

GNH and Artificial Intelligence for Sustainable Development

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Abstract

The objective of this research is application of Gross National Happiness (GNH) framework, grounded in the principles of Buddhist economics, in the Eastern European sustainable development context, specifically in Slovakia. This studies aim is to investigate the possibility of applying GNH framework in Slovakian environment. The research is an experimental study about the evaluation of the happiness index of Slovakian employees and employers of SMEs in Slovakia, in Rožňava region. The sustainable development in the region is lowest in the country, its' characterized by high unemployment rate, tendency of emigration, low standard of living, and inadequate healthcare services. Data were collected through two quantitative questionnaires, adapted and supplemented versions of the original Bhutanese questionnaire. The sample comprised 315 employees and 50 organizations in Slovakia. A distinctive aspect of this survey is its consideration of the implications of artificial intelligence and technological advancements. The study investigates the ways in which artificial intelligence influences human well-being and perceptions of trust. The findings reveal a critically low happiness index in the Rožňava region, indicating a need for intervention. This study would like to be contribution to the existing and further research of sustainability, about possibility to apply GNH framework in European culture in context of social, ecological and economical sustainable development.

Keywords: GNH, artificial intelligence, trust, knowledge, sustainable development.

1. Introduction

The Buddhist economic concept was mentioned by Schumacher in 1973. According to Buddhist practitioners, happiness and wellbeing can't be measured in material goods. According to Schumacher, there should be a path that combines the teachings of the noble eightfold path in Buddhist economics. (Schumacher, 2014) For our consumer-oriented society, it may come as a surprise. But on second thought, achieving sustainability requires limiting desires, thrift, awareness in all areas of the economy and society. (Zsolnai, 2022) The main problem facing Western society is that it is looking for short-term solutions. The Gross National Happiness (GNH) model offers a holistic view of society, economy and environmental sustainability. The gross domestic product (GPD) has been criticized for not being able to thoroughly assess the value of economic well-being. (Bencsik, 2022) GNH contains elements missing from the GDP indicator and makes it possible to assess social, economic, environmental and organisational happiness. Gross National Happiness (GNH) is an alternative economic model based on Buddhist philosophy, which is

created to measure happiness and wellbeing of society. Buddhist economics is based on reducing desire, reducing suffering, conscious use of resources, and thrift. According to Buddhists, less is more, they strive for a simple life and are content with what life has to offer them. (Schumacher, 2014) The study adapted a translated version of the original GNH questionnaires, with minor modifications. The essence of the research is that it takes into account the impact of artificial intelligence and technological development. In this article, artificial intelligence was used in the analysis and translation of the articles, since English is the secondary language we use, thanks to technological development, the comparison time of scientific articles can be shortened significantly, which can help the research work. Among the elements of GNH 9, we have integrated elements related to technological development, which indicates the impact of technological development on well-being. Artificial intelligence can be a huge help to beginner researchers and can break down language barriers. It can also promote the development of education and the sharing of knowledge. Artificial intelligence can also promote the preservation of knowledge; therefore, it can save time and energy, which can help to achieve well-being. Research questions are (1) Is the GNH organisational framework applicable in the Christian culture context? (2) How does technological advancement influence the perception of happiness and well-being in the Slovak environment, and to what extent is rapid technological development tolerable in people's every day and work lives?

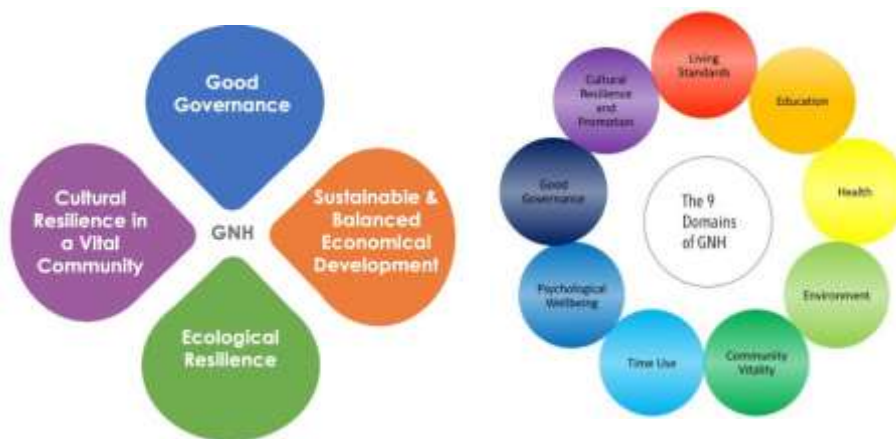
2. Literature Review

GDP gaps. Gross domestic product (GDP) has received many criticism in recent years regarding its ability to measure overall well-being. (Moulton, 2018; Stiglitz, 2019, 2020; Jokipii et al., 2021). Several critiques emphasize that GDP indicators fail to capture numerous factors that contribute to human well-being (Clark, 2018; Pilling, 2018). Proponents of Gross National Happiness argue that an increase in GDP does not necessarily equate to an improvement in quality of life. (Easterlin et al., 2010). The objective of GNH is to determine the relevant indicators for each sector to guide development, to allocate resources to achieve predetermined goals, and measure outcomes, specifically the happiness of individuals. These ideas are supported by Schumacher (2014) in his book "Small is Beautiful," in which a comparison is drawn between the perspectives of modern and Buddhist economics. (Bencsik, 2023) As the significance and application of well-being in organisational life has grown in recent years, both academic researchers and practitioners have had to address this challenge. Consequently, research has focused on finding ways to better incorporate the so-called "soft" elements alongside the quantifiable "hard" factors. Some of these soft factors include satisfaction, emotional intelligence, stress management, commitment, conflict resolution, and work-life balance (Fan et al. 2018; Fraumeni 2022; Wiedenhofer et al. 2020; Bencsik 2023). Sustainability, social sensitivity, and cultural traditions are also important for young workers. Therefore, there is a need for a model that encompasses these factors and evaluates organisational conditions and employee satisfaction based on these parameters. (Bencsik, 2023).

Happiness. Positive psychology and Buddhist economics and have served as a theoretical foundation for research on happiness and well-being. Seligman (2011) redefined the concepts of happiness and well-being and created the PERMA model. Csikszentmihályi developed flow theory in 2001, which investigates the state of effortless joy and happiness. According to Zsolnai (2022), Buddhist economics are based on the following qualities: reduction of suffering, non-harm, reduction of desires, sincere care. Happiness has been defined in many fields, including psychology, philosophy, and social sciences. The younger generation has greater expectations, focusing on mental well-being, living conditions, leisure activities; nowadays financial benefits are secondary. Bencsik (2023). Individuals perceive happiness as a personal phenomenon impacted by a variety of aspects of their lives, such as relationships, work, interests, and mental health. Individuals may have different perspectives on what makes them happy, and their concepts of happiness may differ from one another. Bencsik (2023).

Gross National Happiness. Bhutan's fourth king, Jigme Singye Wangchuck, first mentioned the GNH index in the 1970s, He said GNH is more important than GDP. According to him, the government's goal should not be to increase the value of GDP but to increase the happiness of the country. GNH takes a comprehensive approach to assess happiness and well-being. It consist of four pillars (Good Governance, Cultural Resilience and Vital Community, Ecological Resilience, and Sustainable and balanced Economic development), which are further subdivided into nine domains (Ura, 2005); (Bencsik, 2023) (See 1. figure)

Figure 1. GNH 4 pillar and 9 domains



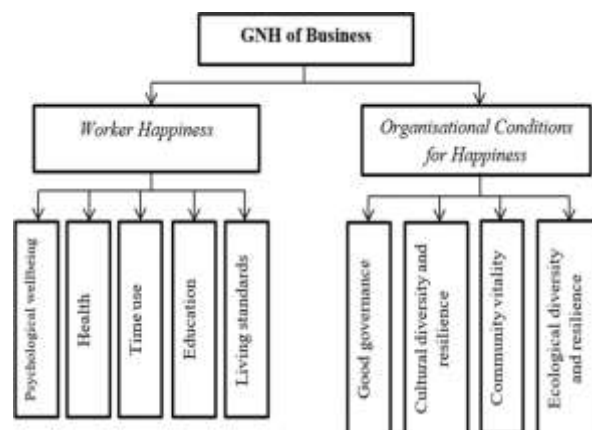
Source: GNH, online, 2021

GNH consist of nine subcategories: psychological well-being and spirituality, which measure positive and negative emotions, mood, and mental health. Living standards measure financial security, housing, income, and livelihoods. Time use deals with work-life balance and harmony in life. Community vitality measures the strength and weakness of community relationships. Education deals with the quality of education, the education system, and study possibilities. Health refers to general physical and

mental health. GNH as a set of tools that define our values, shape our identity and expressions, and guide our behaviors, relationships, and practices. (GNH, online) Good governance assesses people's satisfaction with government policies and actions. Environmental diversity and sustainability. GNH can be a broad well-being indicator number that can promote the sustainability of society, economy and environment, since the 9 domains contain all the elements that make a society sustainable.

GNH of business for sustainable development. GNH is intended to measure overall national happiness, but building on its fundamental ideas, a GNH business framework was mentioned by Bhutan's Prime Minister Dasho Tshering Tobgay in 2017 to examine organisational happiness. The Bhutanese Business Framework was developed and published in 2017 by CBS (Center of Bhutan, &GNH Studies) GNH's nine domains approach organisational happiness from two perspectives. Five pillars qualify employees' happiness and four qualify organisational conditions. (See Figure 1.) Figure 2 presents the business framework of GNH, which can be divided into employee happiness and organisational conditions for happiness. These elements were further segmented. The indicators for measuring employee happiness were psychological well-being, Health, Time Use, Education, and Standard of Living. These indicators can be further divided. Indicators of psychological well-being include Job Satisfaction, Trust, Workplace Environment, Work Engagement, Discrimination, Positive Emotions, Negative Emotions, and Workplace Harassment. Health indicators included workplace stress, workplace common space, nature of work, disability, illness, and safety. Time-use indicators include Work-Life Balance, Sleep Time, Work Schedule, Work Pacing, Impact of Work on Social Life, and Workplace Break (lunch brake). Educational indicators include professional and personal development, skill development, and scholarships. The standard of living indicators includes Pay and Benefits, Satisfaction with Base and Net Pay, Retirement Benefits, Leave, and Other Benefits. Good Governance indicators included local employment, workplace policies, legal regulations, audits, turnover rates, and income gaps.

Figure 2. A GNH of business



Source: Tshoki Zangmo, Karma Wangdi and Jigme Phuntsho, 20

Conditions of Organisational Happiness. Cultural Diversity: Cultural Volunteering, Cultural Donation, Cultural Promotion Community Vitality: Community Volunteering, Community Donation, Infrastructure Deterioration, Impact on Community Health, Raw Material Procurement, and Community Feedback Ecological Diversity: Emission Level, Waste Size, Ecological Volunteering, Ecological Donation, Eco-Products, and Services Employee happiness encompasses the physical and mental experiences of employees. (Chophel, 2010) The GNH framework allows the examination of workplace conditions and circumstances. The GNH business framework aims to improve and balance employees' work demands, including their physical and mental workplace experiences. The model indicators provide insights into workplace conditions and opportunities (Schulte et al. 2015). Workers' social, emotional, and spiritual needs must be met to achieve workplace satisfaction. It is also necessary to incorporate social and environmental values. Work significantly impacts people's lives, and workplace satisfaction creates a better life (Judge and Klinger, as cited in Alghamdi, 2015). For workers, pay is not only an important factor, but also creativity and growth. Employee satisfaction correlates with productivity (Oswald, Proto, & Sgroi, 2009; De Neve, Diener, Tay, & Xuereb, 2013; Schuelka, 2016). The GNH business framework was measured through a questionnaire survey. Most indicators use a Likert scale, in which the level of satisfaction with the indicators in each area is determined. The measurement and calculation of the GNH business framework is further explained in the practical section.

Impact of artificial intelligence and technological development on the organizational framework of GNH. The information society of the 21st century, digitization and artificial intelligence have changed people's private and work lives. Rapid technological development represents a serious challenge for today's employees, employers. Organizations are going through a digitalization process During technological developments and robotization, many workers are faced with the fear of losing their jobs. Employees and employers are under constant pressure, which increases stress within the organization.

Artificial Intelligence. The definition of artificial intelligence has been modified several times. Kaplan and Haenlein (2019) defined artificial intelligence as the ability of a system to correctly interpret external data, learn from that data, and use these insights to achieve specific goals and tasks through flexible adaptation. Poole and Mackworth (2010) defined AI as a philosophy that studies the synthesis and analysis of computational tools that act intelligently. An agent is something (or someone) that acts. An agent is intelligent if: (a) its actions are appropriate to its circumstances and goals; (b) it responds flexibly to changing environments and goals; (c) it learns from its experiences; and (d) it makes appropriate decisions given its perceptual and computational limitations (Bartneck et al., 2021). The algorithms of artificial intelligence are trying to simulate the human intelligence. There are certain fields, where artificial intelligence has a higher advantage against human intelligence, for

example it can process a lot of data, it can detect patterns in the database, which is impossible for the human brain. Human intelligence has a creative way of thinking and it can discover coherences, which only the artificial intelligence can do. During our research, we investigate how technological development influences the organisational GNH level and which way it affects to the GNH segments.

3. Research Method

In the course of the research, the original questionnaires (GNH of Business) were used, retaining all areas, indicators, and questions pertaining to professional loyalty.

Calculation of the GNH Business Framework. The method consists of three steps. Setting and Applying a Sufficiency Threshold During the calculation, we conducted measurements on the GNH's five areas for employees. The original GNH of the business's five areas contained 29 indicators and 114 variables. In the measurement of organisational conditions, we examined GNH's additional 4 areas, where we examined 20 indicators and 102 variables. The role of the sufficiency threshold is to separate happy and unhappy employees from employers. For employees, at the 29-indicator sufficiency threshold, the indicator value is 1 if it meets the expected criterion and 0 if it does not meet or reach the sufficiency threshold. Application of weighting: After determining the sufficiency threshold, we determined the weights of the areas and indicators. We obtained the area weight from the distribution of the total score (100) according to employee happiness and organisational conditions. Each of the areas used to assess employees (which is 5) had a weight of 20% (100/5). During the measurement of organisational conditions, we measured four areas, so the areas were weighed equally at 25% (100/4). The weights of the indicators were obtained by dividing the weights of the areas by the number of indicators. Summarization and scoring: We obtained the values of the two calculated components by summing them. The value of the organisational happiness index is given by the equally weighted sum of the two components. The score for employee happiness can be calculated for each employee with respect to the i th indicator, using the following formula:

Formula 1:

$Whap =$

where,

$Whap$ – employee happiness score n – number of indicators

i – the i -th indicator

w_i - the weight of the i -th indicator x_i - the value of the i -th indicator

The employee happiness score is obtained by summing the weighted indicator values for the employee and then dividing by the number of staff members participating in the study (n). The scores for organisational conditions were calculated in a similar way; in our case, since we examined multiple organizations, we averaged the ratings determined by the leaders.

The organisational happiness score was calculated using the following formula:

Formula 2:

$$O_{hap} =$$

where,

Ohap – organisational happiness score n – number of indicators

i – the i-th indicator

wi - the weight of the i-th indicator xi - the value of the i-th indicator

The organisational happiness index value can be calculated by taking the weighted sum of employee happiness and organisational condition. Both components were considered in equal proportions (50:50). This relationship can be determined using the following formula:

Formula 3:

$$H = 0.5 \times Whap + 0.5 \times Ohap \text{ where,}$$

Whap – Employee happiness score Ohap – Organisational conditions score

This formula was used to calculate the organisational happiness score by summing the weighted values of each indicator across the organization. Similar to the calculation for employee happiness, this formula combines the weights and values of each indicator to provide an overall score representing the level of happiness within the organization.

Classification and Rating. Table 4 shows the classification of business enterprises based on the calculated values. To obtain a certificate, the following two conditions must be met: a score of more than 80% must be obtained, and 60 percent of both parts (employee and organisational) must be obtained. In this case, this means that the table's average score is achieved. It should be noted that calculating these values is not the end goal but rather a starting point for initiating the required changes. An understanding of the impact of individual areas on the operation of a business enterprise aids in formulating the development strategy, risk assessment, and opportunity planning. If a company obtains the GNH certificate, it is recommended that the assessment be repeated every three years.

Table 4. Classification of the Organisational Happiness Index

Score	Classification	Note
40 %	Below average	Immediate intervention required
40 – 59.9%	Average	Intervention needed in certain areas
60 - 79.9%	Good	Performance improvement needed in certain border areas
80% above	Very good	Recommended for GNH certification, both values must reach 60%

Source: Zangmo, Wangdi, & Phuntsho (2018), GNH Certification, Centre for Bhutan Studies & GNH

Note: To obtain a GNH certificate, it is necessary to achieve a score above 80% and at least 60% for both components. The purpose of business GNH is to identify areas of issues and to develop specific areas based on the results obtained to achieve harmonious outcomes. These results provide guidance for firms in which areas need to be altered to achieve better outcomes. If the organization receives a GNH certificate, it is recommended that it be reassessed periodically. The suggested interval was three years.

Sample. This study was conducted with Slovakian employees and employers. The sample was examined region- specifically. The selected region was the Hungarian-speaking employees and employers in the northeastern district of Rožňava. The uniqueness of the Rožňava region lies in its Hungarian-inhabited rural area, underdeveloped infrastructure, high unemployment, and population that is becoming poorer and older. The emigration of the young labor force is characteristic of the Rožňava region. The practical benefit of this study is to contribute to the development of this region, enabling it to progress uniformly.

Our criteria for the organization are as follows: The organization operates in the Rožňava region; They have been conducting business activities for a minimum of 2 years; 50% of employees are permanently employed.

Assessment of the Happiness Index of Employees and Employers in the Northeastern Region of Slovakia, Rožňava in the Hungarian-inhabited areas of Slovakia, particularly in the eastern and northeastern regions, revealed a continuous deterioration in the quality of life has been observed, characterized by increased unemployment and neglected infrastructure. Due to a lack of job opportunities, employees have been forced to go abroad as finding employment has become increasingly difficult. Impoverishment of the population was noticeable in the eastern and northeastern regions. In 2022, unemployment in the Rožňava district was between 15 and 20%. During our investigation, we aimed to assess the happiness index of Rožňava's employees and employers. Low wages, difficulties in finding employment, lack of appreciation, and emigration of young people further worsen the situation in the region.

Questionnaire survey. The original GNH of Business surveys were used to cover all sectors, indications, and professional loyalty questions. To increase clarity and professionalism, changes were made, including the elimination of extraneous Western language. The overall organizational level survey findings serve as indications of organizational pleasure and can be evaluated based on questionnaire dates and manager-filled replies. The perspectives of both employees and employers were explored through separate questionnaires aligned with the organizational GNH framework. Google Forms was utilized to create the questionnaires, leveraging its efficiency, simplicity, and user-friendliness for practical data collection with over 100 questions.

Analysis. The study involved a comparative analysis between the two groups, allowing for a multifaceted examination of the posed questions. After data collection, responses were analysed using various statistical programs, including Excel, SPSS, and Jamovi, from which conclusions were drawn. The derived data were then juxtaposed with the results of similar studies, leading to a comprehensive conclusion on the investigated topic. Because of its novelty, we found no research on the application of business GNH; therefore, we intended our own research to serve as a preliminary study, which provides a suitable foundation for future investigations.

4. Findings and Discussions

Figure 2 presents the distribution of employees examined in our research. A total of 315 employees completed the questionnaires. The gender breakdown in Figure 2 shows 126 males and 189 females. It is noteworthy that the questionnaire had a 20% higher completion rate among females, indicating their greater willingness to participate in the study. (See Figure 2)

Figure 2 Examined employees



Figure 3 Examined organisations



Figure 3 displays the successful completion of the second questionnaire by 50 organizations, including 23 municipalities and 27 small and medium-sized enterprises. (See Figure 3)

Measuring employee happiness. Employee happiness was measured using the aforementioned three steps. After defining the threshold value for compliance, we determined the proportion of employees examined ($n = 315$) that met the criteria, that is, how many workers achieved the defined threshold value. The weighted value can also be determined separately for each area, and by summing these values, we can determine the employee happiness score in percentage form. In the first table, measurements are made for the original 29 indicators. During the measurement of psychological well-being, it was observed that job satisfaction had a low value, meaning that to achieve this score, employees must be very satisfied with their jobs. The value of trust is also low, as employees who trust their colleagues, superiors, and management are uncommon. Negative feelings, caused by a lack of appreciation, anger, uncertainty, envy, and stress, are also present among employees. In the health section, it is evident that employees' lives are burdened by occupational stress, the lack of a common workspace, and the absence of opportunities for deep thinking and rest in green areas. In the area of time usage, it can be observed that there is not

enough time for lunch breaks and rest periods at work. This could mean that employees do not feel comfortable taking the time to eat calmly because they are in a hurry to return to their work. For employees to be efficient, there is also a need for meals and rest breaks. In the field of education, a low value can also be observed since employees often do not have opportunities for professional and personal development. Living standards are the next critical area; employees are not really satisfied with their salaries as prices rise much faster and are not in sync with wages.

Table. Employee Happiness

Area weight	Indicator	Indicator weight	Number of completed compliance thresholds	Weighted value
Psychological wellbeing 20%	1. Job satisfaction	2.5	85	0,67
	2. Trust	2.5	73	0,58
	3. Workplace environment	2.5	71	0,56
	4. Workplace engagement	2.5	85	0,67
	5. Workplace discrimination	2.5	174	1,38
	6. Workplace harassment	2.5	181	1,44
Psychological wellbeing Σ		6,17		
Health 20%	1. Work stress	2.86	16	0,15
	2. Nature of work	2.86	104	0,94
	3. Workplace common space	2.86	29	0,26
	4. Safety	2.86	169	1,53
	5. Disability	2.86	250	2,27
	6. Injury	2.86	39	0,35
	7. Illness	2.86	261	2,37
Health Σ		7,87		
Time use 20%	1. Work-life balance	3.33	132	1,40

		2. Work's implication on social life	197	2,08
			3.33	
		3. Sleeping time	102	1,08
			3.33	
Time use		6. Working hours	75	0,79
			3.33	
				8,08
Education	20%	1. Professional development	6.67	1,52
		2. Skills development	6.67	0,53
		3. Scholarships for study	6.67	1,52
Education				3,58
Living standard	20%	1. Pay & allowances	4	0,3
		2. Satisfaction with pay	4	0,61
		3. Retirement benefits	4	0,61
		4. Leave	4	2,13
		5. Fringe benefits	4	1,02
Standard of living				4,67
Employee happiness				30,37
Σ				

Measuring organisational conditions. The image of organisational happiness shows company behaviour and phenomena connected to employee social well-being. Twenty indicators were used to calculate the organizational conditions for happiness. Compliance levels, such as those used to assess employee contentment, are based on previously established norms in Bhutan. Table 3 (n = 50) summarizes the regions and indicators of organizational conditions, as well as the weights assigned to them, and the findings collected during the survey.

Table 3. Weighted Values of Organisational Conditions

Good governance	25%	I. Local	4,17	45	3,75
2. Workplace	4,17			40	3,33
3. Compliance	4,17			40	3,33
4. Audit	4,17			8	0,67
5. Attrition	4,17			25	2,08
6. Salary gap	4,17			15	1,25
Good governance Σ					14,42
Cultural diversity	25%	I. Cultural	8,33	10	1,67
Cultural diversity: Σ					6,17
Community vitality	25%	1. Community	4,17	10	0,83
2. Community	4,17			12	1,00
3. Damages to	4,17			37	3,08
4. Effect on community health	4,17			46	3,83
5. Raw material	4,17			35	2,92
6. Community	4,17			26	2,17
Community vitality Σ					13,83
Ecological diversity	25%	1. Emission	5,00	11	1,10
2. Solid waste	5,00			3	0,30
3.					
Environmental	5,00			24	2,40
volunteering 4.					

Table 4. The Impact of Technology on Employee Happiness

Area weight	Indicator	Indicator weight	Number completed compliance thresholds	ofWeighted value
Psychological wellbeing 20%	1. Job satisfaction	2,22	85	0,60
	2. Trust	2,22	73	0,51
	3. Workplace environment	2,22	71	0,50
	4. Workplace engagement	2,22	85	0,60
	5. Workplace discrimination	2,22	174	1,23
	6. Workplace harassment	2,22	181	1,28
	7. Negative emotions	2,22	45	0,32
	8. Positive emotions	2,22	63	0,44
	9. Technological mistrust and psychological overload	2,22	82	0,58
wellbeing Σ				
Health 20%	1. Work stress	2,86	16	0,15
	2. Nature of work	2,86	104	0,94
	3. Workplace common space	2,86	29	0,26
	4. Safety	2,86	169	1,53
	5. Disability	2,86	250	2,27
	6. Injury	2,86	39	0,35
	7. Illness	2,86	261	2,37
Health Σ				7,87
Timeuse 20%	1. Work-life balance	2,50	132	1,05
	2. Work's implication on social life	2,50	197	1,56
	3. Sleeping time	2,50	102	0,81
	4. Rest and break at the workplace	2,50	25	0,20
	5. Work schedule	2,50	233	1,85

		6. Working hours	2,50	75	0,60
		7. Technoinvasion on private and worklife	2,50	77	0,61
		8. The impact of technology on work and personal life balance	2,50	61	0,48
Timeuse Σ					7,16
Education	20%	1. Professional development	4	72	0,91
		2. Skills development	4	25	0,32
		3. Scholarships for study	4	72	0,91
		4. Technology skills expectations	4	82	1,04
		5. IT cource, seminars	4	58	0,74
Education Σ					3,92
Living standards	20%	1. Pay & allowances	3,3	24	0,25
		2. Satisfaction with pay	3,3	48	0,51
		3. Retirement benefits	3,3	48	0,51
		4. Paid leave	3,3	168	1,78
		5. Fringe benefits	3,3	119	1,26
		6. Sacrificing day off and weekends to understand IT	3,3	80	0,85
Living standards Σ					5,15

technological impact worsens or improves employee happiness. The second table contains 35 indicators, changing the number and weight of indicators based on the GNH logic. In both tables, it can be observed that the values of psychological well-being, time use, education, and the areas determining living standards are significantly low, while technological impact and technological overload in these areas further erode the values. (See Table 4).

The primary purpose of the research was to demonstrate that the Bhutanese 'GNH of Business' technique could be used in cultural and religious environments in Europe. The logic of the approach may be implemented in the same way, as shown by the findings provided above, the original surveys, and the circumstances. The given findings show that the original questionnaires and procedure conditions were used

with no significant changes. A direct comparison with earlier findings was not feasible due to a lack of relevant studies in the literature. Nonetheless, the research's originality and pioneering character contribute to the existing body of knowledge. Furthermore, the study allows for the investigation of new research issues. The indicators included in the questionnaires were examined and found to be suitable for measurement and qualifying in household settings with only minor modifications. According to the indicators, overall contentment with their employment is not nearly attained, and feelings of anger, tension, disappointment, and frustration occur more frequently than would be regarded acceptable. In 2022, there was no relevant research to which we could compare our results. In 2023, we can compare it with previous research by Bencsik (2023), but that research took place in educational institutions in Hungary, so the sample and environment were completely different. The present research seeks solutions to problems related to the region. The organizational GNH framework, together with the application of the social GNH framework, can promote the sustainability of society and the environment, as well as the economy.

5. Conclusion

The GNH business framework, known for its efficiency and versatility in measuring societal well-being, was applied at the organizational level in this study. Findings indicated that while GNH holds potential for assessing organizational issues, survey design and completion were time-consuming, requiring patience and perseverance from leaders and employees. The study employed two surveys to measure the organizational GNH framework, targeting employees and organizational leaders separately. Results revealed a below-average organizational GNH value, emphasizing the need for immediate intervention in various areas, particularly in building trust and addressing psychological well-being. Technological advancements were found to exacerbate mistrust, hindering knowledge transfer and sustainability. Further research is recommended to explore specific economic sectors and propose solutions to the deficiencies observed in the GNH framework.

The practical benefit of the research. The problems affecting employees and employers in the Rožňava region are explored by the research. The practical benefit of the research lies in focusing on a region that faces numerous challenges. It is characteristic of the region to be underdeveloped in terms of infrastructure, with high unemployment, an aging and impoverished population. The low level of education contributes to a lack of motivation and a sense of hopelessness among the youth. Alcoholism and drug addiction are common health issues among young people. A cultural decline and a continuous decrease in the standard of living can be observed. Through the research, we uncover the problems and seek solutions by introducing the Gross National Happiness (GNH) framework at the root of these issues. The GNH framework encompasses all aspects of life worth addressing. It can be beneficial not only for existing businesses and organizations but also for the establishment of new ventures. The research encourages companies and entrepreneurs to adopt alternative economic models that promote sustainability and social well-being.

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