

THE ROLE OF CRITICAL THINKING IN ACADEMIC SKILLS, BUSINESS, AND SUCCESS

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Abstract

The article analyzes the role of critical thinking in academic skills and business, particularly marketing and management, and examines mistakes associated with critical thinking in success.

Keywords: Critical thinking, cognitive impairment, survival effect, Abraham Wertz.

Introduction

In today's fast-changing world, critical thinking plays a vital role in academic and business success. It is defined as a purposeful, self-regulating process that relies on evidence, logic, and awareness of one's own biases. According to philosopher John Dewey, critical thinking must be active, careful, and persistent. In academics, it helps students analyze information deeply and form independent opinions. In business, especially in marketing and management, it supports strategic planning and reduces errors caused by cognitive distortions. For example, the "Survivorship Bias" shows how critical thinking can uncover hidden flaws in decisions. Despite the popularity of motivational content that links success solely to effort, critical thinking reminds us that factors like chance and proper analysis matter too. This paper explores the importance of critical thinking and how its proper use leads to better results in both academic studies and professional environments.

There are different concepts of critical thinking. Critical thinking as a scientific field is the well-known philosopher John Deale, who says about it: "Critical thinking should be active, persistent, cautious, applicable to all forms of information, and, of course, taking into account one's own personal opinions."

Critical thinking is a scientifically verified, self-regulating, and corrective form of thinking with specific facts or reasons. In some cases, our brain and consciousness prompt us to make uncomfortable and incorrect decisions. Such uncertainties are called cognitive disorders in science. These are mistakes in thinking that prevent us from objectively perceiving the world and making optimal decisions. It is impossible to get rid of them completely, because the human brain still strives to simplify the worldview. However, developed critical thinking partially helps avoid cognitive thinking.



When individuals are capable of critical thinking, they are more likely to solve any problem using cognitive skills and strategies. He acts according to his own opinions and scientific foundations, not the opinions of others. The human mind often makes mistakes, and the brain, the main organ of the body, tries to expend as little effort as possible on reasoning. As a result, most decisions are made quickly and truly without thinking. And critical thinking reduces such cases.

The role of critical thinking in academic skills and business is very important. For example, in business, critical thinking improves strategy. Entrepreneurs who have strengthened critical thinking in themselves can clearly analyze the strategy in projects and predict its successes and failures. Strategy is considered an important path to the goal, and weak points and obstacles in it have a serious impact on the business, especially the main target profit. Top companies like Tesla or Microsoft concentrate critically developed employees, because due to the fact that such companies have a very large size, their risks are also great. Critical thinking prevents "chaos" in such situations and allows for improved correct decisions. In academic research, critical thinking increases the efficiency of scientific research, such efficiency allows for a deeper study of scientific articles or studies and the ability to express opinions based on analytical evidence. According to scientists from Oxford University, critical thinkers work with a plan and examine any information, draw conclusions, and then express them.

Since 2019-2021, various business trainers and motivators have become a trend in our country. This is not only in Uzbekistan, but also all over the world. People think that only constant effort leads to success and forget about other factors, especially luck. Motivational songs, videos on social networks, "fairy tales" about the temporary lives of famous people, motivational speeches and books by writers such as Napoleon Hill, Carnegie, Kiyosaki, all constantly emphasize that it depends on effort. However, there is a mistake in this idea, and I would not be wrong to say that there is not only a mistake but also a danger. Such thinking is related to the cognitive distortions mentioned above and is expressed in forgetting the true reason for success. We will consider this with the "Survivor" effect. During World War II, a large number of defective military aircraft returned to Great Britain. Most of these planes were hit by bullets, mainly in the middle part and wings, but the engine and fuel compartment were not damaged at all. The solution to this problem was entrusted to Professor Abraham Woltz. The professor focused on the points that were not hit, not on the parts that were hit by bullets, and he improved them. Because bullets that hit the engine and fuel tanks would completely destroy the plane. In this way, Abraham found the real solution to the problem through critical analysis, which means that the basis of success lies in many factors.

In conclusion, it should be said that people who develop critical thinking solve problems faster and achieve success faster. Critical thinking is one of the most important skills in the modern world. Critical thinking allows humanity to form independent logical and fact-based opinions, which plays an important role in various areas and fields, including scientific research and academic studies.





Figure 1. In this picture is a military aircraft from World War II, through which Abraham Weltz discovered a unique path of critical thinking

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