BG Pulse Journal USA

ISSN:1947-2536 http://www.bgpulseusa.com/index.php/bg

BG PULSE JOURNAL

THE IMPORTANCE OF LEADERSHIP SKILLS IN ENTREPRENEURSHIP

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Doi: https://doi.org/10.5281/zenodo.23924537

Abstract: This article highlights the importance of leadership skills in entrepreneurial activities and their role in effective business management and ensuring the sustainable development of an enterprise. It also analyzes the main aspects of leadership in entrepreneurship, including strategic thinking, independent decision-making, team management, employee motivation, and effective problem-solving skills. Particular attention is paid to the role of leadership skills in the entrepreneur's personal development, strengthening teamwork, and increasing competitiveness.

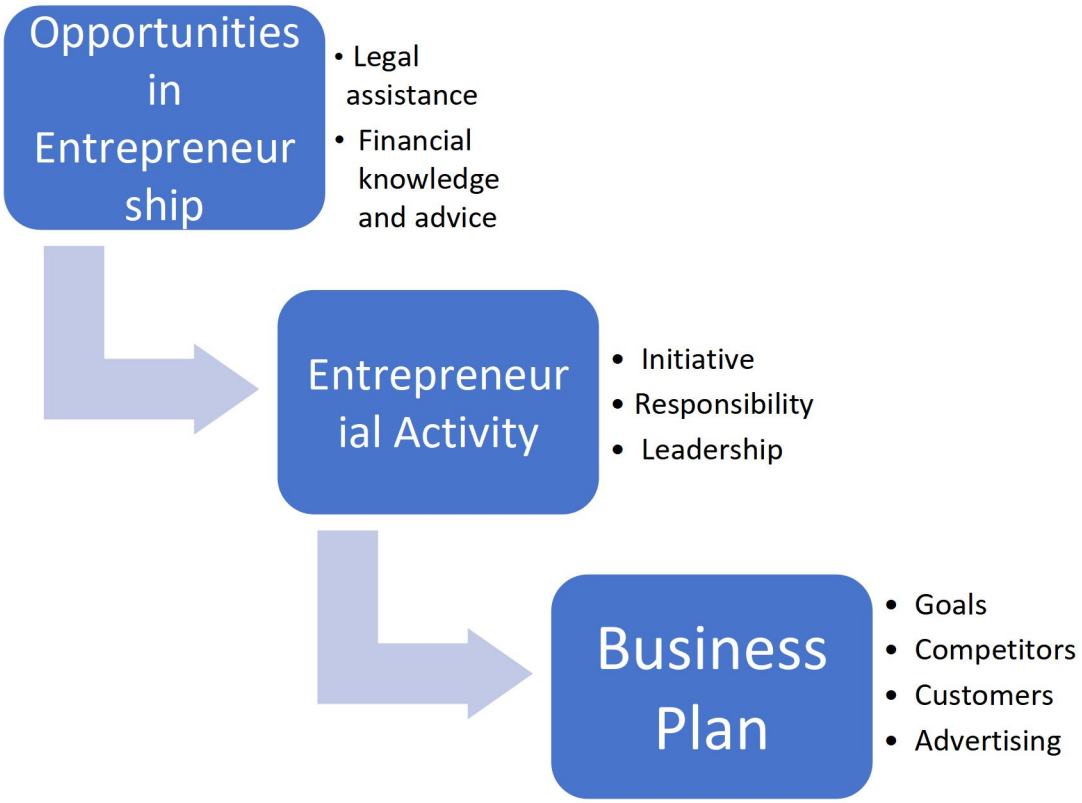
Keywords: entrepreneurship, leadership, ability, business, opportunity, development, employee, manager, business plan, skills, management, competitiveness.

INTRODUCTION

In our rapidly developing era, entrepreneurship is considered one of the important areas contributing to the development of a country's economy. In Uzbekistan, considerable attention is also being paid to developing entrepreneurial activities and creating favorable conditions for citizens who wish to start their own businesses. These efforts include providing financial support to entrepreneurs, expanding opportunities necessary for conducting business, and helping to create new jobs.

The conditions being created provide people with opportunities to turn their ideas into businesses. However, having a good opportunity alone is not enough in entrepreneurship. To use these opportunities effectively, an entrepreneur must be proactive, responsible, determined, and, most importantly, possess leadership skills. This is because the process of business development requires solving various problems, managing employees, and making important decisions. In particular, as young people's interest in entrepreneurship continues to grow, developing their leadership skills is of great importance. The ability to express one's thoughts clearly, work in a team, strive for innovation, and take responsibility are essential qualities for future entrepreneurs.

A manager's effective performance directly depends on their knowledge, qualifications, experience, and management style. Therefore, leadership skills are among the important factors enabling an entrepreneur to manage a team properly and ensure the effectiveness of business activities.



MAIN PART

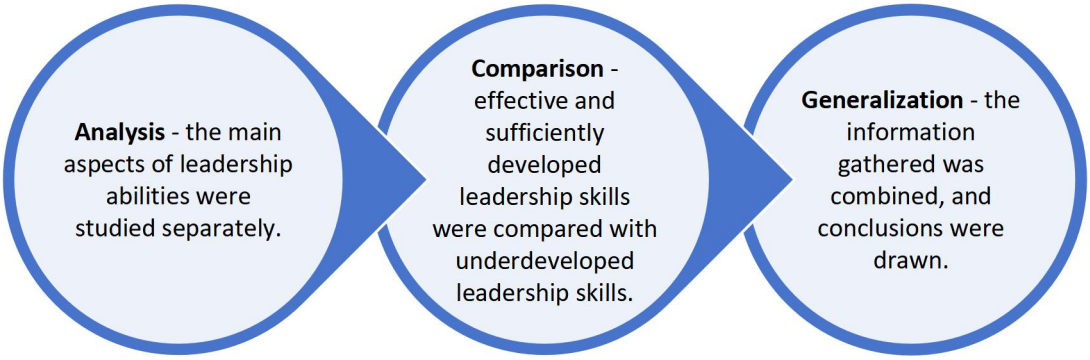
Entrepreneurship is one of the important opportunities for achieving success. Financial knowledge, legal support, initiative, and responsibility play a significant role in this process. When preparing a business plan, it is necessary to define goals, study competitors, identify customers, and pay attention to advertising. A well-prepared plan and determination are the foundations of entrepreneurial development.

Leadership skills are among the essential competencies for an entrepreneur and are associated with abilities such as communication, teamwork, and problem-solving. Leadership skills are among the essential competencies for an entrepreneur and are associated with abilities such as communication, teamwork, and problem-solving.

During the preparation of this article, special attention was paid to studying the importance of leadership skills in entrepreneurial activities. In order to cover the topic more comprehensively, various scientific articles, books, and other materials related to entrepreneurship, leadership, and management were studied. Analysis, comparison, and generalization methods were used in writing the article. The analysis examined the impact of leadership skills on entrepreneurial activities, their

role in business development, and the personal qualities of entrepreneurs. Particular attention was paid to such aspects as making the right decisions, managing a team, motivating employees, and finding solutions to emerging problems. In addition, the importance of a leader establishing good relationships with their team, developing cooperation among employees, and directing them toward a common goal was studied.

Furthermore, the influence of leadership skills on business success and their importance in helping entrepreneurs adapt to changing conditions were analyzed. Effective leadership helps entrepreneurs not only organize daily activities but also set future goals, take advantage of new opportunities, and maintain their position in competitive conditions. For this reason, the importance of qualities such as responsibility, initiative, communication skills, and independent thinking was also examined.



The information obtained was compared and summarized, and the main aspects of the topic were identified. Through these methods, an attempt was made to explain the role of leadership skills in entrepreneurial activities and reveal their importance in effective business management and development.

The research established that leadership skills play an important role in entrepreneurial activities. An entrepreneur must not only manage their own business but also establish good relationships with employees and be able to guide them toward a common goal. To achieve this, they must be responsible, active, patient, and determined.

The information studied shows that good management helps entrepreneurs make the right decisions and find solutions to various problems. Unexpected situations frequently occur in business activities. In such circumstances, it is important for an entrepreneur to assess the situation correctly, make decisions without rushing, and support their team.

Motivating employees and listening to their opinions are also very important. When mutual respect and trust exist within a team, employees strive to perform their duties with greater responsibility. This contributes to increased productivity and improved enterprise performance.

Furthermore, an entrepreneur should support new ideas, study modern innovations, and adapt to market demands. This is because competition in the business sector is strong today, and achieving success requires continuous research and development. Planning for the future and setting clear goals also contribute to the sustainable development of a business.

In short, leadership skills are essential for entrepreneurs to organize their work effectively, cooperate with their teams, and develop their businesses. Therefore, every entrepreneur should continuously improve their knowledge and skills and enrich their management experience. A manager's effective performance directly depends on their knowledge, qualifications, experience, and management style. A study conducted in 2019 involving 243 small and medium-sized business owners identified a positive relationship between entrepreneurial leadership, the innovative activities of enterprises, and business performance.

CONCLUSION

The results of the research show that leadership skills are of great importance in entrepreneurial activities. This is because the successful development of a business depends not only on financial opportunities and a good business plan but also on the entrepreneur's knowledge, responsibility, and management abilities.

During the research, it was established that leadership skills help entrepreneurs make the right decisions, solve problems, motivate employees, and guide their teams toward a common goal. Furthermore, establishing mutual respect and trust within a team, supporting new ideas, and adapting to modern changes contribute to the effective development of a business.

Based on the results of this research, the following recommendations can be made to develop leadership skills in entrepreneurial activities:

1. **Organizing leadership training for young people.** Practical classes related to entrepreneurship, teamwork, and independent decision-making should be increased in schools and educational institutions.
2. **Improving entrepreneurs' knowledge and experience.** It is advisable to organize training courses and seminars on business management, financial literacy, and the use of modern technologies.
3. **Developing teamwork.** Entrepreneurs should listen to employees' opinions, support their initiatives, and provide appropriate motivation for their work.
4. **Supporting young entrepreneurs.** Young people who wish to start their own businesses should be provided with advice from experienced entrepreneurs, practical skills training, and opportunities to implement business projects.
5. **Increasing the participation of women and young people in entrepreneurship.** It is important to help them implement new ideas, improve their knowledge of business management, and support their initiatives.

In conclusion, leadership skills contribute not only to the personal development of entrepreneurs but also to improving the sustainable operation and competitiveness of enterprises. Therefore, special attention should be paid to developing leadership skills. In particular, gaining knowledge and experience in this field will enable young people to implement new business ideas, create jobs, and contribute to the development of the country's economy in the future.

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