
Section 4. Economics and management

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ECONOMIC CONTENT OF WOMEN'S ENTREPRENEURSHIP

From the point of view of the organization of production and labor processes, small business implies freedom and independence of actions, the employee's interest in the results of his work, more flexible working conditions, efficiency of decisions made, the absence of complicated management structures, but at the same time the intensity of employees' work increases. Small business is distinguished by the peculiarity of the socio-psychological climate that develops in the company's team, while creating the best opportunities for combining personal and collective interests, there is the least risk of conflict situations.

With regard to the social adaptation of the population to a market economy, small business provides a person with considerable freedom of action, the opportunity to express themselves and earn income, but this form of employment is more characterized by the risk and uncertainty of the future position of the individual, weak social protection of both entrepreneurs and employees of small enterprises. To this is added a specific problem – the security of entrepreneurs and their property¹.

In the political sphere, small businesses do not have the same opportunities as large capital for lobbying their interests in the highest echelons of power. This is one of the important reasons why small businesses need constant and effective support from the state and public organizations.

So, the concept of entrepreneurship as a form of employment has been clarified in terms of its role in the system of social relations, taking into account the opportunities provided for self-realization and

¹ Andriuta X., Kartašova J. Female entrepreneurship patterns: a theoretical comparative study. *Verslo sistemas ir ekonomika business systems and economics*, – 3(2). 2013. – P. 187–195. DOI: 10.13165/VSE-13-3-2-05.

self-affirmation of the individual as a person. Small business performs economic and social functions in the modern economy, the content of which was defined by us in this paragraph.

Entrepreneurship is a kind of elite form of employment, which imposes a whole range of special requirements on the subject. At the same time, it is somewhat contradictory. Taking into account the above, we believe that the use of entrepreneurship as a form of employment for certain categories of the population and in certain areas of production should be carried out taking into account the need to minimize possible contradictions in order to increase the stability of the chosen form of employment.

The greatest contribution to the theory of entrepreneurship was made by A. Smith and J.B. Say. A. Smith understood the term “entrepreneur” as an owner who takes an economic risk in order to implement a commercial idea and make a profit. He himself plans, organizes production, disposes of its results.

J.B. Say wrote that the functions of an entrepreneur include a combination of factors of production (capital and labor), collecting information and accumulating the necessary experience, which can be used in certain situations with insufficient information, decision-making and organization of the production process¹.

J. Schumpeter called entrepreneurship a special economic factor in addition to the three well – known ones – capital, labor, and land. In his opinion, entrepreneurship has a dual function. First, it is the power that combines resources in new, unique, innovative combinations. Secondly, it is the driving force of reorganizations and social changes made on the basis of special knowledge, intuition, and other qualities of the bearers of entrepreneurial properties. The entrepreneurial process of business regeneration and renewal. Schumpeter calls it “creative destruction,” a destruction without which nothing new can be created. Although in everyday life it is customary to call all those who are engaged in business as entrepreneurs, not everyone who is engaged in it can be an entrepreneur. They are only those business people whose behavior in the market is characterized by a searchable creative nature.

Three aspects of entrepreneurship:

- Entrepreneurship as an economic category. The central problem here is the identification of subjects and objects. Business entities can

¹ Global entrepreneurship monitor. Global report 2017/18.– Global Entrepreneurship Research Association (GERA), 2018.– 154 p. ISBN-13: 978-1-939242-10-5

be private individuals, a collective, and the state. Thus, in a market economy, there is private, collective and state entrepreneurship. The object of entrepreneurship is the most effective combination of factors of production in order to maximize income;

- Entrepreneurship as a method of management. Defines an entrepreneur as an independent and independent business entity, responsible for decisions made, their consequences and associated risks, and a focus on achieving success;

- Entrepreneurship as a type of economic thinking. It is characterized by a combination of original views and approach to decision-making. The central role here is played by the personality of the entrepreneur.

Models of entrepreneurial behavior:

- the classical model-consists in the fact that the entrepreneur seeks to organize his activities with maximum efficiency from the resources at his disposal;

- innovative model-it uses not only its own resources, but also external ones, which makes it possible to choose the most profitable options for developing its own entrepreneurship.

Thus, entrepreneurship is a special type of creative activity associated with unlimited initiative and reasonable risk and, as a professional activity, is the most effective incentive for high-performance work, profit and, ultimately, better satisfaction of personal and social needs¹.

The high level of employment of women over the years has contributed to the formation of a special quality of the female labor force, for which professional work has become an integral feature. The society has developed a certain stereotype of the idea of women's professional employment as a mandatory and permanent process, the discontinuity of which is due to the performance of the reproductive function. Women's need for jobs was stimulated both by economic conditions (paid work is a means of maintaining a certain level of family income) and by non-economic methods (ideological, legal, psychological). The extensive and costly management mechanism and the concept of cheap labor supported a high level of employment for women. Thus, the high

¹ Pines A.M., Lerner M., Schwartz D. Gender differences in entrepreneurship: Equality, diversity and inclusion in times of global crisis. *Equality, Diversity and Inclusion: An International Journal*,– 29(2). 2010.– P. 186–198. DOI: 10.1108/02610151011024493.

employment rates of Soviet women are explained by economic necessity, and not by their desire to gain real economic independence¹.

Ensuring women's employment is greatly influenced by the so-called inter-gender division of labor, that is, the time-based and traditional assignment of certain types of work to men and women. "Female" professions were formed by bringing traditional female occupations within the family to the macro level. The division of professions into "male" and "female" is artificially created, but it is justified in any society. There are various explanations for this.

Some foreign scientists, such as J.B. Agassi, L.D. Barnett, K. Bird, M.S. Gibbs, and D.H. Hatelman, believe that the qualities of female employees should be a continuation of traditional female characteristics². It is believed that a woman, due to her natural inclinations, which are in no way connected with social reasons, tends to choose such professions that are, as it were, a continuation of her household duties. Typical examples are given: a nanny, a nurse, a kindergarten teacher, or a teacher. Some experts point out that "the woman herself can't think clearly, but she's great in supporting roles..."

Indeed, there are professions and types of work that women generally do better than men, and vice versa. So, professions that involve significant physical effort are more suitable for men. However, we cannot agree with the conclusions about the degree of expression of mental qualities of character of men and women, their decisive influence on the success of professional activity³.

It can be concluded that the situation in the field of employment at the present stage is not in favor of women. The main parameters and trends that characterize the peculiarities of women's employment relations include:

¹ Global entrepreneurship monitor. Global report 2017/18.– Global Entrepreneurship Research Association (GERA), 2018.– 154 p. ISBN-13: 978-1-939242-10-5

² Meunier F., Krylova Y., Ramalho R. Women's entrepreneurship: how to measure the gap between new female and male entrepreneurs? Policy Research Working Paper 8242, 2017. [Электронный ресурс]. URL: <http://www.doingbusiness.org/content/dam/doingBusiness/media/Special>.

³ Meunier F., Krylova Y., Ramalho R. Women's entrepreneurship: how to measure the gap between new female and male entrepreneurs? Policy Research Working Paper 8242, 2017. [Электронный ресурс]. URL: <http://www.doingbusiness.org/content/dam/doingBusiness/media/Special>.

- the specifics of the social group of women, the female labor force, which has social, psychological and psychophysiological features associated with the unique social role of women and their functions;
- dual employment of women related to the performance of a social role, maternal function and participation in labor activities;
- the need for paid employment of women in connection with maintaining an acceptable standard of living for the family, the current stage of socio-economic development of society, established traditions and stereotypes in the perception of the role and place of women in society, and the interests of women themselves;
- problems of gender-based occupational segregation, which contributes to the concentration of women in low-paid professions and industries, leading to discrimination against women in employment and in the labor market, as well as disproportions in the level of remuneration for women and men, and career opportunities.

Thus, in our opinion, one of the ways to solve the problems of women's employment is to develop socially-oriented entrepreneurship and attract women to small businesses.

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