

**MARKET REFORMS AND THE INDIVIDUAL'S SPIRITUAL WORLD: TRANSFORMATION
OF VIRTUES, VALUES, AND WILL**

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Abstract: *This article analyzes the socio-philosophical changes occurring in the spiritual world of individuals under the conditions of market reforms in Uzbekistan. The spiritual profile of the individual is interpreted as a socio-philosophical category, highlighting transformations in its emotional, cognitive, qualitative (system of virtues), axiological (system of values), and volitional layers. Based on sociological research results, official statistical data, and analysis of normative-legal documents, the article reveals both positive and negative effects of market reforms on individuals' mood, economic literacy, virtues, values, and volitional characteristics. The emerging new image of the individual in a market environment is interpreted as a spiritually mature, economically literate, and responsible person, yet facing risks of consumerist attitudes, luxury-seeking behavior, and dependence. The author provides a series of conclusions and practical-scientific recommendations on aligning market reforms with the objectives of individual spiritual development.*

Keywords: *individual spiritual profile, spiritual world, socio-philosophical transformation, market reforms, market relations, economic culture, economic ethics, system of virtues, system of values, consumerist mindset, individual will, spiritual values*

INTRODUCTION

Market reforms in Uzbekistan are not only transforming the economic system but also profoundly changing the spiritual world of individuals. The deepening of market relations, diversification of ownership forms, and competition in the labor market are reshaping individuals' perspectives on society, work, material resources, and more. The main layers of the individual's spiritual world—virtues, values, and will—manifest in daily decisions, social behavior, and life strategies, and should be studied in connection with emotional and cognitive components. In philosophical and sociological literature, the spiritual profile of the individual is interpreted as a combination of worldview, beliefs, values, virtues, social roles, and life goals. This article analyzes the spiritual world of individuals in the following areas: emotional layer (mood and trust), cognitive layer

(economic literacy), qualitative layer (system of virtues), axiological layer (system of values), and volitional layer (goal orientation and civic courage). This approach allows for identifying the impact of market reforms on individual spiritual maturity.

Discussion and Results. Impact of Market Reforms on the Emotional and Cognitive Layers of the Individual's Spiritual World: The influence of market reforms on the individual's spiritual world first appears in the emotional sphere—general mood, psychological experiences, level of hope and trust, and feelings of anxiety and uncertainty. Social mood is generally expressed through indicators such as: family material status and satisfaction with it; assessment of the country's economic and political situation; perceptions of development prospects; and self-evaluation of one's socio-psychological state. Sociological surveys conducted in Tashkent in 2022 show that a portion of respondents are satisfied with their ability to meet their income and needs, while a significant number believe that their financial situation will improve in the near future. Surveys of employees in 12 organizations in the Qashqadaryo region in 2023 also confirmed that a substantial share of people employed in both the public and private sectors consider their financial opportunities satisfactory. Citizens' confidence in the country's future and political-legal reforms is another important indicator of the emotional layer. During the discussion of the updated Constitution, hundreds of thousands of public proposals were submitted, and in the 2023 referendum, 84.5% of voters participated, with 90.2% supporting the changes, demonstrating relatively high civic engagement and trust in government policies.

At the same time, the expansion of market infrastructure, the attractiveness of consumer markets, and aggressive advertising have increased consumerist attitudes among certain segments of society. Excessive materialism, elevating shopping to a life goal, and considering "having more" as a personal success criterion are observable trends. Amid strong social policy, some segments maintain dependency attitudes, expecting the state to provide, negatively affecting the emotional layer of the individual's spiritual world. Simplified Soviet-era social perceptions are being replaced by complex understandings of social systems and multi-factor economic processes. Survey results show that most respondents acknowledge significant changes in their societal views over the last thirty years, indicating that responsibility, activity, and trust coexist with anxiety and tension in the emotional layer.

From a cognitive perspective, market reforms have directly influenced individuals' knowledge, economic thinking, analytical, and decision-making skills. The transition to a market economy has sharply increased the demand for economic knowledge and skills. As a result, enrollment quotas in higher education for economics and related fields have increased annually. In some universities, quotas for economic programs between 2018–2020 were multiplied several times, clearly reflecting this trend. Empirical studies show that a significant proportion of respondents are interested in economic knowledge, regularly read economic literature, and monitor economic developments. This contributes

to new forms of economic culture—personal initiative, responsibility, entrepreneurship, and proactive engagement. Economic knowledge has also gained a pragmatic status in belief systems, with factors like utility, efficiency, and competitiveness becoming prioritized. However, results in the cognitive domain are not uniform; insufficient understanding of market economy principles sometimes prevents entrepreneurs and self-employed citizens from achieving sustainable outcomes, while increased pursuit of results at any cost undermines ethical norms and negatively affects the individual's spiritual profile.

System of Virtues: Transformation of the Qualitative Profile:

Under market reforms, the system of virtues—qualities defining attitudes toward life, work, self, and others—has undergone significant transformation. Individuals increasingly perceive themselves as responsible for their standard of living, well-being, and peaceful life. This emphasizes virtues such as wisdom, contentment, gratitude, diligence, perseverance, adaptability, innovation, communicativeness, benevolence, responsibility, and mental stability. Sociological studies show that qualities like personal freedom, tolerance, healthy lifestyle, philanthropy, safety consciousness, openness to innovation, and adaptability are prioritized. Labor virtues such as diligence, persistence, initiative, and resourcefulness are increasingly evaluated as highly developed, as these traits are crucial for success in competitive markets. Attitudes toward material wealth have also evolved; while Soviet-era pursuit of material comfort was often seen as a moral flaw, today access to adequate housing, modern appliances, transport, clothing, and other conveniences is considered a natural need. However, the impact of market reforms is uneven. Market conditions have fostered ostentation, materialism, and celebrity-seeking in affluent groups, while less privileged groups sometimes show passivity, dependency, and lack of initiative, limiting active participation in market relations.

System of Values: Changes in Spiritual Orientation and Ideals:

Market reforms have profoundly altered the axiological layer of the individual's spiritual profile. Historically, values such as keeping one's word and loyalty to promises have been highly esteemed in Uzbek culture. Under modern economic conditions, frequent changes and increased risks sometimes prevent individuals from fulfilling promises, weakening these values. Hospitality is also undergoing transformation, with many valuing it mentally but unable to practice it due to time constraints. Personal aspirations have become more complex, with higher standards and expectations for housing, well-being, social status, and children's development. Economic reforms have expanded needs and complicated mechanisms for fulfilling them, while ideals of freedom, justice, friendship, love, and compassion remain aspirational but increasingly difficult to realize amidst daily pressures. This may lead to loss of moral orientation and spiritual crisis for some individuals.

Will and Freedom: Transformation of the Volitional Profile:

Will—the ability to choose goals and overcome internal and external obstacles—has acquired new significance under market reforms. Individuals with clear goals, risk tolerance, and competitiveness are increasing. Evidence includes entrepreneurial development, strategic long-term planning, and overcoming challenges as manifestations of strong will. Among youth, goal-oriented achievement through education and self-improvement is growing. Acceptance into prestigious universities and acquisition of significant grants indicate positive shifts in volitional profiles. Enhanced freedom and transparency allow individuals to express opinions, engage socially, and demonstrate civic courage. However, some fail to exercise freedom responsibly, violating social norms or displaying anti-social behavior online, which negatively affects youth and the broader moral environment. Therefore, future educational and moral initiatives should aim to guide individual will toward high moral goals, balancing freedom with responsibility.

CONCLUSION

Market reforms in Uzbekistan have a complex impact on the individual's spiritual world. Emotional layers show increased confidence in the future, social activity, alongside anxiety; cognitive layers demonstrate improved economic literacy and pragmatic thinking; qualitative layers reflect strengthened virtues such as diligence, perseverance, and initiative; axiological layers show restructured value systems; and volitional layers indicate a growing share of goal-oriented, free-thinking, and active individuals. However, rising consumerist attitudes, luxury-seeking, pursuit of results at any cost, dependency, and dishonesty remain challenges. Aligning market reforms with the goals of spiritual maturity, fostering economic literacy with ethics and responsibility, integrating value systems with national spiritual heritage, and strengthening educational efforts to direct individual will toward high moral goals are essential tasks.

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