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The immanent signs of women's entrepreneurship

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Abstract

Every human activity possesses its immanent signs. Owing to these signs it differs from other activity types, organizing and managing. Here the harmony of social interests are implemented. It is not only going through inductive approach towards deductive one, but also harmonization of community interests, hence it the requirement to establish harmonic relations. Violation of these demands causes chaos, and dysfunctional actions. For that same reason it is essential to study the immanent signs of women's entrepreneurship. Well, what kind of immanent signs does women's entrepreneurship possess? What is the relationship between gender and them? Does not the diversion of the gender signs lead to denying humane and social features of women's entrepreneurship?

Keywords: the society of citizenship, entrepreneur, socially-economic aktivity women; economic democraty, little business, entrepreneur of family, difference work.

Introduction:

The immanent signs of women's entrepreneurship are stated as following:

1. Voluntary, organized freely and carried
2. Possess the feature of involving women
3. Directed to accomplish physically easy task
4. In need of external stimulus and support
5. Possess the feature of fluctuation

N. Nishonova wrote by stating the existence of close connection between the socio-political reality and free economic activity of women as following:" Economic activity of women in the condition of market relations influences their socio-political activity, forms an appropriate idea on the community development". [4;p 158]

Furthermore, after analyzing women's entrepreneurship she came up to the conclusion as today women are trying to demonstrate themselves in free labor. "As it was in the past, today women do not want to remain as a dependent person, obey their husbands' threats, they are striving to trail in state administration and community affairs, at least, in the life of her neighborhood, region and village. It is worth to evaluate their socio-political activity in this way". [4;p 164] Voluntary free labor, if stated with the phrase by A.G.Maslou, is denoted "making oneself actual"." Making oneself actual"(self-actualizing) firstly, it is up to linking one's life, strength, intellectual ability to the vital thing or problem they appreciate. In this place one goes through such a cheerful, highly emotional state that(it is sometimes compared with ecstasy, transparency in imagination) the very condition illustrates the strength of "I". One realizes his own ability, the meaning of "I", as a result, he turns the issue, which he spent his life for, into an ideal matter worthy sacrificing his life, into an ideal aim".[5;p 30]. As specialists mention, there are several varieties between a female leader, businesswoman and a male leader, businessman.[6;p 171].

General background research:

This distinction is related to both genders' special psychophysiological structure, loyalty to ethno cultural traditions, the way of thinking and stereotypes. Following signs, in our view, reveal the reason of women's entrepreneurship uniting women around itself.

1 . "Woman is the creator of beauty. They should behave as plenipotentiary representative of beauty, freshness and the order in Earth. Life is in need of woman's hands."[6;p 114]. Tzin- Nin Tsun who studied women's leadership and entrepreneurship on the basis of oriental traditions, the philosophy of Dao, came to a conclusion as no matter a woman of the East is engaged in which activity, she remains as an embodiment promoting beauty, expressing morality in its soul. Socio-political activity is evaluated initially with spiritual moral traditions for an eastern person. Contrasting movements to formed spiritual moral imperatives are disapproved. If the beauty of a woman is honored, it is undoubtedly related to the expression of this request in her entrepreneurship. Giving aesthetic taste to her labor, service type, her products, possessing the art of treatment, demonstrating the things which were created with beauty, refinement, are considered to be such traditions.

2. "Woman is the protector of humanity". Tzin-Nin Tsun wrote current rule of himself as woman's family and child loving character helps her to adapt to business in the same line as males. [6; p114]. This humane feature of woman is appropriate to the psychophysiological structure of women. Dream of having a child, bearing it in suffering and the hardships of bringing up a piece of your heart, your child as a thoughtful, self- confident person are evident to women themselves. Hardships mentioned above and the outlook formed as a result of them are the factors which make the women of the world came closer to one another, regardless of their occupation, interest and qualification. For that reason, businesswomen engage especially women around them. In fair business not the psychophysiological aspects of her, but her entrepreneurship, business-like approach, the ability of getting profit are taken into consideration. Such kind of approach is observed in western business, evidently. Also that approach is sometimes observed among uzbek businesswomen. Especially the women engaged in small business and private entrepreneurship, gained special prizes in entrepreneurship, put persistence, insistence in main places. Ergo, while experiencing and gaining success in small business and private entrepreneurship, woman occupies highly evaluation of needed features of entrepreneurship. This type of woman intends to gather women possessing such abilities around herself.

3. "Women do not surrender. In order to achieve stable gains in business an individual needs internal determination and the ability of standing hardships. Of the two genders the most tolerable to

hardships is a woman. A woman is able to tolerate to the most heavy hardships compared to a man; in addition to it, the most difficult task in the world- bearing a child is the responsibility of women." [6; p 115]. That was the conclusion of a businesswoman who gained experience in small business and private entrepreneurship and in this sphere by analyzing East and West's experiences, and synthesized them in her own imagination and business philosophy. It is no accidental that Tzin-Nin Tsun is emphasizing psychophysiological features of women. Suffering of bearing a child makes women close to one another very fast, they find general and pleasant themes for themselves together.

4. It was mentioned a lot about women's sensitivity, inclining in feelings, emotions. In their own activity they try to bring such mental states into the settlement of disputes they connive to feelings. Taking risks in small business and private entrepreneurship brings success to such kinds of men and women. However, it is not the statement that all the matters in small business and private entrepreneurship are solved with the help of feelings and emotions. Small business and private entrepreneurship mostly depends on wit and mind, it likes rationality, urges to be quick. A paradox is that not all of the businesswomen rely on their wit, but they depend on their intuition. However, this intuition is also in harmony with wit, even a woman herself does not notice it. " I,-wrote Tzin-Nin Tsun- said to my male clients that if they hesitate to make a decision, to believe their feelings or ask an advice from their wives. In born intuition of a woman increases strategically thinking ability." [6;p 116].

5. The feeling of women such as protection, honor and love of life are extremely developed. Because of this sense businesswomen gather the women possessing such senses quickly and unite them around themselves. Such womanhood fell happy about coworker, close to heart friend rather than earning money, gaining wealth. The feeling of protecting life, defending motherland, giving a hand to those in need, meeting her children healthy are the most valuable, priceless wealth An American businesswoman, the founder of "The Body Shop" company, Demy Anita Roddick said: "Business is capable of performing good deeds. Our shop and products help to solve a lot of matters on human rights and preservation of environment. In my opinion, successful companies and conducting business will render assistance to quit destructive experience, in addition, to introduce new decisions to life." [6;p 116-117]. At present, more than 2000 shops of The Body Shop company operate in 23 countries of the world. Approximately 80 millions of people use their services. The company, organized in 1980, has been occupying prestigious places on developing world's trade relations for 35 years. Over 80 % of the employees working in the company are women. The Body Shop and Anita Roddick have their own special web-site on the Internet, with the help of it you can get information about what kinds of activities and services are being performed in the company.

6. Women are not vulnerable, they are capable of operating in competition. No matter how strong the empathy of women is, they cannot work in competition, we cannot tell that the thrill of the competition does not attract them at all. When businesswomen gather all hardworking women around them, they do not forget that they will have to live and work in competitive condition. Introspective peculiarities of them turn into retrospective approach, lead to widening services, living and working in competitive condition

Women are not strong because of their vulnerability, but they are strong to overcome it, standing in the same row with males and capable of working, simultaneously. When a businesswoman feels that there are supportive women around her, she may believe in and rely on them, she is not afraid of competition. However woman of the East has one peculiarity that as a businesswoman she does not think about defeating her rival, making her bankrupt, squeezing her out of the market, but apparently she intends to participate in competition as a self-confident subject. The cruel law of business is producing a competitive product, servicing, getting more profit and income, leaving others behind, occasionally,

bankrupting. That cruel form of business is not observed among Uzbek businesswomen. Although they feel that they are one socio-political group, they do not attempt to defeat the subjects in small business and private entrepreneurship in any ways, and to occupy the market by bankrupting others. Following oriental ethnical norms of behavior, gaining reputation and getting a profit are proper peculiarities of Uzbek businesswomen. Women are considered to be businesswomen, in need of external stimuli and supporting. They all the time need spiritual, psychological and financial-political support of males and people living nearby.

Perhaps in the world of small business and private entrepreneurship it is unlikely a tough matter to find a subject who does not need such kind of assistance. However women feel intuitively that they are unable to operate without such an assistance and stay stable in competition area. This is, actually, the result of misbelieving herself, her inner ability and strength.

According to the special researches of Russian scholars such as E.M.Zuykova, R.I.Eruslanova, A.E.Chirikova, and G.S.Matveyeva, females possess differential signs compared to males, they perform their tasks whole heartedly and ambitiously, do not be volunteer for all actions, they also feel panic in its turn, they try to learn others' experiences, they are inclined to others' help, try to accept less scandalous decisions. Women themselves confess that as they have mild character, they do not try to correct their mistakes, remain under the influence of events for a long time, they do not always achieve an increase in business.[13;p88-89].

E.A.Chirikova determined that women's performance in top management is more conflictive than male's, they try to resolve these conflicts, especially, with the help of males, prestige's. The resourcefulness, diligence and insistence of businesswomen admire all of us. Sometimes men are surprised of their diligence and insistence, but their resourcefulness is worth testifying [14;p74-75]. However these diligence and persistence are not channeled into making radical changes in her own working activity and renovating her relation to her labor with innovation. For that reason businesswomen are mentioned to be "adherents of conservative business" [9; p 468]. The experiments carried out in different countries indicate that women who are testified as the adherents of conservative business achieve stability, consistency, and supporting each other in socio-political relations. Businesswomen put peacefulness, accord, relying to one another in their family into their work activity, they escape from the decisions and conditions opposite to those above [15;16;17]. Thus, relying on the special stereotypes, gaining reputation by helping each other are considered to be an essential motive of women, they are not prone to making haughty decisions and being egoists as males. Over 92 percent of our respondents express their feelings about the agreement on the condition, business liking and business team of her. This kind of optimism is rarely found in businessmen.

M.E.Baskakova learned the relations of women and men up to market relations. Precisely, in the market gender, equality and inequality are illustrated brightly. According to the explorer women occupy a stable place, position in the market, they not only offer their time, strength and labor, but also they offer their diligence and high quality work. It is a pity that in that place males have more privileges than females. For example, mainly, men are involved in the service on the areas such as construction industry, industry itself, security, utilities, and women are involved in household tasks, cafes and bars. Having differential approach in the market indicates that it has its own demands towards the resources [18;d p 28-32.]. The most essential thing is that demand and need towards women's labor are huge in the market, but most of the women do not try to demonstrate and develop their strength and ability. They have a strong tendency to "escaping from society", in other words, the tendency to returning to family life, the circle of children. This is observed in some areas of Uzbekistan, too. On the one hand, our country is supporting small business and private entrepreneurship, on the other hand, especially, in rich families, in the areas

which old imaginations and outlooks are ruling, we can come across to the situations that women are put into hijab and made to live in the house, " living within four walls". In such kind of situations extra stimulus do not influence all the time. Women should strive to get rid of stereotypes and rescue themselves.

Conclusion:

In the behavior of women fluctuation, hesitation are mostly observed. Although they think optimistically about life and finding a job, they are tend to look surroundings, imitation, getting advice from males and changing their plans, decisions, and working condition. The results of special experiments show that the potential to be a leader is observed in 49 % of girls, this point is over 45,7 % in guys. However in real life only 6 % of girls, and 17,1 % of guys are eligible to be a leader. Persistency, brevity and obeying features of guys constitute 16,8 %, at the same time, opposites of these, concession, sympathy, and trying to get assistance from others, the peculiarities of women constitute 65,4 % [19; p 172-173.]. Businesswomen, mostly, aspire to perform their activity taking into account the situation, environment and external factor, internal intuition of them causes fluctuation behavior. However, most businesswomen can act in principal and bold way. Some of them are equal to men in persistence and brevity. Owing to the conclusion of T.V.Boidas, while male leaders have got the dominancy, aggressiveness, self-confidence, and gaining the authority by power, the behavior of working as a team, and making a competition, altruism, and being an extravert are all proper to female leaders [20; p 170-173.].

One cannot imagine women's entrepreneurship without persistence, firmness, responsibility, intelligence, taking risks, dare to making necessary decision, and others. 47% of our respondents, businesswomen should have the ability of making profitable and necessary decisions. The immanent signs of women's entrepreneurship which were mentioned above urge one to explore the problems of gender, and to analyze them by equality and inequality.

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