



## Criteria for Improving the Economic Activity of Youth

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**Abstract.** The article examines the issues of creating economic values, economic activation of young people, taking a number of measures in this regard, moralizing and aestheticizing issues in increasing economic activity of young people. Also, the possibilities of economic activation of youth in the society and systematic study of their problems, scientific-practical analysis are presented.

**Key words:** economy, ethics, aesthetics, activity, youth, society, need, moral-aesthetic criteria, economic values.

### Introduction

Creating ugliness in nature and society as a result of one's activity, or ignoring the eudemonistic values of nature in order to satisfy one's hedonistic needs and artificially beautify society, would be very distasteful for young people. According to the philosopher G.K. Ashin: "In the hierarchy of elites, the leading place in the social-dominant groups should be occupied by the cultural elite who create new cultural and civilizational norms" [2-72]. In the context of the "economically cultured person" in the philosopher's opinion, it is necessary to form a large group of young people who understand moral and aesthetic values in social relations during the transition to market relations. After all, "the current stage of transition to market relations makes economic culture a necessary condition for human activity" [3-[www.polit.susu.as](http://www.polit.susu.as)]. The fact that today's youth, as an active subject in the educational system, has become a legal protected layer with some innovations, eases, and in some cases, a deviant mind-set towards the rule of law is forming, indicates that there are ethical problems.

### Literature Analysis

Currently, in the context of economic activation, a number of institutions, from the family, to organizations, associations, and the educational system are creating all the conditions and privileges for young people, which, in turn, give the possibility of creating deviant young people. In our scientific research, we are far from denying the conditions created in the state and society for the economic activation of young people. However, under the influence of globalization and "mass culture", it is necessary not to allow the formation of vices that are contrary to national moral values, such as the desire to acquire property more easily, to achieve it easily, without effort, and to not pay attention to patience.



### Methods Of Research

"An entrepreneur who cannot distinguish beauty from ugliness, truth from fakeness, good from bad, cannot achieve any serious results in the field of business. High-quality raw materials, advanced technology, and qualified specialists with developed aesthetic taste are needed for the production of high-quality products. If any of these factors is at a low level, the standard of production will be violated, and as a result, the problem of producing high-quality products will arise" [4-109]. A product, a commodity created as a result of economic activity, simultaneously appears as an economic value, and extends its life as a moral-aesthetic value. If it meets the requirements of ethical and aesthetic criteria, then this indicates that economic activity has become valuable. "... trucks and transport vehicles assembled at the automobile plant in Samarkand or passenger cars of various models produced at the Asaka automobile plant are created as a result of the combination of material and spiritual values, its essence is to satisfy people's need for a vehicle, that is, whether it is good or bad, beautiful or ugly it is measured by the evaluation criteria of aesthetic and moral values, such as durability or non-endurance, economical or uneconomical, sound or defective, cheap or expensive, technically safe or dangerous. All types of cars that positively meet the requirements of these criteria receive the status of material and spiritual values. People buy it with great interest and keep it like the apple of their eye" [5-118].

### Results

Another problem is that young people are proud of their own capital and wealth, there are cases of going beyond the boundaries of common decency in the neighborhood and society, cases of illegal appropriation of the source of wealth. About this, South Korean Kim Woo-jung, a big spirit of the business world, says: "...wealth cannot be a reason for pride, bragging about one's wealth is foolishness. If one brags, one should brag not about the acquired wealth, but about how one uses it and how it is useful for a cause" [6-113]. From this it can be concluded that as young people enter the business world, their activity is based on moral standards and aesthetic requirements, which means their success.

Currently, in the processes of creating economic values, economic activation of young people, taking a number of measures in this regard, ethical transformation processes in the power management system, two mutually demanding trends are visible:

✓ the first is primary (natural-economic) under the context of human interests and communication with the people) the law on prioritization of needs assigns a separate, private individual task to every citizen, to the youth themselves, and to the leadership system in protecting the consumer rights of young people, creating an entrepreneurial environment and protecting their rights in it;

✓ the second is the complex-systemic character of youth economic activity and the directions of its development in various forms of business, entrepreneurship, strengthening the integration of the functions of economic consciousness and economic culture, requiring their management to be based on moral principles and their innovative development to be based on aestheticizing principles.

The Internet social network, which is the only modern tool, does not always positively serve the economic activity of young people. In the present era, the introduction of information openness and electronic government gives the feeling that there is no possibility to speed up these things



without the Internet. The purposeful use of the Internet as a factor of economic activity would be a great light on the stage of history. According to O.N.Arestova, L.N.Babanin and A.E.Voyskunsky, there are several motives that give priority to young people's use of the Internet:

- entrepreneurial motive;
- motivation to learn new information;
- communicative motive or communication motive;
- motive for cooperation;
- the motive of self-expression;
- establishment of communication, motive of emotional communication;
- self-praise motive;
- game and planning motive [7-59].

In our opinion, it would be appropriate if the economic activity of today's emerging youth is formed on the basis of the following criteria: 1) motivational; 2) cognitive; 3) technological-innovative; 4) creative; 5) pragmatic. Based on these criteria, the improvement of the institutional system of education and training, and its orientation towards the final goal, will lead to effective achievements.

The development of the criteria of youth economic activity in correlation with moral imperatives systematizes the above criteria. The imperative of moral values in the society, the moral "atmosphere" in the neighborhood emphasizes the priority of social interest. That is, young people's entrepreneurial activity is measured by providing jobs to the unemployed in the neighborhood and helping to solve existing social problems. Social thinking is of great importance in business. Economically active young people should first of all be able to correctly assess the social situation, that is, they should be the first to feel the demand and supply in the social space, have sufficient knowledge, skills and experience in the field of business in which they are engaged, learn and master the calculation, the culture of bank transactions, acquire the culture of market transactions, humanities - should be able to choose reliable partners, be able to take risks without fear. As we said above, moral imperatives in the society help economic activation, its institutionalization, functional integration and ensure compliance with regulatory and legal norms issued by the state.

### Conclusions

Taking into account these scientifically based stages in providing economic opportunities to young people, activating young people on these bases is a new method and means of eliminating the consequences of the current economic stress (unemployment, apathy, crime) and the causes of social problems in the future. In addition, it is of great moral-aesthetic importance to transform innocent, ambitious young people into a potential that brings great benefit to society. That is, to protect young people from destructive ideas and bring them up as constructive, pragmatic people, leads them to understand that economic activity is the path to goodness, that its further development is connected with the need to provide the basics of life, to educate the sense of patriotism, and to understand that the hedonistic and eudomonistic importance of economic life is increasing.

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