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| **COURSEWORK ASSIGNMENT** | |
| **Module Title: Team Research and Development Project** | **Module Code: 7COM1079** |
| **Assignment Title: Coursework Report** | **Group Assignment: Group 65** |
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| Marks Awarded %: | Marks Awarded after Lateness Penalty applied %: |
| Penalties for Late Submissions   * Late submission of any item of coursework for each day or part thereof (or for hard copy submission only, working day or part thereof) for up to five days after the published deadline, coursework relating to modules at Levels 0, 4, 5, 6 submitted late (including deferred coursework, but with the exception of referred coursework), will have the numeric grade reduced by 10 grade points until or unless the numeric grade reaches or is 40. Where the numeric grade awarded for the assessment is less than 40, no lateness penalty will be applied. * Late submission of referred coursework will automatically be awarded a grade of zero (0). * Coursework (including deferred coursework) submitted later than five days (five working days in the case of hard copy submission) after the published deadline will be awarded a grade of zero (0). * Where genuine serious adverse circumstances apply, you may apply for an extension to the hand-in date, provided the extension is requested a reasonable period in advance of the deadline. | |
| Please refer to your student handbook for details about the grading schemes used by the School when assessing your work. Guidance on assessment will also be given in the Module Guide. | |
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**1 Introduction**

Before we continue our discussion, it needs us to define happiness first. According to Veenhoven (1991), happiness can be characterised by how much a person likes the life he leads. Happiness can also be called a person's life satisfaction. Since 2012, the UN (United Nations) have opted to assess the development of well-being. As an outcome, the World Happiness Report was first released by the United Nations Sustainable Development Solutions Network in 2012 in collaboration with the Ernesto Illy Foundation. Until now, the UN released 7 World Happiness reports and ground-breaking survey of the state of global happiness (Worldhappiness.report, 2019).

The World Happiness Report shows that the Scandinavian countries of the world are happier than the people of other nations, but there are people in the Scandinavian country who report that they are struggling and suffering (Andreasson and Birkjær, 2018). So, what makes the people of Scandinavia the happiest in the world? Is it because Scandinavian countries are developed countries in the world? World happiness report shows that developed countries are happier than developing countries because of GDP per capita, Family, Life expectancy, Freedom Generosity and trust in government (kaggle.com). What are the developing countries doing in these sectors?

Developing countries like Bangladesh and India consider being the fastest growing country in the world (Song, 2019). Even using Gapminder tool we found that Scandinavian country is more stable in every sector while south Asian developing countries are on the rise. There were Coming back to world happiness report, which is showing a different view. Scandinavian countries were more stable in happiness score as their stable economy. On the other hand, South Asian countries like Bangladesh and India are growing faster, but happiness score is not growing at all. What's keeping them from being happy? This study aims to asses why developing countries people like Bangladesh and India are not happy like others and how they can be happier.

To find out, we analyse world happiness report dataset from Sustainable Development Solutions Network (2012). This data set includes data from 156-159 countries from 2015 to 2019. To get a more specify answer to our questions we decided to compare 7 countries from 2 different regions. They are Denmark, Iceland, Norway, Switzerland from Scandinavian and Bangladesh, India and Pakistan from South Asia.

The analysis shows that the economy GDP per capita. family, health (life expectancy), freedom, trust (government corruption) and generosity have a significant relationship with world happiness. There is also a significant variation in social support for happiness scores in Southern Asian countries such as Bangladesh, India and Pakistan. We hypothesise that this is because of the imbalance in generosity, independence and confidence.

To the remainder of this paper is organized as follows, in section 2 we introduce the background to the problem and define our research questions. Our analysis is in Section 3. Section 4 introduces our key result; Section 5 discusses our result concerning our question and present our conclusion.

**2 Background**

People are more concerned with their happiness now. The number of "happiness" articles is rising rapidly. From 1960 to 1990 there was a gradual increase in the article of "happiness" between 0 to 100, but from 1990 to 2016 it rose rapidly from 100 to around 1300 (Myers and Diener, 2018). It's considered that Nordic countries, especially Scandinavians countries are the happiness superpower also they are one of the richest countries in the world. Relationship between GDP and level of well-being support that happiness is related to a person income (Andreasson and Birkjær, 2018). It is hard to answer the question that does money buy happiness? An increasing number of scholars, politicians, journalists and others have given their attention to figuring out what a good life means. Many new fields have been developed, such as positive psychology, and the general public is also searching for books and other resources to find happiness. However, most of this focus has been on developed countries such as North America and Europe and less information is available for other developing countries. Studies in the West may not relate to other countries with a different culture, religious beliefs and philosophic concepts. (Selin and Davey, 2012)

World happiness reports show that developing countries like Bangladesh and India are improving in almost every area, such as GDP, health, freedom of speech, family support, and so on. For example, according to World Happiness data, Bangladesh's GDP per capita was 0.397 in 2015 but increased to 0.562 in 2019, Health (Life Expectancy) was 0.60 in 2015 and is now 0.723 in 2019. On the other side, the happiness score of Bangladesh was 4.69 in 2015 and drop to 4.45 in 2019.

A country like Bangladesh economic growth is related to remittance. In addition, India and Pakistan are also receiving many remittances from all over the world (PTI, 2019). The developmental effect of remittances in a nation is a complex issue as it has both a positive and negative impact on a macroeconomic and household level (Hassan and Shakur, 2017). However, world happiness report data did not show that the survey was taken differently for a different region or culture. For this reason, we need to see detail summery of South Asian countries economic growth.

Since 2014, South Asia has been the fastest-growing sub-region in the world. Collectively, its eight economies boast an average annual growth rate of 7%. Countries like Bangladesh and India have an average growth rate of more than 7% over the last five years, and Bangladesh is expected to grow by about 8% over the next two years (Song, 2019). After doing a comparison with Gapminder tools (Gapminder.org, 2019) with some Scandinavian countries and South Asian countries to see are they really developing faster? It is overserved that Scandinavian countries were not growing faster as South Asian countries. In other words, the position of the Scandinavian countries has been more stable, while the South Asian countries are growing rapidly in every field.

**2.2 Reaserch Questions**

We're attempting to answer the following research questions.

1. Do economy GDP per capita, life expectancy, freedom, trust in government, family support and generosity influence happiness score?
2. If the happiness score is correlated to GDP per capita, life expectancy, freedom trust in government, family support and generosity then why didn't South Asian developing countries like Bangladesh, India, and Pakistan reduce in happiness score?
3. How can South Asian countries (Bangladesh, India and Pakistan) improve their happiness, as those countries are rapidly improving in their economies and other sectors?

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