



## **STAKEHOLDER PARTICIPATION, DECISION-MAKING STRATEGIES AND PROJECT SOCIAL ACCEPTANCE, A CASE OF PUBLIC MARKETS PROJECTS IN KAMPALA**

### **Abstract**

The study is entitled stakeholder participation, decision-making strategies and project social acceptance, a case of public markets projects in Kampala. Both public and private organisations undertake their activities in project setting. The poor project acceptance of the public markets projects could be attributed to poor stakeholder participation and poor decision making. On this basis, a study was initiated to establish the relationship between stakeholder participation, decision making strategies and project social acceptance of public markets projects in Kampala. The study was guided by the stakeholder theory.

The study adopted a cross sectional design and quantitative approach. The study population was 50 projects spread across 19 public markets in Kampala owned and managed by KCCA. The study sample was 44 projects determined using simple random sampling. Structured questionnaires were used for data collection. The content validity through experts rating was used to determine validity while SPSS was used to run the Cronbach's alpha coefficients to show reliability which were all acceptable. Data was entered in the Statistical package for social scientists (SPSS ver21).

Key findings indicated positive and significant relationships between all the study variables, that is stakeholder participation and decision making strategies ( $r=.393^{**}$ ), decision making and project social acceptance( $r=.234^{**}$ ) and stakeholder participation and project social acceptance ( $r=.198^{**}$ ). Decision making strategies was revealed to be a partial mediator of the relationship between stakeholder participation and project social acceptance.

The study concludes that when there is stakeholder participation in public projects like public

markets projects in Kampala, there will be better strategic decisions. Public projects are a result of decisions and their social acceptance depends on the decisions made. Stakeholders are vital in public projects and their participation, its level and quality continue to shape the way projects are received, perceived and finally socially accepted.

The study recommends that the traders in the public markets should be given by KCCA and their internal leaders the necessary opportunities to be part of the processes leading changes, market leaders should seek for the opinions of concerned and or affected or potentially affected people, decisions about traders should be made in their interest, the market authorities should be responsive to stakeholders needs.