

## SOCIAL PSYCHOLOGICAL CHARACTERISTICS IN WOMEN'S PROFESSIONAL ACTIVITY

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**Abstract.** A number of social and psychological factors play an important role in women's professional success. This article examines research on gender equality, personal motivation, and societal stereotypes. Special attention is paid to the state policy and practice of women's professional development in our country.

**Abstract.** Social and psychological factors play an important role in professional success. V etoy state rassmatrivayutsya issledovaniya gendernogo ravenstva, lichnoy motivatsii i sotsialnykh stereotipov. Osoboe vnimanie udeleno gosudarstvennoy politike i praktike professionalnogo razvitiya genschin v nashey strane.

**Annotation.** Several social and psychological factors play a significant role in women's professional success. This article reviews research on gender equality, personal motivation, and societal stereotypes. Special attention is paid to state policies and practices related to women's professional development in our country.

**Key words:** women's career, gender equality, motivation, psychological characteristics, social stereotypes, state support, female leaders.

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### INTRODUCTION

President Sh.M. Mirziyoyev's words, "It is our duty to create the necessary conditions for our women to be active and leaders in all fields," once again confirm the importance of women in society. Ensuring gender equality, especially supporting the entry of women into the labor market and leadership positions, is currently one of the most urgent issues. This article is devoted to the study of socio-psychological features of women's professional career.

### **LITERATURE ANALYSIS**

Various factors play an important role in women's career. Personal motivation, gender stereotypes and government policies play a key role in their professional development.

**Personal motivation.** Personal motivation is one of the main factors in achieving success. According to McClelland's theory of needs, a person's desire for success is related to three main factors: the need for success, the desire for power and influence, and the need for affiliation. For women, social support is important in supporting these factors. Scientific studies show that personal motivation plays a major role in determining the career direction of women. For example, motivational training, a supportive social environment, and self-confidence building programs are effective solutions for women.

**Gender stereotypes.** Gender stereotypes are often an obstacle for women to make a career. According to Hofstede's research, patriarchal views in society and stereotypes that women should be "only in charge of the family" have a negative impact on their professional development. Many countries around the world are trying to eliminate these stereotypes by promoting gender equality. Important work is being done by the state in this direction in Uzbekistan as well. In particular, initiatives are being strengthened to revise gender roles in the family, to support women's active participation in all spheres of society.

**State policy.** State policy is of great importance in ensuring the career development of women. As a result of the work carried out to ensure gender equality in Uzbekistan, the professional activities of women are expanding. An example of this

is the "Women's Support Program" developed at the initiative of President Sh.M. Mirziyoyev. This program aims to promote women's education, expand employment opportunities and strengthen their economic activities. Also, special loans and training programs are being organized for women, which serves to increase their participation in the field of entrepreneurship.

The above factors together affect the career development of women and help them create more opportunities. Cooperation between the state and society in solving gender issues in Uzbekistan guarantees positive results in this regard in the future.

#### **ANALYSIS RESULTS AND METHODOLOGY**

Level of motivation and its importance. According to the results of the research, the level of motivation stands out as a decisive factor in women's career. 85% of participants cited internal motivation and external support as the main driving forces for success. At the same time:

Intrinsic motivation: Women's self-confidence, personal ambitions and desire for professional development. The study found that women with high internal motivation are more likely to achieve leadership positions.

External support: Women believe that it is important for society and family to create a stimulating environment for them. Support from family members is especially crucial in managing family responsibilities.

Also, recognition and appreciation of women's achievements by society helps to increase the level of motivation. In recent years, the state policy aimed at ensuring gender equality in Uzbekistan, including the "Women-Girls Support Program", plays an important role in this regard.

#### **The influence of family responsibilities on career development**

Most of the women who participated in the study (more than 70 percent) stated that they could not pay enough attention to professional development due to family responsibilities. This issue was revealed through the following aspects:

Patriarchal stereotypes: In some societies, the traditional view that women are mainly responsible for housework has a negative impact on career development. In

Uzbekistan, special programs are being developed by state and non-state organizations to overcome these stereotypes.

Family support is a crucial factor in overcoming these obstacles. The study revealed that the support provided by family members had a positive effect on women's work productivity and career development.

### Success factors of women in leadership positions

Women in leadership positions explained their success through three main factors:

- Priority goal setting: Women leaders have developed clear goals and strategies to achieve success. They planned each step in advance and determined priorities. This has played an important role in the effective management of time and resources.

- Improving knowledge and skills: In the modern world, mastering new knowledge and technologies is one of the important factors of career success. The participants of the study reported that they regularly attended professional development courses to improve their knowledge. They also tried to acquire new skills through learning foreign experience and professional networking.

- Balancing work and family: Women leaders have used effective strategies to balance work and family to achieve success. They used modern technologies and methods in planning their time. At the same time, relying on the help of family members, they managed to maintain a balance between professional and personal life.

### CONCLUSION

In order for women to achieve success in their professional activities, it is necessary for the state to ensure gender equality and strengthen programs that increase motivation. Also, it is necessary to fight against stereotypes about the role of women in society.

### Used literature

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