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THE MAJOR DIRECTIONS OF THE INVESTIGATION OF THE ENTREPRENEUR'S PERSONALITY AND ACTIONS IN PSYCHOLOGY

©Abdullaev A., ORCID: 0000-0002-7971-8490, SPIN-code: 7860-6146, Ph.D.,
Fergana Polytechnic Institute, Fergana, Uzbekistan, w7777@mail.ru

ОСНОВНЫЕ НАПРАВЛЕНИЯ ИССЛЕДОВАНИЯ ЛИЧНОСТИ И ДЕЙСТВИЙ ПРЕДПРИНИМАТЕЛЯ В ПСИХОЛОГИИ

©Абдуллаев А. М., ORCID: 0000-0002-7971-8490, SPIN-код: 7860-6146, канд. экон. наук,
Ферганский политехнический институт, г. Фергана, Узбекистан, w7777@mail.ru

Abstract. The article presents theoretical foundations of the psychology of competitiveness of entrepreneurs as a new scientific psychological discipline, the analysis of the content and signs of scientific discipline, its scientific status, scientific relationships and relations as applied to the psychological development of problems of competitiveness of entrepreneurs. The author reveals the content of the main signs characterizing belonging of psychology of competitiveness of entrepreneurs to scientific disciplines gives a definition of psychology of competitiveness of entrepreneurs, describes its object, subject, goals, methods, and problematics. The article shows the fundamentality of this scientific discipline, describes the prospects of development of the psychology of competitiveness of entrepreneurs as a new scientific discipline.

Аннотация. В статье представлены теоретические основы психологии конкурентоспособности предпринимателей как новой научной психологической дисциплины, проведен анализ содержания и признаков научной дисциплины, ее научного статуса, научных взаимосвязей и отношений применительно к психологическому развитию проблем конкурентоспособности предпринимателей. Автор раскрывает содержание основных признаков, характеризующих принадлежность психологии конкурентоспособности предпринимателей к научным дисциплинам, дает определение психологии конкурентоспособности предпринимателей, описывает ее объект, предмет, цели, методы и проблематику. В статье показана фундаментальность данной научной дисциплины, описаны перспективы развития психологии конкурентоспособности предпринимателей как новой научной дисциплины.

Keywords: entrepreneur, psychology of competitiveness of entrepreneurs, new scientific discipline, structure of scientific discipline.

Ключевые слова: предприниматель, психология конкурентоспособности предпринимателей, новая научная дисциплина, структура научной дисциплины.

Introduction

Nowadays, we are witnessing an incremental economic recovery from the pandemic's impacts, owing to the timely implementation of enterprise-supportive measures and the



modifications carried out in last few decades in the field of improving the business environment and creating an attractive business climate.

Small business entities and private entrepreneurship are growing in the national economy, and their expansion is critical in combating poverty. The most important priority for accelerating the development of these areas of the economy is the establishment of favorable circumstances, incentives, and preferences, as well as the facilitation of substantial measures to business owners.

In this regard, the Chamber of Commerce and Industry plans to train 100,000 young people in entrepreneurial activity and professions. The building of new smaller companies will be ensured by development and welfare participation in entrepreneurship. Furthermore, the head of government provided a set of directives to expand the number of businesses in each district and city through active involvement of the general population.

The shift in the nation's position in different economic international rankings is one of the key metrics that provide insight into the evolution of economic activities in the form of international and regional distinctions.

Over the past few years, Uzbekistan has been implementing reforms aimed at improving the business climate, attracting foreign investment, strengthening property rights, and fighting corruption. The consistent improvement of the business climate in Uzbekistan cannot be considered outside the context of the ongoing large-scale economic reforms in the field of improving the business environment. Over the past few years, much has been done in this direction:

Since January 2017, all kinds of unscheduled inspections of the activities of business entities, as well as counter-inspections, including criminal cases that restrict the legitimate rights and interests of entrepreneurs, were abolished.

From January 2018, a moratorium was declared for two years on inspections of the financial and economic activities of business entities, which was extended in 2020 due to the crisis caused by the coronavirus pandemic.

As of June 1, 2018, 6 types of licenses and permits in the field of entrepreneurial activity were abolished, including by combining 38 licenses and permits into 17, the terms of 15 licenses and 10 documents of a permissive nature were reduced.

The mechanism of granting micro-credits to the newly registered individual entrepreneurs and subjects of family entrepreneurship without forming a legal entity was simplified. The State Fund for Support of Entrepreneurial Activity, which provides financial assistance to business entities, was established.

A ban on the application of criminal penalties in the form of deprivation of the right to engage in entrepreneurial activities in respect of business entities was established. In addition, an independent institution - the Authorized Representative of the President of the Republic of Uzbekistan for protection of rights and legitimate interests of the subjects of entrepreneurship was established. Moreover, it is the great work done in recent years to improve the business environment contributed to the gradual recovery of the economy from the consequences associated with the pandemic (<https://clck.ru/VNsYi>).

At present, the problem of the psychology of entrepreneurial competitiveness is at the forefront of the spectrum of problems related to entrepreneurship and the development of the psychological foundation of effective entrepreneurial activity. Constructive fundamental and applied research on the psychology of entrepreneurship, personality and activity of entrepreneurs in the context of their competitiveness, as well as direct psychological research of entrepreneurs' competitiveness as an important personal-professional property, has been conducted. The object and subject area of such research is expanding. The main regularities are revealed, generalizations are

made, and the psychological concept of entrepreneurial competitiveness is developed. All these facts testify to the fundamentality of the problem of the psychology of entrepreneurial competitiveness. The obtained scientific results were positively accepted by the scientific community and are in demand in practice. It becomes obvious that the psychology of entrepreneurial competitiveness has long been formed as a new scientific direction of entrepreneurial psychology, which appeared at the interface of business theory, labor psychology, social and economic psychology, psychology of development and competition science. This direction has been developed so intensively that it has reached the leading scientific positions in the system of psychological sciences that study entrepreneurship. Moreover, obtained theoretical and practical results and their high scientific importance give the grounds to state that the psychology of competitiveness of entrepreneurs is not only a branch of the psychology of entrepreneurship, but it already has all attributes of a scientific discipline or, more precisely, really such a discipline.



Figure. Infographics: Uzbekistan in Doing Business Index 2015-2020 (<https://clck.ru/VNsYi>)

Psychology of entrepreneurial competitiveness as a scientific discipline corresponds in its content to the existing definitions of the category "scientific discipline". Note that the existing definitions of scientific discipline are oriented to the methodological principle of discipline. The psychology of entrepreneurial competitiveness as a scientific discipline corresponds in its content to the existing definitions of the category "scientific discipline". Note that the existing definitions of scientific discipline are focused on the methodological principle of disciplinarity. In them, the idea is traced that a scientific discipline is an analogue of a particular science or an independent branch of any science that has signs of a separate science. In particular, the scientific discipline is the separate science which is a part of the scientific complex in the concrete object and subject field [1]. Obviously, here we are talking about the special sciences that are part of the general science. For

example, a scientific discipline is work psychology, which is part of the system of psychological science.

The hallmark of a scientific discipline is a complexly organized, multi-level scientific knowledge with its own subject, object, methods, and traditions. In other words, a scientific discipline has properties that characterize its relative scientific autonomy. Scientific discipline is also presented as a basic form of organization of professional science, which unites on a subject and content basis the field of scientific knowledge, as well as the community involved in its production and broadcasting. Disciplinary form of science organization is not only a manifestation of independence, but also invariance. The system of training specialists in all spheres of professional activity is also based on the disciplinary principle.

The main features of a scientific discipline are the unity of disciplinary knowledge and ways of research and action, independent categories, theoretical and empirical areas with their own objects, their own distinctive set of assumptions, typical patterns of interaction, professional affiliation, etc.

In psychology, there are many works that represent the substantiation of a new scientific discipline. In particular, in the substantiation of acmeology its definition was given, the content of psychological maturity was revealed, its problems and actual tasks were described [2]. Such experience should be used when substantiating the psychology of entrepreneurial competitiveness.

At the present stage of its development, the psychology of entrepreneurial competitiveness has the above features and, first of all, the unity of disciplinary knowledge, aimed at creating psychological foundations of entrepreneurial competitiveness.

Let us consider the content of the psychology of competitiveness of entrepreneurs as a new scientific discipline.

Psychology of entrepreneurial competitiveness is a scientific discipline that appeared at the junction of theory and practice of entrepreneurship, applied branches of psychological science (psychology of labor, social psychology, psychology of professions, economic psychology), acmeology and competition psychology; it studies psychological phenomena and laws of entrepreneurial competitiveness, psychological directions of its development. This definition is general, reflecting the current level of development of psychological knowledge in this field.

The purpose of the psychology of entrepreneurial competitiveness is to create scientific psychological foundations for the productive development of entrepreneurial competitiveness, their professionalism, and positive self-realization in entrepreneurship.

Theoretical basis of the psychology of competitiveness of entrepreneurs is theoretical research in general psychology, psychology of labor, economic psychology, psychological studies.

Psychological studies of personality and activity professionalism; psychological studies of activity in special and extreme conditions; theoretical studies in the field of management psychology; psychological studies of entrepreneurs and entrepreneurial activity; theoretical studies in the field of competitiveness and entrepreneurship.

The methodological basis of the psychology of entrepreneurial competitiveness is the approaches and principles of studying a psychologically complex object.

The main object of this scientific discipline is entrepreneurs' competitiveness itself and its psychological characteristics, and entrepreneurs' competitiveness is studied at the level of general, specific and singular (in entrepreneurs as social individuals, personalities, subjects of professional activity and personalities). This is a distinctive feature of the object of this scientific discipline.

The subject of the scientific discipline is psychological mechanisms and laws of entrepreneurs' competitiveness, its psychological system, and psychological determinants of productive development of entrepreneurs' competitiveness.

In the psychology of entrepreneurial competitiveness as a scientific discipline its own scientific categories, in particular the competitiveness of personality and activity of entrepreneurs, poly-professionalism and poly-competence in entrepreneurship, psychological invariants of professionalism of entrepreneurs, business acumen and business activity of entrepreneurs, etc., are substantiated, their psychological content is revealed and substantiated [3, 4].

The development of problems of the psychology of competitiveness of entrepreneurs as a scientific discipline is carried out using various methods - general scientific (various types of analysis, generalizations, classifications, synthesis, modeling, etc.), theoretical and empirical methods of psychology, focused and adjusted to the psychological complexity of entrepreneurs themselves and their competitiveness as objects of psychological research, the specifics of interaction with them.

The problems of the psychology of entrepreneurial competitiveness are diverse: these are psychological descriptions of the phenomenon of competitive ability of entrepreneurs, identification of stable relations and laws, identification of psychological conditions and factors that promote or hinder the level of competitiveness of entrepreneurs, studies of gender differences, the problem of the ability to compete, etc.

The psychology of entrepreneurial competitiveness as a scientific discipline, thanks to the conducted theoretical and applied research, is beginning to acquire a fundamental character. In developing the psychological foundations of entrepreneurial competitiveness, various psychological models were developed, the regularities of this most important personal and professional property of entrepreneurs were revealed, systematic descriptions of entrepreneurial competitiveness and its psychological determinants were created, and a generalized psychological concept of entrepreneurial competitiveness was developed.

At the present time, it is becoming obvious that the psychology of entrepreneurial competitiveness as a scientific discipline has a good prospect for development. This development is guided both by the logic of formation of this scientific discipline and by the growing need for practical results related to its application. It is obvious that the psychological science and practice themselves are very interested in the development of the psychology of competitiveness of entrepreneurs as a scientific discipline would be progressive and productive. For this to happen, it is necessary to determine the main directions of development of this scientific discipline and their psychological content in order to rationally concentrate efforts on them.

Scientific experience shows that the further development of any scientific discipline is usually carried out in several directions. It is them that the psychology of entrepreneurial competitiveness should be oriented to.

The first one is related to the expansion of the object space of entrepreneurial competitiveness psychology. In particular, there is a need for in-depth studies of gender psychological aspects of entrepreneurial competitiveness, including consideration of gender as one of the significant social roles. Psychological studies of changes in entrepreneurs' competitiveness with age and work experience are important. Special ethnic psychological manifestations of entrepreneurs' competitiveness are of interest in a multinational country. It is important to carry out psychological research of competitiveness in small, medium and large businesses, in various professional spheres. Special attention should be paid to psychological manifestations of competitiveness in crisis and

extreme situations. This will make it possible to enrich the existing ideas about the essence characteristics of entrepreneurs' competitiveness.

The second direction is associated with the expansion of the subject space of the problem of competitiveness of entrepreneurs. The problem of entrepreneurial abilities requires in-depth elaboration with the focus on substantiation of competitiveness, methods of its psychological diagnostics, assessment and development. It is necessary to continue psychological research of personal sense of competition in entrepreneurship. It is important to begin developing the problem of psychological resources of competitiveness of entrepreneurs, their replenishment and multiplication. Psychological studies of entrepreneurs' competitiveness in various conditions of interactions and relations are promising. The new subject areas include further psychological study of contradictions in the development of competitiveness, professional deformations of competitive entrepreneurs, and their self-concepts.

The third direction of development is due to the need to further integrate the psychology of competitiveness of entrepreneurs with other scientific disciplines. This will not only expand the object and subject areas of the psychology of competitiveness of entrepreneurs, but also enrich the developed models and system descriptions. Let us note the most promising areas of interaction. Thus, in particular, the great importance of innovative activity in entrepreneurs' competitiveness requires closer connections with the psychology of creativity, psychological ways of revealing creative potential, its replenishment and multiplication. Entrepreneurial activity is realized under conditions of not only competition but also open confrontation, that is why connection of psychology of competitiveness and business activity is important.

Personality and activities of the entrepreneur in psychology

Research in the psychology of entrepreneurship is one of the priority areas of economic psychology. Currently, there is a rapid accumulation of data covering various aspects of entrepreneurial psychology. At the same time, entrepreneurial psychology does not yet have a significant number of generally recognized, theoretically and empirically grounded concepts explaining the specifics of entrepreneurial activity.

Modern economic psychology distinguishes social and psychological (the formation of entrepreneurs as a new social and psychological community, its impact on economic and social life); functional (subject, motives, goals, means of business activity, the requirements for the subject); professiographic (entrepreneurship as a special kind of professional and labor activity), personal (personal qualities of entrepreneurs), organizing and designing (planning and construction of entrepreneurial career).

Two aspects of entrepreneur's activity are distinguished: entrepreneurial activity proper (creating a new structure and ensuring its growth and development) and management (maintenance of stability and order within the already created structure). The modern entrepreneur integrates the two aforementioned aspects in his activity. There are economic (profit making) and psychological (personal development) goals of entrepreneurial activity.

The subject of entrepreneurial activity is diverse and depends on the type of entrepreneurial activity (production, trade, credit). The general characteristics of entrepreneurial activity include its innovative character, which is determined by specific personal qualities of entrepreneurs, market environment and entrepreneurial culture. The entrepreneur's ability to innovate is provided by such personal parameters as initiative, keenness of perception, authority, intuition, ability to influence others.

The entrepreneur is constantly in marginal situations, which he overcomes by counteracting other business entities that claim his success and resources. The peculiarity of an entrepreneur's behavior is functioning under situational limits that limit his or her living space. The specific character of professional tasks, which consists in their high situational variability, does not allow typing and technologizing variants of their solution. In these conditions an entrepreneur has to be active, aimed at creative transformation of the situation and boosting personal development.

The social status of the entrepreneur is identified with prestige, success and prosperity. At the same time, this status has to be subjectively confirmed by the social status of an entrepreneur should therefore coincide with his personal status, which is determined by his level of professional competence. Thus, the social status of the entrepreneur should coincide with his personal status, which is determined by the level of his professional competence and ability to positively influence the surrounding events. Otherwise, entrepreneur can experience self-efficacy crisis, which actualizes destructive behavior, psychological protection, fixation on the attributive moments of the social role [10].

The lack of conceptual unity in economic psychology affects the psychology of entrepreneurship, the comprehension of its directions and trends. The development of a generalized theory of economic psychology, which has been carried out during the last decade, makes it possible to clarify and deepen ideas about the psychology of entrepreneurship as one of its subdivisions.

Entrepreneurship is a man's initiative activity, carried out in his own name, at his own risk, under his property responsibility, and aimed at obtaining personal income. The subject of entrepreneurial activity is quite wide and varied, it depends on the type of entrepreneurial activity.

Entrepreneurial activity is not only a profession, but also a specific way of life. In this connection, the analysis of an entrepreneur from the point of view of his professional knowledge, abilities and skills should be completed by the reflection of an entrepreneur as a subject of individual life path, a bearer of certain motivational and semantic formations and value orientations, corresponding to the subjective model of economic success. Professional entrepreneurial activity is a special way to develop a life path, which makes special demands on the development of subjective characteristics of a person and is associated with risk, innovation and constant self-creation.

The choice of entrepreneurial activity as a professional activity requires psychological readiness for a significant restructuring of time and space of life. Unpreparedness for this can cause professional and personal crises in people who have chosen entrepreneurship without proper understanding of its essence and possible obstacles to success [10]. An entrepreneur's activity is characterized by a fast pace, high speed both at the level of actions and at the level of decision-making. At the same time, researches show that high personal and situational anxiety is characteristic of people who have a tendency to fast ways of activity.

The general points that characterize entrepreneurial activity are: the innovative nature of this activity, the difficulty of its standardization and algorithmization. We also distinguish between economic, connected with profit making, and psychological, connected with personal development, goals of entrepreneurial activity. Entrepreneurial activity, which requires a high degree of subjective involvement, activates and mobilizes the internal reserves of the individual, increases the interest in improving the system of professional activity, increases the responsibility for the results of the implementation of professional plans.

Entrepreneurs are persons who own and dispose of property (capital, resources, means of production), which they invest in a particular enterprise, using hired labor in order to make a profit.

Entrepreneur assumes the functions of risk and progress in the economic sphere of society, creating in conditions of uncertainty.

The new forms of satisfying social needs are not only a result of the lack of security, but also of new forms of satisfying social needs [6].

There is a universal model for the structure of any professional activity that includes three components:

- setting professional goals and objectives;
- the choice of means and ways of solving problems;
- performance analysis and evaluation.

The central concept of professional activity is a system of actions of a specialist, which is determined by his personal characteristics, his personal-professional orientation and professional competence [5].

Some researchers (P. Drucker, B. Karlof, J. Schumpeter) associate entrepreneurial activity with innovative, innovative actions. Others (S. Brue, F. Wieser, K. McConnel, and V. I. Yarotsky) combine entrepreneurial function with management function [8].

The success of entrepreneurial activity is largely determined by the identity of the initial motives of the entrepreneur's personality and the ultimate goals of his activities. Most researchers note its innovative nature as a distinctive characteristic of entrepreneurial activity. An entrepreneur is seen as a new person, who implements innovations that ensure economic growth by means of more and more new combinations of production factors. The entrepreneur disrupts existing traditional frameworks and makes the economic system dynamic and develops. The entrepreneur's ability to innovate is ensured by such personal parameters as initiative, sharpness of perception, authority, the gift of foresight, the ability to influence others [5].

Entrepreneur operates under conditions of constant competition, which is based on the universal contradiction between limited resources and unlimited claims of people. The very fact of inequality in the distribution of advantages in competition generates the desire to equalize resources or minimize other advantages, which is the most important motive of entrepreneurial behavior [3].

The activity of the domestic entrepreneur is carried out in the socio-economic space, characterized by uncertainty and instability. The uncertainty of the future and the associated existential crises, which are a characteristic feature of the entrepreneur's activity, becomes the cause of the entrepreneur's irrational actions.

Unlike countries with an established system of market relations, in which the individual does not take on his own advocacy, entrepreneurs have to solve a large number of problems by their own efforts (security of property, reliability of the bank, rights and obligations of employees, their own security, the system of agreements with various structures) (<https://clck.ru/VNsYi>).

The social background of entrepreneurial activity is a dispositional negative attitude to the motivation of personal success in the domestic culture noted by researchers. The aversion of personal success is experimentally revealed in the research of Shmelev. In the semantic space of our compatriots, the concepts "career" and "personal success" are located next to the concepts "ripach", "grabber", etc. [9].

At the same time, a specific feature of the entrepreneur is the ability to live in a team and the ability to learn not only from his own, but also from other people's experience. Being highly dependent on the opinion of others, the entrepreneur is dependent on the constant support and approval of others [4].

Conclusion

The social background of entrepreneurial activity is a negative attitude towards personal success in the domestic culture. Acting in a socio-cultural environment of disapproval, entrepreneurs are often alienated from society and use protective psychological mechanisms.

Cross-cultural studies of the perception of entrepreneurs show significant differences between the image of the entrepreneur widespread in the United States and Japan and the image of the entrepreneur in Europe and in the United States and Japan, the entrepreneur is perceived as someone who serves the needs of society and creates jobs. In Europe and, the image of an entrepreneur is generally not positive, which is explained by secrecy of his activities; stereotypes of perception ("businessman", "exploiter"); categorical style of communication and behavior of the majority of entrepreneurs; envy, etc. Entrepreneurs are more alienated from the society and are psychologically better protected from the social disapproval than the German entrepreneurs are. This can be explained by specifics of entrepreneurship development in the conditions of unbalanced market and in the socio-cultural environment of disapproval.

Professional qualities of businessmen, managerial tools used by them are oriented to western style of business relations, but in real behavior they often demonstrate patriarchal traditions. Studying the ethical component of entrepreneurs, Saprykin comes to the conclusion that the ethical and unethical nature of some or other actions of the entrepreneur is often determined not by personal choice, i.e. ethicality of the subject itself does not guarantee ethical business. The resolution of this ethical paradox is possible if the future of business is stable and sustainable. Only then, the ethics of the subject of entrepreneurship will directly determine the ethics of business [8].

The effectiveness of entrepreneurial activity is determined by the concepts of career and success. Entrepreneurial career is an individual path in entrepreneurial activity, fused with a way of life, aimed at realization of personal potential, achievement of social recognition and material well-being. The specifics of an entrepreneur's career is that it is the result of personal efforts of an individual.

A career of an entrepreneur is an individual path in entrepreneurial activity, fused with a way of life, aimed at the realization of vocation, at achieving social recognition and material well-being. The specifics of entrepreneur's career realization in modern conditions are determined by the high probability of financial risks and low reliability of partners [12]. During a career an entrepreneur carries out a special type of professional activity, which, being innovative in content, is characterized by a high degree of uncertainty in terms of conditions [7, 13]. The notion of career contains a socio-psychological component, since the assessment of a person's successful advancement involves objectification of this phenomenon in public opinion and, first of all, in the opinion of a group of reference persons employed in the same field of activity. Psychologically, a true career implies not only formal advancement of a person in an activity and the successes achieved in it, but also personal and subjective-activity development [1].

The specifics of an entrepreneur's career, which expresses the social prestige of the individual, is that it is the result of personal efforts of the individual. The notion of "careerism" cannot be applied to any entrepreneur, which means a person's advancement not at the expense of his personal efforts and abilities, but on the basis of kinship, connections, etc. [2, 14].

The success of entrepreneurial activity is determined by a lot of personal factors that make a partial contribution to its result. Among them: level of development of affective-volitional sphere of its subject, cognitive abilities, self-consciousness, features of self-attitude, level of pretensions and character of motivation, locus of control, system of value orientations, communicative skills, etc.

The peculiarities of monetary relations and behavior of domestic entrepreneurs with very high incomes were revealed in the research of Deinek. The most important factor was the "money-power" factor. The core of the factor was the ability to use money as a means of controlling or eliminating other people. Such attributes as orientation to "buying" friendship and love, envy about money, feeling of personal dissatisfaction in case of overpayment for something, tension in questions about financial situation, evaluation of people about money, fantasies about money were also included in the factor and showed correlations among themselves.

The second most important factor was the "money-power" factor. Rich people more often than others solve problems with money. In addition, economic status obliges one to conform to certain consumption norms. The more people attribute power to money, the more they believe that money can do anything.

Profit, which is an objective indicator of the success of entrepreneurial activity and often its main goal, can cause specific personal problems and crises. The presence of personal deformations in entrepreneurs related to the power function of money indicates a high level of anxiety and tension.

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