

Mechanisms of Studying Gender Relationship in the Context of Economic Digitalization**Ochilova Gulnoza Odilovna**Associate Professor of "Innovative Education", Doctor of Philosophy in Psychology, PhD.
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the article analyzes the results of research on the mechanisms of studying gender relations in the development of entrepreneurship based on the digital economy, the relationship of entrepreneurship with gender institutions, entrepreneurship of young people on the basis of the digital economy, gender equality, gender management, socio-psychological features of business skills.

Keywords: digital economy, gender relations, gender management, gender equality, business skills, motive, division of roles in business, public administration, gender equality policy.

To study the socio-psychological status of women engaged in entrepreneurship in Uzbekistan, to educate their children in the right economic thinking and culture, to educate the next generation to be economically competitive, to form their active attitude to life, to study the specifics of their personal characteristics that ensure effective entrepreneurship. It is of practical importance to bring up a businessman, entrepreneur, knowledgeable in the field of management, as well as to teach him not to lose his family status. One of the important tasks of the day is to successfully run a business, to increase the professional potential of women in business, considering national traditions and local labor traditions, to develop their professional skills, to develop special education programs, to acquire the necessary knowledge, skills and abilities.

In recent years, the issue of gender equality in our country has risen to the level of state policy, and 25 relevant laws have been adopted. For the first time in the history of Uzbekistan, the number of women in the national parliament has reached the level set by the UN. The share of women in political parties has reached 44%, in higher education - 40%, in entrepreneurship - 35%, and women are widely involved in information and communication, innovation, energy and engineering. The share of women in management positions rose to 27 percent. More than 15,000 human resources, consisting of advanced and educated women, have been formed in 81 ministries and departments. In order to provide socio-economic support to women, targeted work with them, the system "Women's Notebook (Ayollar daftari)" was introduced. A system of reimbursement of tuition fees for needy girls who have lost a parents or one of them, single women without a breadwinner has been introduced, the number of grants for girls from needy families in admission to higher education has doubled; For the development of women's entrepreneurship, more than 224,000 women received soft loans totaling 6.9 trillion soums, and Women's Entrepreneurship Centers were established in 14 regions.

In particular, in the World Bank's Women's, Business and Law Index, Uzbekistan is included in the list of 27 countries that have implemented significant reforms on women's rights and gender equality in 2021, rising 5 places to 134th out of 190 countries (139th in 2020). It is important that the Strategy for Gender Equality in the Republic of Uzbekistan until 2030 is based on the long-term goals and priorities of the country set out in the Action Strategy for the five priority areas of development of the Republic of Uzbekistan on the basis of the relevant provisions of the Constitution and the Law on Guarantees of Equal Rights and Opportunities for Women and Men. This document envisages a comprehensive approach to the implementation of the principle of equality between women and men in all areas and levels of decision-making and implementation. The Strategy also serves to create conditions for the realization of equal rights and opportunities for men and women, as well as to promote gender equality in economic, political and social life in order to respect fundamental human rights. The strategy covers issues such as providing equal and quality education for all, higher education for girls in rural areas, achieving gender equality for women, preventing violence, and preventing human trafficking.

It is noteworthy that the directions of this strategy are set in accordance with the UN Sustainable Development Goals until 2030. The strategy for achieving gender equality is based on a number of priorities, mainly based on long-term goals. Ensuring equal rights and opportunities for women and men in the civil service, in the field of socio-economic, family relations and child rearing, in the exercise of suffrage. The strategy also provides for the budgeting and financing of government programs, considering measures to ensure gender equality.

President of Uzbekistan Shavkat Mirziyoyev addressed the 75th anniversary session of the United Nations (UN) General Assembly on September 23, 2020. The historical significance of the speech of the President of Uzbekistan is that for the first time in the history of the United Nations, the leader of independent Uzbekistan spoke in Uzbek. During his speech, Shavkat Mirziyoyev presented to the international community his views on topical issues of regional and global significance. In particular, he outlined the priorities of political, social and economic modernization of Uzbekistan. Among the directions, the issue of gender was of particular importance. In his speech, the head of our state, referring to the work being done in our country on women's policy, said: "Gender equality policy has become a priority for us. The role of women in public administration is growing. The number of women deputies in our new parliament has doubled." Indeed, in our country, providing all the conditions for women to realize their full potential has risen to the level of public policy.

Indeed, 49% of the country's women are women, and about 64% of them are women under the age of 30, so it is necessary to pursue a special state policy in this direction. A number of practical measures have been taken in our country to ensure gender equality and improve the social living conditions of women, comprehensive support and development of the family, implementation of international norms on the elimination of all forms of discrimination against women in national legislation, as well as improving women's legal culture. was carried out. If we look at how attention is paid to gender issues in the international arena, we can see that there are still a number of problems in ensuring gender equality in the world.

More than 250,000 women have been employed under the employment program. A reserve of more than 6,000 women with political and legal knowledge, innovative ideas and organizational skills has been formed.

In short, further strengthening the role of women in society in achieving gender equality in our country, thereby strengthening the family, raising a young generation with a high intellectual level, is a guarantee of social stability.

Over the past three years, more than 600,000 people and businesses have been provided with soft loans worth more than 15 trillion soums as part of programs aimed at developing family business and employment of young people and women. Financial support for income-generating entrepreneurial initiatives in 2021, first of all, the employment of unemployed youth and women in the mahallas, the development of family business and the development of youth and women in order to systematically continue measures to help them start their own businesses aimed at engaging girls in gainful employment.

The Ministry of Economic Development and Poverty Reduction is responsible for the rapid redistribution of allocated resources by programs, authorized banks and regions, based on real needs and the prospects of the projects formed and their focus on job creation, financing of business projects in the villages and mahallas included in the "Obod Qishloq" and "Obod Mahalla" programs within the allocated funds, based on their specialization. It should be noted that the legal framework of family business in our country is defined in a number of normative legal acts. In accordance with Article 53 of the Constitution, the basis of the Uzbek economy, aimed at the development of market relations, is property of various forms. The state guarantees freedom of economic activity, entrepreneurship and labor, equality of all forms of property and equal legal protection, taking into account the priority of consumer rights. In addition, Article 7 of the Law on Guarantees of Freedom of Entrepreneurship stipulates that individuals may carry out joint business activities in the form of family business on the basis of the joint property of the couple without forming a legal entity. According to the law, family businesses can carry out activities in the field of activity, which provide for the payment of a tax or a single land tax for legal entities. The main activities of family businesses are the production and sale of consumer goods, as well as the provision of services. The list of activities also includes handicrafts.

On December 12, 2020, the law project on amendments and additions to the Law of the Republic of Uzbekistan "On guarantees of freedom of entrepreneurial activity" was announced. The project envisages a new version of the Law "On guarantees of freedom of entrepreneurial activity." It sets out the principles of cooperation between business entities and government agencies in the following areas: compliance with the law; freedom and equality of business entities; property inviolability; healthy competition.

Thus, in order to stimulate the development of business and create favorable conditions for their operation, the bill provides for: the independent determination of the charter capital of the enterprise by family business participants in the amount of not less than ten times the minimum wage; determination of the total number of registered employees, taking into account the participants of family business, in accordance with the number of employees established for small enterprises and micro-firms by type of activity, and the number of participants should be at least two; the absence of requirements for the transfer of housing used for production activities in family business (except for housing in apartment buildings) to non-residential premises, except in cases provided by law for certain activities; exemption from taxation of profits received by family business participants after payment of taxes and other mandatory payments; connection to communal infrastructure facilities and use of utility services (electricity, gas, water supply) at the rates provided for the population. Coordinating adult experiences with the strengths of the younger generation is also an effective mechanism. In particular, the ability to quickly assimilate and innovate in young people can lead to a non-standardized approach to the problem-solving process.

In conclusion, it should be noted that in today's era of globalization, the development of business and private entrepreneurship and the role of women's labor in this sector play a special role in the overall growth of the economy. In recent years, a number of normative documents have been adopted to use women's labor and to put such labor into effective practice. The most modern methods and conveniences of reorganizing the management of the economy are being achieved on the basis of normative documents on the expansion of women's labor and the creation of opportunities. In this regard, the role of women in society, their contribution to the development of small business and private entrepreneurship remains relevant today. Also, family businesses are exempted from paying a single tax on the proceeds from the sale of folk arts and crafts produced by them, according to a list determined by the Cabinet of Ministers of the Republic of Uzbekistan.

In short, the improvement of legal guarantees of entrepreneurship in our country will serve not only the development of the family in the future, but also the development of the country. It will also ensure the gradual involvement of the labor force currently working in the informal sector, including family members who help entrepreneurs without a contract, in the field of formal employment through the creation of sustainable new jobs in family business, especially in rural areas.

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