

**SOCIO-PSYCHOLOGICAL FACTORS OF MOTIVATION FOR
SUCCESS AND THE IMPACT OF RISK ON WOMEN**

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Annotation: *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.*

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 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.

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.

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.

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]

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

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.

The method "Diagnostic map of self-assessment of the leader in the cascade method" by F.Akramova and N.Lutfullayeva 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.

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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