

## ETHNOCULTURAL CHARACTERISTICS OF FAMILY ENTREPRENEURSHIP IN UZBEKISTAN

*Taylyakova Feruzakhon Sultanovna*  
*Andijan State Technical Institute*  
*"Languages and Humanities"*  
*Senior Lecturer of the Department*

**Abstract:** This article analyzes aspects of family entrepreneurship in Uzbekistan related to ethnocultural factors. It highlights the influence of culture, customs, and professional traditions of various ethnic groups in the country on family businesses. The economic and cultural significance of labor activities, shaped by national values, is evaluated.

**Keywords:** family entrepreneurship, ethnoculture, national traditions, craftsmanship, lifestyle culture.

Family entrepreneurship is increasingly drawing the attention of economists, sociologists, and specialists in management and philosophy. The reason for this lies in the significance of its role in society. All experts dealing with this issue acknowledge that family entrepreneurship plays a crucial role in ensuring not only the economic but also the social stability of society. The study of human history reveals that the major events that have shaken societies were linked to conflicts between employers and workers. The upheavals from Spartacus' rebellion in ancient Rome to the October Revolution were precisely connected to this contradiction. One of the most important outcomes of family entrepreneurship is its ability to mitigate and minimize this extremely dangerous conflict.

In the book "Strategy of New Uzbekistan" and in his address to the Oliy Majlis and the nation on November 24, 2021, President of the Republic of Uzbekistan Sh.M. Mirziyoyev expressed the following thoughts on family entrepreneurship: "We will utilize all opportunities to improve the living standards of the population, provide employment for women and youth through the development of family entrepreneurship. This will enable us to create sources of income in local communities and achieve social equality." [1].

In Uzbekistan, family entrepreneurship is regarded not only as one of the main drivers of economic development but also as a crucial means of preserving cultural traditions and passing them down through generations. The country's multiethnic composition and historically established customs have resulted in a diverse range of activities in this field.[2].

Even during economic crises, staff reductions are very rare in family businesses. A father who heads a family business will not leave his wife or children unemployed and force them out onto the street. (One of the characteristics of Uzbek families is that in almost all families, the father is considered the head of the family. Naturally, he also becomes the head of the family enterprise.) He strives with all his might to preserve jobs and protect his loved ones from unemployment by developing new types of products that are more marketable or by implementing new technologies in production.

In the context of an economic crisis, employees, dissatisfied with the reduction in wages and jobs, go on strike and demonstrate with slogans directed against the owners of enterprises. This is also practically not the case in family businesses. Children or relatives protesting slogans against their fathers can only cause laughter. Also, it is possible that a parent, who is the head of a family and a family enterprise, applies measures such as reprimands and fines to his children, which are applied in

other enterprises, in some countries, but not in Uzbekistan. This is due to the ethnocultural features of family entrepreneurship in Uzbekistan.

Another characteristic feature of family entrepreneurs in Uzbekistan is that if a couple separates in a family engaged in entrepreneurship, their joint entrepreneurship also ceases. In the West, in CIS countries: Russia, Ukraine, Belarus, if a married couple engaged in family entrepreneurship divorces, a certain part of them may continue entrepreneurship, partnership relations may continue even after the end of marital relations[3].

Ethnocultural factors have a significant impact on human activities. The foundation of human activity structure consists of needs, interests, motives, goals, and incentives. Each of these is considerably influenced by national traditions, values, and customs. Entrepreneurs, too, are shaped by the cultural environment in which they develop, and the influence of this environment is evident in their activities.

The influence of the ethnocultural environment is more pronounced in the activities of family entrepreneurs compared to other forms of entrepreneurship. This is because the family is one of the primary centers where ethnocultural characteristics are preserved and transmitted to the formation of an individual's personality. Since family entrepreneurship is carried out by members of a single family, the values of that family are reflected in processes ranging from the selection of raw materials to the packaging of finished products. The complexity of studying socio-cultural aspects in entrepreneurial activities lies in the fact that during the product manufacturing process, not only are the characteristics of the cultural environment to which the family belongs revealed, but also the features of the cultural environment in which the product is intended to be sold. For example, family entrepreneurs specializing in the production of headwear must take into account not only the cultural environment in which they live but also the cultural characteristics of the region where the headwear is intended for sale.

In Uzbekistan, family businesses often develop based on the cultural traditions of local communities. Since ancient times, activities such as craftsmanship, sewing, cooking, and horticulture have been passed down through generations within families. These traditions serve not only as an integral part of the lifestyle but also manifest as a source of economic independence.

Various ethnic groups in Uzbekistan possess distinct cultural characteristics, and their attitudes towards work, professions, and entrepreneurship manifest in different ways.

Family entrepreneurship often develops through national holidays, weddings, and local traditions. For example, activities such as sewing national costumes, preparing wedding trousseaus, and making special dishes and sweets have traditional demand and hold their own place in the market.

In certain ethnic environments, women participate more actively in entrepreneurship, while in others, traditional restrictions persist. However, in recent years, due to government support measures, particularly through the "Women's Notebook" initiative, many women are being engaged in local businesses. [4].

In Uzbekistan, family entrepreneurship is one of the fields situated at the intersection of culture and economy. Ethnic and cultural characteristics play a crucial role in this sector. The significance of family entrepreneurship in preserving cultural heritage, developing labor traditions, and improving the quality of life is immeasurable.

## REFERENCES:

1. Ш.М. Мирзиёев. Янги Ўзбекистон стратегияси. – Тошкент: Ўзбекистон, 2021. – Б. 122).

2. Абдуллаев Қ. – Ўзбекистонда тадбиркорлик фаолияти ва унинг ҳуқуқий асослари, Тошкент, 2021.
3. Бегматов А. Стимулы: Сущность и действие Ташкент «Фан». 1990
4. Ўзбекистон Республикаси Президенти қарори – 2021 йил, аёлларни тадбиркорликка жалб этиш чора-тадбирлари ҳақида.