

The Sufficiency Economy Philosophy Influencing Happiness Level : A Comparative Analysis Using Six Ranking Factors in Thailand Among Top Asean Nations

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Abstract

Research objectives, to validate the Six Ranking Factors of the World Happiness Report during 2022-2023 through survey and research development, to comparative analyses among ASEAN nations, and to determine the other possible primary factors that impact happiness in Thailand. This study expands upon the World Happiness Report including its methodologies, findings, and methods for measuring happiness. Qualitative research with secondary data related data sources about knowledge associated with the World Happiness Report towards Sufficiency Economy Philosophy (SEP). Primary data collected from the group of native citizens who have lived in Top ASEAN countries, including Singapore, Malaysia, and Thailand, which currently hold the top three happiest countries in ASEAN nations, will share their level of happiness living in each country and their opinion on six ranking factors of World Happiness Report. The SEP has been considered to determine whether or not this aspect could impact Thailand's level of happiness. To provide use the Six Ranking Factors of World Happiness Report Factors included of Healthy GDP per Capita, Healthy Life Expectancy, Freedom of Choice, Generosity Levels, Social Support, and the Perception of Corruption to Happiness Outcomes. The World Happiness Report's ranking factors can be used to compare the degree of happiness among nations, but other potential elements could also have a significant impact on the happiness of citizens in a certain period of time that will be reviewed in this research. The success factors of Sustainable Happiness of Thai People through the application of the principles of a Sufficiency Economy Philosophy (SEP). A socio-economic concept that was originally presented to the Thai people by their King, His Majesty King Bhumibol Adulyadej Rama IX of Thailand, in the late 20th century, is the philosophy that is still primarily followed by Thai citizens today.

Keywords: World Happiness; Six Ranking Factors; ASEAN Nations; Sufficiency Economy Philosophy; Influencing Happiness;

Introduction

Happiness, a multifaceted concept linked to well-being and contentment, holds immense significance for individuals and societies. It correlates with improved health, productivity, and social bonds. Recently, the pursuit of objective happiness measures has gained traction, exemplified by the World Happiness Report. As the World Happiness Report shows, there has been a recent surge in interest in the search for objective happiness metrics. Ranking factors are the main criteria employed by the World Happiness Report (WHR) to identify particular characteristics or entities based on certain attributes that are linked to people's happiness. These six ranking factors are often used in the World Happiness Report in order to understand and compare the level of happiness in various nations. Including: 1) GDP per capita is a measure of a nation's economic productivity and is the indicator that has the strongest correlation with the general level of living, 2) Healthy life expectancy measures how long a person can reasonably be anticipated to live and is influenced by lifestyle, healthcare, and environmental factors as well as general health, 3) Freedom to make life decisions measuring an individual's degree of autonomy in making decisions and making personal choices within a society, 4) Generosity measures a person's propensity to donate, practice religion, and exhibit unselfish behavior in order to aid others, 5) Social Support the availability of dependable assistance and general support in one's own life as well as in unfamiliar groups like friends, family, and strangers, and 6) Perception of corruption discuss the degree of trustworthiness between the national and individual governments in terms of institutional transparency and societal conceptions of justice and fairness. Thailand and the Thai people are considered fortunate to have been bestowed with the extraordinary principles of Sufficiency Economic Philosophy (SEP) by His Majesty King Bhumibol Adulyadej (Rama IX). This philosophy, also known as 'The King's Philosophy,' encompasses sustainable development across all dimensions, including economic, social, and environmental aspects. As previously noted by the former Director-General of UNESCO, Irina Georgieva Bokova, 'The far-reaching royal vision brings about changes not only in Thailand but globally, in both the economic and social realms. His Majesty has created a significant legacy in the 20st century, and his vision, which stated, 'The royal wisdom will create a history of the 21st century,' foretells an impactful contribution that extends into the 21th century. (World Buddhist University, 2023)

This method is predicated on the idea that happiness is a notion that is shared by people of all cultural backgrounds. Which limited the range of influential variables that could impact people's or communities' level of happiness. According to recent review research, a country's national income is a blinding aspect that determines how happy its citizens are. People from wealthier nations tend to report being happier with their life on average. It provides insightful recommendations for policymakers that aim to enhance the welfare of their constituents. Regarding the previous point, the World Happiness Report may not be

very reliable because it depends too much on respondents' memories to determine whether or not they are happy with their lives overall. It also only achieves ordinal measurability, not cardinal measurability or interpersonal comparison.

To better understand people's happiness and create more research and policy recommendations for Thailand, it will also look at additional correlation factors to the Six Ranking Factors. The statement presents a positive perspective on the potential benefits of knowledge management, cultural capital, and local wisdom for promoting economic sustainability and community engagement. (Penpim, 2024). The subject of whether Thailand's ranking in the World Happiness Report is accurate and whether the study's conclusions are adequate for more research is posed to the audience based on available data sources. Thailand's current place is in the ASEAN region, one of the ten happiest countries according to the 2023 World Happiness Report. This study uses up-to-date data sources covering past, present, and potential future outcomes for analyzing Thailand's performance in these ranking parameters relative to other ASEAN nations. The findings are provided as follows: World Happiness Report 2016-2024, and Study of sufficiency economy philosophy and its impact on individuals, communities, and organizations. The findings of the World Happiness Report may help to understand patterns in people's happiness levels across numerous countries, including Thailand.

Research Objective

1. To validate the Six Ranking Factors of the World Happiness Report during 2022-2023 through survey and research development.
2. To comparative analyses among ASEAN nations.
3. To determine the other possible primary factors that impact happiness in Thailand.

Literature Review

The World Happiness Report is a partnership of Gallup, the Oxford Wellbeing Research Centre, the UN Sustainable Development Solutions Network, and the WHR's Editorial Board. It reflects a worldwide demand for more attention to happiness and wellbeing as criteria for government policy. Life evaluations from the Gallup World Poll provide the basis for the annual happiness rankings. Here are six factors that the report's data incorporates, which impact people's levels of happiness. 1. GDP per capita, 2. Social support, 3. A healthy life expectancy, 4. Freedom to make life choices, 5. Generosity, and 6. Perception of corruption. This factor looks at both and researchers use what they find to estimate happiness levels. (World Happiness Report, 2023).

World Happiness Report 2022: The full data set currently available for the World Happiness Report pertains to 2022. To improve the accuracy of the rankings across the three samples, the most recent World Happiness report's average data from 2016 to 2024 is used. The

results of the score and other analyses, Thailand is the third happiest country in Southeast Asia and ranks 61st globally according to the World Happiness Report 2022 rankings. Standing at 25th in the world, Singapore is the top-ranked country in Southeast Asia and ASEAN, followed by the Philippines, Thailand, Malaysia, Vietnam, Indonesia, Laos at, Cambodia, and Myanmar. Despite the fact that the results from 2022 also indicate that, in the tough times brought on by the COVID-19 pandemic and war, people worldwide have witnessed a notable rise in three categories of acts of kindness: lending a helping hand to strangers, volunteering, and making monetary donations. These factors are raising awareness of people after the pandemic and war. (World Happiness Report , 2022). The COVID-19 pandemic and war have caused people all over the world to witness a notable rise in three categories of acts of kindness: lending a helping hand to strangers, volunteering, and making monetary donations. This may help the results from 2022 more qualify. As this can be seen through the rising number of Six Ranking Factors in the report compared to last year. (World Happiness Report, 2022)

East Asia and Oceania, as the report only covers 146 countries, “Oceania” only refers to Australia and New Zealand in this instance. In this year’s report 2022, China climbed 12 places on the global ranking, making it the most improved country in East Asia and Oceania. Thailand has improved the least in the region, likely because of the significant toll that COVID-19 had on the country’s economy. In 2020, economic growth shrunk by 6.1% in Thailand the country’s worst contraction since the Asian Financial Crisis in 1997. Thailand’s economy is not expected to bounce back to pre-pandemic levels until 2023. (Carmen Ang, 2022)

In Thailand from Development of Employee Happiness in The Workplace Pathum Thani Province guidelines for consist of: 1. Create organizational culture, 2. Encourage personnel participation, 3. Develop a pleasant working environment, 4. Create and promote commitment in the organization, 5. Supplementation physical health, 6. build morale in terms of welfare, and 7. Promote continuous development of work performance. (Puchiss, 2024)

Sufficiency Economy Philosophy (SEP) its impact on individuals, communities and organizations. The Sufficiency Economy Philosophy (SEP), a socio-economic concept that was originally presented to the Thai people by their King, His Majesty King Bhumibol Adulyadej (Rama IX) of Thailand, in the late 20th century, is the philosophy that is still primarily followed by Thai citizens today. The ideology places a strong emphasis on self-reliance, temperance, and resilience in the face of environmental and economic uncertainty. The Sufficiency Economy Philosophy emphasizes its complex effects on people, groups, institutions, and the application of policies. while emphasizing the possible advantages for sustainability, resilience, and well-being. When visiting Thailand, one encounters the image of Thais as kind-hearted, compassionate people, the land of the flourishing Buddhist religion or the land of enlightenment. It maintains a rich heritage of traditions, customs, and various forms of cultural arts, which has helped us navigate through various crises. Once accepted, we strive to adapt them appropriately. (The Journalist Club, 2021)

The notion of "Continuity, Sustainability, and Development" stems from the Sufficiency Economy Philosophy. This parallels the understanding of King Rama IX's reign, as bestowed in his sufficiency economy philosophy. Such as the distinctiveness of the Thai smile and the fundamental principles of the sufficiency economy that need to be maintained without deviation or loss. Thus, preservation is about conservation (Sustainable), the continuation, and development of what is already good to expand its benefits further, fostering a creative and innovative extension or innovation of these valuable elements to help build a more peaceful, happier, and more livable global society. Therefore, development is about progress (Development) (Phratammasakawongvisutthi, 2022).

Methodology

In this investigation, a qualitative approach was utilized as a research method. Study area secondary data collection through literature review from books, academic journals, research works, information, and related data sources about knowledge associated with the World Happiness Report 2016-2023 towards Sufficiency Economy Philosophy (SEP). This will be beneficial in identifying indicators for the success factors of factors influencing happiness. Primary data collected from the group of native citizens who have lived in Top ASEAN countries, including Singapore, Malaysia, and Thailand, which currently hold the top three happiest countries in ASEAN nations, will share their level of happiness living in each country and their opinion on six ranking factors of World Happiness Report. The SEP, or Sufficiency Economy Philosophy, has been considered to determine whether or not this aspect could impact Thailand's level of happiness. The completion of data collection through interviews, interviewees stated their degree of happiness living in the top three ASEAN nations, namely Malaysia, Thailand, and Singapore. This interview provided a ground truth based on interviewees' experiences regarding their different levels of happiness according to the Six Ranking Factors of World Happiness Report. The preceding table displays the family's ranking of each country in each area of the Six Ranking Factors of World Happiness report, which represents the highest level of happiness they have ever experienced as follows: top three countries from Interviewee Opinions (In-depth Interview) from 90 persons who live in Singapore (30 person), Malaysia (30 person), and Thailand (30 person). Data Analysis involves gathering information from various sources including geographical data collected and compiled from books, journals, research papers, information databases, inputs from qualified experts in related fields, as well as publicly available printed materials through different media forms.

Results

To determine the other possible primary factors that impact happiness in Thailand. The results for each session regarding the Six Ranking Factors of World Happiness Report have demonstrated that, not only can the Six Ranking Factors be used to measure the level of

happiness of each country in the dystopian world as mentioned by the World Happiness Report 2016-2023. The survey's overall findings indicate that Thai citizens' perceptions of SEP do and can affect their degree of happiness in a variety of aspects of their lives; as a result:

1. GDP Per Capita: Since the majority of respondents indicated that their income was in the middle range, high percentages of happiness have tended to go towards moderate and even none at all. However, more than 50% of the respondents had used SEP at some point in their lives, which has made some of them happy with their salary and able to live comfortably in Thailand.

2. Health Life Expectancies: The majority of Thai citizens regard their current health while living in Thailand as being somewhat favorable. However, after learning of the Covid-19 case, that government health care had fallen short of expectations. Regarding the performance of their personal insurance, the majority of respondents express more satisfaction. Because they have personal insurance that can support them in an emergency, the respondent feels somewhat happy about their current state of health while residing in Thailand.

3. Freedom of Choices: Based on the presented data, most respondents believe that living in Thailand offers them the greatest degree of independence and freedom. While inquiring further into the law and how it impacts people's happiness, freedom, and quality of life. Thai legislation has affected them, and they provide some reasons for their opinions. Regarding the respondents' freedom of living and overall level of happiness right now, the responses lean towards moderate and highly satisfied.

4. Generosity: As Thai citizens have adopted the concept of SEP for generations and passed it down from generation to generation, it has a significant impact on most respondents. The benefits from the perspective of community-promoted resource-sharing networks and diverse livelihoods, which have built community resilience, SEP may help in high levels of satisfaction towards acts of generosity. It caused the majority of respondents to shift their perspective and believe that being generous makes them feel better and increases their level of happiness.

5. Social Support: Generosity and social support are linked, so the SEP might potentially have an impact on this component of happiness. The findings demonstrate that the majority of respondents participate in social activities, with no respondents never engaging, and that most respondents feel moderately toward most in support of personal social connections. However, Thai individuals have received assistance from an unknown stranger, suggesting that those who are aware of SEP are likely to assist not only the wider community but also their own and personal families.

6. Perception of Corruption: The data illustrating the respondents' negative perception of corruption and their belief that it has affected their lives indicates that the session on perception of corruption delves deeply into the respondents' viewpoint regarding the government. Regarding the transparency of the Thai government, the respondents feel that it is either a little transparent

or not at all. However, the majority of respondents agree that they would feel happier in Thailand if there was greater government transparency.

World Happiness Report: This year, the Sustainable Development Solutions Network (SDSN) under the United Nations (UN) released the World Happiness Report 2023, ranking the happiest countries in the world. For this year, 2023, Thailand has moved up from its previous rank of 61 last year to 60. In the Southeast Asian region, Singapore holds the highest rank at 25 globally, scoring 6.587 points. Thailand, on the other hand, scored 5.843 points across six key factors, as follows: 1) Perception of corruption: 0.013, the lowest score among all aspects, 2) Freedom: 0.624 points. 3) Social support: 1.344 points, 4) Average life expectancy: 1.594 points, 5) Generosity: 0.291 points, and 6) Gross Domestic Product (GDP) per capita: 1.515 points.

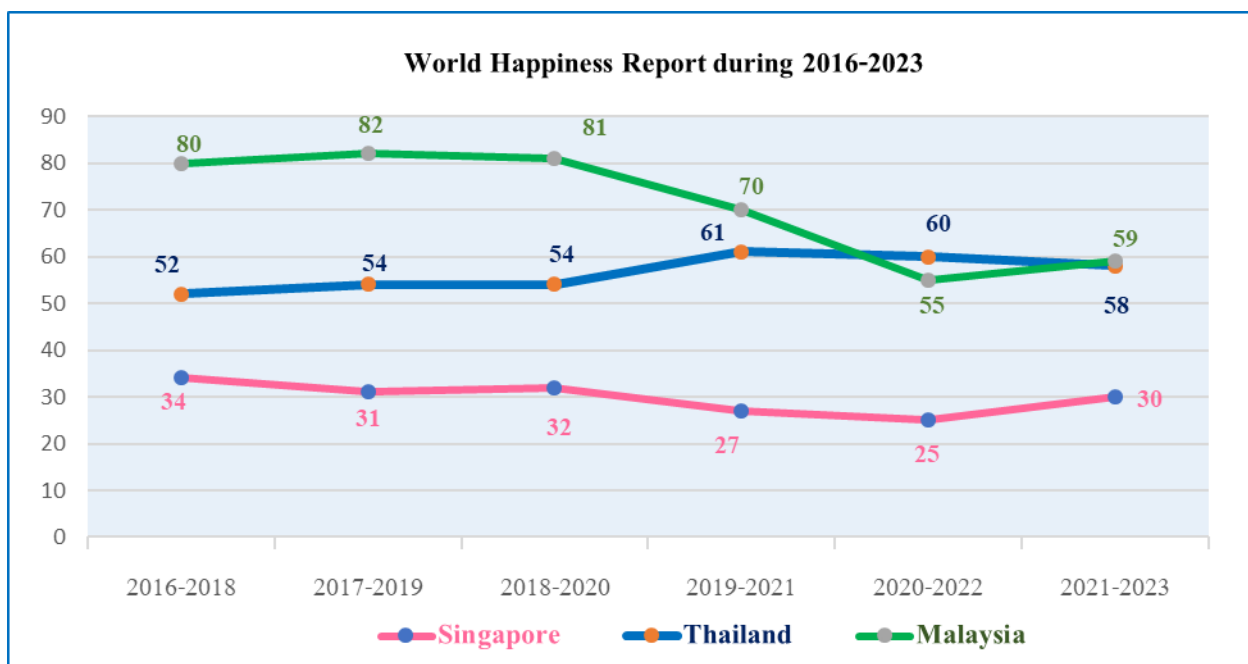


Figure 1 Summary World Happiness Report for Singapore, Malaysia, and Thailand during 2016-2023 (Total 146 countries around the World)

Source: Adapt by Research Team. Remark: High numbers = low happiness or low level of competition with other countries. Low numbers = very happy or high level of competition with other countries.

To create comparative analyses among ASEAN nations: from the data collection interview, a group of people who have lived in Singapore, Malaysia, and Thailand the top three happiest countries in the ASEAN region according to the World Happiness Report 2023 will be interviewed. Since Malaysia and Thailand were just ranked in the World Happiness Report from 2023, it will be interesting to compare those countries to Singapore, which has held the top spot among ASEAN countries for many years. It will investigate their ideas, opinions, and personal experiences with regard to the Six Ranking Factors in order to

ascertain the degree of measurement and efficacy of the Six Ranking Factors when used for cross-national comparisons. The result with Six Factors Ranking GDP Per Capita, Health Life Expectancies, Freedom of choices, Generosity, Social Support, and Perception of Corruption as follows in the picture:

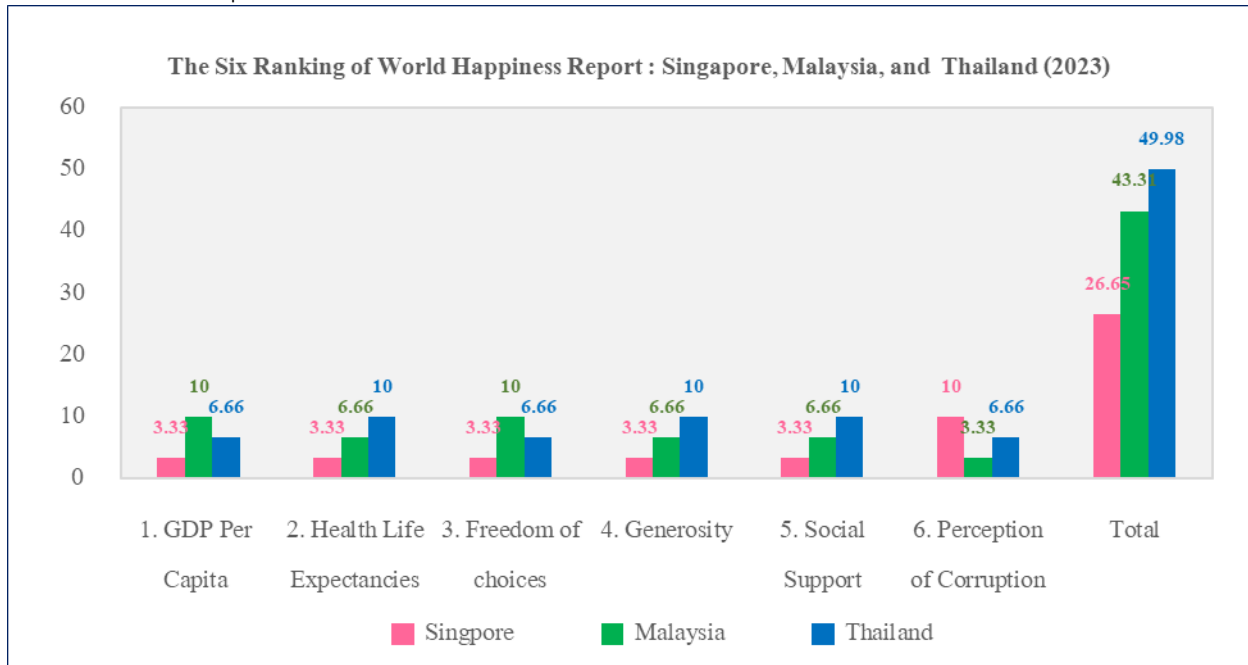


Figure 2 From In-dept Interview a group of people who have lived in Singapore, Malaysia, and Thailand.

Remark: average point form Interviewee Opinion each rank No.1=10 point, No. 2 = 6.66 point and No. 3 = 3.33 point

: Total 60 Thailand 49.98, Malaysia 43.30 and Singapore 26.65

From the result although Singapore and Malaysia may rank higher than Thailand in the World Happiness Report, in reality, Thailand outperforms them in the six key ranking factors when comparing the three countries.

3. To validate the Six Ranking Factors of the World Happiness Report through survey and research development. However, measuring The Six Factors Ranking World Happiness Report may not be enough to be able to draw conclusions and shouldn't solely rely on wealth or GDP to salvage the world by creating what's known as "material prosperity." However, it's been overlooked that material prosperity doesn't align with the true goal of humanity, which is happiness. GDP measures global prosperity and material wealth, leading to the loss of humanity's balance. Humanity seeks happiness, and it's evident that the path of sustainable economics can guide the world toward the true happiness that everyone seeks. Sustainable Economics is the sustainable development goal towards genuine happiness. When decoded correctly, Sustainable Development aligns with the essence of His Majesty's Sufficiency

Economy, which international scholars recognize as a clear imprint in advancing human dignity and protecting the world excellently due to its shared attributes: 1) Universality, 2) Integration, and 3) Transformative development. Both the principles of a Sufficiency Economy Philosophy and the goals of sustainable development share a common goal and are factors that improve personal happiness. advancement.

Discussion

Study of Sufficiency Economy Philosophy (SEP) and its impact on individuals, communities, and organizations. The SEP, a socio-economic concept that was originally presented to the Thai people by their King, His Majesty King Bhumibol Adulyadej Rama IX of Thailand, in the late 20th century, is the philosophy that is still primarily followed by Thai citizens today. The ideology places a strong emphasis on self-reliance, temperance, and resilience in the face of environmental and economic uncertainty. This philosophy's effects on people, communities, and organizations in Thailand have been thoroughly examined in the study:

- Individual well-being and behavior: Research has demonstrated that those who follow the SEP principle typically have better psychological well-being. One may argue that placing a strong emphasis on contentment and moderation both helps people feel more at peace within and positively impacts their capacity to maintain their financial security. Since The SEP encourages individuals to handle their finances responsibly and reduce risk. The results of the research demonstrate not only that those who follow the SEP principle have more financial stability, but also that SEP inspires people to start small businesses, which boosts the local economy. Encouraging people to live sustainable lifestyles encourages behavior that benefits resource management and the preservation of the environment.

- Community well-being and behavior: From the perspective of the community, The SEP has encouraged resource-sharing networks and diverse livelihoods, which have enhanced community resilience. According to the study, social cohesiveness and mutual support are typically better in communities that embrace or adopt the SEP. Nonetheless, The SEP communities are more resilient to natural calamities and economic downturns. The significance of cultural values and traditional knowledge is also emphasized by SEP. According to the survey, individuals are continuing to treat one other in an indigenous way that has enhanced the community's sense of cultural identity.

- Organizational well-being and behavior: The Sufficiency Economy Philosophy (SEP) principles can be incorporated into an organization's operations. According to the study, companies that implement the SEP have better long-term viability and reputation, similar to social innovation or CSR initiatives. Additionally, it makes organizations more resistant to financial crises and market volatility. However, organizations using the SEP frequently give employee welfare top priority. According to a study, these organizations have happier employees.

- Policy Implications: In an effort to encourage sustainable development and the reduction of poverty, governments have included the SEP concepts into their frameworks for policy. Research assesses these programmes' efficacy and points out areas for development. Evaluative studies evaluate how these activities affect attitudes and behaviors among scholars. The research findings also investigate how the SEP might be applied outside of its initial Thai context.

The Sufficiency Economy Philosophy (SEP) emphasizes its complex effects on people, groups, institutions, and the application of policies. while emphasizing the possible advantages for sustainability, resilience, and well-being. The report also recognizes the difficulties and complications that come with putting it into practice, such as environmental damage and inequity. To gain a deeper knowledge of the SEP and its role in advancing equitable and sustainable development globally, more research is required.

During the King Rama IX, a significant legacy was bestowed regarding the Sufficiency Economy Philosophy (SEP). This philosophy serves as a crucial key to advancing towards the global goals of the United Nations. Coupled with the Royal Initiatives of King Rama IX, King Rama X bestowed an exposition known as "Sustainable Agronomy." This concept materializes by adhering to the royal initiatives concerning continuity, Sustainability, and development, forming a model to achieve Socio-cultural development in Thailand. It serves as the fundamental basis for the 5 principles of sustainability, encompassing 1) People, 2) Planet, 3) Prosperity, 4) Partnership, and 5) Peace. The development towards becoming Sustainable Agronomy begins by developing individuals into "People" first. Being a "People" involves a relationship with the socio-cultural aspect, which represents the "Planet." The development intended to be created must align with "Prosperity," which means development that doesn't disrupt the economy, society, and environment. Through collaboration from all sectors, it should become a "Partnership," leading to the realization of "Peace" in global society, a holistic happiness that encompasses social, economic, and environmental aspects. Success in Sustainable Agronomy, or thriving in an "Araya" (sufficiency) manner, adheres to the principle of balance, aligning with the sustainable development goals of the United Nations, particularly Goal 16, which concerns "Peace, Justice, and Strong Institutions." This leads to "Araya Sukha" or Noble Happiness, revolving around the core concept of "the spiritual value of individuals". (United Nation, 2022)



Figure 3 Adapt by research team

Remark: SEP stands for Sufficiency Economy Philosophy, WHR refers to World Happiness Report, SDGs represent Sustainable Development Goals, and ???? refers to other related factors.

Conclusions

It's crucial to prioritize policy formulation and promote increased crime prevention, concurrently executed with enforcement measures, especially against cybercrime, which can easily access the public. Urgent legal frameworks need establishment while enhancing law enforcement's capabilities for effective execution. Additionally, proactive measures to prevent and combat corruption within government officials should be taken, accelerating the use of technology in law enforcement, supporting operational practices, and fostering equality and social justice. Creating awareness across all sectors about the importance of ethical principles as a foundation leading to a just society should be encouraged by promoting a culture of respecting rules. The success factors of Sustainable of happiness of Thai People through the application of the principles of a Sufficiency Economy Philosophy (SEP) in the dimension of Noble Happiness from model communities. The direction of the 13th National Economic and Social Development Plan aims to help Thailand overcome various challenges and transition into a developed country by adhering to the principles of the Sufficiency Economy Philosophy, as guided by the national strategy's key priorities related to agricultural aspects and national well-being, emphasizing the following:

1. The principle of the SEP is to sustainably maintain and advance development by logically charting the country's developmental path through balanced measures based on knowledge, culture, ethics, and moderation. This approach considers alignment with both current and forthcoming global and national circumstances. It emphasizes the importance of enhancing

balance across different dimensions, including competitiveness against other countries and self-reliance stability.

2. Building resilience through a 'fall and rise' approach focuses on development across three levels: 1) Survivability: This level emphasizes preparedness at all levels to cope with crises and swiftly return to normalcy, 2) Sufficiency: It involves adjusting factors to reinforce economic, social, and environmental stability at the family, community, and national levels. This includes adapting strategies, models, and development approaches to align with the changing global landscape, and 3) 'Sustainability': This level propels structural changes in various dimensions to continuously enhance personal and societal capabilities for sustained development. It aims to support the country's growth in a qualitative and sustainable manner.

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