

## ABSTRACT

This research investigates the impact of self-employment on subjective well-being (SWB) on a global scale, while also comparing the effects in OECD and non-OECD countries. Governments have relied on GDP as a measure of economic growth, but this may not accurately reflect improvements on citizens' well-being. Existing literature also lacks consensus on the relationship between employment types and SWB, necessitating further exploration. Utilizing a robust dataset from the World Values Survey (WVS), the study employs logistic and ordered logistic regression to analyze the relationship between self-employment and SWB. Results indicate significant positive effects on SWB for different employment types, with self-employment having the smallest increase and non-labor employment the highest. Notably, income and GDP per capita show opposing relationships with SWB within OECD countries, aligning with the Easterlin Paradox. Other variables, such as health status, religiosity level, marital status, and social class, positively influence SWB. Policymakers should consider these complex effects when designing initiatives to promote self-employment and enhance well-being. Future research with longitudinal data and a diverse range of countries would contribute to a deeper understanding of the relationship between employment and SWB. This study provides valuable insights for policymaking and further research on improving individuals' well-being.

**Keywords:** Self-Employment, Subjective-Well-Being (SWB), World Values Survey (WVS), Economic Growth Measure, Buddhist Economics