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INTERCONNECTION OF ECONOMIC INTERESTS AND OBJECTIVES OF ECONOMIC ACTIVITIES

Abstract: The article examines the relationship between economic interests and the goals of economic activity.

Keywords: interest, economy, market, motivation

ВЗАИМОСВЯЗЬ ЭКОНОМИЧЕСКИЕ ИНТЕРЕСЫ И ЦЕЛИ ЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ

Аннотация: В статье исследуется взаимосвязь между экономическими интересами и целями экономической деятельности.

Ключевые слова: интереса, экономика, рынок, мотивация

The category of interest as a social phenomenon in general humanity is an object of interest, desire and incentives for the actions of economic agents. In economic practice, it is customary to highlight the interests of material, spiritual, monetary, property, a person, a social group, a company in an industry, a region, a collective, a nation as a whole. Economic interest, being a narrower category, represents the objective incentives for economic activity associated with the desire of people to meet the growing material and spiritual needs. Economic interests are the main driving force behind economic progress. In fact, this is an external manifestation of incentives in the form of a certain direction of actions on the part of people. Any economic activity of people is conditioned by the need to satisfy their needs, therefore, the coordination of personal, collective and public economic interests is of great importance in the system of combining interests.

The optimal structure, the best relationship of these interests serves as the basis for the formation of an effective economic mechanism that stimulates the

intensive development of the economy. Within the framework of this mechanism, both personal and collective and public interests are best combined. Understanding the role of interests in a market economy is extremely important, because not only prices affect the economic situation in society. Along with prices, such moments as the behavior of people in various life situations, their preferences, lifestyle, education, social status and much more that are related to the motivation of their actions, act and must be taken into account. Practice shows that under the same conditions, but at different times, a person takes different actions. It should also be borne in mind that economic interests underlie the system of economic stimulation of production. She, in turn, represents economic relations associated with meeting the needs of the population. The degree of their satisfaction from the point of view of personal consumption also depends on how effectively the interests of people are combined in industrial relations. Therefore, the importance of the problem grows immeasurably. As a result, the system of economic relations should be built with the expectation of full satisfaction of social needs on the basis of more efficient labor.

In a market economy, this problem is solved on the basis of the active use of the possibilities of state regulation and self-tuning of the market mechanism of management. For the first time, the problem of interests in economics was investigated by classical political economy on the example of an economic person (*homo oeconomicus*). An economic person is a person whose behavior is rational and characterized by the desire to obtain maximum benefits. In the view of the classics, the virtual image of *homo oeconomicus* is associated with a continuous striving for enrichment. At the same time, he is a person with high economic intuition and knowledge and is able to make optimal economic decisions. A. Smith showed the power and importance of personal interest in the system of industrial relations. The pursuit of personal benefit leads to general benefit, production development and progress. Each individually takes care of

himself, and society wins. In pursuit of his own interests, "the economic person often more effectively serves the interests of society than when he consciously seeks to do so." Pursuing their own goals, each participant in the process of economic activity is not able to exert any influence on society. He cannot solve any social problem. However, in pursuit of his own benefit, a person ultimately contributes to an increase in the social product, the growth of public goods. Man's actions are controlled by the "invisible hand" of the market mechanism of management. She directs him to a goal that often does not coincide with the desires of the individual himself. For example, when the demand for, say, personal computers increases, manufacturers automatically increase their price. Consequently, producers' incomes increase. According to the laws of the market, capital will begin to flow into more favorable conditions, where profit is one of its more units. Labor efforts will also begin to move with capital from one industry to another. In this case, in the production of computers, the production of which will begin to increase. The increase in the production of computers will cause a decrease in their prices. Thus, personal interest is organically combined with public interests.

In the philosophy of the classics, the thesis of the harmonization of the interests of different people is the initial ideological premise. Therefore, the economic aspect of human activity is complemented by its moral content. Two concepts are involved as natural characteristics of a person: "feeling of sympathy" and "inner observer" (conscience). The possibility of reconciling egoism and sympathy, in the final analysis, is laid by nature, which endowed a person with a conscience. Thus, the economic theory of the XVIII century. determined the idea of justice and human nature, freedom and moral obligations, the place of material interest in the life of a person and society. The most important idea is the idea of trust in a person, recognition of his rights and freedoms, including in the field of management. It should be borne in mind that the creation of social wealth is achieved not only through the scattered

individual activities of people connected only by the division of labor and exchange. This is a necessary, but far from sufficient condition. It is important to ensure that these people are united by a common goal. In this regard, F. List, the founder of the German historical school, writes: "In order to achieve perfect results, it is necessary that different individuals are united mentally and materially and be in interaction." The national idea serves as a unifying motive. Only a nation represents a single whole, it is the result of previous development, accumulates knowledge, experience, traditions, discoveries and improvements of previous generations. That is, public interests are at a higher level compared to individual interests. However, they should not be opposed. Each nation is as productive as it has managed to assimilate this heritage, multiply it by its own achievements. To what extent the natural sources, space and geographical position of its territory, the size of its population and its political power give it the opportunity to develop to a high degree and harmoniously all branches of labor and to extend its moral, mental, industrial, commercial and political influence to other lagging nations and the whole world in general ... The position of the state in this system of values consists in coordinating and directing the efforts of individual links of the national economy in the name of the long-term, fundamental interests of the nation. In the economic research of German scientists, great importance is given to ethics and moral principles. The influence of legal norms on economic relations and the economic mechanism is being studied. Such studies helped to understand the essence of current social problems, revealed the need to develop a system of economic knowledge, showed the importance of statistical facts, the role of economic organization. Ultimately, in their understanding, the "economic man" was a multidimensional figure, acting in a multidimensional and diverse manner. Indeed, in real life, people are guided not only by monetary interests. The motives of behavior, incentives, aspirations of people are extremely diverse, they are constantly in motion, change, depend on many factors, they are not the same in different

social groups, they are modified as well-being grows. In this regard, motivation and motivation are distinguished.

Motivation is the main companion of economic interest. Representing a set of internal stimuli of an individual or a group of people to activities aimed at achieving goals, it determines the incentives for economic activity. Consequently, interest acts as a conscious need. It is no coincidence that in countries with developed market economies, the study of the motivation of an individual's actions is given great importance. Most of the research is related to work motivation. Labor motivation is the motivation of an employee to work by influencing his inherent motives of labor. In modern economic science, there are three types of labor motivation: material, moral, administrative. In this case, both positive motivation in the form of stimulating production processes and negative motivation in the form of sanctions can be applied. Motivation is a rational explanation by the subject of the reasons for his behavior, the circumstances that prompted him to choose this action. Motivation is primarily associated with justifying the actions of the subject, therefore it is used *ex post*, i.e. after the commission of the action, to justify the motives that led to its implementation.

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