

Pakistan-Azerbaijan Bilateral Relationship

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Abstract: This research paper tries to explore the level of awareness at grassroots level in Pakistan and Azerbaijan about bilateral relationship between two countries. This article also delineates areas of opportunity to strengthen bilateral relationship with Central Asian Republics in general and Azerbaijan in particular. Findings of the study indicate that there is significant room for improvement in bilateral relations between Pakistan and Azerbaijan. Results also suggest that Pakistan should reevaluate the policy of being frontline ally of United States because most of the respondents of both countries opposed Pakistan - United States alliance. This article suggests that Pakistan should proceed with the policies to project smart image of the country on global arena.

Key words: Diplomacy • Smart Image • Iqbal • Politics • Globalization

INTRODUCTION

There are number of political, diplomatic, strategic and economic elements at work at any state-to-state relationship; it is possible to identify certain ingredients which seem essential for useful and active bilateral friendship. Principally, of course, it must be in the states' mutual interest to do so: an identification of a common purpose and shared national interest create an immediate positive context for exchange [1]. There are several cultural, political, strategic and economic dimensions which form foundation for strong and profitable bilateral relationship between Pakistan and Azerbaijan. Multan Saray in the heart of Baku exhibits century long economic ties between two nations. Common religious background also strengthens the reason for closer ties between both countries. On political and strategic front both countries find several complementarities of concerns. Outstanding political issues, exchange of industrial and natural resources, historic cultural and religious ties can play important role in bringing people together to strengthen bilateral relationship between these two countries. Most important ingredient to bring two countries closer is leadership, because human societies have always been in need of leadership to pursue collective objectives [2].

National interests and common purposes are not necessarily objective realities, but more often subjective interpretations based on beliefs, values, sentiments and ideologies and always defined by those at the political helm therefore rapport between leaders is crucial [1]. For the development of a mutually beneficial bilateral relation leaders of the countries have to play fundamental role. National interest meant different things to different people, but in case of Pakistan and Azerbaijan there are more than one converging points which form basis to pursue national interests collectively. In international relations trade and technology can shape bilateral state preferences in a cooperative direction [3], because today science and technology have special role in developing relations among different communities [4]. Between two countries there is a potential to strengthen trade and technology ties e.g. Pakistan can be a sizeable market for Azerbaijan for the export of oil, natural gas and electricity and Azerbaijan is a good destination for Pakistani industrial and agricultural goods. Exchange programs and visits, both on state and individual levels; have always been valuable in strengthening bilateral relations [5]. Representation is frequently used to influence the host government, it is increasingly also used to influence the host society. Public opinion in the age of mass

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communication plays an increasing role in bilateral relations of nations; it is a living force in international affairs and perhaps the most important new factor in diplomacy. Diplomats are thus now required to be extensively involved with the media for interviews and talk shows to form more friendly public opinion for Pakistan. Public diplomacy involves not only creating a better understanding of the political objectives of the sending state and fostering support for its policies, but also creating an appeal for all aspects of its culture [6]; which in its various forms serves as a primary carrier of values that impact both individual and the state. Culture serves as a transmission belt between nations to help understand norms and practices of each other thus facilitating close bilateral relationship [7].

Pakistan: Pakistan emerged on the world map on August 14, 1947. It has its roots into the remote past. Its establishment was the culmination of the struggle by Muslims of the South-Asian subcontinent for a separate homeland of their own and its foundation was laid when Muhammad bin Qasim subdued Sindh in 711 A.D. as a reprisal against sea pirates that had taken refuge in Raja Dahir's kingdom. The advent of Islam further strengthened the historical individuality in the areas now constituting Pakistan and further beyond its boundaries. Some of the earliest relics of Stone Age man in the subcontinent are found in the Soan Valley of the Potohar region near Rawalpindi, with a probable antiquity of about 500,000 years. No human skeleton of such antiquity has yet been discovered in the area, but the crude stone implements recovered from the terraces of the Soan carry the saga of human toil and labor in this part of the world to the inter-glacial period. One of the most developed urban civilizations of the ancient world flourished between the years 2500 and 1500 B.C. in the Indus Valley sites of Moenjodaro and Harappa. These Indus Valley people possessed a high standard of art and craftsmanship and a well developed system of quasi pictographic writing, which despite continuing efforts still remains undeciphered. The imposing ruins of the beautifully planned Moenjodaro and Harappa towns present clear evidence of the unity of a people having the same mode of life and using the same kind of tools. Indeed, the brick buildings of the common people, the public baths, the roads and covered drainage system suggest the picture of a happy and contented people. In or about 1500 B.C. the Aryans descended upon the Punjab and settled in the Sapta Sindhu, which signifies

the Indus plain. Gandhara Art, one of the most prized possessions of Pakistan, flourished for a period of 500 years (from the first to the fifth century A.D.) in the present valley of Peshawar and the adjacent hilly regions of Swat, Buner and Bajaur. This art represents a separate phase of the cultural renaissance of the region. It was a blend of Indian, Buddhist and Greco-Roman sculpture [8].

Pakistan is a democratic parliamentary federal republic with Islam as the state religion, Urdu as national language and English as official. The bicameral legislature of Pakistan comprises a 100-member senate and a 342-member national assembly. The president is the head of state and commander-in-chief of the armed forces and is elected by an electoral college consists of senate, national assembly and all four provincial assemblies. The prime minister, head of the government, is usually a leader of the largest party in national assembly. The geography of Pakistan is a blend of landscapes varying from plains to deserts, forests, hills and plateaus ranging from the coastal areas of the Arabian Sea in the south to the mountains of Karakorum Range in the north. Pakistan has semi-industrialized economy. Pakistan's gross domestic product as measures by purchasing power parity is estimated to be \$474.4 billion while its per capita income stands at \$2942. The poverty rate in Pakistan is estimated to be between 23% - 28%. The armed forces of Pakistan are the seventh-largest in the world. The estimated population of Pakistan in 2010 was over 170 million making it the world's 6th most populous country [9].

Azerbaijan: Azerbaijan combines the heritage of two venerable civilizations - the Seljuk Turks and the ancient Persians. Its name is thought to be derived from the phrase "Land of Fire" referring both to its petroleum deposits, known since ancient times and to its status as a former centre of Zoroastrian faith. Little is known about Azerbaijan's history until its conquest and conversion to Islam by the Arabs in 642 AD. Centuries of prosperity as a province of Muslim Caliphate followed. After the decline of the Arab Empire, Azerbaijan was ravaged during the Mongol invasion but regained prosperity in the 13th - 15th centuries under the Mongol II - Khans, the native Shirvan Shahs and under Persia's Safavid Dynasty. Due to its location astride the trade routes connecting Europe to central Asia and the Near East and on the shore of the Caspian Sea, Azerbaijan was fought over by Russia, Persia and the Ottomans for several centuries. Finally the Russians split Azerbaijan's territory with Persia in 1822 by the Treaty of Turkmenchay, establishing the present

frontiers and extinguishing the last native dynasties of local Azerbaijani khans. The beginning of modern exploitation of the oil fields in the 1870s led to a period of unprecedented prosperity and growth. At the collapse of Russian Empire in 1917, an independent republic was proclaimed in 1918 following an abortive attempt to establish a Transcaucasian Republic with Armenia and Georgia. Azerbaijan received de facto recognition by the Allies as an independent nation in January 1920, an independence terminated by the arrival of the Red Army in April. Incorporated into the Transcaucasian Federated Soviet Socialist Republic in 1922, Azerbaijan became a union republic of USSR in 1936. The late 1980s were characterized by increasing unrest, eventually leading to a violent confrontation when Soviet troops killed 190 nationalist demonstrators in Baku in January 1990. Azerbaijan declared its independence from the USSR on August 30, 1991. The major domestic issue affected Azerbaijan is the dispute over Nagorno-Karabakh (NK), a predominantly ethnic Armenian region within Azerbaijan. The current conflict over NK began in 1988 when Armenian demonstrations against Azerbaijani rule broke out in both NK and Armenia and the NK Supreme Soviet Council voted to secede from Azerbaijan. In 1990, after violent episodes in NK, Baku and Sumgait, Moscow declared a state of emergency in NK, sent troops to the region and forcibly occupied Baku. In April 1991, Azerbaijani militia and Soviet forces targeted Armenian paramilitaries operating in NK; Moscow also deployed troops to Yerevan. However in September 1991 Moscow declared it would no longer support Azerbaijani military action in NK. Armenian militants then stepped up the violence. In October 1991, a referendum in NK approved independence. More than 30000 people killed in the fighting from 1992 - 1994. In May 1992, Armenian and Karabakhi forces seized Susha and Lachin, historical Azerbaijani populated territories, thereby linking NK and Armenia. By October 1993, Armenian and Karabakhi forces had succeeded in occupying almost all of NK, Lachin and large areas in southwestern Azerbaijan [10]. In spite of number of international initiatives to resolve the issue statusquo still persists in the region as of today January 20, 2011. Nowadays, Azerbaijan is extensively working with EU to build Nabucco and Trans - Adriatic projects [11].

Diplomacy: Our embassies are merely working as ‘agents’ or ‘intermediaries’ between foreign office and host governments. Typical ambassador needs administrative

skill, having an embassy to run. Career diplomats are still important, but contemporary diplomacy now needs to be carried out by many diverse people specializing in negotiation, coordination, communication (including IT expertise), marketing and media management skills. Now diplomats need to be versatile; but in highly technical transactions experts who are not members of foreign services must be brought in. international relations are no longer the exclusive preserve of foreign ministries. A large variety of government departments need to be involved in foreign services. Diplomatic personnel in our age of mass communication must engage in good deal of public relations [6]. A greater portion of our embassies is bureaucratized which relies on administrative work of diplomatic mission. Embassies must serve the needs of expanding contingent of their fellow citizens travelling and working abroad. Pakistani missions are largely remain skeptical about their countrymen and maintain visible distance thus creating an environment of mistrust. Careful analysis suggests that both parties are liable for such circumstances, however more responsibility lies on diplomatic missions because it is part of their duty to look after the interest of Pakistan and every Pakistani in their host countries.

Diplomatic functions expanded significantly in global era and resorted to new forms of interaction, multilateral diplomacy is now an essential tool of international affairs [12]. Multilateral diplomacy implies variety of new techniques: in the case of Pakistan - Azerbaijan diplomatic relationship it may include formation of bilateral forum Kashmir - Nagorno-Karabakh Council (KNC). Proposed KNC can play very important role on international front to promote the cause of Kashmir and Nagorno-Karabakh while engaging other multilateral players. Additionally cultural platforms can also play important role in strengthening Pak-Az bilateral relationship; exchange of cultural programs and establishing literary club such as ‘Aiwan-e-Iqbal’ can be instrumental to improve people to people contact. Establishing transnational Aiwan-e-Iqbal can be very effective tool to strengthen people to people contact among many countries including Pakistan, Azerbaijan, Kazakhstan, Iran, Afghanistan, Tajikistan, Uzbekistan and Turkey; where people have greater regard for Dr. Allama Muhammad Iqbal as a poet, thinker and philosopher. Effective utilization of Urdu departments in universities of oriental languages in Azerbaijan, Kazakhstan, Tajikistan and Uzbekistan can enhance people to people contact of Pakistanis with these countries; proposed Aiwan-e-Iqbal can become a very

good diplomatic tool to connect people of these nations. Today diplomatic environment is different, generating greater interactions and new modes & styles of diplomatic work [6]. People involved in diplomacy must be able to establish common grounds of bilateral interest. These common grounds can emerge from cultural, geopolitical and ideological backgrounds of two countries. Pakistan and Azerbaijan have several common grounds; diplomats of these two countries can exploit these commonalities on national and international fronts.

Diplomatic effectiveness now entered in new paradigm covering several levels of interests including global, national transnational, professional and functional efficiencies. Diplomats are expected to look after and address concerns on all these fronts to enhance the image of Pakistan in the age of globalization. Private individuals are playing important role in international diplomacy. They come together to advance the interests they hold in common among nations-states thus forming an established form of diplomacy called Track II or back channel diplomacy. This may include people working in NGOs, MNCs, private organizations, educational institutions or media organizations. Track II diplomacy may take place through people of stature due to their professional work. People with political or diplomatic background may play their role in track II or back channel diplomacy. Embassies of both countries have yet to work very hard on this front for visible outcome to strengthen people to people contact through track II diplomacy. This mode of diplomacy usually operates in conflicting nations but it can be equally fruitful for these two countries to activate track II channels openly for greater people to people contact.

The twenty-first-century pace of life is fast and so is the tempo of diplomacy. There is less passion with formality, although it must be admitted that the diplomatic world is still addicted to the ceremonial protocols (the legacy of earlier centuries and a byproduct of national pride). Nations and peoples are more interconnected than ever before, which in turn has led to a large expansion of diplomatic activity. International problems affect more nations and governments find it more difficult to remain aloof and uninvolved [6].

There is a lot of trade happening by road from Pakistan to CIS countries through informal channels. Traders take goods through Afghanistan to these destinations at their own risk and initiative. Little attention to facilitate and patronize these traders can improve business volume significantly. This patronage demands

three things; first projection of Pakistani goods in host countries, supporting Pakistani traders in handling legal procedures in host countries and third motivating and facilitating local businessmen in transacting with Pakistani organizations. Tajikistan can serve as gateway to CIS and beyond for Pakistan, once product reaches Tajikistan it can make the way to other CIS countries through their local traders. Our embassies in CIS countries have to think really out of the box to establish efficient trade channels for Pakistani products to these markets. Because trade flows play important role in strengthening friendship among nations [13]. Visa policies need to be revisited; commercial and councilor sections have to come out of their bureaucratic cysts to work dynamically to develop these markets for Pakistani products instead of exerting their administrative egos. There are numerous opportunities for Pakistani products including consumer goods, food items, textile products, pharmaceuticals, surgical instruments, marble, furniture and sports goods in CIS countries because of less expensive surface trade routes. Same is true in case of Azerbaijan too; there is significant import of Pakistani products specially rice and mandarin (kinno), but little more innovative work can extend the product line. According to the State Statistics Committee of Azerbaijan there had been imports of worth 2.27 million USD from Pakistan from January 2010 to November 2010; whereas exports remained only 85.5 thousand USD [14]. There is substantial potential to increase bilateral trade, special focus and patronage of both governments can help traders of both sides to expand trade flows between these two nations.

Emergence of new actors in world affairs has significantly changes international relations. The world used to be known as the 'nation-state' system. The term is still in use today, however, they interact with the large variety of potent actors that are not nation-states [6]. Transnational relations occur between private individuals, association and organizations of private sector working together across national boundaries without involvement on the part of national governments or the interventions of the public authorities. Hallway diplomacy often presented as the sign of NGOs being kept on the margin of diplomatic process. NGO representatives communicate with diplomats wherever they can; usually NGO agents are refused access to diplomatic forums but their representatives try to find out how the diplomatic interaction is proceeding, hoping for leaks that they can use to apply pressure on governments [6]. Number of NGOs has grown exponentially over the decades [15]; Table 1 provides detail of their growth over the years.

Table 1: Nongovernmental Organizations 1909 - 2006

Year	Number of NGOs
1909	176
1951	832
1964	1718
1972	2795
1978	8347
1985	13768
1991	16113
1995	14274
1999	17077
2001	18323
2006	21026

Source: Union of International Association, Yearbook of International Organizations (Munich; Saur, various years), <http://www.uiaa.org/uiastats>

Some diplomats also value contacts with NGOs, which can be valuable source of information on various aspects of the host society. Interaction is thus profitable to both diplomats and NGOs in specific contexts and circumstances. Human rights organizations can always be helpful for Pakistani diplomats to promote many outstanding political issues among people of host countries to mobilize public support. The normal task of diplomats is to permit communication, to maintain dialogue across political, cultural and ideological boundaries. This implies an ability to work with people of different persuasions, to compromise and to seek common grounds, which in turn implies a good deal of pragmatism.

Public diplomacy is now an essential part of bilateral relations. Public diplomacy means to reach out to the public, speak before local organizations and universities and remain in contact with social, governmental and cultural opinion leaders. Public diplomacy is thus making diplomats more accessible. Media specialists and professional media section is vital for good media contacts. Major Powers have advantage in getting their story to the public, but Pakistan need to be more creative and work harder to interest media. Diplomacy is now a public diplomacy which requires different skills, techniques and attitudes then those found in traditional diplomacy. In closed societies it is relatively difficult but in Azerbaijan and Pakistan it is not difficult for either country to delve in public diplomacy for building public opinion on key strategic issues. People to people contact is at the heart of transnational activities. This contributes to the growth of international civil society to influence governments to resolve outstanding issues for the greater benefit of this planet. It will be beneficial for both countries to open their consulates beyond national

capitals to have more direct contact with people. With the increasing significance of public opinion and civil society it is to be expected that public diplomacy will increase its importance in future [6].

Smart Image: Twenty first century would be the era of smart image; combining both military achievements and soft depiction. Military power is still a critical element in world politics [16]. Pakistan is progressing on both fronts, after obtaining unavoidable nuclear capabilities country accomplished some major milestones in other aspects of hard power determinants including missile and fighter aircraft technologies. There are several ways to affect the behavior of others. One can coerce others with threats, induce them with payments or attract / co-opt to obtain needed outcomes. The ability to influence others by attraction is soft strategy [17]. Pakistan is the land of several historical civilizations thus inherits various cultural dimensions. One can find numerous forms of performing art from Khyber to Karachi, but hardly can listen about those in Azerbaijan or anywhere in CIS. Pakistani Missions in Azerbaijan in particular and in CIS in general have to spread soft image through cultural exchange programs in mass media to project Pakistan as an emerging smart nation of this century. There are several limitations including budgetary constraints but innovative thinking can help Pakistani diplomats to contribute in this regard e.g. utilizing Urdu departments in the capitals of host countries as a platform for at least biannual declamation and (or) drama contest in the backdrop of Pakistani culture. Such initiatives need less money but more intuition.

Objective of the Study: There is scarcity of published work on bilateral relationship of Pakistan with other countries in general and with Azerbaijan probably there has not been any empirical study as of today. Therefore objective of this study is to initiate such empirical works on bilateral levels for in-depth understanding of relations at gross root level. This study provides a platform to future researchers to focus individual countries to explore opportunities for Pakistan at micro level on international arena.

Methods

Sampling: Representative samples mean asking the right people in the population of interest. It has less to do with the right sample size than with the right target [18]. Respondents of this study are academicians, businessmen, public/private servants, households and

Table 2: Cities of respondents Included in the study

No.	Pakistan	Azerbaijan	Total	Cities
1	Islamabad	Baku	Pakistan	18 Cities
2	Karachi	Ganja	Azerbaijan	5 Cities
3	Lahore	Guba	Total	23 Cities
4	Faisalabad	Gusar		
5	Khushab	Sumgayit		
6	Mandi			
7	Narowal			
8	Wazirabad			
9	Kasur			
10	Sialkot			
11	Bahawal Nagar			
12	Gujranwala			
13	Burewala			
14	D G Khan			
15	Okara			
16	Shaikhu Pura			
17	Rahimyar Khan			
18	Jhang			

Table 3: Frequency distribution of respondents (N=253)

Variable	Categories	Frequency	Percentage	Cumulative %
	Pakistan	150	59.3	59.3
Country	Azerbaijan	103	40.7	100
	Total	253	100	
	Male	163	64.4	64.4
Gender	Female	90	35.6	100
	Total	253	100	
	18-25	189	74.7	74.7
Age	26-32	27	10.7	85.4
	33-39	6	2.4	87.7
	40-46	10	4.0	91.7
	47 and above	21	8.3	100
	Total	253	100	
Education	Below Graduation	34	13.4	13.4
	Graduation	107	42.3	55.7
	Above Graduation	112	44.3	100
	Total	253	100	
	Government Servants	29	11.5	11.5
	Businessmen	7	2.8	14.2
	Private Job Holders	72	28.5	42.7
	Housewives	5	2.0	44.7
	Students	140	55.3	100
	Total	253	100	

students. Finding of the study through such a diverse group would have the potential to be considered as representative of the society. For single-shot surveys when no comparisons are being made (e.g. to prior surveys or benchmarks) sample size is all about how precise researcher wants to be. More precise estimate needs more people to be included in the survey.

The calculation is basically a backwards confidence interval. Confidence intervals are made up of a confidence level and a margin of error. The margin of error determines the precision of the findings. In rating scale sample size of 250 is reasonable to estimate the findings with +/- 5% of

margin of error [18]. Researcher collected data from 253 respondents using convenience sampling to form a sampling frame of 253 respondents representing almost every major city of Pakistan and Azerbaijan (Table 2).

Instrument: Researcher developed a questionnaire as instrument to collect the data with the help of experts containing 14 items e.g. ‘please scale the level of your understanding about (either country) Pakistan / Azerbaijan’, ‘what is your opinion about either country’s relations with another’ etc. Respondents were asked to rate their opinion on five points scale. Cronbach’s alpha of the instrument for this study is 0.773.

Data Collection: Researcher collected data through personal surveys with the help of questionnaire designed for this purpose. Respondents were first briefed about the objective of the data collection and then asked to rate their opinion. Researcher helped the respondents if they asked for the assistance in understanding questions included in the survey, this usually happened with household respondents.

Data Analysis: Data were analyzed in SPSS for basic and advanced applications of statistics as per the requirement of the study.

RESULTS AND DISCUSSION

Of the respondents 59% belong to Pakistan and 41% to Azerbaijan, 64% are male whereas 36% are female. Of the sample 87% have graduation or above qualification, 75% are within 18-25 years of age, 55% are students, 29% are working in private organizations and 12% are government employees.

Most of the respondents of both countries had interest in politics (Table 4) and their responses on different political and international issues depict their understanding of international affairs.

Although Pakistan and Azerbaijan have good relations but only 2% of the respondents visited either country. There had been frequent exchange of parliamentary delegations between two countries but this low percentage shows a significant opportunity for both to develop people to people contact to strengthen future relationships. Most of the citizens of both countries are hopeful about relations between these two countries (Table 5), but still 29% of respondents said that they don’t know about Pakistan - Azerbaijan bilateral relationships.

Table 4: Level of interest in Politics

Categories	Frequency	Percentage	Cumulative %
Extreme Interest	30	11.9	11.9
Average Interest	92	36.4	48.2
Partial Interest	45	17.8	60.0
Least Interest	27	10.7	76.7
No Interest	59	23.3	100
Total	253	100	

Table 5: Opinion about Pakistan - Azerbaijan bilateral relationship

Categories	Frequency	Percentage	Cumulative %
Satisfied	61	24.1	24.1
Hopeful	93	36.8	60.9
Dissatisfied	19	7.5	68.4
Disappointed	7	2.8	71.1
Don't Know	73	28.9	100
Total	253	100	

Table 6: Pakistan's / Azerbaijan's take on Nagorno-Karabakh / Kashmir issue

Categories	Frequency	Percentage	Cumulative %
Strongly Appreciate	24	9.5	9.5
Appreciate	24	9.5	19.0
Satisfied	54	21.3	40.3
Strongly Dissatisfied	30	11.9	52.2
Don't Know	121	47.8	100
Total	253	100	

Table 7: Your opinion about Pakistan being the frontline ally of the US in war against terrorism

Categories	Frequency	Percentage	Cumulative %
Strongly Appreciate	20	7.9	7.9
Appreciate	52	20.6	28.5
Oppose	45	17.8	46.2
Strongly Oppose	69	27.3	73.5
Don't Know	67	26.5	100
Total	253	100	

Pakistan and Azerbaijan have almost identical geopolitical outstanding issues which need immediate resolution; those are Kashmir and Nagorno-Karabakh. But surprisingly 48% of respondents from both countries were not aware with these strategic problems of either side (Table 6). When respondents from both sides were asked "How do you see Pakistan's / Azerbaijan's take on Nagorno-Karabakh / Kashmir issue", only 40% were satisfied and 12% were dissatisfied.

Now this is the responsibility of diplomatic missions of both countries to create awareness among masses about reasons and possible solutions of these two long standing issues for peaceful future of coming generations.

Important finding of the study is that most of the respondents (45%) from both countries opposed Pakistan's role as frontline ally of US in war against terrorism (Table 7).

This particular finding can help policy makers to review their strategy in war against terrorism, because not only majority of Pakistani respondents but Azerbaijani respondents also opposed Pakistan's alliance with US in this war. In comparison to 45% who opposed Pakistan's strategy in war against terrorism only 28.5% appreciated. This low percentage of approval should be a serious concern for Pakistan and calls for immediate and swift redesign in the policy.

CONCLUSION

Although most of the respondents are optimistic about Pakistan - Azerbaijan bilateral relationship; however majority of them is ignorant of key strategic interests between two countries. There is a need to promote common interests on both sides for developing public opinion to pursue the solution of such issues through 'global people diplomacy'. Diplomats of Pakistan and Azerbaijan need to work hard on public diplomacy front, they have to increase their interaction with people of their host countries through media and face-to-face contact at grassroots level.

An important finding of the study that most of the respondents from both countries opposed Pakistan's alliance with United States in war against terrorism suggests that Pakistan should revisit her policy of being ally of United States. Almost 50% of the respondents are satisfied with current level of economic relations between Pakistan and Azerbaijan but at the same time this speaks of significant room to capture the attention of rest of the 50% population of both countries to increase bilateral trade. Follow-up studies of this kind can continue evaluating Pakistan - Azerbaijan relationship in future.

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