



## Editorial

This edition of NIU *Journal of Social Sciences* focuses on Development Administration and Social Psychology.

The first part of the Journal addresses issues in Development Administration such as International Debt Management, Government Entrepreneurial Policies, Primary Healthcare and other Public Welfare Services. It is argued in one of the papers that despite the goals of Government Entrepreneurial Policies to enhance financial resources and access to the market, the effectiveness of these policies has been limited. Major problems include insufficient access to capital, value-restrictive cultural norms, and inadequate program support. It is therefore suggested that entrepreneurial policies should be designed to meet the needs of Indigenous women entrepreneurs, improve access to financial resources, expand training opportunities, and address cultural barriers in the studied area.

Papers in the second part are on Social Psychology. It is revealed in one of the papers in this section that some advertisements portrayed women in an inferior context and showed that the advertisements capable of impacting negatively on the image of women in the workplace. Other findings showed female workers disagreeing to stereotypes in the selected advertisement affecting their personality while the audience generally perceived highly that female stereotypes can hamper managerial opportunities and positions for women. Hence, the study recommends that women should see themselves as talented individuals with unique skills, who can manage their affairs in the world with dignity and decorum.

Readers are advised to make proper use of the ideas presented by the various authors in this issue of *NIU Journal of Social Sciences*. Some of these papers are empirical in nature while others have theoretical base. Each of them focuses on one specific social and management problem or the other; trying to proffer solutions to them.

**Professor Oyetola O. Oniwide**

Nexus International University,  
P.O. Box 70773,  
Kampala, Uganda.  
editor@niuournals.ac.ug

**December, 2024.**