

THE CONCEPTUAL IMAGE OF THE ENTREPRENEUR IN ENGLISH, UZBEK, AND RUSSIAN LINGUOCULTURES

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Abstract: This article examines the conceptual image of the entrepreneur in English, Uzbek, and Russian linguocultures. The study focuses on the linguistic, cognitive, axiological, and linguocultural dimensions of the concepts *entrepreneur*, *tadbirkor*, and *предприниматель*. Entrepreneurship is considered not only an economic activity but also a culturally constructed phenomenon reflected in language, collective knowledge, social values, and communicative practices. The article identifies the main cognitive features associated with the entrepreneur, including initiative, independence, risk-taking, innovation, responsibility, prosperity, social recognition, and professional success. Particular attention is paid to the similarities and differences in the representation of the entrepreneur in the three linguocultures. The comparative analysis demonstrates that the concepts share a universal semantic core related to economic activity, initiative, risk, and achievement, while their peripheral components may reflect culturally specific values. The study concludes that the entrepreneur represents a complex cognitive and linguocultural formation in which universal economic meanings interact with national cultural values and social experience.

Keywords: entrepreneur, entrepreneurship, entrepreneur concept, conceptual image, linguoculture, cognitive linguistics, linguocultural studies, axiological component, conceptualization, economic discourse, entrepreneurial discourse, English linguoculture, Uzbek linguoculture, Russian linguoculture, comparative linguistics

Introduction. The rapid development of global economic relations, digital technologies, innovation, and new forms of business activity has significantly increased the importance of entrepreneurship in contemporary society. The entrepreneur has become one of the central figures in modern economic and business discourse. However, the image of the entrepreneur cannot be fully understood only from an economic perspective. It is also a linguistic and cultural phenomenon reflected in vocabulary, metaphors, communicative practices, social values, and collective representations.

From the perspective of cognitive linguistics and linguocultural studies, the analysis of the entrepreneur provides an opportunity to identify how different linguistic communities conceptualize a person who initiates, organizes, and develops economic activity. In English, the concept is primarily represented by the lexical unit

entrepreneur; in Uzbek by *tadbirkor*; and in Russian by *предприниматель*. Although these units have similar basic meanings, their cultural associations and evaluative components may differ.

The relevance of this study is determined by the growing role of entrepreneurship in contemporary economic life and by the increasing importance of comparative studies of economic concepts in different languages.

The purpose of this article is to identify and compare the principal conceptual features of the entrepreneur in English, Uzbek, and Russian linguocultures.

The objectives are to:

- identify the linguistic representation of the entrepreneur concept;
- determine its main cognitive features;
- examine its axiological and linguocultural components;
- compare English, Uzbek, and Russian representations;
- distinguish universal and culturally specific characteristics.

In contemporary cognitive linguistics, a concept is generally understood as a complex mental formation that includes not only lexical meaning but also knowledge, associations, images, emotions, evaluations, and culturally significant information.

Therefore, the conceptual structure of a linguistic unit may be represented as:

LEXICAL MEANING → COGNITIVE FEATURES → ASSOCIATIONS → VALUES → CULTURAL INTERPRETATION

This approach is particularly relevant to the concept of the entrepreneur because entrepreneurship is interpreted through specific historical, economic, and cultural experiences.

The concept of the entrepreneur can be regarded as a multidimensional structure consisting of several interconnected components:

- nominative component;
- conceptual component;
- figurative component;
- axiological component;
- pragmatic component;
- linguocultural component.

Consequently, the entrepreneur is not simply “a person engaged in business.” The conceptual image may include initiative, independence, responsibility, risk, innovation, wealth, leadership, professional success, and social contribution.

From this perspective, the entrepreneur represents both an economic actor and a culturally meaningful personality type.

The comparative analysis begins with the lexical representation of the concept in the three languages.

In English, the central lexical unit is *entrepreneur*, while the abstract noun is *entrepreneurship*. The conceptual field also includes *business owner*, *founder*, *startup founder*, *businessperson*, *investor*, and *innovator*. These units emphasize different aspects of entrepreneurial identity.

In Uzbek, the central unit is *tadbirkor*, with the abstract form *tadbirkorlik*. Related lexical units include *ishbilarmon*, *biznesmen*, *investor*, *korxona egasi*, and *ishlab chiqaruvchi*. These expressions represent various aspects of economic initiative and business activity.

In Russian, the central unit is *предприниматель*, with the abstract noun *предпринимательство*. The associated lexical field includes *бизнесмен*, *владелец бизнеса*, *коммерсант*, *инвестор*, *основатель*, and *руководитель*.

Thus, all three languages possess a relatively broad lexical field surrounding the central concept. Nevertheless, the conceptual meaning of these lexical units extends beyond dictionary definitions and depends on the discourse context in which they are used.

The entrepreneur concept can be described as a cognitive frame consisting of interconnected elements. A generalized entrepreneurial frame may be represented as follows:

ENTREPRENEUR

- identifies an opportunity
- develops an idea
- mobilizes resources
- assumes risk
- creates economic value
- competes in the market
- seeks development
- achieves economic or social results.

This model demonstrates that the entrepreneur is conceptualized as an active agent rather than a passive participant in economic processes.

Several cognitive features constitute the core of the concept.

Initiative is associated with the entrepreneur's ability to recognize an opportunity and transform it into action.

English discourse contains expressions such as *entrepreneurial initiative*, *business idea*, and *opportunity recognition*. Corresponding Uzbek expressions include *tashabbus*, *biznes g'oyasi*, and *imkoniyat*. In Russian, related expressions include *инициатива*, *бизнес-идея*, and *возможность*.

Thus, initiative can be considered a universal cognitive component of the entrepreneur concept.

Independence is another significant feature. The entrepreneur is frequently represented as a person who makes decisions and organizes economic activity independently.

English discourse emphasizes *independence*, *autonomy*, *self-reliance*, and *self-employment*. Uzbek conceptualization may include *mustaqillik*, *tashabbuskorlik*, and *o'z ishini yuritish*. Russian discourse contains *самостоятельность*, *независимость*, and *собственное дело*.

The common conceptual model can therefore be expressed as:

ENTREPRENEUR → INDEPENDENCE → DECISION → ACTION

Risk represents one of the central components of entrepreneurial cognition. Business activity involves uncertainty, investment, competition, and the possibility of both success and failure.

In English, this component is represented by expressions such as *business risk*, *entrepreneurial risk*, *risk-taking*, and *calculated risk*. Uzbek uses *risk*, *tavakkal*, and *tavakkal qilish*, while Russian contains *риск*, *предпринимательский риск*, and *рисковать*.

The concept of risk can be cognitively associated with opportunity:

RISK → OPPORTUNITY → ACTION → RESULT

This model reflects the entrepreneur as an individual who transforms uncertainty into potential economic opportunity.

Another central component is innovation. The modern entrepreneur is increasingly conceptualized not merely as a business owner but as an innovator and creator of new products, services, technologies, and business models.

The conceptual chain can be represented as:

ENTREPRENEUR → IDEA → INNOVATION → PRODUCT → MARKET

Finally, entrepreneurial discourse is closely associated with success. English uses *success*, *achievement*, *wealth*, *prosperity*, and *growth*; Uzbek uses *muvaaffaqiyat*, *foyda*, *daromad*, *farovonlik*, and *rivojlanish*; Russian uses *успех*, *прибыль*, *доход*, *благосостояние*, and *развитие*.

Contemporary entrepreneurship, however, increasingly associates success not only with profit but also with innovation, employment, sustainability, and social impact.

The English conceptual image of the entrepreneur is strongly connected with individual initiative, opportunity recognition, innovation, independence, and business growth.

The entrepreneur may be represented through the following conceptual models:

ENTREPRENEUR AS AN OPPORTUNITY SEEKER

ENTREPRENEUR AS A RISK TAKER

ENTREPRENEUR AS AN INNOVATOR

ENTREPRENEUR AS A BUSINESS CREATOR

These models are particularly visible in contemporary startup and technology discourse.

In Uzbek linguoculture, the concept of *tadbirkor* has a broader social and cultural dimension. It is associated with business activity, initiative, diligence, productivity, responsibility, prosperity, and social usefulness.

The conceptual image can be represented as:

TADBIRKOR = TASHABBUS + MEHNAT + MAS'ULIYAT + FAROVONLIK + IJTIMOIIY FOYDA

The notion of *mehnat* is particularly relevant because entrepreneurial success may be culturally associated with persistent work and productive activity. The concepts of family welfare and social benefit may also appear in representations of successful entrepreneurship.

In Russian linguoculture, *предприниматель* is associated with business ownership, commercial activity, independence, initiative, investment, management, and risk.

An important conceptual expression is *своё дело*, which emphasizes the idea of owning and managing one's own business.

The Russian conceptual field therefore includes:

инициатива + самостоятельность + своё дело + риск + прибыль + развитие.

These characteristics should be understood as general tendencies rather than absolute properties of the respective cultures.

The comparison of the three linguocultures reveals a common conceptual core.

Conceptual feature	English	Uzbek	Russian
Initiative	+	+	+
Independence	+	+	+
Risk	+	+	+
Innovation	+	+	+
Business activity	+	+	+
Profit	+	+	+
Success	+	+	+
Responsibility	+	+	+
Social contribution	+	+	+
Labour/diligence	+	+	+

The comparison indicates that the entrepreneur concept has a universal semantic nucleus consisting of:

initiative + action + risk + resources + business + result.

At the same time, differences can be observed in the peripheral conceptual zones.

English discourse tends to foreground individual agency, opportunity, innovation, and business growth. Uzbek conceptualization may give greater prominence to labour, responsibility, family welfare, prosperity, and social usefulness. Russian conceptualization incorporates notions of one's own business, commercial activity, initiative, management, and entrepreneurial risk.

These distinctions are not absolute. They may vary according to genre, historical period, social group, and communicative context.

The entrepreneur concept has a significant axiological component. Among the positively evaluated features are:

- initiative;
- independence;
- hard work;
- creativity;
- innovation;
- responsibility;
- success;
- prosperity;
- social contribution.

At the same time, entrepreneurial discourse can contain negative or ambivalent associations related to excessive greed, unethical competition, dishonesty, irresponsible risk-taking, or exploitation.

Therefore, the concept is axiologically complex and cannot be reduced to an exclusively positive image.

An important development in contemporary discourse is the connection between entrepreneurship and social responsibility. Concepts such as *social entrepreneurship*, *sustainable business*, *ethical entrepreneurship*, and *corporate responsibility* demonstrate that the entrepreneur is increasingly conceptualized as an actor who may create not only economic but also social value.

This development can be represented as:

ECONOMIC VALUE + SOCIAL VALUE = CONTEMPORARY ENTREPRENEURIAL IDENTITY

Thus, the conceptual image of the entrepreneur changes together with changes in economic structures and social expectations.

Conclusion. The study of the conceptual image of the entrepreneur in English, Uzbek, and Russian linguocultures demonstrates that entrepreneurship is a complex linguistic, cognitive, and cultural phenomenon.

The lexical units *entrepreneur*, *tadbirkor*, and *предприниматель* share a common conceptual core associated with initiative, independence, business activity,

risk, innovation, and economic achievement. These characteristics constitute the universal cognitive basis of the concept.

At the same time, the three linguocultures reveal differences in the peripheral representation of entrepreneurial identity. English discourse prominently represents opportunity, individual agency, innovation, and business growth. Uzbek conceptualization may emphasize labour, responsibility, family welfare, prosperity, and social usefulness. Russian conceptualization includes the notions of one's own business, commercial activity, independence, initiative, management, and risk.

The analysis also shows that the entrepreneur concept possesses a multidimensional axiological structure. Alongside positively evaluated features such as creativity, initiative, responsibility, and success, discourse may contain critical associations related to unethical or excessively profit-oriented behaviour. Therefore, the conceptual image is context-dependent and culturally dynamic.

From a cognitive perspective, the entrepreneur is an active agent who recognizes opportunities, takes risks, mobilizes resources, creates value, and seeks development. From a linguocultural perspective, these universal characteristics interact with national values and collective experience.

Consequently, the comparative study of *entrepreneur*, *tadbirkor*, and *предприниматель* provides a productive basis for further research into the relationship between language, cognition, culture, and economic activity. Future studies may focus on corpus data, phraseological units, metaphors, media discourse, startup communication, and pragmatic strategies in English, Uzbek, and Russian.

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