



GENDER IDENTITY MANIFESTATION AND ITS SOCIO-PSYCHOLOGICAL CHARACTERISTICS AMONG WOMEN ENTREPRENEURS IN UZBEKISTAN

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ABSTRACT

This article highlights the development of women's entrepreneurship in modern Uzbekistan and the socio-psychological characteristics of gender identity manifestation among women entrepreneurs against this backdrop. The paper analyzes the collision and integration processes between the national mentality, traditional role models, and modern business requirements, the phenomenon of psychological androgyne, internal conflicts (role conflicts), and the psychological mechanisms to overcome them.

Keywords: *Gender identity, female entrepreneurship, socio-psychological features, role conflict, androgyne, transformation, emotional intelligence, Uzbekistan.*

INTRODUCTION

The increasing socio-economic activity of women under market economy conditions is triggering deep transformational processes within Uzbek society. Today, Uzbek women manifest themselves not only as guardians of the family hearth, but also as successful business entities, leaders, and employers.

Engaging in entrepreneurial activity demands traits from a woman that are traditionally viewed as "masculine," such as assertiveness, risk-taking, and decisive leadership. However, traditional cultural expectations prioritizing "feminine" qualities—such as gentleness, family-centeredness, and patience—remain strong. Balancing these two poles serves as the primary factor shaping the gender identity and socio-psychological profile of Uzbek women entrepreneurs.

1. GENDER IDENTITY AND ENTREPRENEURSHIP IN FEMALE PSYCHOLOGY

Gender identity is an individual's self-awareness as a member of a specific gender and the acceptance of the corresponding social role. Upon entering the entrepreneurial field, a woman is compelled to reconsider her internal gender perceptions.

The manifestation of gender identity among Uzbek women entrepreneurs can be categorized into three main models:

Traditional-Integrative Model: The woman views her entrepreneurial activity as an extension of her family responsibilities (e.g., cottage industry, handicrafts, education, apparel manufacturing). She manages her business while retaining her "feminine" qualities (care, empathy).



Masculinized Model: Due to intense market competition and pressure, the woman adopts rigid, authoritarian management styles and emotional suppression traditionally associated with men.

Androgynous Model: A modern and psychologically adaptable model in which the woman exhibits both masculine traits (decisive decision-making, strategic risk-taking) and feminine traits (flexibility, emotional intelligence) depending on the situation.

2. SOCIO-PSYCHOLOGICAL CHARACTERISTICS OF UZBEK WOMEN ENTREPRENEURS

In the context of Uzbekistan, the psychological portrait of women entrepreneurs is distinguished by the following specific characteristics:

Dual Role Pressure (Role Conflict): An Uzbek woman entrepreneur must simultaneously fulfill several social roles: successful business leader, devoted wife, caring mother, and respectful daughter-in-law. This dual burden can lead to psychological and emotional burnout.

Flexible Leadership (Transformational Leadership): Rather than relying on coercive control or strict authority, Uzbek women prefer to achieve results through fostering team cohesion, mutual understanding, and motivation.

Social Responsibility and Empathy: Women entrepreneurs view business not merely as a source of income, but as a platform to support those around them—especially other women—by creating job opportunities.

Guilt Complex: An internal emotional conflict arising from the perception that business commitments reduce the time dedicated to family and child-rearing.

3. NATIONAL MENTALITY AND SOCIAL PERCEPTION FACTORS

Societal expectations and gender stereotypes remain strong in Uzbek society. The development of a woman entrepreneur's gender identity is influenced by the following socio-psychological factors:

Factors	Negative Impacts / Barriers	Positive Opportunities / Advantages
Family and Relatives' Attitude	Stereotypes like "a woman's place is in the home," constant hyper-vigilance.	Support from spouse and family serves as an 80% guarantee of success.
Business Environment	Skepticism or lack of serious perception from male partners or competitors.	Strategic flexibility in negotiations, skillful use of empathy and interpersonal approach.



Factors	Negative Impacts / Barriers	Positive Opportunities / Advantages
State and Societal Support	Initial gaps in legal and financial literacy.	Gender equality policies, state-backed micro-credits, and special incentives.

CONCLUSION AND RECOMMENDATIONS

The manifestation of gender identity among Uzbek women entrepreneurs is dynamic in nature. Modern Uzbek women express their social and economic independence without rejecting traditional values. The development of an **androgynous gender identity** and **high emotional intelligence** serves as the primary driver for achieving sustainable success in business.

Practical Recommendations:

1. Expanding Psychological Modules in Business Trainings: Offer female entrepreneurs psychological workshops covering stress management, resolving role conflicts, and time management, alongside finance and marketing courses.
2. Work-Life Balance: Reduce societal pressure on women entrepreneurs and promote a culture of shared domestic responsibilities within the family.
3. Coaching and Mental Support: Establish a structured mentorship (master-apprentice) system connecting experienced businesswomen with aspiring female entrepreneurs.

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