

**SCIENTIFIC AND METHODOLOGICAL FOUNDATIONS OF UTILIZING
MOTIVATIONAL FACTORS IN DEVELOPING ENTREPRENEURIAL ACTIVITIES***Jumayeva Z.Q.**Asia International University*

Abstract: This article analyzes the significance of entrepreneurial activities in a market economy and the role of motivational factors in their development. It discusses methods for organizing effective entrepreneurial activities based on the entrepreneur's individual characteristics, relationships with consumers, marketing research, and creative and innovative approaches.

Keywords: Entrepreneurship, motivation, consumer needs, innovation, market economy, marketing research, business acumen.

The market economy represents a complex and distinctive economic management mechanism. Events and phenomena occurring within this system, shaped by economic, social, and political dimensions, contribute to its multifaceted nature, thereby complicating the mechanisms of economic governance. Consequently, unforeseen economic challenges often take on a widespread character, necessitating changes in organizational, political, and social processes to address them.

Economic, social, and political issues in society primarily emerge among the population, with one root cause being the decline in real incomes and rising unemployment. In this context, properly organizing and developing entrepreneurial activities offers opportunities to mitigate or resolve these challenges.

Each country organizes and manages entrepreneurial activities based on long-accumulated experiences unique to its context. However, both the organization and management of entrepreneurship are complex processes, and their regulation and development do not depend solely on the entrepreneur. Various influencing and supportive factors also play a role.

Properly organizing entrepreneurial activities requires overcoming unforeseen obstacles and challenges in the management process. To achieve profitability, entrepreneurs must leverage all available opportunities, invest their capital, and conduct efficient operations. Considering these factors, entrepreneurial activity is a distinct form of economic activity within society, driven by the entrepreneur's independent initiative, responsibility, creativity, and goal-oriented pursuit of profit, shaped by motivating factors.

Every entrepreneurial activity is a unique element of economic engagement, with its initial stage intrinsically linked to a specific idea, intellectual activity, or its outcomes, which later materialize into tangible forms.

The transition of an entrepreneur's ideas into material form occurs through the introduction of innovations into the production process. By transforming production activities, fundamental changes in an enterprise's production structure demand creativity from the entrepreneur.

The creative aspects of entrepreneurial activities yield results through new management systems, innovative methods of rationally organizing production, or the adoption of modern, compact technologies.

Managing entrepreneurial activities extends beyond overseeing work processes or employees; it also involves effectively applying emerging ideas and creativity, which poses significant challenges in management. Thus, the entrepreneur remains the primary subject of their activities. However, the entrepreneur is not the sole actor in all contexts. They interact with consumers of produced goods or services, act as competitors in various scenarios, and, in some cases, collaborate with the state. Consequently, consumers, the state, and hired employees are also recognized as subjects of entrepreneurial activities.

The relationship between entrepreneurs and consumers is a continuous and ongoing process, requiring constant evaluation of its impact on entrepreneurial activities. In this dynamic, the entrepreneur embodies an active subject, while the consumer serves as an indicator of the entrepreneurial process through the analysis of their interactions. Only when an entrepreneur earns a positive consumer evaluation can entrepreneurial activities be conducted seamlessly; otherwise, the entrepreneur risks losing competitiveness or ceasing operations.

Consumers evaluate the goods created by entrepreneurs, determining their readiness to purchase specific products. Entrepreneurs must plan and organize future activities by considering consumers' preferences, desires, and interests.

In a market economy, entrepreneurs must act in alignment with consumer interests, as no alternative means of influencing consumers exists. This does not imply that entrepreneurs must always conform to consumer preferences. Instead, when creating new products tailored to consumers' tastes and income levels, demand for such products naturally emerges. From this, the following methods of organizing entrepreneurial activities can be identified: identifying consumer interests; compelling consumers to adopt new products or services through strategic influence; and conducting marketing research to study consumer demands while creating unexpected products.

Considering these points, the primary goal of entrepreneurial activity is to continuously identify the need for products to secure a consumer base in the market. To achieve this, entrepreneurs must consider factors such as product novelty and alignment with consumer interests, quality, price, versatility, appearance, compliance with consumer demands, after-sales service, adherence to national and international standards, advertising, and ability to attract consumer attention.

From the perspective of social production, while the entrepreneur emerges as an active subject, the consumer plays a critical role in determining the effectiveness of entrepreneurial activities, a fact the entrepreneur cannot overlook.

Another key factor ensuring the vitality of entrepreneurial activities lies in the entrepreneur's personal characteristics, abilities, opportunities, and professional qualities, which shape their entrepreneurial behavior. In today's context, an entrepreneur's professional qualities should be based on the following principles: analyzing the market's supply of goods and services to identify their role in the economic system; readiness to establish a personal production structure; conducting initial entrepreneurial calculations based on marketing research outcomes; effectively leading the implementation of entrepreneurial projects; making and overseeing management decisions based on their ideas; and being the first to implement new technical or technological ideas, envisioning the potential outcomes, products, or services. These principles, rooted in the entrepreneur's business acumen, demand creativity.

Drawing on Schumpeter's perspective, the presence and enhancement of creative abilities in entrepreneurs enable them to focus on opportunities overlooked or unknown to others, facilitating their activities. Indeed, modern entrepreneurs must create products and services that capture attention and resonate with consumers, a process inherently tied to their creative capabilities.

The entrepreneur's business acumen and confidence are critical, as market conditions demand a high level of professionalism. In this process, entrepreneurs rely strongly on their capabilities. While business acumen can yield significant benefits in competitive environments, overconfidence may lead to losses in the competitive struggle. Therefore, entrepreneurs should thoroughly study all processes before initiating activities to ensure alignment with objectives.

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