



## CREATIVE ENTREPRENEURSHIP AND THE ECONOMIC CONTENT OF ADOLESCENT GIRLS' ENTREPRENEURIAL ACTIVITY

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### ABSTRACT

The article discusses how business ideas should be structured for adolescent girls and how, as companies grow, founders must diversify their products and services, diversify their projects, and search for directions to develop their projects.

### KEYWORDS

Adolescent entrepreneurship, main needs of creative entrepreneurs, creating own projects, creating like-minded communities, self-development.

### INTRODUCTION

Entrepreneurial activity is rapidly developing in our country. The state plays an important role in projects contributing to its development. The dream is for the knowledge of young students to benefit our country and for every new generation to be significant for the future. The opportunity to start one's own business, share one's knowledge, earn an income to help parents, and have one's own money are motivations for choosing entrepreneurship. Important goals and objectives were set to determine the real opportunities for adolescent girls' entrepreneurial activity.

Entrepreneurship at an adolescent age can yield great results, as young minds are capable of finding and promoting non-standard business solutions, generating new ideas, and implementing them.

Entrepreneurial activity is an independent activity carried out at one's own risk, with the purpose of deriving regular profit from the use of property, the sale of goods, the performance of work, or the provision of services by individuals registered in this capacity in accordance with legal procedures.

In the modern world, projects and companies that monetize intellectual property are at the forefront and driving force of the economy. Most often, they operate in creative sectors—enterprises in digital technology, arts, culture, design, media, and communications.

Such companies are often founded by people who share certain views and values—these are creative entrepreneurs.

Creative entrepreneurs are not only those who sell artwork and music. According to the study "How Creative Entrepreneurs Live," founders of such projects possess skills and personal qualities that allow them to start a business under conditions of high uncertainty and work with the "complexity of creative products" a priori.

The main need of creative entrepreneurs is the desire to change the world for the better, which is why they decide to create their own projects. Second and third places are shared by the desire to bring people together, create communities of like-minded individuals, and pursue self-development.

According to creative entrepreneurs, their approach to business is not primarily about striving for profit but rather based on their love for what they do. Their activity can sometimes be both leisure and work, which means that business becomes a lifestyle for them, touching all areas of their life.

Research shows that creative entrepreneurs rarely have specialized education, but their ability and desire to learn allow them to quickly master new directions. Most creative entrepreneurs have well-developed skills that compensate for the lack of certain competencies.

As companies grow, founders face the need to diversify products and services, diversify projects, and seek directions for project development. To do this, it is important for them to have the following skills (most of which they already possess):

1. Stress resistance and patience to continue project development despite constant risks—such as new customer demands, changing audience preferences, and contextual and metaphorical shifts like lockdowns during the COVID-19 pandemic.
2. The ability to create an effective team and maintain a balance between creating a positive, safe environment and monitoring task completion.
3. Economic adaptability that allows for developing alternative ways of development. This skill is especially important in creative fields, where the market is still forming and the places for production and sales are not clearly defined.
4. Empathy in dealing with customers.
5. The ability to maintain connections within the professional community. This skill is closely tied to the need of creative entrepreneurs to form their own social circle, which can provide them with both loyal customers and employees.

Creative entrepreneurship typically relies on human capital, distribution and sales infrastructure, as well as the cultural potential of the city and its population. Entrepreneurs in this field may face various challenges, from audiences not being ready to not being able to assemble a team with the necessary skills.

Notably, the ecological situation is becoming a motivation for developing ecological activism, socially

responsible businesses, and introducing new solutions in eco-control. For example, the diversity of the urban environment encourages entrepreneurs to create new landmarks and become socially active in solving urban issues, such as preserving architectural heritage.

The availability of administrative support, opportunities to collaborate with other creative enterprises, and the rich historical, cultural, and natural conditions of cities are factors that help the growth and development of creative projects.

Creative entrepreneurship is not only shaped by the external environment but also actively influences it:

- Through collaboration with other enterprises;
- By organizing events, fostering consumer culture;
- By creating demand from audiences for new product and service quality;
- By forming new landmarks.

As a result, there is a change in citizens' culture and lifestyle and the formation of communities around projects.

Creative entrepreneurs are forced to balance between altruistic needs and the necessity to earn money. However, the values that motivate them—self-awareness, freedom, the need for self-development, communication skills, and a willingness to take risks—help them create new products and services unfamiliar to the market or elevate them to a new level of quality.

Creating their community allows such entrepreneurs to feel nurtured among like-minded individuals, receive support, and gain encouragement from this community.

Creative entrepreneurs are people who build their own reality and use everything around them for this purpose. They do not avoid risks or look for safe business directions, nor do they shy away from starting their business. They seek to shape, create, and change the environment as they wish. Unlike crude institutional strategies, the tactics of creative entrepreneurs allow them to quickly and precisely reassemble everyday life.

Creative entrepreneurs invest in developing their own or others' talents. Table 1 presents a comparative analytical profile of a creative entrepreneur.

Table 1

Comparative Profile of a Creative Entrepreneur

Investor	Businessman	Entrepreneur	Creative entrepreneur
In business, investors play the least creative role. Investors put money into a business that is created and managed by others. Therefore,	Closer to a creative role. The task of a businessperson is to develop an existing business or create a new one while following clear and	Truly creative. They come up with new products, open up new opportunities, and know how to make money in areas others overlook.	**A person with many creative ideas.** Their uniqueness lies in combining talent and money in their business. It involves

an investor can only rely on a modest return on the invested funds.	well-defined rules. A true businessperson is not just someone who came up with a great idea, but someone who built a strong company based on that idea and captured the market.	Entrepreneurship cannot be learned in management schools or even in economic universities. It is a talent comparable to that of an artist or musician.	self-employment or creating a business in any creative field. A creative entrepreneur differs from a conventional entrepreneur because they are engaged in creating or exploiting creative or intellectual capital.
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There are three ways for citizens of our country to engage in entrepreneurship:

1. By establishing a legal entity.
2. By registering as an individual entrepreneur.
3. By creating a farm.

Entrepreneurship is an activity aimed at regularly generating profit. The effectiveness of entrepreneurial activity can be evaluated by the amount of profit received, as well as changes in business value (market value of the enterprise). Entrepreneurship is the most important process that encompasses all institutions of a market economy.

Table 2

Types of Entrepreneurships

Name	Characteristics
- Production	- Creating products
- Commercial and Trade	- Intermediary between buyer and producer
- Intermediary	- A link in forming company financial relations
- Finance, Credit, and Insurance	- Supporting and developing the company, protecting interests within the legal framework, and supporting by the state

Entrepreneurship requires a business plan. A business plan is a document that reflects information about the selected market segment, competitors, and the uniqueness of the product or service. It also collects information about the prospects of the enterprise and calculates the profitability of the project. Having a business plan allows you to see the whole picture and

solves a number of tasks for the owner or the person trying to implement the idea, such as:

- The prospects and potential of the project;
- Possible shortcomings of the project;
- The direction in which to proceed for further development;

- The time and money needed to implement and promote the idea.

We have studied the legal aspects of starting adolescent girls' entrepreneurship. Generally, individuals can start a business from the age of 18—this is considered the time when full legal capacity is achieved. From the age of 16, adolescents may start a business if they have the written, notarized consent of their parents (legal representatives) or if they are considered fully capable due to employment or marriage. From the age of 14, they may start a business with the written, notarized consent of their parents (legal representatives), as well as in case of marriage if such an opportunity is allowed by the country's laws. For minors, that is, individuals aged 6 to 14 years, the law does not provide an opportunity to engage in entrepreneurial activity.

For state registration as an individual entrepreneur, an application is submitted to the relevant authorities. The list of documents that must be submitted to the registering authority is implemented according to the "Regulation on the Procedure for State Registration of Business Entities."

Adolescents are prohibited from working or engaging in entrepreneurial activities in the following cases:

- For heavy work (at 14 years old, carrying loads not exceeding 12 kg; at 15 years old, loads not exceeding 15 kg);
- Work involving hazardous or harmful conditions;
- Work performed at night;
- Work that may harm their health and moral development\*\* (such as gambling, working in nightclubs, etc.);

- Work related to the production, storage, and sale of alcoholic beverages, tobacco products, narcotics, and toxic drugs;
- Work related to night shifts.

Employees under 18 are entitled to reduced working hours (without loss of wages) and a longer annual paid leave.

Working hours are defined as follows (Article 415 of the Labor Code of the Republic of Uzbekistan):

- The working time for employees aged 16 to 18 should not exceed thirty-six hours per week, and for employees aged 15 to 16, it should not exceed twenty-four hours per week.
- The working time of students working during school hours should not exceed half of the maximum working time established for adolescent employees under this article.

The daily duration of work (shift) should not exceed the following limits (Article 416 of the Labor Code of the Republic of Uzbekistan):

- For employees aged 15 to 16: four hours in a six-day work week and five hours in a five-day work week;
- For employees aged 16 to 18: six hours in a six-day work week and seven hours and thirty minutes in a five-day work week;
- For students of general secondary, secondary special, and vocational educational institutions aged 15 to 16 working during the school year: two hours in a six-day work week and two hours and thirty minutes in a five-day work week;

- For students aged 16 to 18: three hours in a six-day work week and four hours in a five-day work week.

workplace certification with a positive conclusion from state expertise.

All workplaces employing adolescents must meet safety working conditions certified by the results of

Let's look at how business ideas for adolescent girls should be structured based on the following table (Table 3).

Table 3

**Business Ideas for Adolescent Girls**

Name	Advantages	Disadvantages
Tutoring	Minimal investment; Quick returns; Requires little preparation time; High demand	Not every adolescent can do this; Not all parents may trust a young tutor
Home Confectionery	Ability to use various resources; Low competition; Full control of income and expenses; High demand for products; Ability to develop new products, recipes, and varieties	Difficult market entry; Many competitors with similar ideas; High sensitivity to external conditions
Part-Time Babysitting	Babysitters can sometimes be better than close relatives; Minimal costs	Parents may be afraid to leave their child; Not all adolescent girls are suitable
Handmade Sales	Cheaper if done at home; Ability to plan your day; Quick income; Minimal investment	Lack of guaranteed income; Difficulty in identifying an activity area with large and stable income
Selling Game Accounts	Working from home; No costs required for upgrading game accounts in free online games; Interesting work	Requires a lot of time to upgrade a single account; Difficulty finding a reliable platform to sell accounts or apps
Photography	Self-expression and creativity; High profit; Ability to turn a hobby into a profitable activity	A lot of regular work; Emotional setback in case of failure, client criticism, frustration; Expensive equipment; Intense competition
Transcription	Ability to earn money without specific knowledge; Motivation to master typing skills; Improves memory; Careful attention required for monotonous work; Develops perseverance and patience; Improves literacy; Work from home	Low pay; Low-quality sources; Monotonous work

Fashion Designer or Creator	Opportunity to express creative abilities; Real participation in exciting projects; Prestige and relevance; Potential for high earnings; Opportunity for continuous development and professional growth	Hard physical work; Inability to go beyond certain limits; High competition; Constant search for sales markets; No guarantees of high earnings
Writing Online Content	Unlimited opportunities for creativity; Working from home; No intermediaries; Unlimited income; Continuous self-development; Steady work	Competition; Passive income; Low initial earnings; Monotonous work
Foreign Language Translator	High income; Steady work; Continuous development; Work from home	High competition; Difficult to start; Not always interesting
Managing Your Own YouTube Channel	Potential for stable income; Wide audience reach; Engagement with viewers through comments and live streams; Large selection of free content; Free creation and promotion of content using free tools	Requires a lot of time for creating videos; Not always possible to find a successful place for material investments in content promotion; High responsibility; Running your own channel requires careful verification of information presented in videos
Story Writing	Ability to communicate with completely different people; The author can see the process from book creation to implementation; Self-development; Creative realization; Remote work; Easier to find readers online	Multi-tasking; Book publishing; Difficulties with contracts with publishers; Unstable income level; Lack of time to write books; Difficult to protect authorship rights online

Cost Calculations for Business Ideas are presented below in Table 4 using the examples of Home Confectionery Production and Fashion Designer or Creator.

Advertising plays an important role in entrepreneurial activity. The main advertising methods used in this

project include: speaking at parent meetings and advertising services in electronic media.

"Business Risks" refer to the possibilities of insufficient profit (or even loss) due to uncertainty. Such risks may arise in the following cases:

- A decrease in demand for tutoring services;

- Competition;

- Sick leaves.

Currently, many students are studying English and Mathematics. One way to cover personal and optional expenses is through tutoring. Tutoring typically doesn't have one-time expenses because classes can be conducted from home over the internet, using available equipment like a computer and printer. The current costs associated with tutoring are presented in the table below.

## CONCLUSION

In conclusion, the number of adolescent entrepreneurs is increasing year by year. Entrepreneurial activity is an additional contribution to the family budget. Modern adolescent girls' entrepreneurial activity is real and possible today, as evidenced by conducted research. However, it primarily manifests itself in providing various services, with only a few ready to start their own "business." Adolescents are innovators who can contribute to the development of the city, region, and even the country's economy.

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