

The background features a complex, abstract design. It includes several overlapping circular patterns, some resembling gears or orbits. A central focus is a bright orange and yellow circular area with a blue and white checkered pattern below it. The overall aesthetic is technical and scientific, with various lines, arrows, and geometric shapes scattered throughout.

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The factors of entrepreneurs into market relations

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Abstract: The attitude article deals with the adaptation of entrepreneurs to market relations.

Keywords: entrepreneurship, adaptation, market relations, socialization, need

According to the definition given by scholars, the process of active adaptation is defined as the interaction of an organism with the environment. It has been established that this process can occur at different levels (biological, psychological, sociological). It is important to note that a person's psychological adaptation is reflected in their decision-making, expression of their thoughts, ideas, attitudes to the proposed behavior.

In particular, according to J.Piaget, the main process in the mental development of a child is an adaptation. The author argues that the adaptation process consists of manifestation of accommodation and assimilation.

J.Piaget shows that accommodation is the structure of the mechanism of mental activity for the purpose of receiving new information, and assimilation is the absorption of external realities and their meaning. In a word, the process of active adaptation is, first of all, the acquisition of knowledge, skills, competencies and capabilities, secondly, changes in the mental structure of the man - cognitive (sensory, perceptual, mnemonic, etc.) and personal (motivational, purposed, emotional, etc.) processes.

Well-known psychologist V.N.Drujinin notes that social adaptation is the interaction of an individual with the social environment. This process refers to socialization - in which a person not only interacts with the social environment, but also learns social behaviors and norms which require adaptation. Psychologist V.N.Drujinin emphasizes that the state of the individual or group in the relationship, the person does not go to long-term external and internal conflicts during their activities, is satisfied with sociogenic necessities, being ready for expectations of the role offered by the group, can express their creative capabilities independently and confidently called socio-psychological adaptation.

According to the results of these analyzes, constructive mechanisms help to assess the conditions of social life through the ability to adequately examine the situation, analyze, synthesize and forecast realities, understand the consequences of activities.

Psychologists, while studying the psychological basis of adaptation to secondary occupational labor, come to the general conclusion that the process of adaptation

occurs when a person interacts actively with the environment surrounding him.

In our opinion, at a time when entering into market relations, the introduction of women into new (secondary) labor (professional) activities may reflect a reaction to external and internal labor factors they have not learned about the adaptation of their bodies and psyche.

Developing the views of the Russian psychologist V.N.Drujinin and according to theoretical and scientific researches, adaptation to a new type of activity can be described as the reconstruction and re-adaptation of a person in an effective personal, information, system of forces in order to thoroughly master their (secondary) profession.

Based on the analysis of the literature in this field of research, we define adaptation to secondary professional activity in a changing world - it means that the subject is actively adapting to the specifics of a new type of activity in the process of labor.

According to psychologist E.A.Klimov, the activity of the subject at work leads to the effective conduct of the process of professional activities, including professional adaptation, which can be reflected in the setting of requirements and opportunities, regardless of the professional environment of the subject. Based on the results of research by psychologist E.A.Klimov, it is accepted that human adaptation to work takes place in the following two stages:

Primary adaptation is a period of normalization or expected maladaptation.

Secondary adaptation is a decrease in the ability to adapt in a way that is specific to the age periods.

According to psychologist G.A.Suvorova, the process of adaptation is continuous, it can be activated in the balance of the system "subject of labor - the professional environment". She divides the adaptation process into three stages:

- 1) adaptive pressure;
- 2) normalization;
- 3) end of adaptation.

According to the research of psychologist G.A.Suvorova, these periods are reflected in the behavior, information system and activity of the subject in accordance with the requirements of the working and production environment.

Psychologist A.A. Nalchadjian, studying the problems of socio-psychological adaptation of the individual, concludes that professional adaptation is manifested in the process of adaptation of productive, psychological and sociological forms and control of factors of adaptation traits.

Also, psychologist A.I.Kitov conducts research on economic psychology and concludes that professional adaptation (production) is characterized by increased efficiency, quality and safety of work, the emergence of creativity at work and

increased self-confidence.

Another psychologist scientist A.L.Juravlev studied cooperation activities in the conditions of organizational and economic changes, he specifically recognizes that psychological adaptation manifests itself in the increase in the function of self-confidence, in the factors of emotional persistence in relation to unpleasant behavior in activity, in the achievement of professional success and overcoming of failures in a specific way.

Results. According to research, more precisely, based on the results obtained by the respondents using the method of "Self-assessment in psychological adaptation", the socio-psychological adaptation of entrepreneurs to new labor or secondary professional activity can be divided into five types: lower level, below average level, medium level, above average level, high level.

In our opinion, the above-mentioned levels of entrepreneurs in the context of market relations:

- a) the status of the relationship;
- b) avoid long-term external and internal conflicts during employment;
- c) satisfaction of sociogenic needs;
- d) being prepared for the role expectations that may be provided by society (sometimes a non-reference group);
- e) helping to determine the ability to express their creative abilities independently and confidently, and determines the scope of active adaptation.

Determining the socio-psychological adaptability level based on self-assessment strategy (n=100)

№	Interval score indicator	Levels of socio-psychological adaptability	HK-SSt	Tt
			n=50	n=50
1.	From 1 point to 2 points	lower level	8	19
2.	From 3 point to 4 points	below average level	12	12
3.	5 point	medium level	18	15
4.	From 6 point to 7 points	above average level	5	2
5.	From 8 point to 10 points	high level	7	2

According to the results of these studies (Table), a moderate level of socio-psychological adaptability was observed in the subjects belonging to the group of entrepreneurs working in the service sector - "HK-SSt", respectively, this figure was 36%. In their view, the factors that motivate the choice of a new job or secondary professional activity in the context of market relations, intensify the behavior towards economic socialization and industrialization of society in the period of socio-economic development, determine the specificity of entrepreneurial activity in a market economy. Entrepreneurial students show a low level of socio-psychological adaptability (38%) in the "Tt" group, in turn, they are much younger than other group

members, have less experience with them in secondary professional activities, and are also engaged in extracurricular learning activities. Learning activities, in turn, recognize the intensity and importance (adaptation) of interpersonal relationships. The generalized analysis of the results shows that the representatives of this group live in the community, with the desire to be respected and honored in the eyes of their colleagues and relatives.

In summary, the socio-psychological adaptation of entrepreneurs to a new job or secondary professional activity can be divided into five types: lower level, below average level, medium level, above average level, and high level.

The ideas of the theory of "active approach to the individual" will be the basis for the study of factors, mechanisms, aspects that affect the active adaptation of entrepreneurs to market conditions and the formation of personality and socio-psychological characteristics that ensure the effectiveness of secondary professional adaptation.

It is also expedient to study the formation of professional attitudes of entrepreneurs in the process of resocialization in terms of the "concept of self-awareness" and at the heart of it is the idea that values of social significance are assimilated by the individual during human ontogenesis through existing norms and institutions in society, and that the realization of these values takes place through the process of self-awareness.

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