

## MODERN CONCEPTS OF PROFESSIONAL ETHICS (ON THE EXAMPLE OF EXPERIENCE OF BUSINESS ETHICS)

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### Abstract

This article explains the fundamental improvement of the education system, the needs of our youth in the future choice of profession, as well as professional ethics and professional terms. In this regard, achievements in the field of entrepreneurial activity, the application of entrepreneurial activity in our country, as well as professional characteristics of various fields and factors in their formation are highlighted. The activity of an entrepreneur, its legal and organizational foundations, the image (appearance) of an entrepreneur, the culture of communication, the activity of entrepreneurship in the process of work are discussed more widely directly in the article.

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Of great importance is the radical improvement of the education system in our country, the upbringing of the younger generation in the spiritually mature, increasing the role and influence of teachers and educators in society. The educational process is inextricably linked with the present and future of our nation and people.

These issues are mentioned separately in several works.

"It is known that our ancestors, who have long been an invaluable asset, considered enlightenment and education the most basic condition and guarantee of human maturity and the prosperity of the nation." <sup>1</sup>

The education system is inextricably linked with increasing the level of knowledge of the student in the education system, becoming a mature specialist in his field. In this regard, a number of resolutions and decrees have been issued in our country. For example, the Decree of the President of the Republic of Uzbekistan dated November 6, 2020 "On additional measures to further improve the education system", the new edition of the Law "On Education", the Decree of the President of the Republic of Uzbekistan "On the radical improvement of the activities of specialized educational institutions", such a decision is important in our society and serves our young people to better understand the concepts of career choice and professional culture.

In the Explanatory Dictionary of the Uzbek Language, the words professional ethics are described as follows. Profession [studying something, acquisition, profit; craft training]. A certain work experience

<sup>1</sup> И.Каримов Юксак маънавият –энгилмас куч. Иккинчи нашри. Т.:Маънавият-2011.60 бет.

is a type, an area requiring training, a habit in general, a work performed.<sup>2</sup>

And the definition of the word "ethics" is given as follows. Ethics (lat. ethos from the Greek ethisa) 1. Philosophical doctrine that studies the conditions and forms of the formation of morality and its place in the life of the individual and society. Etiquette inherent in people of a particular class, social group or profession, the totality of its norms and rules.<sup>3</sup>

In general, professional ethics occupies an important place in business activities, as in all areas. In our country, conditions and opportunities are being created for those who work in the field of entrepreneurship. In particular, the decision of the President of the Republic of Uzbekistan "On additional measures to improve the business support system and further improve the business environment" finds its confirmation in practice.

It is important that the entrepreneur's activity is not limited to his legal and organizational foundations, but, based on his own activities and experience, follows the norms of ethics. An entrepreneur must be morally educated and cultured. We should see these concepts in the following:

- The entrepreneur must directly respect and comply with the state and its laws
- the fact that the entrepreneur, entering into marriage with the interests of the client, does not harm the environment of society and the state, affects him
- the relationship between the entrepreneur and the client is voluntary and directed against the emergence of mutual trust.

It is the acting entrepreneur who will have to comply with the state and its laws, carry out his projects not only in his own interests, but also taking into account the interests of the client.

Since an entrepreneur works, it is necessary to pay special attention to the concept and qualities of the "entrepreneur culture". "Entrepreneurial culture" is a concept for an entrepreneur that reflects his standards of etiquette.

The culture of an entrepreneur should reflect such characteristics as decency, faith, honesty, fairness. In managing his activities, an entrepreneur must be able to receive employees, be cheerful, cheer, argue, be inquisitive, diligent, inquisitive during the reception, be able to think over important tasks during meetings, exchange ideas, make decisions.

An entrepreneur should be able to prove himself as a leader, create a clean moral environment in the team, demonstrate organizational skills, and have good relations with others.

Entrepreneurial image is one of the basic concepts of professional ethics. At the same time, an entrepreneur must be able to apply moral norms, have an appearance, an entrepreneur must have moral norms, appearance, and the ability to communicate with people during their activities.

"Image" is one of the terms that are of fundamental importance in the state and life of a person, directly reflecting the concepts of incarnation, appearance, giving him initial information about who and how he is. An entrepreneur must also have a moral culture. To be able to apply moral norms, to have visibility,

Appearance is an activity that gives a person initial information about who and how, is an important condition for his marriage and in his life.

The culture of communication occupies an important place in the activities of all specialists and is a phenomenon of transmitting and receiving information between the speaker and the listener in the process of communication. In particular, each person in the course of his activity should be able to treat

<sup>2</sup> Ўзбекистон Республикаси Фанлар академияси А.Навоий номидаги Тил ва адабиёт институти Ўзбекистон миллий энциклопедияси 328 бет

<sup>3</sup> Ўзбекистон Республикаси Фанлар академияси А.Навоий номидаги Тил ва адабиёт институти Ўзбекистон миллий энциклопедияси 61 бет

everyone equally, not to humiliate others, not to lie during his entrepreneurship, to be attentive during the implementation of his projects, to clearly convey to the interlocutor the tasks set in his presentation.

Тадбиркор этика нуқтаи назардан сўзловчининг фикрларини тинглай олиши, мулоқотдан кўзланган мақсад орқали бир –бирига таъсир эта олиши, мақсадга эришиши ҳамда натижага эриша олиши керак.

An entrepreneur can cooperate based on the scope of his activity. This is reflected in the realization of his needs through language and speech activity. And communication based on cooperation is the interaction of individuals through their behavior and manner of behavior.

The main factor should be manifested in the fact that those who enter into communication go through a process of mutual perception of each other, that is, they have high confidence, experience in the implementation of their cooperation.

In conclusion, it should be noted that within the framework of professional activity, the concept of "ethics" is one of the most important concepts. Entrepreneurial ethics itself reflects a number of features. It should be formed on the basis of such concepts as moral norms, communication culture, accessibility, justice. The fact that the interlocutor is able to answer questions of interest suggests that the entrepreneur is not indifferent to his activities, has experience in relation to his activities, and thanks to this experience he can achieve efficiency.

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