

# Motivation To Succeed, To Avoid Defeat And The Impact Of Risk Preparedness On Women's Activism And Its Socio- Psychological Factors

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***Abstract:*** *This article discusses the motivation for success in management, the motivation to avoid defeat, and the level of readiness for risk. Moreover, socio-psychological factors influencing psycho-emotional processes on women's activity, based on the results of experimental studies, aimed to reveal the motivational characteristics of women by type of leadership.*

***Keywords:*** *women's activism, success, failure, risk readiness, emotional thinking, staff resources, leadership type, innovative leadership.*

## 1. INTRODUCTION

There is a growing demand for intellectually mature, up-to-date, independent-minded, talented and active personnel who embody an innovative approach in all sectors of the economy, in today's world of global development, with the rapid introduction of digital technologies.

Every person perceives the existence, the condition, the problem, the external influence, the perception of the world through his own internal model. All individuals differ depending on how they discuss the situation. How a person analyzes a situation determines his activity. [13; 83]

In the case, we consider the fact that a person changes or develops as a result of imagining an entity, correctly assessing the situation, internal and external influences, then it happens as a result of his inner specificity.

The goal of human activity can be to maintain a normal, stable state, to assimilate new facets, results, i.e to develop, according to McGuire's concept. Such internal and external influences serve to carry out a subjective analysis of one's activity to one degree or another. On this basis, a person makes the necessary corrections or conclusions for future activities [13; 75-79].

This can also be based on verbal instructions as well as emotionalogenic information designed to alter the onset of emotion in the individual and the assessment of the situation that has arisen. That is, it can be explained by describing certain properties of the object. Regarding the emotional states in a person, S. Shechter explains the result of the interaction

of the two components. First, based on the analysis of the situation in which the emotion arose, the activation of the person about the reasons for its arousal; and second, to draw conclusions [15].

The dominance in the emotional assessment of internal and external influences on women's activism in management is an important factor, in this context. This can be seen in the fact that women can feel the presence, the events, taking into account all the small details. This factor plays a unique role in helping women to accurately assess the situation, perform tasks, and implement management.

The individual and psycho-emotional characteristics of women included in the personnel reserve form a holistic set of the formation and direction of their activity in society.

## 2. MATERIALS AND METHODS

Researchers L.I. Dementi and E.V. Kupchenko explain the individuality of personality traits in his life strategy, experience, free choice of his life, organization, self-awareness, the desire to determine the purpose and meaning of existence.

The two types of motivation to "succeed" and "avoid defeat" have a special place in the issue of personal activity and efficiency, in socio-psychology.

Motivational orientation in a person is one of the main factors in the emergence of activity, in its realization. Motivation for success, motivation to avoid defeat, willingness to take risks are very important in the activity of women in management, especially in the practice of applying the institute of formation of female personnel reserve.

According to A. Leontev, the motivational environment of the individual is a holistic system that develops throughout life, it reflects the object of moving needs with its hierarchy, as well as the state of the individual. [4; 12]

There are various needs under the human mind, which means that human behavior becomes the motivation that shapes its external activity. [5; 12]

In particular, motive is an object of need and arises from goals and objectives. Satisfies, motivates and directs the various needs of the subject. Motivation also forms the basis of a person and plays a very important role in human life.

In this regard, A.N. Leontev considers it necessary to study motivation in the study of all events related to activity. This is because it explains that the success of any activity depends on motivation. [5; 12]

G. Murray was one of the first to distinguish motivation for success in psychology, and he showed that motivation for success is the pursuit of success, high results in this activity. [7; 38]

It is well known that in the 1940s, D.S. McClelland developed the Thematic Apperceptive Test (TAT) methodology aimed at identifying differences in the occurrence of individual qualitative changes in success motivation. It also identifies two types of motivation for success, namely, the motivation to succeed and the failure to avoid defeat.

This method was later modified by H. Heckhausen, W. Mayer, L. Kemmler.

H. Heckhausen identifies three important motivational vectors, identifying the interdependent nature of active activity and success motivation at a significant level. These are:

1. An individual subjective perception of the success of the task facing the individual and the probability of difficulties;

2. The level of importance of the task for the subject, as well as the strength of the desire to support and increase self-esteem;

3. The tendency of an individual to attribute responsibility for success and failure to himself, other people, and the situation adequately. [17; 240]

According to researchers P.Fress and J.Piaje, there needs to be enough motivation to carry out the activity. However, when the motivation is too high, the level of activity and tension increases, which in turn leads to a deterioration in the effectiveness of the activity, the behavior. In this regard, a very high level of motivation can lead to negative emotional effects that can lead to negative situations in activity: stress, excitement, tension. It is clear that a very high level of motivation is not always considered the best. [19; 119-125]

In this regard, the York-Dodson law also argues that a very high motivation for success leads to a failure of the activity - it causes stress, excitement, tension in the person. D. McClelland explains that the motivation for success can develop as a result of learning even in adulthood. [6]

According to the researcher E.M. Rozhkov, motivation for success is overcoming a challenge. It is overcoming difficulties by controlling, organizing, by means of people or ideas. It is an independent execution with extreme speed, no matter how it can be done. He also explains that overcoming obstacles and achieving high results leads to an increase in self-esteem through self-expression, competition with others, and the successful use of one's abilities. [11; 44]

This means that if people directly feel all the advantages associated with success, the motivation for success will be able to develop even during work activities. In G.V. Turetskaya's research, it is argued that the motivation for success is often specific to women in business and management. J. Atkinson argues that the motivational environment in women is more specific than in men. [18; 9]

According to H. Heckhausen, motivation is a psychodynamic system of the individual, which determines the vital attitude of the individual to the external environment and manages, directs, organizes his activities. The nature and dynamics of motivation are determined by a number of factors. Mental processes are situational, volitional, emotional, directly related to the structure of the person (need, establishment, value orientation), the person's attitude to the outside world, personal activity, planning results, predetermining.

Motivation to succeed is a stable, unchanging characteristic of a person, which is manifested in the achievement of a certain result in the work of G. Murray.

The motivation to succeed shows how high a person is in their desire to increase their abilities and knowledge. The motive for success is characterized by two independent tendencies: the pursuit of success and the avoid of defeat. [2; 96]

According to E.I. Baraeva, an individual who is highly motivated to succeed is as follows:

- active, proactive, eager to find solutions to conflicts;
- The importance of external influences for such people to be active is low;
- They are characterized by a strong desire to achieve a goal and self-confidence;
- Success-oriented people tend to plan their future and determine their own self-improvement. [2; 97]

F. Burkard said, on the other hand, weakens the establishment of a safe outcome in dangerous situations - the defense, ie the motivation to avoid defeat. [2; 98]

S.S.Sagaidik, on the other hand, emphasizes that the fear of defeat creates a changing motivation for professional success, which is unique to women. [14; 208]

According to T.Elers, a person who is motivated to succeed prefers a medium or low level of risk and is characterized by avoiding high risk.

When the motivation for success is strong, the confidence in success is weak and such people have to work hard to achieve success.

When a person's motivation for success is low, self-doubt occurs. It is explained that the activity causes difficulties and inconveniences in performing tasks. [10; 672]

Risk also plays an important role in achieving success, avoiding defeat and, of course, in decision-making, in the effective organization of management activities. This is especially true when it comes to staffing.

D. McClelland shows the following qualities that demonstrate the motivation for success in humans:

- Priority of activities in the conditions of maximum motivation for success, ie performance of tasks of average level;
  - Motivation for success does not always lead to high results. Also, high performance is not always an activated result of success motivation;
  - The responsibility to take personal responsibility for the performance of any activity. There are situations where the level of risk is clear or moderate, and coincidences do not play a role in success.
  - Prefers to give sufficient feedback on the results achieved in their work;
  - As a person is eager for innovation, he tries to find new, effective ways to perform tasks. [6]
- Motivation for success is an important feature of an individual and is manifested in the context of successful activity. [8; 56-59]

Among 301 women with different specializations, there were reliable differences in the study of T. Elers' methodology "Diagnosis of motivation for success" ( $H = 24.105$ ;  $p < 0.05$ ).

### 3. RESULT AND DISCUSSION

The results show that the motivation for success is high in the specialties of business management (64.50), designer-constructor (57.50), accounting (49.75).

In particular, the specialty "business management" needs to constantly work on themselves, to be constantly, quickly, aware of the achievements and shortcomings of competitors, in-depth economic (accounting, marketing, banking and finance, market economy) knowledge, logical analysis, flexibility in the social environment, to achieve goals which is characterized by aspiration and strong leadership.

Importantly, this is due to the fact that the specialty "business management" is associated with continuous competition and, therefore, high motivation for success is needed.

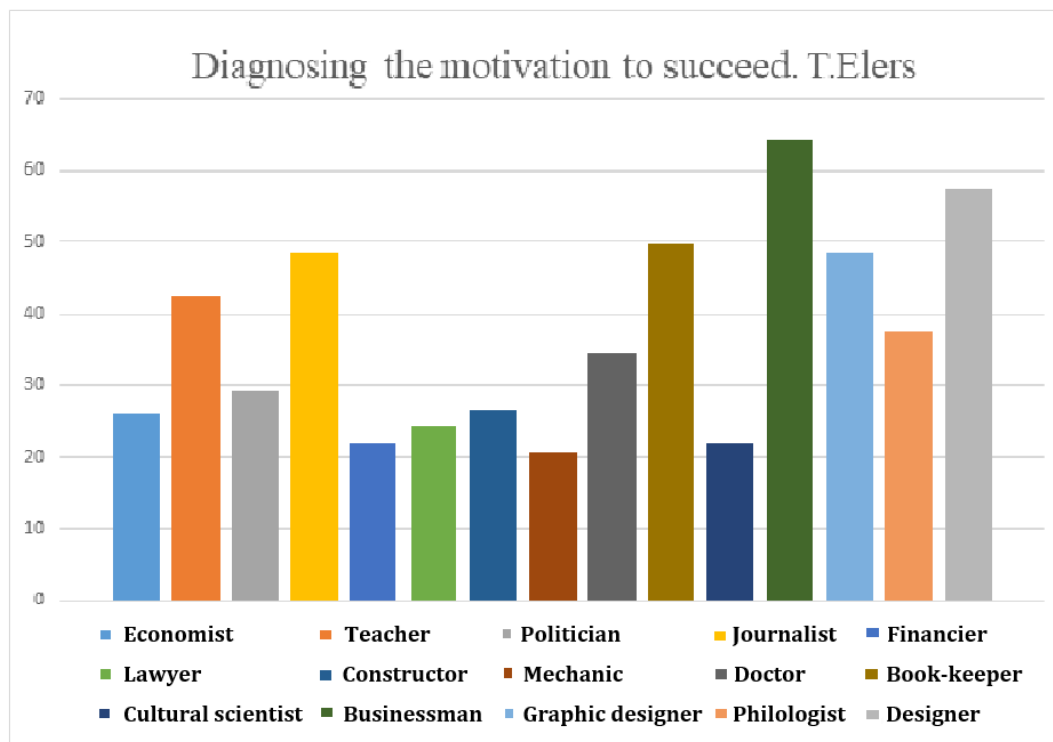


Figure 1. Differences in motivation for success by specialization

It can also be seen that motivation for success is lower in the specialty of “mechanical engineer” (20.67).

The reason is that, first of all, women working in the field of "mechanical engineering" do not make up the majority. (In the city of Tashkent)

Second, the demand for this specialty can be explained by the high level of military, agricultural mechanization, automobile and road construction, mining in mountainous areas, nuclear power plants.

Of course, the "mechanical engineer" is characterized by creativity, organization, independent decision-making, goal achievement. However, due to the lack of high level of competition in the field of "mechanical engineer", their motivation for success is lower.

Of course, self-management, self-awareness, self-expression are important factors in achieving a certain position in society. The reaction of an individual to the external environment depends in many ways on the status he occupies in society.

According to Rotter, the activity of activity in the behavioral reaction is focused on achieving success. This serves as a basis for the recognition of the individual in social life. [13; 75]

P.Ya. Galperin believes that it is active orientation that helps to determine the subject's views on "what he wants" and allows him to draw a convincing conclusion about it. [3; 185]

Of course, psychologically, activity in human activity is reflected not only in its natural physiological, biomechanical, but also in socio-historical (legal, ethnic, aesthetic, etc.) features. [3; 185]

It is known that everyone occupies several positions in social life. Each position requires an individual to exercise certain rights and duties, and this determines his or her status in

society. It is also possible for a person to have multiple statuses at the same time, but a single status will determine his or her exact status in society.

The method "Diagnostic map of self-assessment of the leader in the cascade method" by F.Akramova and N.Lutfullayev was conducted among 301 women of different specialties. It indicated that the correlation coefficient of the indicators, such as "Innovative leader" ( $r = 0.325$ );  $p < 0.01$ ); "Leader in action" ( $r = 0.301$ ;  $p < 0.05$ ); "Supply manager" ( $r = 0.249$ ;  $p < 0.05$ ); "Organizing leader" ( $r = 0.255$ ;  $p < 0.05$ ); "Human resources manager" ( $r = 0.252$ ;  $p < 0.05$ ); "Supervisor working in the control dimension" ( $r = 0.245$ ;  $p < 0.05$ ); "Diplomat leader" ( $r = 0.232$ ;  $p < 0.05$ ), is at the level of reliability types of activities by type of leadership in the relationship between success, failure avoidance and risk readiness.

This means that women have a higher "willingness to lead" and a higher "risk readiness". Based on the above considerations, it is necessary to take into account not only the power of desire in women, but also the circumstances. Women show an increase in the power of risk when the situation requires it, when the desire for a career increases.

It should be noted that the staff should have all the qualities for experience, skills, qualifications, management, as well as a reliable "motivator" to support them. That is, it is very important to have a "partner" who will share their experience with the public. Consequently, it can lead to an increase in the avoidance of defeat in personnel, a decrease or complete disappearance of a number of key features such as initiative, self-confidence (all appearances), diplomacy, organization.

Hence, it is necessary to pay attention to immanent traits and take into account intuition in the active application and success of the institute of formation of female personnel reserve in practice. It is also important to recognize that stress tolerance and emotional resilience are positive features of women's participation in management.

Having accurate information on the socio-psychological and emotional characteristics and abilities of women included in the personnel reserve in the selection of a leading candidate increases the reliability of the correct direction, planning, expectation of results.

In a number of areas, especially in the economic sphere, the use of the potential of women with high risk potential has a positive effect. Along with the risk, the organizational and organizational features of women will also play an important role. Discipline in activities is mainly reflected in the decision-making process, in the determination of interpersonal, inter-organizational relations, and this has a positive impact on the image of the organization, its economic potential.

Different views in society have an impact on the formation of women's activism in government, the manifestation of socio-psychological characteristics in them. In addition, the development of society in any field, the growth of its position in the international arena will directly affect the ability of personnel, their socio-psychological characteristics.

The basis of effective management is the successful adaptation of women's activism to changing situations, a clear focus on activism, the correct formation of experience, skills and abilities.

Through the introduction of the practice of active use of the institute of formation of women's human resources, the scope of opportunities to serve the development of society, the management of society will be expanded.

#### 4. CONCLUSION

Indeed, the socio-psychological characteristics of women's activism in management are multifaceted, and in the selection and placement of personnel, the right direction of activity, increasing the effectiveness of capacity building, active application of the institution of women's resource formation in practice is an important resource for social development.

This means that women's activity is not motivated by motives and needs, but activity can be considered as the "engine" of mental processes, the movement of the internal environment and the effect of activity.

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