word means the concepts of execution and realization. Execution (implementation) defines the task of performing repeated or regular known work. This combination is used figuratively in all disciplines. The difference from them is that the word function in the science of business has the characteristic of regularly performing (implementing) certain work actions. Below, we will conduct a study of the tasks that carry out functional business activities in business activities.

Entrepreneurial function is the main direction of entrepreneurial activity. They consist of:



The function of preserving and saving national wealth. National wealth consists of tangible, intangible, natural and accumulated intellectual wealth created by the ancestors during the development of each country.

In entrepreneurial activities, each person (entrepreneur) relies on the following factors that ensure the growth of his wealth. They are:

- with increasing labor productivity;
- with the improvement of production efficiency;
- is characterized by the accumulation of personal income.

Therefore, during the performance of his function, the entrepreneur takes the main place in preserving the national wealth, increasing it and preserving it and passing it on to the next generation.

Moderate production function - replacement of the means of production, only a part of the gross product is accumulated as materialized wealth. Ensures moderate production to maintain regular income.

Therefore, the growth of compensation fund and materialized wealth creates national wealth by ensuring moderate production.

The function of price determination is the level and range of prices in the free market, the conformity of the quality and position of the goods, corresponding to the purchasing power of consumers, flexibility, price mark-ups, discounts and other tasks. With this, the methods of delivery and sale of goods are regulated.

So, through invisible hands, the entrepreneur ensures moderation of prices. This is the basic law of economics.

The function of meeting demand and supply - the law of supply and demand has a central place in the market economy. He has great invisible power.

Demand is not a general need of the society, but a need that is able to pay, that is, provided with money. Need is the need for necessary (unnecessary) tools during human life. This is a scientific category that is generalized and expresses continuity for all forms of personal development. Expression of need in the market economy is called "demand". Demand is sharply different from need, as an independent category, only the part of the need provided with money is recognized as demand. Therefore, demand is the sum of needs provided by money.

Supply is the sum total of goods produced by entrepreneurs and delivered or expected to be delivered to the market at a certain time. The supply determines the amount of products that the entrepreneur is able to produce in a given period of time at each price level. A change (decrease) in price leads to a change in supply and demand due to a change (decrease) in the quantity of products for sale.

An entrepreneur lowers his prices or applies price discounts in order to attract new customers, expand the circle of existing customers, win over competitors' customers, and keep

the customers who are more important to him for a long time. , can achieve a certain competitive advantage.

Therefore, it fulfills its functional role in satisfying the demand and supply of the members of the society in business activities.

Formation of consumer demand in entrepreneurial functions occupies a leading place in the entrepreneurial system. Demand formation can be carried out in several ways in a number of processes. For example, it is the creation of demand for new goods and products, that is, the emergence of hidden demand. At the same time, such processes as demand strengthening, elastic change of demand, adjustment of demand to supply are considered. The main purpose of demand formation is to attract consumers to the product, to expand their demand, to persuade them to buy the offered product, and as a result, to sell the product more and faster. This is done by influencing consumers with the help of business tools and methods. Advertising, presentation ceremonies, exhibitions, trade shows, fairs, meetings, interviews, promotion in mass media, promotion of customers, maintaining contact with them, personal selling of products and other entrepreneurship are used to form consumer demand. means and methods serve.

Summary

In the essence of entrepreneurial activity, three concepts should be considered positively, critically and pragmatically. It covers the following features characteristic of entrepreneurial activity, which are: First, entrepreneurial activity is a system of movement to achieve a desired result; secondly, entrepreneurial activity creates and delivers products that people need; thirdly, entrepreneurship provides employment to the employable people in the society; fourthly, entrepreneurial activity is the basis of modern market economy.

Entrepreneurial activity keeps its original position high in human society with the function it performs. It increases its income by meeting the demand of consumers in the conditions of a free economy. The increase in income contributes to the growth of national income. The national income of the state leads to the development of the development of the society. According to the conclusion of the President, 70-80 percent of the jobs in developing countries are created by entrepreneurs. This determines the moderate level of unemployment in the country. It has been observed that the increase in the level of unemployment leads to economic crises in the society. For example:

During the boom of the 1990s, the US unemployment rate exceeded 4 percent, and during the financial crisis, unemployment exceeded 10 percent. We can see that after several years of post-crisis recovery, unemployment has returned to around 4 percent. Anyone who worries about unemployment should worry about economic growth. According to the American "Ocken's law", the general rule is this: a 3% annual growth of the gross domestic product has no effect on the unemployment rate. But more or less economic growth will either increase or decrease the unemployment rate, with each percentage point change in national income changing the unemployment rate by half a percentage point. Thus, a 4% increase in GDP leads to a half-percent decrease in unemployment, and a 2% increase in GDP leads to a half-percent increase in unemployment.

Therefore, the creation of conditions for entrepreneurial activity is equal to the beginning of the development point of the society. We believe that the performance of entrepreneurial functions contributes significantly to the development of society.

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