

EMERGENCE OF ENTREPRENEURIAL INTERESTS AMONG TEENAGERS THROUGH CAREER DEVELOPMENT PROGRAM; THE ROLE OF PERSONALITY AND FAMILY BACKGROUND

*SURGIMENTO DE INTERESSES EMPREENDEDORES ENTRE ADOLESCENTES POR
MEIO DE PROGRAMAS DE DESENVOLVIMENTO PROFISSIONAL: O PAPEL DA
PERSONALIDADE E DOS ANTECEDENTES FAMILIARES*

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Abstract. The aim of the research is to gain a general understanding of the cultural foundations of entrepreneurship among the young generation and the role that family and personality can play in the foundations of entrepreneurial culture among this group with this approach and in this perspective. Accordingly, this article has attempted to examine the concepts of culture and entrepreneurship and the relationship between these two terms, the culture that governs entrepreneurship, the dimensions and characteristics of entrepreneurial culture, and by considering the functions and effects of the family in this process, to point out the most important effective variables in this field and the role of the family in each of these variables. Social development is not possible without individuals with a developed social personality, and in this context, the family is the most fundamental and important influential factor in the process of socialization and the development of social personality in humans. Paying attention to and utilizing the educational, promotional, and culture-building roles in families in creating, strengthening, and deepening the culture of entrepreneurship by providing equal opportunities for young people is one of the most important factors that can help institutionalize the development of entrepreneurship in society. According to the theories of entrepreneurship development, entrepreneurial attitudes must first be formed and strengthened, and it is on this basis that entrepreneurial behaviors and outcomes develop. Finally, based on the process and findings of this research, suggestions were made for entrepreneurship development policymaking.

Keywords: Social capital, entrepreneurship, family, adolescents, community growth, Career Development Program.

Resumo. O objetivo da pesquisa é obter uma compreensão geral dos fundamentos culturais do empreendedorismo entre as gerações jovens e do papel que a família e a personalidade podem desempenhar na base da cultura empreendedora nesse grupo, com esse enfoque e perspectiva. Assim,



este artigo buscou examinar os conceitos de cultura e empreendedorismo e a relação entre esses dois termos, a cultura que rege o empreendedorismo, as dimensões e características da cultura empreendedora e, considerando as funções e os efeitos da família nesse processo, apontar as variáveis mais relevantes neste campo e o papel da família em cada uma dessas variáveis. O desenvolvimento social não é possível sem indivíduos com personalidade social desenvolvida e, nesse contexto, a família é o fator mais fundamental e influente no processo de socialização e no desenvolvimento da personalidade social nos seres humanos. Atentar-se e utilizar os papéis educativos, promocionais e de construção cultural das famílias para criar, fortalecer e aprofundar a cultura empreendedora, oferecendo igualdade de oportunidades aos jovens, é um dos fatores mais importantes para institucionalizar o desenvolvimento do empreendedorismo na sociedade. De acordo com as teorias de desenvolvimento do espírito empreendedor, é necessário, primeiro, formar e fortalecer atitudes empreendedoras, sendo essa a base sobre a qual se desenvolvem comportamentos e resultados empresariais. Por fim, com base no processo e nos achados desta pesquisa, foram formuladas sugestões para a elaboração de políticas de desenvolvimento do espírito empreendedor.

Palavras-chave: Capital social, empreendedorismo, família, adolescentes, crescimento comunitário, programa de desenvolvimento profissional.

1. INTRODUCTION

The need for innovation in services and products and on the other hand, having entrepreneurial employees has caused many organizations to reconsider their organizational structure. These organizations consider entrepreneurship and innovation as an organizational culture, so that the relevant organization can continue its life more effectively (Whiston & Keller, 2004; Hardiyanto et al., 2022). In fact, today, the role of the entrepreneur is as an engine of economic development, a champion of industrial development, a motivator and encourager of investment, the main option for technology transfer, the option for eliminating market gaps and bottlenecks, and the main option for creating employment (Zellweger et al., 2011; Koe Hwee Nga & Shamuganathan, 2010).

International entrepreneurship involves discovering, approving, evaluating, and exploiting opportunities across national borders to create future goods and services. International entrepreneurship is sometimes stimulated by demand for a firm's products across international borders (Krndžija & Pilav-Velic, 2022; Ceko, 2023). In fact, international entrepreneurship and domestic entrepreneurship are similar. Domestic entrepreneurship involves pursuing domestic entrepreneurial opportunities, while international entrepreneurship involves pursuing international entrepreneurial opportunities.

The location of an opportunity determines whether the opportunity is exploited domestically or internationally. Therefore, international entrepreneurship can be said to be a combination of innovative, proactive, and risk-taking behaviors that seek value in organizations by crossing borders. Many authors believe that entrepreneurship has two parts: opportunities and people who try to exploit these opportunities (Adzovie & Kwofie, 2025; Susilarningsih, 2021).

Despite the sensitivity of internationalization and international entrepreneurship in today's organizations, few studies have addressed this issue. Sutrisno et al., (2024) showed in a study that various governance mechanisms such as CEO pay are related to long-term company performance, CEO stock value, independent board leadership, and external representation of the manager affect the international entrepreneurship of existing companies. Researchers found that various factors can affect the successful implementation of the international entrepreneurship process.

For example, Nafiu et al. (2024) suggest in their study that paying attention to the social capital of individuals can be a starting point for international entrepreneurship. The issue of social capital can also be considered one of the obstacles to entrepreneurship in some

organizations. Researchers found that one of the important reasons that makes the tendency to entrepreneurship less in Asian countries than in European countries is the existence of existing socio-cultural characteristics. The results of some studies have shown that factors related to socio-cultural characteristics have a significant relationship with hero-raising strategies and entrepreneurial tendencies. Accordingly, people who have a high sensitivity to their work and support structure in the organization ask their leaders to take the initiative to support their innovative ideas and activities and have a positive attitude towards intra-organizational entrepreneurship.

Social capital is a category that has received a lot of attention in recent years and is, in fact, a multidisciplinary concept that deals with the role of social forces in the development of societies, and economists and sociologists pay attention to this concept in their economic and social studies of developed societies. This approach indicates the importance of the role of social structures and relations on the economic, social and cultural variables of societies. On the other hand, studying the growth and development process of countries indicates the fact that other capitals, if used in conjunction with social capital, cause the growth and development of a society. When social capital exists, social actions are facilitated and the cost of interactions is reduced. Social stability and cohesion, along with social cooperation and participation, which are components of social capital, are necessary conditions for development (Pandey et al., 2024).

Bourdieu (Staniewski et al., 2024) defines social capital as a set of material or spiritual resources that allow an individual or group to maintain a stable network of more or less institutionalized relationships of familiarity and mutual recognition. He states that social capital represents the mass of actual or potential resources that are linked to the ownership of a network of creditors. He also states that the value of an individual's ties (or the volume of social capital owned by an agent) depends on the number of connections one can mobilize them and on the volume of capital (cultural, social and economic) owned by each of the connections.

Bourdieu illustrates the interaction between connections and monetary and cultural capital with this example: Members of professions such as lawyers or doctors, who use their social capital—specifically the capital of social connections, prestige, and respect—to gain the trust of a group, a client from the upper class of society, or even to obtain a political job, are in fact profiting from their connections and monetary and cultural capital. He argues that those who rely solely on their education are the most vulnerable to the collapse of credit, not only because they have no connections but also because their weak cultural capital reduces their knowledge of the vagaries of the credit market (Napier et al., 2024).

One of the harms is the lack of attention to creativity and innovation, or in other words, entrepreneurship at different levels, especially at the international level. Also, according to the statements of managers of industrial companies, these companies have been facing a lack of exports for some time due to weak international entrepreneurship and the lack of necessary strategic planning in this direction (Banerjee et al., 2024).

Accordingly, it can be observed that due to technological changes in the market of various industries, the level of competitiveness has decreased and managers believe that their organization has little innovation and creativity. Of course, their reasons are mostly related to budgetary and economic problems and sanctions that have affected all organizations in the country today. However, according to theoretical foundations, it can be hoped that with proper international entrepreneurship, the export sector of this industrial product will also progress well.

Organizations in the industrial complex need to be able to survive and succeed in a competitive environment by responding quickly and effectively to changing markets. On the other hand, their critical conditions have led to major reforms in strategic vision, business

priorities, and a review of traditional and even relatively contemporary models in order to improve competitive activity in such environments. However, it seems that the selected approaches and solutions have lost their ability and capability to face organizational challenges and the external environment; or it is better to replace them with new approaches and perspectives (Wismans et al., 2024).

Therefore, one way to respond to these factors of organizational change and transformation and improve competitive activity is to pay attention to the social capital of managers to establish relationships with other organizations at the international level and also to build trust. Accordingly, the present study aims to develop entrepreneurship by relying on the family and educating individuals and the culture of the society in an institutionalized manner in the society.

Sociologists and psychologists have studied the cultural and social dimensions of the effects of the environment on the individual and its personality traits. There are undoubtedly many factors involved in the development of entrepreneurial culture, and it is necessary to determine the degree of influence of each of them. Parsons, a famous American sociologist who has expressed his theories in four biological, cultural, social and religious systems, considers the development of a culture of creativity and innovation to be a product of the social system and under the influence of the family and school institutions, which in light of which, the motivation of actors to take on productive roles increases.

In this regard, it is necessary to mention the method of socialization, the degree of growth and coherence of personality, individual independence, the attitude towards work in society, hard work, perseverance and punctuality. (Khattar & Agarwal, 2023)

In explaining how the modern industrial civilization and capitalism were formed in the West, the great German sociologist Max Weber refers to a concept that, in today's language, is the same as entrepreneurial culture. Weber considers the development of entrepreneurial culture to be influenced by four factors: encouragement to work for happiness, risk-taking to change fate, planning for the future, and thrift.

Table 1. Components and indicators of the evaluation of the entrepreneurship development alphabet model

Variable	Entrepreneurial attitudes	Entrepreneurial behaviors	Entrepreneurial outcomes
Evaluation index	<ul style="list-style-type: none"> - Entrepreneurial intention - Entrepreneurial self-efficacy - Belief in social ties - Social status of entrepreneurs - Risk-taking (risk-taking) - Ability to perceive entrepreneurial opportunities 	<ul style="list-style-type: none"> Networking Entrepreneurial Leadership Developing a Business Plan Acquiring and Developing New Technology Improving Individual Capabilities Team Building for Starting a New Business Taking Advantage of Opportunities 	<ul style="list-style-type: none"> Innovation in the process Business internationalization Reputation and reputation (branding) Product/service innovation Business growth and job creation Capital risk

2. YOUTH CULTURE AND ENTREPRENEURSHIP

A. Cultural dimensions of entrepreneurship

Culture is known as the spiritual, material, and concentrated capital of societies and the main factor in preserving and strengthening the national-historical identity of a country and society. Sociologists classify culture in terms of its characteristics and functions at two levels:

1. Spiritual function (basic): includes values, norms, behaviors, dos and don'ts, beliefs, and attitudes;

2. Material (tangible) function: includes goods, services, products, and cultural tools such as books and newspapers (Horn, 2018).

In Kamenskii (1997) philosophical encyclopedia it is stated that the concept of culture includes two directions: material and spiritual. The material concept expresses the level of human ability in relation to the forces of nature. This concept expresses the level of human power in relation to the forces of nature. Material culture expresses the depth of understanding of nature and society, the breadth of outlook, progressive thought and human knowledge. Entrepreneurial culture, like the concept of culture itself, has three elements: cognitive, material, and organizational rules.

The cognitive aspect of entrepreneurial culture includes values, ideologies, and knowledge. The method of transmitting this culture is achieved through education and learning among the youth. The importance and emphasis of our religious normative and value system on the element of work and effort and its frequent attention to the Muslim economy are examined in various ways in this aspect of entrepreneurial culture. Therefore, entrepreneurship, in accordance with the framework of the monotheistic system, is considered a sacred and valuable culture in this area, which is praised for its formation and efforts to meet the needs and requirements of the Muslim community through the media or in any other way.

The transfer of this ideology and thought through various propaganda channels such as the national media in the light of a religious and humanistic view of this issue leads to greater attention to the issue of entrepreneurship for the audience, especially the young generation. The important point is that the institutionalization of the entrepreneurial culture is not achieved simply by emphasizing the value approach and transferring its ideology, but rather by continuing this view and using various tools and methods until it is institutionalized and becomes a culture.

Holding educational and training courses and workshops to present and strengthen the idea of entrepreneurship among the young generation and to promote their talents and capacities in this field refers to this dimension of entrepreneurial culture.

The material aspect of entrepreneurial culture includes technical skills, arts, tools, and other material objects that members of that society use. In fact, the equipment and facilities, infrastructure, technologies, and technologies needed to create, launch, and expand activities and employ people to create jobs for them are considered within the realm of the material aspect of entrepreneurial culture. The existence of workshops, factories, and business premises with entrepreneurial characteristics and principles are considered to be among this type of culture.

The organizational rules aspect of entrepreneurial culture includes regulations, systems; rituals that group members are expected to follow during their daily activities (Schein, 2010). This aspect of entrepreneurial culture is formulated, approved, and presented by policymakers and founders of entrepreneurship. Implementation of such regulations by followers is essential, and acceptance of this cultural dimension is a fundamental factor in creating healthy and purposeful entrepreneurship.

B. Characteristics of an entrepreneurial culture for youth

To understand entrepreneurial culture, the defining characteristics of culture must first be examined. Youn (2000) believes that there are three characteristics of culture:

1. It is general but specific: This means that in all societies there are many common and general cultures or aspects, and on the other hand, each society has its own culture.
2. It is variable but constant: Although in the short term, culture seems constant and no change is observed in it perceptibly, in the long term it is changing.

3. Acceptance of culture is mandatory but optional: This means that culture encompasses our social life but rarely imposes itself openly on our thoughts and actions.

Also, Sterelny (2006) mentions six characteristics of culture: learnable, shared, transmissible from generation to generation, symbolic, modeled, and modifiable. By examining different cultures, it seems that despite the existing differences, entrepreneurial culture has characteristics, some of which can be introduced as follows:

Entrepreneurial culture, like culture itself, is learnable.

Culture is an instinctive characteristic and not inherent. Culture is a system that is learned throughout life after a person is born. Therefore, entrepreneurial culture and the promotion of this type of culture must be taught through the national media as the most important media tool available within the country, which also enjoys public trust to a large extent.

Culture is learned.

Humans can transfer their learned habits to others. Over time, and by utilizing institutions and a set of factors that help individuals become sociable, entrepreneurial culture has the ability to be transferred and learned to young people who are more exposed to learning entrepreneurial culture than others. The process of teaching this type of culture requires logical, rational mechanisms that are appropriate to the level of understanding and learning of the segments of society, especially the youth.

In Western countries, and particularly in the United States, more than 600 colleges at the undergraduate, graduate, and doctoral levels are engaged in teaching entrepreneurship to those interested in this field. Especially young people who aspire to create their own business and would like to be their own boss and not be employed by a company. (Shane, 2009)

It is a social culture.

Cultural habits have social roots and are shared by a number of people living in groups and societies. The formation of an entrepreneurial culture does not occur in isolation and as a factor separate from other social factors. An entrepreneurial culture is created and emerges in the light of the coherence and alignment of other factors involved in the growth and prosperity of youth. Therefore, it is in an organized and dynamic social system that new ideas and plans based on practical and opportunity-creating thoughts emerge.

Entrepreneurial culture is based on a mental and imaginative phenomenon that can be transformed from a mental state to an objectivity by exposure to various factors.

Therefore, culture is unifying. The elements of each culture tend to create a unified, interwoven and compatible body, and this compatibility takes time (Archer, 1985). Considering the concept of culture and entrepreneurship and the characteristics of these two, we can conclude that human behavior is fundamentally based on cultural beliefs. We call beliefs cultural that are relatively widely accepted in society. The origins of these beliefs are different. Sometimes they are rooted in historical or geographical or religious conditions or special events or in science. But what is certain is that a large part of cultural beliefs appear in the form of principles of belief or can also arise from organizational interactions.

C. The relationship between culture and entrepreneurship

The relationship between entrepreneurship and culture is debatable from two perspectives. On the one hand, the results of entrepreneurship affect society, and on the other hand, the process of entrepreneurship can create fundamental changes in culture. Much of the entrepreneurial culture in today's societies is influenced by the institutionalization of the culture of science in society.

An entrepreneurial culture is possible in an environment where the prevailing norms of that environment reinforce the values and beliefs of the culture of work and science. Entrepreneurship requires the discovery of a social need that depends on understanding the cultural, social, and economic context of society. In the meantime, cultural factors and, consequently, culture-forming factors play a very important role in creating a platform for entrepreneurship, and the media, as an example of cultural tools, can shape the culture of entrepreneurship.

In a general view, national media policymakers and strategists should consider at least two important activities in this regard regarding the issue of entrepreneurship. The first point is that innovations and superior ideas are the product of lively, hopeful, enlightened thoughts and a kind of confidence in the future based on brilliance and clarity. Creating these conditions in the current atmosphere of our society, which has faced various hidden media wars in the light of indirect and underground invasion by hostile and opposing media waves, requires serious attention in this field.

National media planners and policymakers should provide an atmosphere that intensifies hopes and a favorable outlook on a bright future in their programs in a desirable manner to create an atmosphere full of hope and joy for the youth. This point is all the more important because the youth are the most important target in the reach of these destructive waves and silent invasion.

The second point is that the formation and creation of this lively and promising spirit to achieve entrepreneurial thinking for young people takes place during a systematic and planned process based on a single goal. Achieving a culture of entrepreneurship and producing this culture must be defined and formulated in the form of a timed and long-term strategy.

This strategy must be consistent and appropriate to the components involved in general culture, youth culture, the country's atmosphere, and with a view to domestic production. The formulation of such strategies in line with the culture of entrepreneurship must be prepared and formulated continuously and continuously in special programs in the national media for young audiences and in accordance with their individual and social conditions.

Regarding attention to entrepreneurship from the perspective of culture and education, it is important to create a platform in society for the development of an entrepreneurial culture. Entrepreneurship requires a specific culture more than education. Of course, it is not the case that every person has an inherent desire for entrepreneurship and does not need to be educated about it.

For this reason, and given the key importance of entrepreneurship in modern economies (creating small and medium-sized companies), various countries have determinedly prepared detailed programs to develop such a culture in their society so that they can continue their path of growth and dynamism (Welsh, 2014).

One of the highways for promoting, advertising, and educating this culture is to use communication tools to use these channels as a communication channel with entrepreneurs and to develop communication between entrepreneurs and society through these media. Another point is that entrepreneurship, by creating job opportunities, generating wealth, and improving economic conditions, is a fundamental background for improving the cultural level of society.

By meeting basic subsistence needs, the ground is prepared for the emergence of higher human needs, which, if directed in the right direction, will lead to the flourishing of human and social excellence. This is especially evident for young people due to the requirements and conditions of youth.

3. MEDIA AND ENTREPRENEURSHIP CULTURE

In fact, due to their own promotional and cultural-building properties in their own specific way and inherent model, the media (especially visual and audio media) play a significant role in promoting a culture of entrepreneurship and establishing the correct and necessary foundations and principles of entrepreneurship in their programs, and the press, due to its written, structural, and social characteristics, helps to disseminate this issue.

In addition, innovation, which is a fundamental characteristic of entrepreneurship, leads to the production of newer products and the provision of newer and more diverse services, thus increasing people's power of choice and making life easier. With the increase in the level of welfare and comfort and the increase in leisure time, more opportunities are created for cultural activities. In the long run, this leads to the formation and expansion of popular organizations, which, with their appropriate guidance, can take great steps towards the cultural advancement of society. It is needed to first address the most important functions of the media in creating entrepreneurship:

A. Media functions in the concept of entrepreneurship

The Van den Oever (2014), has described the social functions of the media as follows: the media has two scientific fields, one is merely the creation of relationships between people and the other is the use of magical content and the beauty of language. This division leads us to accept two types of functions. Tasks related to human intellectual communication and those that have psychological aspects.

On the other hand, in his opinion, intellectual communication includes four roles of information, education, expression and a kind of coercion, each of which includes other sub-branches. Acceptance of permissible activities.

Using this thinker's perspective, it can be said that both the scientific fields of creating relationships and achieving magical content become possible for entrepreneurship in the media in light of education and other roles provided. In another classification has stated the most important social functions of the media in all societies as follows (Zimmer, 1986):

1. Social participation: Strengthening human norms and values through the media so that the message recipients understand and adopt them. In fact, socialization through the adoption of common values is one of the special functions of the media. The media can provide social participation in the field of entrepreneurship by providing programs. These programs can have educational, nurturing and promotional themes in the field of innovative ideas and how to transform ideas into the entrepreneurial process.
2. Information: Informing people about information that has a fundamental impact on the lives of individuals in society. In the field of entrepreneurship, a set of scientific programs in the form of workshops and in various formats, with the presence of experienced experts, who highlight the aspects of understanding entrepreneurship, its process, entering this field, concepts affecting entrepreneurship and components affecting business in it, etc., can be prepared and distributed through the media for this purpose.

3. Preservation and innovation: Preservation of traditions and cultures by recalling past achievements and values and strengthening national identity and collective belief, and on the other hand, presenting new ideas and values for the growth of society. The media can help strengthen collective identity by listing the opportunities and achievements resulting from creative ideas in entrepreneurship and its existing opportunities from the past to the present.
4. Cultural Specialties: The media are both a form of cultural expression and disseminate other cultural forms. Such as consolidating traditional cultures and opening minds to new forms and styles. While promoting, educating, and informing about innovative and entrepreneurial methods, the media can help consolidate this process in the minds and opinions of the public, helping to expand, institutionalize, and sustain it over time.
5. Government: Providing channels for the continuous flow of information, ideas, etc. from government to the people and vice versa. Interactive media can provide a forum for discussion and exchange of thoughts, experiences, ideas, and opinions of successful entrepreneurs with young people who have just entered this field.
6. Six) Management: The need for a continuous flow of information requires strong management of this flow. The media, while being an important source of accountability and holding those responsible for entrepreneurship accountable, also has the ability to manage this process by constantly paying attention to presenting such programs with an approach that reminds us of the necessity of looking at this process over time.
7. Seven) Economic matters: The distribution of information follows economic and financial issues. By utilizing the functions of information and awareness, the media has the ability to plan and present news and information related to areas related to the entrepreneurial process.
8. Eight) Education: The media provide knowledge and shape values. In fact, the most important function of the media in entrepreneurship, which helps to form and equip the infrastructure and foundations of entrepreneurship skills and professionalism, is the educational and guidance function.

In all of the above roles, media can play a role as a tool for establishing and facilitating communication in the formation, promotion, strengthening, and consolidation of the entrepreneurship process in society.

B. The impact of media on entrepreneurship

Entrepreneurship is an acquired process and all socialization factors play a fundamental role in the formation of this process. In other words, during this process, the entrepreneur presents a new product and service with a new idea and thought to create a business by accepting and bearing risk. It is natural that if this way of thinking, thinking and innovation achieved in the field of employment and business is not advertised and promoted, the mental components governing the attitude of young people will become sluggish and sluggish over time, and eventually the actualization of new ideas in them will be destroyed.

Therefore, the most important impact of the media on entrepreneurship is at the individual level and the attitudes and mindsets that force entrepreneurs to act and express their mental and motivational creativity.

With the expansion of mass communication and the emergence of new media technologies, satellite broadcasting of television programs and the emergence of the Internet, the importance of expanding the culture of entrepreneurship has increased. Today, the media holds the thoughts,

culture and cultural identity of humans in their hands and most of all affects public opinion and changing attitudes to the extent that by using mass media, wrong ideas and attitudes in society can be eliminated and new ideas and attitudes such as innovation, entrepreneurship and the sanctification of wealth can be instilled in society.

In fact, the media are the main means of transmitting information and ideas at the level of societies, which can contribute to the development of society, especially its economic development, by creating new ideas and thinking every day.

Accordingly, another impact of the media on entrepreneurship is related to the effects of the social sphere, which, through its propaganda and culture-building function, creates a dynamic, vibrant, innovative, and creative society. Another area of media influence on entrepreneurship, which again emerges and manifests itself at the community level, is the aspect of expanding justice and development at the community level.

In fact, by providing equal opportunities for all potential talents and educating and cultivating this concept in society, the media helps to draw public attention to it and actualize the latent internal capacities of entrepreneurs. Most of these effects are achieved by utilizing the educational function of the media, which is the most efficient tool and the strongest process available for transferring knowledge and skills of human resources and strengthening them to perform their duties.

Given the daily changes and developments and the progress of science and technology, technology, and the multitude of jobs and professions, and to prevent the waste of the country's energetic and potential human resources, which constitute the same young generation, it is necessary for communication and media tools and technologies to take serious steps to provide the foundations for this issue.

In our country, national media, due to its extensive coverage and scope, is one of the most significant technologies that can have a significant impact on this field and institutionalize entrepreneurship as an undeniable and serious necessity in the attitudes of young people, while conceptualizing and expanding the intellectual horizons of young people in this direction.

4. THE IMPORTANCE OF ENTREPRENEURSHIP IN THE DEVELOPMENT PROCESS

Today, considering the role of technology and industry in the progress of societies, we need to use new sciences and techniques, whether we want to or not, because the optimal use of these factors will lead to the growth and prosperity of society. It is certain that in the stages of production, sale and consumption of products, creative and entrepreneurial human resources have a significant role and position.

Lack of sufficient attention to this factor will cause many problems to society. Many countries in the world, despite having rich resources, are still underdeveloped due to lack of attention to the role of human resources in the use of resources. Therefore, investing in human resources, especially capable and creative forces, will improve the quality of the workforce and subsequently improve the quality of production. For the optimal use of a country's resources and achieving all-round development, serious attention to the issue of entrepreneurship is considered vital.

In this regard, and in order to increase our capacity in the productive and economic dimensions, we must have capable, intelligent, motivated, self-confident, innovative and creative people. Advanced countries make entrepreneurship education a fundamental focus in their programs. By doing this, they practically teach their graduates how to work while learning science.

In other words, they learn how to work while learning science. In other words, they learn how to turn a new idea or thought into a new product. Therefore, in terms of the importance of paying attention to entrepreneurs in society, it can be said that entrepreneurs are people who pave the way for growth and development by injecting their thoughts and ideas into the economic body of society, and with their presence in the field of work and production, they will have a tremendous impact on the production process of the labor and capital markets, and finally, they will provide the basis for the advancement of knowledge and technology.

5. THE ROLE AND IMPORTANCE OF FAMILY IN THE DEVELOPMENT OF ENTREPRENEURSHIP

If the family is examined from an institutional perspective, it can be concluded that the family can be the main focus of work and effort and the cultivation of the spirit of creating ideas and work in individuals, in terms of quantity and quality. The realization of this requires special attention from parents to the dimensions and areas of the child's individual life from birth to the development of his personality.

When parents appear as a hardworking and effective model in the field of work and production in society, the positive functions resulting from their activity encourage the child to move his mind in a coherent and fruitful way to continue the parents' job or a new profession. For such a person, obtaining economic resources from work and conquering new spaces is considered valuable.

Such a way of viewing the world around the person changes his mind towards creating a new idea, economic independence, and achieving success. At this stage, the teenager or young person shares his business idea with the family, perhaps benefiting from the experiences and guidance of his parents and possibly their financial and social support.

This is where the family's standards and values become the criteria for action and the guiding light for the child on the path of work and effort. The parents' duty in such circumstances is to explain the broad dimensions of economic activity as a fundamental value for the child and guide him in the desired path, which will lead to a successful start in starting a business.

6. STAGES OF ENTREPRENEURSHIP DEVELOPMENT BY FAMILY

1. Steps to institutionalizing entrepreneurial culture

The family, as a front transmitter of terms, rituals and social behaviors, can play a fruitful role in familiarizing its members with concepts such as "success-seeking", "independence-seeking" and "risk-taking" in the field of economic activity and adapting to the realities of work in society.

The way parents view the world around them and how they visualize social values for their children in shaping their future careers can pave the way for achieving a healthy economy. For example, if achieving success in creating wealth and creating new job opportunities is depicted as part of the values parents want for their children, adolescents in such circumstances prepare their minds to achieve such a situation.

In the continuation of such a mental process, the individual presents the world with ways to achieve such a situation. He compares different situations, performs mental simulations, inquires and sometimes follows his mental questions in publications, books, school environments and even lecture halls.

Then, with awareness of the value of work and effort, the individual is ready to put a large part of the desires, ideals, and values of his family to the test of experience. Following

traditional and repetitive stereotypes in the field of work and activity causes irreparable damage to the family and society.

2. Determining a career path

The atmosphere within the family, especially the parents' instructions to children, allows them to break away from their own or other family members' previous habits and beliefs, explore new behavior, and align themselves with the new social order in a way that allows them to soar above their own mental desires and aspirations, in accordance with modern systems, and reduce the influence and authority of traditional thought and methods in their future behavior.

In the continuation of such a process, the role of the child within the family will be focused on the processes of production and creation of value in society. In this regard, parents, by recognizing the potential capabilities of their children and guiding them in their career path, play an important role in identifying and nurturing creative and entrepreneurial individuals in society.

3. Empowerment (learning new technologies)

Supporting and encouraging parents to learn new technologies, including information and communication technologies, and introducing jobs that provide high income opportunities for their children will not only help them play a role within the family, but also focus on development goals at the community level, namely, useful work and high productivity.

Changing stereotypical attitudes and behaviors about playing family and social roles and encouraging children to have positive economic and social behaviors will raise them to be efficient and purposeful individuals. Because following traditional and repetitive stereotypes in the field of work and activity causes irreparable damage to both the family and the society.

For this reason, passing through this stage of being affected by new changes and accepting serious social responsibility in order to create a new business and access better and new opportunities makes the individual an independent and capable human being who can be useful in various areas of life while accepting different roles.

4. Starting and running an economic business

At this stage, the individual creates ideas in the field of work and activity by evaluating jobs that are appropriate to his or her and family's desires, presents his or her intellectual framework to the community in the form of a business plan, and then begins economic activity with his or her own management. At this stage, parents can help their children run a business using their experiences. However, this may not be solely about their financial support. By continuing to support the family and strengthening the entrepreneurial spirit in children in order to start and manage an economic business by them, the following results will be achieved by the family:

- Creation and development of employment in the country's economic sectors and, consequently, the economic independence of families
- Transformation in the production process using advanced technology, followed by a change in consumer culture - Job diversity and creating widespread competition in economic markets
- Expansion and development of exports by relying on the resources available in the country
- Reduction of unemployment and inflation rates, followed by a reduction in social harms in society

7. CONCLUSION

Entrepreneurship is considered the center and center of gravity of work, effort and progress in the modern era. Without paying sufficient attention to the development of entrepreneurial culture, we cannot achieve the growth and development indicators that are achieved through changes in the production process, productivity and technical and industrial empowerment in the economy.

In the transition from the traditional to the industrial stage, we must pay special attention to the individual capabilities and capabilities of entrepreneurs in utilizing natural resources and applying modern technology because by using new methods in the market, they prepare themselves for optimal use of tools and achieving the desired quality of goods and services. Entrepreneurship is an acquired process and the family plays a fundamental role in the formation of this process.

Because the family can inject the element of dynamism and mobility into the depths of the existence of people under its influence and dependent on it in such a way that the individual and society interact in a harmonious environment and innovative social forms are formed. The role and importance of the family as the center of modernist thought in creating a spirit of creativity and innovation in individuals, expanding the spirit of entrepreneurship and developing new businesses in society is undeniable.

So that in the field of economic activity, the family can direct the thoughts of those under its influence in a direction that will save them from the problems ahead, such as unemployment, poverty, addiction, corruption, etc., and guide them in career paths that generate capital and new opportunities.

Because the family, in addition to the role of producing generations and nurturing the emotional and moral dimensions of children, as a center for the growth and development of thought, self-belief, self-confidence and self-fulfillment in children, will have a very effective role in starting an economic business and developing career activities in society.

In a general conclusion, it can be said that entrepreneurship is the engine of transformation and development of the economy, culture and society. The growth and spread of this phenomenon can lead to fundamental transformation and transformation in the national economy. Since mass media quickly reach a wide audience, spread information and change weaker attitudes, the media play a key role in promoting a culture of innovation, entrepreneurship and, subsequently, in the process of sustainable development and economy in a society.

Among them, the most important and main way to expand and promote a culture of entrepreneurship is the media. The national media, by recognizing the capacities, opportunities and cultural backgrounds of society and youth, should create and institutionalize a culture of entrepreneurship for young people, rather than promoting a type of unemployment in its show programs, which weakens entrepreneurial ideas and discourages young people from excelling and proposing innovative ideas, thereby hindering their creativity.

Entrepreneurship development is not possible unless all existing capacities and capabilities are utilized and innovative and creative methods are designed and implemented based on knowledge and relying on family-based opportunities in adolescence, which are an effective element in institutionalizing entrepreneurial culture, so that entrepreneurs from every class, class, and group can emerge and manifest themselves with all their might and with the least possible opportunities and expectations in the context of society.

Based on the results obtained, policy recommendations are aimed at improving entrepreneurial attitudes. To improve and strengthen entrepreneurial attitudes in society, various institutions and actors can be used, such as the educational system, the general culture of

society, the social system and the institutions and relationships governing it, the media, market factors, etc. Also, since entrepreneurship policy tools are generally soft policy tools (such as training, counseling, and strengthening social networks and relationships) and are usually pursued in the long term, policies adopted for the development of entrepreneurship should also be focused on individuals.

While existing policies focus more on companies and emphasize the use of policy tools such as financial security, reducing bureaucracy, market access, improving the competitiveness of companies, etc. Also, to strengthen entrepreneurial attitudes, policies such as strengthening entrepreneurial culture and prioritizing self-employment for individuals, strengthening individual self-reliance and awareness of entrepreneurial opportunities, empowering individuals and improving the status of formal and informal entrepreneurship education, providing consulting services and increasing learning opportunities in the entrepreneurial process for all individuals, strengthening general entrepreneurial characteristics in society and paying attention to individuals' psychological factors in becoming entrepreneurs, and creating common beliefs about the subject can be implemented.

Entrepreneurship, attention to the role of the family in creating and strengthening entrepreneurial attitudes, role modeling through the media, mentalization and the creation of role models with an emphasis on successful entrepreneurs, networking and belief in social ties to identify and exploit entrepreneurial opportunities and strengthen the social status of entrepreneurs.

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