

THE ROLE OF PUBLIC RELATIONS AND PEACE BUILDING ON SOCIO-ECONOMIC DEVELOPMENT OF SOUTH SUDAN

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DEFINITION OF KEY TERMS

Public relations: It refers to international diplomacy, the conduct of international relations through the intercession of professional diplomats with regard to issues of peace-making, trade, war, economics, culture, environment and human relations (Berridge, 2005).

Peace building: It is the effort to strengthen the prospects for internal peace and decrease the likelihood of violent conflict (CIDA, 2012).

Socio-economic development: It a process that involves socioeconomic structural changes which affect political, social and political spheres of the country. These changes are represented by improvements in living standards such as rising income and improving health and educational systems (Economic Development, 2009).

Abstract: -

This study aimed at providing a broader understanding of how Public relations and peace building affect Social-economic development of South Sudan. The objectives of the study were to examine the relationship between Public relations and Socio-economic development; analyses the relationship between Peace building and Socio-economic development and to study the factor structure of Public relations and Peace building on Socio-economic development.

The study employed a case study and descriptive design while using qualitative and quantitative approaches. The study population was 243, selected using purposive and simple random sampling technique. The sample size determination was made using Krejcie and Morgan Table (1970) formula. The sample size was 167 with a response rate of 85%. The data analysis was made using Statistical package for social scientists (SPSS 20).

The major findings of the study were that there was a positive relationship between; public relations and Socio-economic development ($r = 0.633$, $P\text{-value} < 0.01$; Peace building and Socio-economic development ($r = 0.556$, $P\text{-value} < 0.01$) and a regression figure of ($R = 0.643$) a combination of public relations and peace building in assessing the level to which they can predict the level of Socio-economic development of South Sudan. The most influential predictor was public relations with ($\beta = .641$, Sig. 325) followed by Institutional response with ($\beta = .443$, Sig. 211).

The study recommends that the leaders should develop public relations with other international communities that aim at empowering people with education values and promoting an electoral process that serves the purpose of national renewal and peace commitment, organizations and stakeholders should invest heavily in educating their staff and sensitizing their beneficiaries about the need for peace building and where need be, alternative dispute resolution mechanisms such as negotiation, fact finding facilitation and mediation should be adopted and for lobbying be done for more organizations to join in and engage in the peace building process in order to fully curb the issue of armed conflicts and also improve the rate at which peace building is being attained.

Keywords: - *public relations, peace building, socio-economic development*

CHAPTER ONE

INTRODUCTION AND BACK GROUND TO THE STUDY

1.1 Introduction

This chapter presents the introduction, back ground of the study, problem statement, purpose of the study, general and specific objectives, research questions, scope of the study, significance of the study and the conceptual frame work.

Globally, some progress is being made towards achieving the SDGs, but societies affected by armed conflict and criminal armed violence are often off track. These countries are usually in the lower ranks of the Human Development Index (HDI) or are experiencing specific risk factors shaping armed violence onset. For example, in 2012, the UN stated that 22 of the 34 countries farthest from reaching the SDGs are in or emerging from armed conflict (UN's SDG Review Summit, September 2015). This suggests that armed violence is both a cause and consequence of certain forms of underdevelopment. At the time when conflicts have become major impediments to development, the donor community recognizes the need for a special focus in assisting post-conflict recoveries.

According to UNDP, (2013), the majority of worst-performing countries in terms of meeting their SDGs have been affected by conflict directly or indirectly and these countries are in greatest need of foreign aid and the countries affected by armed conflict are South Sudan, Somalia, DRC Congo and Burundi among others. In light of this debate, it is of crucial importance to sharpen the focus on the role of post-conflict aid as a tool for peace recovery and development. Since all the developing countries, including those affected by conflict, attract aid from the same pool of donor funding World Bank, (2014), investigation of the patterns and the determinants that drive aid to post-conflict countries is warranted.

The crisis in South Sudan worsened humanitarian conditions in a country facing acute needs and 740,000 people are displaced due to the armed conflict and therefore it embarked on peace building, especially, in Jonglei, Upper Nile and Unity States, (Dan, 2014). There are disparities in school participation rates, the chance of completing the eight-year primary cycle is currently 30% for boys but only 17% for girls. The primary completion rate is still very low at only 26% for grade 6 and 8% for grade 8, thus leaving the illiteracy rate very high in the Country. Based on the 2013 Southern Sudan Household Survey, 50.6% of Southern Sudanese are poor, living on less than USD 2.0 per day. The incidence of poverty has also worsened, from 44.7% in 2011 to more than 57.2% in 2015, with a corresponding increase in the depth of poverty (MoAF, 2015).

Fighting and rising insecurity have contributed to deteriorating conditions that are further impacted by the evacuation of many international relief workers (Rodriguez) 2012). The protection of civilians is currently the primary humanitarian challenge in South Sudan, and reports indicate that the security forces are, in many areas, divided and/or unable to provide security for either residents or foreigners (Collier and Duponchell, 2010). However such challenges in the Country have greatly affected humanitarian assistance hence making it difficult to realize peace building in many spheres of development. The current study tries to investigate how armed conflict and humanitarian assistance influence peace building in South Sudan.

1.2 Back ground

Public Relation refers to the conduct of human affairs by peaceful means, employing techniques of persuasion and negotiation (Barnett and Duvall, 2010). It is known that refers to international diplomacy, the conduct of international relations through the intercession of professional diplomats with regard to issues of peace-making, trade, war, economics, culture, environment and human relations (Berridge, 2005). But it not known that diplomatic relations brings about diplomatic initiatives by outside parties to transform a conflict by enhancing communication between warring parties and providing information about the conflict that can help generate movement toward negotiated outcomes (Little, 2007). The functions of diplomatic relations are also particularly closely related to evolving events and issues such as international crises, human and natural disasters or outbreaks of violence, which shift the diplomatic spotlight on to previously remote geographic areas or issues (Guzzini, 2009). Diplomatic relation is measured by the following attributes; economic relations, political relations, cultural relations and environmental relations (Claude, 2012).

Peace building is the effort to strengthen the prospects for internal peace and decrease the likelihood of violent conflict (CIDA, 2012). Peace building requires sustained international support for national efforts across the broadest range of activities; monitoring ceasefires, demobilizing and reintegrating combatants, assisting the return of refugees and displaced persons, helping organize and monitor elections of a new government, supporting justice and security sector reform and enhancing human rights protections and fostering reconciliation after past atrocities (Weber, 2011). Whenever an armed conflict erupts there is no peace. Peace building can only be achieved once there is permanent peace (when atmosphere is conducive), which can also lead to achievement of permanent peace building (Dal and Pedro, 2011). Peace Building is an intervention that is designed to prevent the start or resumption of violent conflict by creating a sustainable peace (OECD, 2009). According to the United Nations, peace building includes actions to identify and support structures, which will tend to strengthen and solidify peace in order to avoid a relapse into conflict (UNDPA, 2010). Peace building is measured using strategies for peace building which include; freedom of association, economic renewal, normalcy & rule of law, reconciliation and security & public order (CIDA, 2012).

Socio-economic development a process that involves "socioeconomic structural changes which affect political, social and political spheres of the country. These changes are represented by improvements in living standards such as rising income and improving health and educational systems (Economic Development, 2009). The basis of development is built on economic growth, political and social modernizations (Pieterse, 2001). And social development is the product of the application of the powers of mind to organize the physical materials, social activities and mental ideas of humanity to

achieve greater material, social, mental and spiritual experience. In the widest sense, it refers as orderly arrangement of human activities to achieve greater productivity, efficiency, innovation and creativity (Lawal, 2011). According to Crafts, (2014) economic development involves proper and adequate utilization of a nation's resources in order to; efficiently increase the productivity for the betterment of the people, with the use of application of modern technology and science, which involves mass education, reasonable political order and efficient management of resources. Socio-economic development is measured by attributes like; education levels, gender equality, access to medical & health, food security & income and employment status (Crafts, 2014).

1.3 Problem statement

The Republic of South Sudan became the world's newest nation and Africa's 55th country on July 9, 2011, following a peaceful secession from the Sudan through a referendum in January 2011. As a new nation, South Sudan has the dual challenge of dealing with the legacy of more than 50 years of conflict and continued instability, along with huge development needs. South Sudan also has significant oil wealth, which if effectively used to drive development, could provide the basis for progress in the coming years (UNHCR, 2014). When conflict broke out December 2013, core administrative structures and mechanisms of political representation were emerging, and the government was beginning to provide basic services to the population. A peaceful resolution to the conflict has just been achieved (Weber, 2011). South Sudan is the most oil-dependent country in the world, with oil accounting for almost the totality of exports, and for around 60% of its gross domestic product (GDP). On current reserve estimates, oil production is expected to reduce steadily in future years and to become negligible by 2035 (MoAF, 2015). The country's GDP per capita in 2013 was \$1081. Outside the oil sector, livelihoods are concentrated in low productive, unpaid agriculture and pastoralists work, accounting for around 15% of GDP. In fact, 85% of the working population is engaged in non-wage work, chiefly in agriculture (78%). Since late 2014, the decline in the oil price has further exacerbated the economic hardship of South Sudan (UNDP, 2013).

However almost 83% of South Sudanese resided in rural areas before the outbreak of the recent conflict, which has displaced nearly 2 million people. Only 27% of the population aged 15 years and above is literate, with significant gender disparities: the literacy rate for males is 40% compared to 16% for females (UNDP, 2013). The infant mortality rate is 105 (per 1,000 live births), maternal mortality rate is 2,054 (per 100,000 live births), and only 17% of children are fully immunized. Fifty-five percent of the population has access to improved sources of drinking water. Around 38% of the population has to walk for more than 30 minutes one way to collect drinking water. Some 80% of South Sudanese do not have access to any toilet facility South Sudan Overview (World Bank, 2015). Based on the 2013 Southern Sudan Household Survey, 50.6% of Southern Sudanese are poor, living on less than USD 2.0 per day. The incidence of poverty has also worsened, from 44.7% in 2011 to more than 57.2% in 2015, with a corresponding increase in the depth of poverty (MoAF, 2015).

It has become imperative for us to critically determine the impacts (both the benefits and costs) of globalization and the political system on the socioeconomic development in South Sudan in the 21st century (Mayntz, 2010). Trying to ascertain the causes of underdevelopment despite the enormous resources and inflows of financial capital in form of FDI, foreign aid, exports earnings and remittances in the country.

1.4 Purpose of the study

The study seeks to investigate the role of Public relations and Peace building on Socio-economic development of South Sudan.

1.5 Research Objectives

- i. To examine the relationship between Public relations and Socio-economic development of South Sudan.
- ii. To analyse the relationship between Peace building and Socio-economic development of South Sudan.
- iii. To study the factor structure of Public relations and Peace building on Socio-economic development of South Sudan.

1.6 Research Questions

- i. What is the relationship between Public relations and Socio-economic development of South Sudan?
- ii. What is the relationship between Peace building and Socio-economic development of South Sudan?
- iii. What is the factor structure of Public relations and Peace building on Socio-economic development of South Sudan?

1.7 Scope of the Study

1.7.1 Subject scope

The research was restricted to Public relations, peace building and socio-economic development. The Choice of the subject was based on the fact that South Sudan has experienced decades of conflict and various conflict resolutions have been applied but the conflict has persisted. Imperative therefore to investigate the role of diplomatic relations and peace building on socio-economic development in such a Country.

1.7.1 Geographical Scope

The study was carried out in Juba city, which is the capital and largest city of South Sudan. The choice of the city is based on the fact that it has been leading center for all the operations and peace building processes for the Country.

1.6.2 Time Scope

The study reviewed documents from 2008 to 2014 and it was conducted between April and September 2019.

1.7 Significance of the Study

i. Academic significance.

The study can enrich on the existing body of knowledge on diplomatic relations, peace building and socio-economic development in nations like South Sudan. The results which will be gotten from the findings should bring light on the actual situation on how public relations and peace building affect socio-economic development of a nation and fill the gap since there has been little literature on how public relations and peace building affect socio-economic development of nation South Sudan. They study can also recommend further areas of research on the variables in a different context.

ii. Industry significance.

The study can be used by other different international organizations to discover the strategies that can be used for peace building and socio-economic development. Managements and other bodies can come up with new strategies which will help them advice the stakeholders on how to handle conflict.

iii. Development partners

The study can assist development partners especially international agents like INGOs and foreign countries in knowing the factors behind the peace building and socio-economic development in some countries such that they can be used in war torn/ conflict areas.

iv. Policy makers

The study may assist government and other policy making bodies to develop policies and guidelines which will provide a conducive operating environment for reconciliation and management of the conflict which will lead to sustainable peace in South Sudan. The study can also benefit the policy makers at both national and institutional levels through policy formulation and change of police in regard to the role of diplomatic relations and peace building on socio-economic development.

CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

This chapter reviews the existing literature basing on the objectives of the study

2.1 The relationship between Public relations and Social-economic development in South Sudan

2.1.1 Public relations

Public relation refers to the conduct of human affairs by peaceful means, employing techniques of persuasion and negotiation (Barnett and Duvall, 2010). It usually refers to international diplomacy, the conduct of international relations through the intercession of professional diplomats with regard to issues of peace-making, trade, war, economics, culture, environment and human relations (Berridge, 2005). Public relation is typically carried out by government officials, who use bargaining, negotiation, and other peaceful means to negotiate treaties, trade policies, and other international agreements, including agreements to prevent, limit, manage, or settle conflicts (Claude, 2012).

Public relations are often thought of as being concerned with peaceful activity, although it may occur within war or armed conflict or be used in the orchestration of particular acts of violence, such as seeking over-flight clearance for an air strike (Lake and Powell, (eds) 2013). International treaties are usually negotiated by diplomats prior to endorsement by national politicians (Lake and Powell, (eds) 2013). In an informal or social sense, diplomacy is the employment of tact to gain strategic advantage or to find mutually acceptable solutions to a common challenge, one set of tools being the phrasing of statements in a non-confrontational or polite manner (Barnett and Duvall, 2010). Diplomatic relation is measured by the following pillars;

• Peace diplomacy

Underlying Country's peace and security diplomacy is the recognition of peace and stability as necessary pre-conditions for development and prosperity. A country should have a conviction that its own stability and economic wellbeing are dependent on the stability of the sub-region, Africa and the rest of the world (Berridge, 2005). The objectives of this pillar are to: Promote the resolution of conflicts by peaceful means; Collaborate with other African countries to strengthen the conflict prevention, management and resolution capacity of regional institutions, including the EAC, IGAD, COMESA and AU with the aim of promoting sustainable peace and development. And to support peace efforts by the African Union and the United Nations through contributing troops and providing leadership in peacekeeping missions within the continent and globally (Claude, 2012).

• Economic diplomacy

Countries' quest for a peaceful and stable environment is linked to its socio-economic development and prosperity, and that of the region (Choi & Choi, 2008). A robust economic engagement is necessary to secure the Country's regional and overall economic objectives. The objectives of this pillar are to: Increase capital flows to the Country; Support export promotion and investment by enterprises within the region and beyond; Promote the country as a favorite destination for foreign direct investment, tourism, and conferencing; Expand access to traditional markets and explore new destinations for the Country's exports; Enhance technological advancement by exploring new sources of affordable and appropriate technology (Claude, 2012). And Strengthen regional economic communities and organizations to serve as competitive spring boards to emerging and global markets (Cohen & Westbrook, Eds. 2012).

• Diaspora diplomacy

The Government should recognize the huge and untapped potential of her citizens abroad which can contribute to the country's national development agenda (Claude, 2012). The Diaspora pillar aims to harness the diverse skills, knowledge, expertise and resources of the citizens living abroad, and facilitating their integration into the national development agenda (Guzzini, 2009). This informs the Diaspora Pillar which seeks to harness the contribution of citizens living abroad through the implementation of the National Diaspora policy (David and Powell, (eds) 2013).

• Environmental diplomacy

The Environmental Policy underscores that environment and natural resources are valuable national assets upon which the country's sustainable development is anchored. Countries recognize their enormous stake in the sustainable management of its own natural resources, those of the region and the world. Countries are encouraged to champion the strengthening of UNEP and UN HABITAT in prioritizing the global sustainable development agenda; Promote compliance with the relevant national, regional and international environmental legislation, regulations, standards, and other appropriate operational procedures and guidelines; Promote the integration of environmental management into national and regional economic activities, including agriculture and tourism to minimize negative impact on the environment and promote research as a mechanism to encourage innovation and reduce adverse environmental impacts.

• Cultural diplomacy

It is through cultural activities that a nation's idea of itself is best represented. A country's cultural diplomacy should aim at increasing awareness of her cultural richness and to generate interests in the country's cultural heritage. There should be respect and recognition of cultural diversity and heritage; Promotion of cultural exchanges and partnerships and promotion of global intercultural dialogue. The implementation of these pillars provides a guiding framework for diplomatic engagements. This will further guide the country as it pursues its vision of becoming peaceful, prosperous and globally competitive while promoting sustainable development.

2.1.2 Social-economic development

A society develops economically a society is recognized as developed when it members increase jointly their capacity for dealing with the environment (Habasonda, 2013). This capacity is dependent on the extent to which they understand the laws of nature (science), and on the extent to which they put that understanding into practice by devising tools (technology), and on the manner in which work is organized (United Nations, 2011). Modern democratic societies rely on the power of education and the media to get the word around about what problems we collectively face. Those societies whose citizens are encouraged to engage in the fullest and most enlightened exercise of choice will have the greatest potential for development (Habasonda, 2013).

In other words, economic development demands and entails profound cultural change, including, often, transformation of political system, of individual behaviour and norms, of the culture of work and production, and most fundamentally, modifications in the manner in which society confronts, moulds, propels, and adapts itself to the requirements of technological progress that are found in economic growth and human development (Cypher and Dietz. 2009). Todaro and Smith (2011) postulated three components of economic growth that can be transformed to economic development if properly carried out: firstly, Capital accumulation, including all new investments in land, physical, equipment, and human resources through improvements in health, education, and job skills, secondly, growth in population and in labour force. Thirdly, Technological progress which helps in accomplishing mass productions or tasks. Social-Economic development of the Country is measured by the following attributes;

• Education levels

Apart from introducing western education into the country, globalization has also opened doors for thousands of South Sudan students, researchers, professionals and academic staffs to receive best or quality education in other countries around the world, thus integrating South Sudanese into world class higher education system, increasing knowledge and competences for national development (Crafts, 2014).

• **Gender equality**

When we empower women, we empower communities, nations and entire human family” UN Secretary-General Ban Ki-moon. In line with the UN SDGs: Promote gender equality and empower women, has led the evolution of gender equality across the world over the past quarter century. There has been an improvement on many gender activities (United Nations, 2012). Many countries like South Sudan, than ever before guarantee women and men equal rights under the law not only in education but also in other areas such as ownership of property, leadership inheritance and marriage (World Bank, 2012a). Notwithstanding the progress so far, Gender inequality persists and it’s remained pervasive in the Country where women continue to face discrimination in allocation of resources such as access to education, health care, nutrition, work and economic assets, and participation in government (UN, 2012, World Bank, 2012a).

• **Access to medical & health**

The World Health Organization (WHO) has, rather ambitiously, defined good health as not merely the absence of disease, but a state of complete physical, mental and social well-being (WHO, 2012). Good health enables people to participate fully in society and provides the “means by which people can pursue their goals in life” (Boulding, 2012). Generally, health service is among poor infrastructure issues in South Sudan. It’s a pity that globalization has opened doors for political leaders who are supposed to build hospitals, and provide medical equipment for service delivery have failed due to large scale corruption, mismanagement and bad governance (UN, 2012, World Bank, 2012a). The leaders frequently with their families and associates seek expensive medical attention abroad at the expense of tax payers, making it difficult for the country to meet SDGs targets on health issues. Seeking medical attention abroad has become a norm for influential men and women in South Sudan.

• **Food security and Income**

Food security is an outcome of asset sufficient and resource sufficient system. The more food there is in the community the more will be available to raise income and therefore the more sustainable the livelihoods (Landvogt, 2009). A household earns income in various forms and through various means. Usually, the income of the household depends on the set of knowledge-skills-resources it has (Ashley& Carney, 2012). Further, the income of the household need not necessarily be in the form of wages, it can come in the form of produce/goods and services as well that may meet the needs of the household and/or could be converted into monetary income (Diagne, Zeller &Mataya, 2011).

• **Employment status**

Employment refers to the time or number of days a household is engaged in some activity or the other tin the portfolio of livelihoods of the household (Shrestha, 2010). The employment depends upon its skill-set, resources available and the ecological and environmental context (Paudel, Tamang& Shrestha, 2014).

There is a relationship between Diplomatic relations and Social-economic development because effective diplomatic relations, support and effective coordination in the Country which stimulates parties favoring the peace agreement to meet their commitments and thereby diminishes the possibility of hostility (Muigua, 2011). In most cases it is important for the strong diplomatic relations as it leads to commitment with international relations, whose presence can “deter defections from the peace treaty (Doyle and Sambanis, 2006). ShokouhAbadi, (2011) adds that diplomatic initiatives as attempts by outside parties can transform a conflict by enhancing communication between warring parties and providing information about the conflict that can help generate movement toward negotiated outcomes. In addition, the outside parties can tie information to explicit carrots or sticks by linking diplomacy to possible economic or military interventions (Welsh, 2014).

2.2The relationship between Peace building and Social-economic development

2.2.1Peace building

Peace is the presence of justice and peace building entails addressing all factors and forces that stand as impediments to the realization of all human rights for all human beings. Canadian Peace building Initiative of the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian International Development Agency (CIDA) provides a definition of peace building in its Strategic Framework: as the effort to strengthen the prospects for internal peace and decrease the likelihood of violent conflict (CIDA, 2012). The over-arching goal of peace building is to enhance the indigenous capacity of a society to manage conflict without violence (Castillo, 2008).

Ultimately, peace building aims at building human security, a concept which includes democratic governance, human rights, rule of law, sustainable development, equitable access to resources, and environmental security (Cotetand Tsui, 2013). Peace building may involve conflict prevention, conflict resolution, as well as various kinds of post-conflict activities. It focuses on the political and socio -economic context of conflict, rather than on the military or humanitarian aspects. It seeks to address this challenge by finding means to institutionalize the peaceful resolution of conflicts (OECD, 2009).

During the post-conflict peace building phase, the challenges can best be captured along three broad themes: security, welfare and representation (Macrae, ed. 2009). These represent the core functions of the modern state, whether democratic or authoritarian, and are also central to peace building. Before the current concept of ‘stabilization’ came into play,

historical and theoretical knowledge considered security concerns – mainly disarmament, demobilization and reintegration (DDR), and security sector reform (SSR)– as the focus of post-conflict peace building and as core functions of a state in post-conflict situations (Lucchi, 2010). However, the current concepts of security and stabilization signal that peace building is not limited to the aftermath of conflicts and can take place at any phase in a ‘fragile state’ situation (Cotetand Tsui, 2013).

Whereas the repeated mantra is ‘sustainable development requires security, and sustainable security requires development,’ there have been efforts to reconcile peace and security with development concerns (CIDA, 2012). As one of the ways to promote more comprehensive approaches to armed violence reduction in post-conflict or high violence environments, the development of policies that transcend the conventional categories of armed conflict, post- conflict, and criminal violence is recommended (Macrae, ed. 2009). Peace building is measured by the following attributes;

• Freedom of association

Freedom of Association is the right to join or leave groups of a person's own choosing, and for the group to take collective action to pursue the interests of members (Macrae, ed. 2009). It is both an individual right and a collective right guaranteed by all modern and democratic legal systems, including the (Bailey and Pavanello, 2009).

• Economic renewal

There should be protection of vulnerable groups, provision of basic needs, gender, and setting up of physical infrastructure. The government and other international actors have to provide to improve employment generation, put up economic foundations for growth and development of the communities in the transitional societies of conflicts like South Sudan.

• Governance and rule of law

The rule of law is the legal principle that law should govern a nation, as opposed to being governed by arbitrary decisions of individual government officials. Rule of law implies that every citizen is subject to the law, including lawmakers themselves (UN’s MDG Review Summit, 2010). Good The government and other international partners should set up strategies like; offices and mediation, constitution-making, public administration and government strengthening, local governance, financial transparency and accountability, elections, electoral systems and processes/political parties, public information and media development (Barnett and Sürcher, 2009).

• Reconciliation

Socially reconciliation refers to restoration of mutual respect between individuals from different political, economic, ethnic and cultural backgrounds. The examples are United States, South Africa and Rwanda, to mention few (Camacho and Rodriguez, 2012). Theologically (Christian), reconciliation or truth is an element of salvation that refers to the results of atonement. Reconciliation is the end of the estrangement, caused by original sin, between God and humanity (UNDP, 2010). Strategies like; transitional justice, judicial and legal reforms, corrections and human rights protection should be emphasised (Castillo, 2008).

• Security and public order

Peacebuilding can include many issues but security and public order should emphasised. There should be security system governance, strong law enforcement agencies and defense reforms to protect the civilians (UNDP, 2010). Disarmament, demobilization and reintegration (DDR) and mine action should also be critically taken into account since peace building is about setting up strong strategies for a sustainable peace (Barnett and Sürcher, 2009).

There is a relationship between Peace building and Socio-economic development because strategic peace building is a strong and equitable socio-economic foundation. Peace building supports the longer-term development of societal systems and institutions that enhance good governance, rule of law, security, economic sustainability, and social well-being, which helps prevent future conflicts (Leung, 2009). It also enhances learning and group outcomes, organization setting, properly managed conflict reduces direct and indirect suffering and deaths among the people involve (Mwagiru, 2011). Therefore, it is important to identify effective conflict management strategies for conflict resolution (Victor, 2012).

2.3 The factor structure of Public relations and Peace building on Socio-economic development of South Sudan.

According to the UNESCO-IHP, (2014) and Warner, (2014), attempts through diplomatic relations can alter the course of a conflict through providing material, intelligence and financial support to change the structure of the relationship among combatants, or alternatively, providing information through mediation and other diplomatic initiatives to change the information that they hold about their adversary. The approaches reached at through diplomatic relation can have conflict management goals, although mediation has a much more direct link to a goal of containing violence and making peace hence socio-economic development in the Country (Ury & Goldberg, 2014).

Peace building also supports the longer-term development of societal systems and institutions that enhance good governance, rule of law, security, economic sustainability, and social well-being, which helps prevent future conflicts (Leung, 2009). A closely related term is peacemaking, although peacemaking tends to focus on halting ongoing conflicts and reaching partial agreements or broader negotiated settlements (Stiftung, 2014).

**CHAPTER THREE
METHODOLOGY**

3.0 Introduction

This chapter presents the research methodology that was applied in conducting the study. This involved the research design, target population, sampling design and sample size, data collection procedures and instrument, determination of reliability and validity as well as data analysis techniques.

3.1 Research Design

The research design was a case study and descriptive because it allows description of phenomena as well as collection of a large amount of data from a sizeable population in a highly economic way (Saunders et al., 2006; Babbie, 2010). According to Donald and Pamela (2006), descriptive research a descriptive study deals with the what, how and who of a phenomenon which is the concern for this study. In addition, the study adopted a triangulation of both quantitative and qualitative approaches for data collection and analysis. In this case, the quantitative approach allowed the researcher to solicit information expressed in numerical format while the qualitative approach complemented the quantitative approach by soliciting more detailed information expressed in textual format (Mugenda 1999).

3.2 Study Population

The research was carried out in Juba. The population comprised of 243 people from the county. The researcher clustered this to 8 Administrative staff, 35 Operational staff and 200 citizens of Juba County (Table 3.2)

Table: 3.1: Population size

Target Group	Population
Administrative staff	8
Operational staff	35
Citizens	200
Total	243

Source: Primary Data

3.3 Sampling Procedure

The researcher used both probability and non-probability sampling techniques so as to be exhaustive in the research findings. Random sampling used as a probability technique to obtain a good representative sample of the area population of the residents. Purposive sampling technique was used as a non-probability technique for the leaders of the state only but as key informants.

3.4 Sample size and selection strategy

The sample size was calculated using the Krejcie and Morgan Table (1970) for determining the sample, as this gave a practical ratio based on the State’s population size. According to Krejcie and Morgan Table, approximately 167 respondents will be used as a sample size of the entire population (182). The researcher clustered this population into one of 8 administrators, 32 operational staff and 127 residents of Juba County as explained in Table 3.2 below.

Table: 3.2: Sample size distribution

Target Group	Population	Sample
Administrative staff	8	8
Operational staff	35	32
Citizens	200	127
Total	243	167

Source: Primary Data

3.5 Data sources

3.5.1 Primary data

The study used primary data that was collected using questionnaire and observation these instrument are appropriate as it helped the researcher to collect information that was directly observable as it was about feelings, motivations; attitudes, accomplishments as well as experiences of individuals (Sutrisna, 2009).

1.10.5.2 Secondary data

Desk research method was used on secondary data. Secondary data refer to data collected by someone other than the researcher conducting the current study (Saunders et al., 2009). Text books, annual reports, journals and magazines were some of the documents reviewed.

3.6 Research methods

3.6.1 Survey

A survey was used to collect data from Heads of Sections, supervisors and support staff. The choice of a questionnaire is on the basis that respondents can read and write and enables responding to the study questions without influence on the presence of the respondent. Kabanza (2001) affirms that questionnaires cover big area over a short period of time. It also allowed respondents to respond boldly and frankly to questions. The questionnaire enabled collection of vast amounts of data in a short time and was less expensive (Amin, 2005).

3.7 Data collection instruments

3.7.1 Closed Questionnaire

A structured questionnaire was used to obtain information from respondents (Amin, 2005). The questionnaire and interviews guide was use as an efficient data collection method which has advantages of high complete responses within a short period. Use of questionnaires allowed the respondents ample time to reflect on answers to avoid hasty responses and thus enhance the validity (accuracy) of the responses (Mugenda 2003). The questionnaire method also helped to reduce on the cost and time implications, besides enabling greater responses.

3.8 Validity and Reliability of Research tools

The validity of the questionnaires established using the content validity test. Using the ratings the content validity indices were computed. The Cronbach Alpha method of internal consistency was used to compute the reliability of the measures of the variables of the study using various questionnaire items administered to respondents (Kothari, 1990). When the Cronbach Alpha coefficients for the study variables are above 0.60, the scales used to measure the study variables was consistent and therefore reliable and meeting acceptance standards for the research. This is also similar with the sighting of Sekyawa (2009).

Table 3.3: Validity and Reliability of the Instrument Variable

Variable	Anchor	Cronbach Alpha Coefficient	CVR(Content Validity Ratio)
Public relations	5 point	0.8250	0.8050
Peace building	5 point	0.7825	0.7150
Socio-economic development	5 point	0.7525	0.7350

Source: Primary data

Since all Content Validity indices for all experts and Alpha coefficients were above 0.8, then the items/questions selected for the study were relevant to the study variables.

3.9 Measurement of Variables

- **Public relations** was measured using a five point Likert type scale (1- strongly disagree, 2-Disagree, 3-Not sure, 4-Agree and 5-Strongly agree) based on the based on the International diplomatic relations model by (Guzzini, 2009) which measured it using attributes like; economic relations, political relations, cultural relations and environmental relations.
- **Peace building** was measured using a five point Likert type scale (1- strongly disagree, 2-Disagree, 3-Not sure, 4-Agree and 5-Strongly agree) based on the on the model of Todaro’s (2010) with attributes that include, Freedom of Association, Tolerance, Rule of Law and Reconciliation.
- **Socio-economic development** was measured using a five point Likert type scale (1- strongly disagree, 2-Disagree, 3-Not sure, 4-Agree and 5-Strongly agree) based on the on the model of Crafts, (2014) with attributes like; education levels, gender equality, access to medical & health, food security & income and employment status.

3.10 Ethical Considerations

Maximum effort was ensured to observe ethical principles to ensure that bias is eliminated and maximize meaning of information provided. Respect for all intellectual property where all the secondary data was properly documented and referenced. The respect for respondents was ensured regarding information provided, and non-discrimination to allow willing and equal participation. In addition, no client was coerced to give the information, but was convinced to give the feedback at will, in this study. The researcher recognized the rights of individuals to privacy, personal data protection and freedom of movement. Masculinity was put in consideration especially in cultures where it is associated with self-esteem. Finally, all the data collected was destroyed after capturing and analysis.

3.11. Data process and analysis

Statistical package for the social sciences (SPSS Version, 20.0) was used to aid to process and summarize the information got from the questionnaires. The data was sorted, coded and fed into the SPSS data analyst to generate various results. The data was analyzed for descriptive statistics, that is, frequencies, percentages, mean and standard deviation. Using Pearson correlation coefficient of determination, inferential statistics like correlations was used to illustrate the existence of the relationship between variables (if any), while the regression analysis was used to explain how the independent variables affect the dependent variable.

3.12 Anticipated limitations and problems encountered.

The researcher encountered the following limitations

- i. Sensitivity of information; some of the staff were reluctant to respond to some of the questions since they deal with government information. The researcher assured them of maximum confidentiality so they can provide all the required information.
- ii. Busy schedules; some key informant respondents had busy schedules and lack time to participate in the study. The researcher made appointments with the respondents in order to meet at appropriate times for the interviews.
- iii. Unwillingness to fill the questionnaires; some respondents were unwilling to share information about their leaders, supervisors, workmates and the service system. The researcher however endeavored to emphasize that it is a purely academic research and confidentiality was upheld.
- iv. Interpretation of the questions may affect the meaning as some respondents can get difficulty in interpreting the questions correctly since English is not used as the national language. However the researcher tried to interpret the questions for them where necessary.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF STUDY FINDINGS

4.0 Introduction

This chapter discusses the response rate, Bio data, Pearson correlation, factor loadings, Standard and Deviation

4.1 Respondents’ Bio Data

The response rate was 85% (167 respondents).

4.1.1 Gender of respondents

Table 4.1 below presents the gender distribution of the respondents.

Table 1.1 Gender by respondent distribution

Gender	Frequency	Percent
Male	89	62.7
Female	53	37.3
Total	142	100.0

Source: Primary data computed

The result in table 4.1 indicates that at 62.7% were males and 37.3% were females.

4.1.2 Age Group of the Respondents

Table 4.2 below presents the age of the respondents

Table 4.2: Age Group of the Respondents

Age group	Frequency	Percent
41 - 50 years	59	41.5
31 - 40 years	42	29.6
21 - 30 years	28	19.7
50 + years	13	9.2
Total	142	100.0

Source: Primary data computed

The results in table 4.2 indicate that 41.5% of respondents were between the age ranges of 41 – 50 years. In addition, those within the age bracket of 31 – 40 were 29.6%. Those who were between the ages ranges of 21 – 30 years were followed with a statistical representation of 19.7%. 9.2% were between the age range of 50 and above.

4.1.3 Marital Status of the Respondents

The table below 4.3 presents marital status of respondents

Table 4.3: Marital Status of the Respondents

Marital Status	Frequency	Percent
Married	89	62.7
Single	33	23.2
Separated	12	8.6
Divorced	8	5.6
Total	142	100.0

Source: Primary data computed

The result in table 4.3 indicates that 62.7% of respondents were married, 23.2% were single, 8.6% had divorced and 5.6% were separated.

4.1.4 Respondents' Number of Dependents

The table below 4.4 presents the number of dependents for the respondents.

Table 4.4: Respondents' Number of Dependents

Number of Dependents	Frequency	Percent
1 to 3	57	40.1
4 to 5	48	33.8
Above 5	26	18.3
None	11	7.7
Total	142	100.0

Source: Primary Data computed

The result in table 4.4 above indicates that 40.1% of the respondents were with dependents ranging from 1 to 3. In addition, 33.8% had 4 to 5 dependents, 18.3% had above 5 dependents and 7.7% had no dependents.

4.1.5 Respondents' Level of Education

The table below 4.5 presents the educational levels of the respondents.

Table 4.5: Respondents' Level of Education

Level of Education	Frequency	Percent
Tertiary	46	32.3
Diploma	33	23.2
Certificate	23	16.2
Primary	18	12.7
Never studied	17	11.9
Masters	5	3.6
Total	142	100.0

Source: Primary Data computed

The result in table 4.5 above indicates that 32.3% of the respondents were holding a degree as their level of education, 23.2% had attained diplomas, 16.2% were holding certificates as their level of education, 12.7% studied up to primary level of education and 11.9% had never studied while the remaining 3.6% had Master level of education.

4.1.6 Respondents' Working Experience

The table below 4.6 presents the number of years the respondents have been working/ using the company's products

Table 4.6: Respondents' Working Experience

Working Experience	Frequency	Percent
6 and Above	59	40.7
4 - 6 years	38	27.1
4 - 4 years	22	15.7
1 - 2 years	16	11.4
Less than 1 year	5	3.6
Total	142	100.0

Source: Primary data computed

The results in table 4.6 above show that 40.7% of the respondents had a working experience of 6 years and above. In addition, 27.1% had a working experience of 5 to 6 years, 15.7% had 3 to 4 years working experience, followed by respondents with a working experience of 1 to 2 years 11.4% and 3.6% as the least with an experience of less than 1 year.

4.2 Relationship between Study

Spearman correlation coefficient was used to determine the degree of relationship between the study variables as shown in the table 4.7 below.

Table 4.7 Pearson's zero order correlation matrix

	1	2	3
Public relations (1)	1.000		
Peace building (2)	.446**	1.000	
Socio-economic development (3)	.633**	.556**	1.000

** Correlation is significant at the .01 level (2-tailed).

Source: Primary data

4.2.1 The relationship between Public relations and Socio-economic development

The results in table 4.7 above indicate a positive relationship between Public relations and Socio-economic development (r = 0.633, P-value < 0.01) which implies that any change in diplomatic relations influences the Socio-economic development in a county like Juba and South Sudan as a whole.

4.2.1 The relationship between Peace building and Socio-economic development

The results in table 4.7 above indicate a positive relationship between Peace building and Socio-economic development (r = 0.556, P-value < 0.01) which implies that Peace building influences the Socio-economic development in Juba County and South Sudan as a whole.

4.2.3 The factor structure of Public relations and Peace building on Socio-economic development

Regression analysis was used to examine the level at which Public relations and Peace building determine the level of Socio-economic development in South Sudan.

Table 4.8 below shows the regression model for public relations, Peace building and Socio-economic development

Model	Un-standardized coefficients		Standardized coefficients		
	B	Std. Error	Beta	T	Sig
Constant	-0.165	1.534		.041	.409
Public relations	.432	.522	.641	1.123	.325
Peace building	.323	.415	.443	.351	.211
R= 0.643 R- Square =0.688, Adjusted R- square = 0.401, F= 4.232, Sig = 1.311					

Source: Primary data computed

Results in table 4.8 above show a regression figure of (R= 0.643) a combination of Public relations and peace building in assessing the level to which they can predict the level of Socio-economic development of South Sudan. These variables explained 68.8% of the variance of Socio-economic development (R Square =.688). The most influential predictor of Socio-economic development was public relations (β = .641, Sig. 325). Peace building is less likely to influence Socio-economic development since it portrays low significance (β = .443, Sig. 211) in the model.

A unit change in public relations processes will contribute to a change in the possibility of Socio-economic development by (.641) while a one unit change in and Peace building will contribute to a change in the Socio-economic development of the counties and other states of South Sudan (.443).

4.4 The factor loadings

4.4.1 Factor Analysis of Public relations

Table 4.9: Factor Analysis of Public relations

Variables	Political relations	Economic Relations	Cultural relations	Environmental relation
There are mediations, international forums for conflict management	.920			
There were requests for diplomatic intervention during the conflict management processes	.904			
The Country tried to recall the ambassadors and explicit offers to mediate in the conflict management process	.892			
There has been lowering of barriers to such trade and it leads to trade wars and tariff		.883		
Economic relations affect global alliances, globalisation and the economic health of nations		.864		
There are recommends to develop, encourage, and maintain these relations among diverse nations and cultures		.831		
There are interactions, both direct and indirect			.822	
Cultural relations create pathways that can be leveraged to prevent or resolve conflict			.815	
The available cultural relations have created opportunities for engagement with the goal of preventing and resolving conflicts			.803	
There is management of the environmental relations between states and between states and other actors				.792
Diplomacy is concerned with advising, shaping and implementing environmental foreign policy				.774
States coordinate and secure particular or wider interests of the environmental policies				.743
Eigen Value	1.289	.183	.164	.064
Variance %	68.788	18.654	9.287	3.271
Cumulative	68.788	87.442	96.729	100

Source: Primary data computed

The results in table 4.9 show the factor analysis results of Public relations variables, four factors were extracted, component one (Political relations) explains 68.8%, followed by Economic Relations 18.7%, the third (Cultural relations) 9.3% and the last (Environmental relation) 3.3% of the variance of Public relations.

The factor analysis results of Public relations under Political relations attribute were explained that; there are mediations, international forums for conflict management 92%, there were requests for diplomatic intervention during the conflict management processes 90% and that the Country tried to recall the ambassadors and explicit offers to mediate in the conflict management process 89%.

Under Economic Relations attribute, they were explained that; there has been lowering of barriers to such trade and it leads to trade wars and tariff 88%, Economic relations affect global alliances, globalization and the economic health of nations 86% and that there are recommends to develop, encourage, and maintain these relations among diverse nations and cultures 83%.

With the Cultural relations attribute, the results were explained that; there are interactions, both direct and indirect among two or more cultures 82%, Cultural relations create pathways that can be leveraged to prevent or resolve conflict 82% and that the available cultural relations have created opportunities for engagement with the goal of preventing and resolving conflicts 80%.

Lastly under Environmental relation attribute, they were explained that; there is management of the environmental relations between states and between states and other actors 79%, Diplomacy is concerned with advising, shaping and implementing environmental foreign policy 77% and that the States coordinate and secure particular or wider interests of the environmental policies 74%.

4.4.4 Factor Analysis of Peace building

Table 4.11: Factor Analysis of Peace building

Variables	Freedom of Association	Economic renewal	Reconciliation	Normalcy and rule of law
Changes are introduced in law, policy or practice to ensure that trade unions and employee organizations are registered and function without interference	.911			
There are mechanisms to ensure protection against acts of anti-union discrimination or interference established or expanded	.874			
Policies and mechanisms to promote collective bargaining are established or expanded	.850			
There has been development of the communities in the transitional societies		.862		
Economic renewal improves the peace building process and livelihoods of the war victims		.854		
People’s incomes have improved because of the government’s poverty eradication initiatives		.831		
People are united through diversity of innovative and creativity and possibility			.769	
Some people believe and some disagree that a desirable South Sudan is out of all different groups			.742	
Electoral preference are shared by a variety of factors, including priority issues and participation of inclusiveness			.723	
There is normalcy and all the citizens are equal before the law				.681
The law is published and it is known and understand by the ordinary people				.654
The law must is reasonably stable and this has favored the peace building and healing processes				.624
Eigen Value	2.088	1.642	.191	.079
Variance %	52.211	41.044	4.768	1.977
Cumulative	52.211	93.255	98.023	100

Source: Primary data computed

The results in table 4.11 above show the factor analysis results of Peace building, four factors were extracted and the first component (Freedom of Association) explained strategic planning better with 42.18%, the second component (Economic renewal) also explained more of Peace building with 31.25%, followed by Reconciliation with 19.51% and lastly Normalcy and rule of law which least explained Peace building with 7.06%.

The factor analysis results of Peace building under Freedom of Association attribute were explained that; Changes are introduced in law, policy or practice to ensure that trade unions and employee organizations are registered and function without interference 91%, there are mechanisms to ensure protection against acts of anti-union discrimination or interference established or expanded 87% and that Policies and mechanisms to promote collective bargaining are established or expanded 85%.

Under Economical renewal attribute, they were explained that; there has been development of the communities in the transitional societies 86%, Economic renewal improves the peace building process and livelihoods of the war victims 85% and that People’s incomes have improved because of the government’s poverty eradication initiatives 83%.

With Rule Reconciliation attribute, the results were explained that; People are united through diversity of innovative and creativity and possibility 77%, Some people believe and some disagree that a desirable South Sudan is out of all different groups 74% and that Electoral preference are shared by a variety of factors, including priority issues and participation of inclusiveness 72%.

Lastly under Normalcy and rule of law attribute; there is normalcy and all the citizens are equal before the law 68%, the law is published and it is known and understood by the ordinary people 65% and that The law must be reasonably stable and this has favored the peace building and healing processes 62%.

4.4.3 Factor Analysis of Social-economic development

Table 4.12: Factor Analysis of Social-economic development

Variables	Education levels	Gender equality	Access to medical & health	Food security & income
Our level of education has increased due to the leaders' initiatives	.883			
The leaders of the state promote good education programmes	.869			
The leaders in the state have got enough skills to perform their duties appropriately	.842			
The leaders of the state have put up initiatives to empower women and children		.790		
There are programmes for community empowerment, nations and entire human family		.759		
Leaders in Juba County guarantee women and men equal rights under the law not only in education but also in other areas		.736		
There are health programmes supported by the state leaders			.714	
Good health enables us to participate fully in our state			.694	
Good health provides us the means to pursue our goals in life			.648	
Management provides feedback to the junior officers about the operation of the system				.692
The bank has got an objective, independent and active audit Committee				.661
Appropriate measures are taken to correct misfeasance in operation of our Accounting & Finance Management System				.614
Eigen Value	1.880	.997	.904	.220
Variance %	56.594	20.715	16.458	6.233
Cumulative	56.594	77.309	93.767	100

Source: Primary data computed

The result in table 4.12 above shows the factor analysis results of Social-Economic development, four factors were extracted, component one (Economic relations) explained 56.6%, followed by Cultural relations with 20.7% then Environmental relation with 16.6% and the last Political relations with 6.2% of the variance of Social-Economic development.

The factor analysis results of Social-Economic development under Education levels attribute were explained that; Our level of education has increased due to the leaders' initiatives 88%, the leaders of the state promote good education programmes 87% and that the leaders in the state have got enough skills to perform their duties appropriately 84%.

Under Gender equality attribute, they were explained that; the leaders of the state have put up initiatives to empower women and children 79%, there are programmes for community empowerment, nations and entire human family 76% and that Leaders in Juba County guarantee women and men equal rights under the law not only in education but also in other areas 74%.

With Access to medical & health attribute, the results were explained that; there are health programmes supported by the state leaders 71%, Good health enables us to participate fully in our state 69% and that Good health provides us the means to pursue our goals in life 65%.

Lastly under Food security & income attribute, Management provides feedback to the junior officers about the operation of the system 69%, the bank has got an objective, independent and active audit Committee 66% and that appropriate measures are taken to correct misfeasance in operation of our Accounting & Finance Management System 61%.

CHAPTER FIVE

DISCUSSION OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter presents interpretation of the study findings.

5.1 Bio Data

5.1.1 Gender of the respondents

The results indicated that 62.7% were males and 37.3% were females. The results are attributed to the ongoing conflicts in the Country which have displaced a lot of women. It also implied that most of the employees at the state were males. However, obtaining information from both male and female is an indicator that the information contained in this report is gender sensitive hence the report data being genuine.

5.1.2 Age of the respondents

The results indicated that age bracket of 31 – 40 were 29.6%. Those who were between the ages ranges of 21 – 30 years were followed with a statistical representation of 19.7%. 9.2% were between the age range of 50 and above. This implied that most of the employees and the citizens that participated in the study were between the age range of 41 - 50 years, an indicator that the state employs mature and energetic people who can effectively carry out all possible policies of diplomacy to promote peace building for improved socio-economic development. Therefore, presentation of data obtained from mature respondents of above 41 years means that data contained in this study is good and reasonable.

5.1.3 Marital Status of the respondents

The result indicated that 66.7% of respondents were married, 23.2% were single and 8.6% had divorced and 5.6% were separated from their partners. This implies that most of the employees engaged in implementing policies possible policies of diplomacy and promotion of peace building for improved socio-economic development and many of the stakeholders in the state were married which is a sign of responsibility.

5.1.4 Number of dependents for the respondents

The results indicated that 40.1% of the respondents were with dependents ranging from 1 to 3. In addition, 33.8% had 4 to 5 dependents, 18.3% had above 5 dependents and 7.7% had no dependents. This implied that most of the employees and citizens of the state were responsible people since most of them had dependents to cater for.

5.1.5 Education levels of the respondents

Results indicated that 32.3% of the respondents were holding a degree as their level of education, 23.2% had attained diplomas, 16.2% were holding certificates as their level of education, 12.7% studied up to primary level of education and 11.9% had never studied while the remaining 3.6% had Master level of education. This implied that the workers had acquired some skills to work in the state since some of the workers had acquired a reasonable level of education. However the leaders in the County needed to lay strategies to improve education of the beneficiaries. The results also indicated that the information got during the research can be depended on as majority of the respondents were educated with capability of researching and making independent decisions.

5.1.6. Number of years the respondents have been working with the Juba County

The results showed that 40.7% of the respondents had a working experience of 6 years and above. In addition, 27.1% had a working experience of 5 to 6 years, 15.7% had 3 to 4 years working experience, followed by respondents with a working experience of 1 to 2 years 11.4% and 3.6% as the least with an experience of less than 1 year. Most of the respondents who participated in this study had stayed in the state for 6 and above years, an indication that data obtained was from people who were mature with working experience in the state and that information got from them was not biased.

5.2 The relationship between the variables

5.2.1 The relationship between Public relations and Socio-economic development

The results indicated a positive relationship between Public relations and Socio-economic development ($r = 0.633$, $P\text{-value} < 0.01$) which implied that any change in diplomatic relations influences the Socio-economic development in a county like Juba and South Sudan as a whole.

The results are supported by Welsh, (2014) who said that the implementation of these pillars provides a guiding framework for diplomatic engagements. This will further guide the country as it pursues its vision of becoming peaceful, prosperous and globally competitive while promoting sustainable development. Muigua, (2011) adds that effective diplomatic relations, support and effective coordination in the Socio-economic development process stimulates parties favoring the peace agreement to meet their commitments and thereby diminishes the possibility of hostility.

Shokouh Abadi, (2011) concludes that diplomatic initiatives as attempts by outside parties can transform a conflict by enhancing communication between warring parties and providing information about the country that can help generate movement toward and socio-economic development outcomes.

5.2.2 The relationship between Peace building and Socio-economic development

The results indicated a positive relationship between Peace building and Socio-economic development ($r = 0.556$, P -value < 0.01) which implied that Peace building influences the Socio-economic development in Juba County and South Sudan as a whole.

The results are in line with Leung, (2009) who said that peace building supports the longer-term development of societal systems and institutions that enhance good governance, rule of law, security, economic sustainability, and social well-being, which helps prevent future conflicts. Mwangi, (2011) adds that it also enhances learning and group outcomes, organization setting, properly managed conflict reduces direct and indirect suffering and deaths among the people involved. Therefore, it is important to identify effective conflict management strategies for conflict resolution (Victor, 2012).

5.2.3 Regression model for Public relations and peace building on Socio-economic development

The results showed a regression figure of ($R = 0.643$) a combination of Public relations and peace building in assessing the level to which they can predict the level of Socio-economic development of South Sudan. These variables explained 68.8% of the variance of Socio-economic development (R Square = .688). The most influential predictor of Conflict was Diplomatic relations with ($\beta = .641$, Sig. 325) followed by peace building with ($\beta = .443$, Sig. 211).

This implied that a unit change in public relations processes will contribute to a change in the possibility of Socio-economic development by (.641) while a one unit change in and Peace building will contribute to a change in the Socio-economic development of the counties and other states of South Sudan (443).

The results are in line with the UNESCO-IHP, (2014) and Warner, (2014), who attempts through public relations can alter the course of a conflict through providing material, intelligence and financial support to change the structure of the relationship among combatants, or alternatively, providing information through mediation and other diplomatic initiatives to change the information that they hold about their adversary. Ury & Goldberg, (2014) adds that the approaches reached at through diplomatic relation can have conflict management goals, although mediation has a much more direct link to a goal of containing violence and making peace hence socio-economic development in the Country.

5.3 Conclusions

The study established that in general terms variables including public diplomatic relations and peace building play a big role in improving on socio-economic development in any state and the country at large. This trend shows that there is actually a need for improvement in diplomatic relations and peace building policies as the best way to improve socio-economic development in South Sudan.

The challenge however, is that the current diplomatic relations and peace building policies have not been given a priority yet it greatly determine socio-economic development in any Country.

If development and democracy are to be achieved, then there is need to adopt an integrated approach to both peace building and dispute settlement mechanisms in order to promote peace, coexistence, justice for all and participation by all the involved parties. Therefore Counties in any Country should set and implement clear and effective diplomatic relations, improve on peace building strategies which will ultimately lead to better socio-economic development in the South Sudan and Juba County in particular.

5.4. Recommendations

Basing on the study findings and the conclusions, the researcher derived the following recommendations:

5.4.1 The results showed a regression figure of ($R = 0.643$) a combination of Public relations and peace building in assessing the level to which they can predict the level of Socio-economic development of South Sudan. These variables explained 68.8% of the variance of Socio-economic development (R Square = .688). The most influential predictor of Conflict was Diplomatic relations with ($\beta = .641$, Sig. 325) followed by peace building with ($\beta = .443$, Sig. 211).

This implied that a unit change in public relations processes will contribute to a change in the possibility of Socio-economic development by (.641) while a one unit change in and Peace building will contribute to a change in the Socio-economic development of the counties and other states of South Sudan (443).

The researcher recommended the below

- i. The State and Country leaders should develop diplomatic relations with other international communities that aim at empowering people with education values and promoting an electoral process that serves the purpose of national renewal and peace commitment. And to promote an electoral process that serves the purposes of national renewal and peace the commitment of the international community is imperative as questions of how to address peace-building and electoral assistance have received extensive attention.
- ii. The study recommends that all organizations and stakeholders invest heavily in educating their staff and sensitizing their beneficiaries about the need for peace building and where need be, set up education programs for their staff in a bid to build their institutions.
- iii. There is a need to make more use of an integrated application of litigation, alternative dispute resolution mechanisms and traditional justice systems in the management of natural resource conflicts. Litigation is desirable in that it is able to secure compliance by bringing unwilling parties to the process and also giving a binding outcome that is enforceable without further agreement.
- iv. The study recommends that lobbying be done for more organizations to join in and engage in the peace building process in order to fully curb the issue of armed conflicts and also improve the rate at which peace building is being attained.

- v. There should be peace building measures that directly focus on how to combat armed conflict especially the fighters, a proper recommendable approach would be fostering Amnesty programs for fighters to ensure peace building. Much effort should be put into such programs for a faster peace building process.
- vi. Alternative Dispute Resolution mechanisms such as negotiation, fact finding facilitation and mediation should be adopted since they have the potential to enhance environmental justice since they allow parties to enjoy autonomy over the process and outcome; they are expeditious, cost-effective, and flexible and employ non-complex procedures. They greatly enhance the principle of public participation in natural resources management. They result in mutually satisfying outcomes which essentially resolves the conflict thus achieving lasting peace among the previously conflicting parties.

6.3 Areas for further future Research

- i. This study has identified the need to investigate and analyse the role of civil society organizations in restoring family links and reconciliation in rural area, this as will help establish how civil society organizations can help promote peace building in South Sudan.

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