

## **Pakistan's Foreign Policy Nexus: Exploring Intersections with Employment, Social Media, Sports, and Education**

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### **Abstract**

The study explores how Pakistan's foreign policy impacts key socioeconomic areas like employment, social media, sports diplomacy, and education. The study collected data from Pakistan's university teachers and research students who shared their insights through qualitative and quantitative data. The main goals were to assess foreign policy's influence on these areas and its alignment with Pakistani citizens' aspirations. The open-ended survey findings indicate that while there is a belief in foreign policy's potential to enhance global support, its specific impact on employment, social media, sports, and education varies. The quantitative aspect of the study shows that employment opportunities were positively linked to foreign policy. At the same time, social media, education, and sports diplomacy played a crucial role in shaping public perception and diplomatic relations. These results suggest various policy changes. In the short term, improve employment prospects, social media involvement, sports diplomacy, and communication techniques. Medium-term plans emphasize economic diplomacy, digital diplomacy, sports, and policy coherence. Long-term proposals include sustainable employment initiatives, digital infrastructure investment, global sports alliances, and integrated policy frameworks. These views attempt to integrate Pakistan's foreign policy with its people's socioeconomic needs and goals, creating a more complete and realistic framework.

**Keywords:** Pakistan's Foreign Policy; Employment; Social Media; Sports; Education; Mixed Methods Research.

## **1. Introduction**

Pakistan's foreign policy prioritizes national security, economic progress, and interests. As a nuclear-armed state, Pakistan seeks strategic balance and national stability. Pakistan wants to be a global mediator and solve terrorism and climate change (Hussain, 2022). Economic diplomacy in Pakistan's foreign policy is examined. It underlines Pakistan's attempts to increase foreign investment, trade, and economic collaboration with regional and global partners. Pakistan's foreign policy is determined by its historical path, British India's 1947 partition, and territorial issues with India over Kashmir. Its Cold War alliance with the US and its status as a frontline state in Afghanistan also shaped its foreign policy. Pakistan has balanced strategic businesses with global authority and regional partnerships to adapt to geopolitical changes (Haider, 2023). Pakistan's foreign policy initiatives are to empower the young. It examines programs and strategies that use youth to drive the country's foreign relations. Pakistan's foreign policy has become more relevant to jobs, unemployment, social media, sports, and education. Policymakers acknowledge that economic riches and social stability contribute to Pakistan's global stature, highlighting the interconnection of local and international events. Pakistan's complex foreign policy includes cultural diplomacy, sports negotiation, and education. It emphasizes the need for Pakistan to include environmental compassion in its foreign policy and work with international partners on moderation and adaptation (Ashraf et al., 2024).

Foreign policy may affect job development and employment. Trade, investment, and diplomatic activities may boost economic activity and create many new jobs in manufacturing, services, and infrastructure development. Geopolitical tensions or trade obstacles might disrupt supply chains, costing export-oriented jobs. Foreign policy choices on labor migration, skills development, and education collaborations may also affect local skilled labor and employment (Cheung & Scheyer, 2024). To illustrate how trade liberalization affects employment dynamics in Pakistan, emphasizing the labor market's outstanding link with trade policy results. It analyses how trade openness affects job creation, sectoral movements, and income distribution, revealing employment policy implications (Chabi & Saygılı, 2024). Geopolitics and trade policy strongly affect employment trends. Best market access depends on bilateral partnerships with important trading partners, regional stability, and global trade agreements. Employment in export-oriented businesses is affected. Pakistan's continued prosperity depends on foreign funding and development projects that create jobs. It helps create sustainable jobs in infrastructure, agricultural, and social sectors, highlighting the possible synergies between foreign assistance and employment results (Malik et al., 2024). Unemployment poses political, economic, and social issues that need a multifaceted approach, including international policy. Diplomatic initiatives to attract foreign investment, transfer technology, and diversify the economy may generate jobs and reduce unemployment. Regional collaboration and labor mobility may also resolve labor

market imbalances. The study examines skilled migration's impact on Pakistan's labor market and human capital development. It explores migration policy and employment dynamics to reduce brain drain and benefit skilled migration (Khan, 2024).

Social media may distribute materials and dissertations, influencing public foreign policy perceptions. These arrangements allow policymakers, diplomats, and the public to communicate and provide comments in real-time. Social media has become essential to diplomatic communication, allowing governments to engage in public diplomacy, promote people-to-people influence, and uncover Pakistan's foreign policy issues. This describes how social media has changed Pakistan's Foreign Ministry's diplomatic procedures. Twitter and LinkedIn are used by ambassadors for public appointments, catastrophe communication, and agenda-setting, revealing the changing dynamics of numerical diplomacy. Diplomatic missions use Twitter, Face book, and Instagram for official pronouncements, cultural exchanges, and national achievements (Lindsay, 2022). Civil society governments and advocacy organizations use social media to strengthen their voices, promote policy agendas, and garner public support for diplomatic endeavors, shaping foreign policy discourse. This crisis diplomacy study examines Pakistan's social media use during international crises. Social media messaging efficiency in handling crisis stories, fighting disinformation, and promoting Pakistan's worldwide viewpoints is assessed (Imran et al., 2024). In the age of social media scrutiny, politicians and diplomats struggle to maintain diplomatic dignity and privacy.

Pakistan's impact on global sports processes, exchanges, and alliances depends on foreign policy. Political activities typically promote decorative sports mediation, the development of goodwill, and people-to-people sports interactions. Two-sided contracts and foreign enterprises help athletes, coaches, and specialists talk, which helps Pakistan improve sports infrastructure, talent identification, and high-performance exercise programs (Ali et al., 2023). Pakistan's foreign policy uses cricket for diplomacy. It looks at how cricket diplomacy has promoted regional collaboration, bridged borders, and increased Pakistan's global influence. Pakistan uses education diplomacy to boost soft power, international goodwill, and people-to-people relationships. The effects of educational outreach agendas on cross-cultural compassion, international relationships, and Pakistan's image abroad require more study (Safeer et al., 2022). Investments in sports infrastructure, skill development, and education boost social cohesion and Pakistan's international standing. Pakistan's foreign policy is linked to youth empowerment, sports, and education. It discusses policies to harness youth sports and education participation to advance national goals, social cohesion, and international collaboration. Based on the crucial discussion, the study has the following research objectives, i.e.,

1. To demonstrate how Pakistan's foreign policy impacts employment opportunities and whether it matches Pakistanis' desires.

2. To examine the role of public opinion and diplomatic relations via social media, sports diplomacy, and education on Pakistan's foreign policy.
3. To guide policy measures that boost social media engagement, social diplomacy, job possibilities, and communication strategies in line with Pakistan's socioeconomic objectives.

Diplomatic engagement enables Pakistan to assert its voice on the global stage, shape international discourse, and advocate for its priorities, enhancing its influence and prestige in the international arena (Falki, 2023). Pakistan's diplomatic initiatives and multilateral engagements are aimed at promoting regional stability. It analyzes Pakistan's role in mediating regional conflicts, facilitating dialogue among neighboring countries, and contributing to peace building efforts in conflict-affected regions. Pakistan's efforts to balance relations with key investors while addressing area security challenges and economic occasions remain needed for reforms (Shahid et al., 2023). Pakistan vigorously contributes to worldwide efforts on energy security and sustainability through appointments in forums like the United Nations Climate Change Conferences and the Worldwide Renewable Energy Agency. Pakistan's charities to global environmental governance, its labors to address climate change, biodiversity loss, and other environmental tests through political channels are needed (Adnan et al., 2024).

## **2. Literature Review and Theoretical Framework**

The existing literature on Pakistan's foreign policy's job creation, sports diplomacy, social media strategies, and educational exchange programs is critically examined in this study. Pakistan's foreign policy effects on different socio-economic factors have been widely studied by Amjad et al. (2024). The study examines how diplomatic initiatives affect employment, how social media shapes public opinion and diplomatic evaluations, how sports can be used for mediation and soft power projection, and how educational exchange programs promote international collaboration. Jadoon et al. (2024) examines Pakistan's foreign policy influence on job creation to see how diplomatic efforts promote local economic prospects. Rabi et al. (2024) examined educational exchange programs and social diplomacy's significance in international cooperation and soft power. Salman et al. (2024) examines Pakistan's foreign policy moves and their effects on employment and social development to identify new trends and issues. Trade agreements, investment partnerships, and labor migration laws affect Pakistan's foreign policy and job chances. Social media platforms influence public opinions of Pakistan's foreign policy and citizen diplomacy (Munir et al., 2023). The research emphasizes that social media platforms shape popular views of Pakistan's foreign policy, diplomatic discourse, and mass communication. They emphasize strategic communication to engage digital audiences. Hammaduddin et al. (2021) examine how sports diplomacy might boost Pakistan's soft power and international cooperation. The research shows that sports diplomacy may boost Pakistan's soft

power and worldwide reputation. They also stress the necessity of long-term education investment for soft power and diplomatic sustainability. Hussain and Qureshi (2024) examine how educational exchange programs improve Pakistan's worldwide image and cross-cultural understanding. They emphasize connecting diplomatic policy with socio-economic concerns to enhance public benefits. Garud-Patkar (2022) studied digital diplomacy in the specific context of South Asia and argued that advances Pakistan's foreign policy goals enhanced digital platforms to improve diplomatic outreach, which is an optimistic tool of foreign policy to move towards economic sustainability in the region. Ali et al. (2023) examined Pakistan's hosting and participation in international sports contests and their effects on diplomatic ties. Educational exchange programs may promote cross-cultural understanding and international cooperation, according to Warraich et al. (2023), who explored Pakistan's soft power strategy and educational diplomacy. Rathore et al. (2023) showed that Pakistan improve its worldwide image and bilateral relations by strategically participating in regional stability. Jahanzaib & Khan (2024) analyzed Pakistan's trade and investment policies in response to global economic trends and financial diplomacy in foreign policy. Educational diplomacy may boost Pakistan's soft power and advance national interests globally; hence, educational exchange programs should be funded more. Zahid et al. (2025) examined Pakistan's bilateral diplomacy difficulties and prospects, including its interaction with international organizations and potential for global governance impact. The study highlights multilateral diplomacy' potential for Pakistan to increase its global influence and handle shared difficulties via international collaboration, proposing aggressive involvement with multilateral forums and organizations.

## **2.1. Theoretical Framework**

### **2.1.1. Political Economy**

Political economics theories describe how economic factors affect state dynamics, international relations, and human behavior. This approach shows how capital, power, and interests influence international state action. According to political economy theory, nations behave rationally in the international system based on their money and power (Fritz & Menocal, 2007). Karl Marx's political economics work established the Marxist view of international relations. Marx said in the communist manifesto that capitalism causes economic injustice and exploitation, which fuels state competition and war. Marxists believe class antagonism and capitalist governments' economic interests determine the global order. Susan Strange and Robert Cox have advanced political economics theory in international relations. Economic variables shape state action in the international system (Strange, 1994). Radical theory may critique international relations norms. Feminist theorists say gender affects state conduct and international dynamics. Understanding how economic considerations affect state behavior and dynamics is essential to understanding global system processes and state actions.

### **2.1.2. Social Network Theory**

Rules are part of a complex social network of alliances, treaties, and economic relationships, according to social network theory. These networks reveal how governments share information, resources, and power (Wasserman & Faust, 1994). Social network theory emphasizes "network structure," or country linkages. For instance, a nation with many strong ties might gain power and resources. Understanding these networks illuminates global state behavior and linkages. Strong alliances make countries more inclined to cooperate and less likely to fight (Gartzke & Weisiger, 2013). Social network research helps identify transnational players and explain how their ties impact global dynamics. China's growth as a global power has changed international networks, affecting commerce, security, and diplomacy (Acharya & Johnston, 2007). These networks assist us in understanding the global system and state dynamics.

### **2.1.3. Human Capital Theory**

The human capital theory states that education influences marginal labour productivity and salaries. This idea has dominated public discourse, politics, and economics on labor-education interactions since the 1960s (Marginson, 2019). Intellectual growth is considered economic capital, higher education trains the workforce, and educational achievement, not socioeconomic background, determines graduation results. The human capital theory has methodological weaknesses such as closed-system modeling, dependence on a single theoretical lens, incorrect mathematical tool utilization, and univariate analysis of complex variables. This simplifies the link between education and employment to a straight route, ignoring status, income inequality, and education's productivity-boosting function. Human capital theory has survived and spread across academic fields despite these objections. However, this growth has caused many unorganized critiques (Griffen, 2024).

## **3. Methodology**

### **3.1. Population of the Study**

The population for this study consists of university lecturers and students with knowledge of or interest in international relations and geopolitics, specifically focusing on Pakistani foreign policy. This group offers a range of perspectives that are crucial for understanding the complex dynamics of Pakistan's foreign policy and its intersections with various socioeconomic aspects such as employment, social media, sports, and education. University lecturers, as experts in their fields, bring years of academic and practical experience, while students offer fresh viewpoints and represent the generation directly impacted by Pakistan's foreign policy decisions.

## **3.2. Demographic Survey**

### ***3.2.1. Gender and Age Distribution***

This study includes both male and female university teachers and students involved in international relations and geopolitics. The diverse age range of participants reflects the broad demographic of university settings, capturing a variety of opinions on Pakistan's foreign policy from different generational perspectives. This diversity enhances the scope of our research.

### ***3.2.2. Educational Background***

Participants include both undergraduate and graduate students, as well as faculty members actively engaged in teaching and research. This varied educational background ensures a comprehensive understanding of Pakistan's foreign policies, as participants come from different stages of their academic and professional careers.

### ***3.2.3. Level of Interest and Knowledge***

Participants were selected based on their demonstrated interest or expertise in international relations and geopolitics, particularly Pakistan's foreign policy. This criterion ensures that the insights provided are relevant and informative for the research objectives.

## **3.3. Sample of the Study**

The sample consisted of randomly selected university lecturers and students from various academic disciplines, including political science, economics, Pakistan studies, international relations, and social sciences, from Abbottabad University of Science and Technology (AUST), University of Haripur, Hazara university and COMSATS universities (various campuses). This diverse sample allows for a thorough exploration of how different fields intersect with and perceive Pakistan's foreign policy, leading to a more nuanced understanding of the complexities involved.

## **3.4. Random Selection Process**

To ensure impartiality, a random sampling method was used to select participants from multiple universities. This approach reduces bias and ensures that the sample reflects the diversity present within the university community. The sample included individuals from various academic disciplines, from social sciences and humanities to natural sciences and engineering, providing a broad range of perspectives on Pakistan's foreign policy. Efforts were made to ensure balanced representation across academic disciplines to capture a comprehensive view of the subject matter. The sample size was chosen to balance statistical significance with feasibility,

ensuring that there were enough participants to provide meaningful insights while maintaining manageability. All participants provided informed consent to ensure ethical conduct throughout the research process.

### **3.5. Target Audience of the Study**

The study focused on university lecturers and students due to their unique position as both consumers and creators of knowledge in academic settings. University lecturers, as subject matter experts, and students, as emerging scholars, provide valuable insights into Pakistan's foreign policy. Engaging this audience allows for an exploration of their analytical skills and academic rigor, contributing to a deeper understanding of Pakistan's foreign policy dynamics. As future leaders and policymakers, students represent a critical demographic whose perspectives can influence future discourse and decision-making.

### **3.6. Data Collection Techniques**

The study utilized online surveys distributed via WhatsApp, Facebook, and LinkedIn to reach a broad audience of university lecturers and students interested in international relations and geopolitics, with a focus on Pakistan's foreign policy. This method facilitated efficient data collection from participants across various locations and minimized logistical constraints. In addition to online surveys, face-to-face interviews were conducted with a subset of participants to gain a deeper understanding of their views and experiences regarding Pakistan's foreign policy. These interviews provided qualitative insights, allowing participants to elaborate on their responses and offer richer data.

### **3.7. Mixed Methods Research**

The study employed both qualitative and quantitative methods to achieve a comprehensive understanding of Pakistan's foreign policy dynamics. Qualitative data provided detailed insights into participants' perceptions and experiences, while quantitative data facilitated the identification of trends and patterns. This mixed-methods approach ensured a thorough analysis and interpretation of the research topic.

#### ***3.7.1. Qualitative Methodology (Open-Ended Questions)***

Open-ended questions were used to gather qualitative insights from university lecturers and students regarding Pakistan's foreign policy. These questions encouraged participants to share their perspectives, experiences, and opinions on various aspects such as employment, social media, sports, and education.

#### ***3.7.2. Quantitative Methodology (5-Likert Scale Questions)***



In addition to open-ended questions, we utilized a 5-Likert scale to gauge the extent to which participants agreed or disagreed with specific statements about Pakistan's foreign policy. This quantitative approach enabled us to assess participants' levels of agreement or disagreement on key variables, including the efficacy of foreign policy, its impact on employment stability, social media influence, sports diplomacy, and educational programs.

### **- Open-Ended Questions**

1. How do you perceive the influence of Pakistan's foreign policy on employment opportunities in the country?
2. In what ways do you think Pakistan's foreign policy affects social media discourse and interactions?
3. How do you view the role of Pakistan's foreign policy in shaping the country's sports diplomacy efforts?
4. What impact do you believe Pakistan's foreign policy has on the education sector, both domestically and internationally?
5. How do you think Pakistan's foreign policy priorities align with the aspirations of its citizens regarding employment, social media, sports, and education?

### **3.8. List of Variables and Their Questions**

The following are the study's variables, i.e.,

#### **- Dependent Variable**

- Perceptions of Pakistan-US Relations: Does Pakistan's foreign policy effectively promote national interests?

#### **- Independent Variables**

1. Employment Opportunities: To what extent do you agree that Pakistan's foreign policy positively influences employment opportunities?
2. Social Media Interactions: To what extent do you agree that Pakistan's foreign policy has a significant impact on social media interactions?
3. Sports Diplomacy: To what extent do you agree that Pakistan's foreign policy enhances sports diplomacy efforts?
4. Improvements in the Education Sector: To what extent do you agree that Pakistan's foreign policy contributes to improvements in the education sector?

### **3.9. Multivariate Regression Analysis**

Multivariate regression allows us to evaluate the effect of multiple independent variables on a single dependent variable while controlling for other factors. This statistical technique is particularly useful for analyzing complex interactions among variables that may influence the outcome of interest. The study uses regression analysis to examine the relationships between the dependent variable (perceptions or attitudes about Pakistan's foreign policy) and each independent variable (aspects such as employment, social media, sports diplomacy, and education).

## **4. Results and Discussion**

This research included well-informed and active academics, policymakers, professionals, and administrative staff from the different universities of KPK and the Punjab province of Pakistan. Their interest in international relations and geopolitics, especially Pakistan's foreign policy, was crucial. Participants from academic institutions, think tanks, government agencies, and nonprofit groups were selected to represent a variety of scholarly viewpoints. This variety enhanced open-ended question qualitative data, revealing the relationship's many facets. Engaging this intelligent and unorthodox group sought to obtain rich qualitative data that reflected a variety of informed viewpoints to comprehend Pakistan's complicated foreign policy consequences better.

### **4.1. Influence of Pakistan's Foreign Policy on Employment Opportunities**

Economic impact and skill development are used to assess Pakistan's foreign policy's influence on employment. Some respondents noted Pakistan's foreign policy's financial implications for international commerce and employment creation. They stressed that trade agreements and political attempts to promote global economic connections are essential for expanding new markets and encouraging foreign investment. Respondents also stressed Pakistan's foreign policy's role in skill development and education. They said educational exchanges, international training programs, and joint projects are essential to foreign policy because they educate the workforce for a globalized economy. Pakistan has obtained sophisticated training and educational resources from other nations, improving its workforce's talents and competitiveness. This boosts employability and job security by teaching specific skills. Pakistan's foreign policy boosts economic growth and skill development, creating a more dynamic job market.

## **4.2. Impact of Pakistan's Foreign Policy on Social Media Discourse and Interactions**

Pakistan's worldwide image and digital diplomacy are shaped by its foreign policy on social media. According to respondents, Pakistan's foreign policy affects its worldwide image, which is reflected in social media debates. Social media users debate and condemn international treaties, peace negotiations, and economic partnerships. Social media can boost or hurt Pakistan's worldwide image, making it a strong public diplomacy instrument. Respondents noted that the government's use of social media to promote its foreign policy goals and achievements has become an essential part of its strategy for influencing public opinion domestically and abroad, highlighting the growth of digital diplomacy. Social media spreads official announcements, policy declarations, and diplomatic updates, educating and engaging the public. These digital projects increase openness and provide immediate public comment, helping the government assess public opinion and alter its strategy. Social media is a key medium for debating and revising Pakistan's worldwide image and foreign policy efficacy.

## **4.3. Role of Pakistan's Foreign Policy in Shaping Sports Diplomacy Efforts**

Responses varied on how Pakistan's foreign policy affects sports diplomacy. The influence of foreign policy on Pakistan's international sports and diplomatic engagement was a significant topic. Pakistan has competed in global sporting events and diplomatic initiatives, boosting its worldwide awareness and goodwill. This participation gets worldwide recognition and opens up bilateral and multilateral sports contacts for long-term advantages and collaboration. Sports diplomacy also promotes cultural interchange and diplomatic cooperation. Pakistan may promote its culture and ideals worldwide via sports, which are a universal language. This interchange promotes worldwide understanding and respect, boosting Pakistan's image, respondents said. Sports diplomacy activities like organizing international tournaments or sending players overseas allow for direct encounters, which promote confidence and cooperation. Sports-based cultural interactions improve diplomatic relations and world peace. Pakistan may improve internal relations, cultural variety, and global diversity via sports diplomacy.

## **4.4. Impact of Pakistan's Foreign Policy on the Education Sector**

Pakistan's foreign policy affects education locally and globally via academic exchange programs and soft power. Foreign policy measures, including bilateral agreements and cooperation, boost academic exchanges and international participation, respondents said. By sharing information and best practices, these activities increase student and teacher mobility, cross-cultural understanding, and educational quality. Pakistan's students may study abroad on foreign government and international organization scholarships, gaining skills and information that

improve local education. Educational foreign policy initiatives encourage Pakistan-international research and cooperation collaborations. Academic institutions' involvement in promoting Pakistan's soft power worldwide was another major issue. Education promotes Pakistan's intellectual and cultural achievements, worldwide image, and diplomatic relations. Strategic educational partnerships help Pakistan enhance national goals, share interests, and build worldwide solidarity. Pakistan gains worldwide prestige and long-term diplomatic and economic advantages by investing in education as a soft power. Respondents stressed the complex influence of Pakistan's foreign policy on education and the need to invest in educational projects as a strategic foreign relations tool.

#### **4.5. Alignment of Pakistan's Foreign Policy Priorities with Citizen Aspirations**

Pakistan's foreign policy must reflect people's aspirations to promote national unity and socioeconomic growth. Respondents said that citizens should be involved in foreign policy choices to guarantee their demands are met. Building trust and support for foreign policy requires citizen participation. A foreign policy that meets public needs gains popular support and boosts diplomacy's credibility and effectiveness. Many respondents stressed policy coherence, stating that Pakistan's foreign policy should strategically match its socioeconomic aims. This alignment is essential for tackling unemployment, education, and international relations. Consistent policies foster foreign investment, economic progress, and diplomatic connections. To achieve socioeconomic progress and broad support for international activities, Pakistan's foreign policy must align with national ambitions and be coherent. Table 1 shows the thematic analysis of the main survey results for ready reference.

**Table 1: Thematic Analysis**

<b>Theme</b>	<b>Key Findings</b>
1. Perception of the Influence of Pakistan's Foreign Policy on Employment Opportunities	Economic Impact; Skill Development; investment; trade agreements; Foreign Investments; Economic Diplomacy; Impact on Social Media Discourse and Interactions

<b>Theme</b>	<b>Key Findings</b>
2. Impact of Pakistan's Foreign Policy on Social Media Discourse and Interactions	International Image; Digital Diplomacy; Influence on Employment Opportunities; Impact on Social Media Discourse and Interactions; Role in Sports Diplomacy
3. Role of Pakistan's Foreign Policy in Shaping Sports Diplomacy Efforts	International Sports Events; Cultural Exchange; Effect on Education Sector; Influence on Employment Opportunities; Impact on Social Media Discourse and Interactions; Role in Sports Diplomacy
4. Impact of Pakistan's Foreign Policy on the Education Sector	Academic Exchange Programs; lack of technical education; Soft Power Projection
5. Alignment of Pakistan's Foreign Policy Priorities with Citizen Aspirations	Citizen Engagement; Policy Coherence; Diplomatic Transparency, Strategic Partnerships, Economic Diplomacy

**Source: Survey Results.**

Table 2 shows the demographic survey of the respondents. In this survey, 57.5% of the respondents are male, while the remaining 42.5% are female. The majority of respondents fall into the age range of 26-30 years (37.5%), followed by 31-35 years (32.5%), and 20-25 years (30%). Only 7% are older than 35 years. Among the respondents, general informative public constitutes the largest group at 32.5%, followed by faculty members at 27.5%. Graduate students make up 25%, while undergraduate students represent 15%. Approximately 41.3% of participants are well aware of the topic, 26.3% are somewhat familiar, and 32.5% are less familiar with the discussion.

**Table 2: Demographic Survey**

<b>Demographic Characteristics</b>	<b>Response Options</b>	<b>Percentage</b>
Gender	Male	57.5%
	Female	42.5%
Age	20 - 25	30%
	26 - 30	37.5%
	31 - 35	32.5%
	More than 35 Years	7%
Educational Background	Undergraduate students	15%
	Graduate students	25%
	Faculty	27.5%
	General Informative Public	32.5%
Familiarity with Topic	Less familiar	32.5%
	Somewhat familiar	26.3%
	Very familiar	41.3%

**Source: Survey Results.**

Table 3 shows the descriptive statistics of the variables. The mean value for the effectiveness of Pakistan’s foreign policy is 3.025, with a standard deviation

of 1.321. In comparison, the mean values for employment opportunities, social media influence, sports diplomacy, and education are 3.212, 3.137, 3.250, and 3.000, respectively. The standard deviations for these variables are 1.384, 1.393, 1.453, and 1.423, respectively.

**Table 3: Descriptive Statistics of the Variables**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Perception of the effectiveness of Pakistan's foreign policy	3.0250	1.321
Employment opportunities	3.2125	1.384
Social media influence	3.1375	1.393
Sports diplomacy	3.250	1.453
Education	3.000	1.423

**Source: Survey Results.**

Table 4 shows the multivariate regression analysis. Regression analysis revealed a significant impact of employment opportunities on the effectiveness of Pakistan's foreign policy. The results suggest that as employment opportunities improve, the perceived effectiveness of Pakistan's foreign policy also increases. This aligns with Ahmad et al. (2024), who found that economic stability, driven by job creation, plays a critical role in garnering public support for foreign policy initiatives. Improved employment prospects contribute to domestic economic stability and foster stronger economic ties with other countries. This, in turn, attracts foreign investment, creating a positive feedback loop that further enhances job opportunities and economic stability, as noted by Fazal et al. (2023). Countries with strong employment records are perceived as stable and reliable partners, enhancing their standing in the global community. Therefore, employment opportunities significantly influence Pakistan's foreign policy effectiveness by promoting economic growth, gaining public support, and encouraging international backing.

**Table 4: Multivariate Regression Estimates**

<b>Variables</b>	<b>Standardized <math>\beta</math> value</b>	<b>t-value</b>	<b>Prob. value</b>
Employment opportunities	0.643	7.291	0.001
Social media influence	0.529	3.646	0.001
Sports diplomacy	0.342	1.809	0.075
<b>Statistical Tests</b>			
R <sup>2</sup>	0.547		
Adjusted R <sup>2</sup>	0.503		
F-statistics	12.429		
F-prob.value	0.001		

**Source: Author’s estimate.**

The impact of social media on Pakistan’s foreign policy is highlighted by a standardized beta value of 0.529, t-value of 3.646, and p-value of 0.001. Social media platforms play a crucial role in shaping public perception and policy decisions. Hamid & Ali (2021) found that social media enhances public engagement by providing a venue for citizens to express their views and interact with policymakers. Social media facilitates diplomatic transparency, allowing governments to communicate directly with the public and maintain an open dialogue about foreign policy decisions (Khursheed, 2023). This direct communication fosters trust and support among citizens, contributing to a more informed and engaged populace. The interactive nature of social media enables a two-way flow of information, allowing governments to receive feedback and adjust policies according to public sentiment. Social media's global reach helps in promoting a positive national image, engaging international audiences, and



forming strategic alliances. This global engagement strengthens Pakistan's foreign relations and enhances its international standing.

The analysis shows a positive influence of sports diplomacy on the effectiveness of Pakistan's foreign policy, with a standardized beta value of 0.342, t-value of 1.809, and a p-value of 0.075. The finding indicates that sports diplomacy can positively impact Pakistan's international image and diplomatic relations. Bano (2023) highlighted the potential of sports diplomacy to enhance bilateral ties, though its impact can vary based on context and the nature of sports initiatives. Abdi et al. (2022) emphasized the long-term benefits of sports diplomacy in cultural exchange and international visibility. Although the immediate statistical impact in our study was modest, the practical benefits of sports diplomacy should not be overlooked. Enhancing Pakistan's global relations through sports should focus on more strategic and high-profile engagements to maximize diplomatic benefits.

## **5. Conclusions and Policy Recommendation**

This study aimed to examine the impact of various socio-economic factors on Pakistan's foreign policy, focusing specifically on employment, social media influence, sports diplomacy, and education. The primary objective was to understand how well Pakistan's foreign policy aligns with the needs and aspirations of its people. The research targeted university Professors and students with an interest in international relations and geopolitics, particularly concerning Pakistan's foreign policy. The results show a strong positive and significant impact on the perception of foreign policy effectiveness ( $\beta = 0.643$ ,  $t = 7.291$ ,  $p = 0.001$ ). This result highlights the importance of economic factors in shaping public opinion; better job prospects lead to a more favorable view of foreign policy. Social media influence had a strong positive and significant effect on the perception of foreign policy effectiveness ( $\beta = 0.529$ ,  $t = 3.646$ ,  $p = 0.001$ ). This suggests that social media is a powerful tool for shaping public perceptions by providing platforms for discussion and dissemination of foreign policy information. Sports diplomacy exhibited a positive significant influence ( $\beta = 0.342$ ,  $t = 1.809$ ,  $p = 0.075$ ). The study found that while people generally believe Pakistan's foreign policy can improve international cooperation, its actual effects on job opportunities, social media discussions, sports interactions, and education varied. The research emphasizes the need to align global strategies with local needs to achieve better socio-economic growth.

In the short term, specific job development projects with local industries are essential to increase employment. Economic stability and popular support for foreign policy objectives are directly targeted. Strategic efforts on social media may also boost public knowledge and support for these initiatives. Events and exchanges that promote sports diplomacy and cultural understanding would boost Pakistan's worldwide image. Foreign policy subjects in academic courses will also increase student awareness and involvement. Finally, a transparent communication

approach to inform the public about foreign policy choices will develop confidence and support.

Prioritize trade agreements and economic relationships to improve economic diplomacy in the medium term. This will increase employment and economic development. By improving digital platforms, digital diplomacy can reach more people and improve diplomatic engagement. Spending money on sports infrastructure and programs will boost talent and international relations. Educational relationships via international cooperation and exchange programs will also improve education. Policies must be consistent to address socio-economic issues and sustain public support.

Sustainable employment strategies that follow global economic trends will provide long-term work prospects. Investment in digital infrastructure will boost global digital diplomacy. Permanent collaborations with international sports organizations would boost Pakistan's international connections and sports diplomacy. Comprehensive educational reforms would boost Pakistan's education quality and worldwide position. Finally, integrating foreign policy with socio-economic aims and public ambitions will provide a unified and successful plan to achieve national and international goals.

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