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CONTENT

ECONOMICAL AND JURIDICAL SCIENCES	
Akbarov M., Raimova D. Investitsiya loyihalarini baholashda xorij tajribalaridan foydalanish.....	61
Akbarova F., Tashmatova D. Xizmat ko'rsatish sohasida aholi bandligini ta'minlashning ahamiyati.....	62
Бозоров Х., Мамаджанова З. Ўрта мулкдорлар қатлами ва давлат институтларининг шаклланиш жиҳатлари.....	63
Мадумаров Т.Т. Микромолиявий хизматлар фаолиятини амалга оширишда хориж давлатларнинг қиёсий таҳлили: (Россия Федерацияси мисолида).....	64
Қодиров М. Ўзбекистонда фуқаролик жамияти қурилишида қонун устуворлиги таъминлигининг аҳамияти.....	66
Рўзиева Н., Неъматова Ш. Фуқаролик жамиятининг шаклланишида хусусий мулк, ўрта қатламнинг ўрни.....	67
Taylyakova F. Innovations are the foundation of active entrepreneurship.....	69
INFORMATION SERVICE AND SECURITY	
Каримов С., Хосилов Д. Модели многосвязных систем.....	71
Каримов А. Мирхомитов. Обеспечение безопасности SQLserver.....	71
Садыкова М. Исследование IPS технологии и предотвращение сетевых атак.....	73
Усманова С. Ахборотни криптографик ҳимоялаш усуллари ва уларнинг аҳамияти.....	74
Ғофуров М. Ахборот бутунлигининг бузилиш сабаблари ва уларнинг бутунлигини таъминлаш усуллари.....	76
NATURAL SCIENCES	
Isaqova N., O'rinjonova O., Ulug'bekova F. Giperaktiv sindromi va uni oldini olish usullari.....	78
Qodirova O., Qodirova V., Qurbonov E. A. Qadimgi davr tibbiyot ilmining buyuk darg'alari.....	80
Qurbonov E., Mamajonova Sh., Muqimova X. Ibn sino va zamonaviy tibbiyot.....	81
Содикова Д. Механизмы воздействия селена на вакушерстве	83
PHILOLOGICAL SCIENCES	
Алимжонов М. Инглиз тили дарсларида ёшларда ватанпарварлик тарбиясини шакллантиришнинг педагогик жиҳатлари.....	85
Аллабердиева Г., Набижонов Н., Мўминова О. Чет тилини ўқитишда талаффузга ўргатишнинг мақсад ва вазифалари.....	87
Babayeva M. The role of interactive methods in the development of students' english speech	89
Bozorova X. Approaches and methods of teaching English.....	90
Мўминова О., Асқарова Г., Рўзиева Н. Ўзбек таълим тизимининг ўзига хос хусусиятлари.....	91
Марипова Г. З. Нишонов И. Инглиз тили дарсларида ёшларда ватанпарварлик ва фуқаролик тарбиясини шакллантириш.....	93
Nazaralieva M., Tursunalieva I. Borrowings – linguistic event.....	95
Navruzova N. Modern education. projects in English class.....	97
Nuriddinova M. The use of multimedia technologies in teaching foreign languages.....	99
Olimova D. Using modern information technologies in the foreign language.....	100

INNOVATIONS ARE THE FOUNDATION OF ACTIVE ENTREPRENEURSHIP

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Annotation: Throughout the article, we analyzed the main points and purpose of innovation, the quality that can make a person an entrepreneur, the characteristics of entrepreneurs and the matters of developing the innovational activity thoroughly.

Key words: innovation, active entrepreneurship, price, the product quality, demand, offer, sensitiveness, vigilance.

The policy of privatization in our country creates favorable conditions for entrepreneurship, in particular family business. Entrepreneurship in every country is the same entrepreneurship in other countries and features are common to those countries and nations.

One of the most important features of entrepreneurship is the attitude to the reality of the environment. Max Weber called it as a "good workmanship". Such practice involves achieving real results, not fantastic. Rational practice strives to achieve the desired results, the most appropriate and useful way to achieve the goal.

By the 20 th century, entrepreneurs and, in particular, the family entrepreneur had new features and tasks. American economist Y. Schumpeter drew attention to this. He believes that the most important organizational and economic innovation in entrepreneurship, particularly in family business. Indeed, in today's world, it is impossible to achieve success without innovative thinking and innovation. Any businessman is a servant, but any employee cannot be a businessman. In fact, anyone engaged in any entrepreneurial activity cannot be entrepreneur. In order to become a businessman, it is necessary to have certain qualities besides the choice of business as a profession. These features include identifying the market demand, defining the function, consistent and vigilant in fulfilling the task, acting wisely in the use of raw materials and resources. Key features of entrepreneur can include:

- Reasonable risk;
- Being prepared for any changes in the market;
- Innovation.

The pursuit of profit is unique to any businessman, not just an entrepreneur. The benefits of a businessman are, in general, a part of income that goes beyond cost. The benefits of the entrepreneur, as mentioned above, are part of the proceeds, but the core of this section is innovative. In other words, the profits of the entrepreneur will be divided into two parts: 1. The common good of a businessman; 2. An additional benefit from innovation, in addition to the common good of a businessman. In fact, the benefits of the entrepreneur are, in principle, the second part mentioned above.

In this regard, a large-scale work is being carried out in Uzbekistan aimed at increasing the effectiveness of scientific research activities, strengthening the role of science in social and economic development and democratic renewal of the country.

Innovations in the production of new products and services as well as changes in their organization are called innovations. The purpose of innovation is to create new

opportunities for consumers to meet their needs, and to ensure that entrepreneurs get more benefits.

According to Schumpeter's theory, entrepreneurship is associated with finding and applying new technologies. According to this theory, the sooner the entrepreneur finds and fosters effective innovations, the more profitable it will be if it is put into production. After all, other entrepreneurs have started to introduce innovation and start selling, so the price of this product or service starts to decline. The entrepreneur will benefit from the introduction of this innovation before the price drops. After the price drops, it will have to look for and implement new and effective technologies that will reduce costs and improve quality. Thus, due to entrepreneurial activity there is a continuous process of renewal and productivity increase.

Schumpeter's theory also describes the essence of innovation. He considers the change in five different aspects as part of innovation. These are:

1. Use of new techniques and technologies;
2. Production of new types of products;
3. Using new types of raw materials;
4. Develop new markets;
5. Introduction of new management technologies.

The use of new techniques and technologies and the new types of raw materials seem to be unrelated to economic relations at a glance. Supposedly, not all people who purchase a new type of car, which is technically comfortable, are entrepreneurs. Whether it's a petrol engine that's cheaper than a car, it's not a businessman.

It is a business-friendly feature of new techniques and technologies, new types of commodity production and paid services.

Innovation aspiration is not a natural feature of entrepreneurs. This feature is not merely an entrepreneurial feature. For example, buying a home-made air conditioner with innovative air conditioner does not turn into a businessman. Entrepreneurs are sensitive to the need for existing signals and the need to use innovation available in the community and introduce these innovations quickly. Entrepreneurs "... even in the changing circumstances, people overcome the imbalance caused by an old farming business" [1].

According to the Schumpeter theory, the economic value and main function of business is to eliminate disparity in the economic system and to balance the balance at a new, higher level. Another prominent researcher, I. Kirtsner also tries to identify features specific to entrepreneurs like Y. Schumpeter. According to the I. Kirtsner classification, entrepreneurs have a certain kind of knowledge. They know what others are unaware of. Specifically, they are the price, the product quality, the

size of the supply and the offer, and so on. more information than others. Another advantage of entrepreneurs is that even if they have the same amount of information as others, they will benefit from this knowledge and how to use it.

Kirtsner bidders offer to imagine the situation in which they do not know how to use their market experience. Resellers who did not buy anything at the market were able to offer more convenience than other customers; because the merchant did not know that less profit should be satisfied for the sale of the goods; The buyer who bought the product at a high price did not know that he could buy it at a lower price. Merchants who sold the product at a low price did not know that it could be sold at a much higher price.

According to I.Kirtsner, the entrepreneur is able to find out where to sell the product at a high price and where it is possible to buy raw materials at a low price [2]. I.Kirtsner believes that quality is a quality that anyone can turn into an entrepreneur. It is because vigilance ensures that people learn about places where they can not learn. Entrepreneurship requires product innovation, innovation, innovation in all areas, whether it changes its business or creating a new kind of activity. Innovation is the introduction of a new system of production, quality management, new methods of production organization or new technologies. According to the theory of business the following two models are distinguished: - traditional (classical) entrepreneurship; - innovation entrepreneurship. Traditional (classic) entrepreneurship is a traditional, conservative entrepreneurship aimed at maximizing the use of traditional ways of managing the economic activity, enhancing its profitability and expanding the range of services.

Traditionally, entrepreneurship is carried out in the country by engaging in activities that are widely known and widely used in the country, ensuring that creativity, new approaches and methods do not exist, and that the economic growth is more productive, with more conjunctural change.

Innovative entrepreneurship is a new approach based on entrepreneurial activity, with the aim of creating innovation or using new, non-widespread, or new phenomena in traditional economics. The foremost aspect

of innovation entrepreneurship is that it brings more results than traditional businesses. However, at the same time, it should be noted that innovative entrepreneurship puts specific requirements to entrepreneurs, their constant creation and search, acquisition and implementation of new knowledge, the search for new technologies and their effective utilization. The key condition for effective business is to engage in innovative activities. This involves the use of modern approaches to entrepreneurship, advanced technology and management practices. For the first time in scientific research by European scientists, the term "innovation" does not necessarily have to be afraid of changes. Innovation is a novelty aimed at improving the quality of products and services provided.

If we look at innovation as a goal, the goal comes from the needs of humans. It means that, through innovative ideas, we can not go back to the values, but tomorrow. The rapidly developing, science-enhancing country is ahead of the list of the most developed countries in the world. Innovation is an economic growth, which means social welfare and social development. Uzbekistan, which has chosen the path of innovative development, is at such a high level.

On November 29, 2017, the President of the Republic of Uzbekistan signed the Decree "On Establishment of the Ministry of Innovative Development of the Republic of Uzbekistan" in order to radically improve innovative activity and move the economy to an innovative basis. A new system and mechanisms of governance have been clearly defined to predict the effectiveness of public investment programs.

Additional measures are being undertaken within the framework of a comprehensive program of entrepreneurship development, accelerated development of entrepreneurial activity, comprehensive protection of private property and qualitative improvement of the business environment [3].

It serves as the most important factor in the development of small business and private entrepreneurship in our country, primarily the creation of new types of production and services based on innovative ideas and technologies, creating new jobs and increasing the incomes and living standards of the population.

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АННОТАЦИЯ

Мақолада инновациянинг моҳияти, мақсади, шахсни тадбиркорга айлантириш мумкин бўлган сифат, фақат тадбиркорлага ҳос бўлган хусусиятларни, инновацион фаолиятни тубдан такомиллаштириш масалалари таҳлил этилган.

Ключевые слова: инновации, активное предпринимательство, цена, качество продукции, спрос, предложение, чувствительность, бдительность

АННОТАЦИЯ

В статье анализируется характер, цель инноваций, качество, которое может быть преобразовано в индивидуального предпринимателя, и особые характеристики предпринимателя, радикальное улучшение инноваций

Таянч сўзлар: инновация, фаол тадбиркорлик, нарх-наво, махсулот сифати, талаб, таклиф, сезувчанлик, ҳушёрлик.