**LIMITATIONS OF A GDP AS A MEASURE OF PROGRESS AND WELL-BEING**

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Abstract:

The subject of this paper is gross domestic product that has become a universal measure of progress and well-being. However, its usage for this purpose is inadequate, inappropriate and wrong since this economic measure does not reflect anything more than productivity. Moreover, it was never designed to be more than just monetary measure and, besides that, it has a lot of limitations and weaknesses that are not sufficiently presented to the general public nor in academic papers. In this paper, it is shown by historical aspects of gross domestic product and definition explanation. Moreover, the SWOT analysis is used to emphasize the weaknesses and restrictions of this monetary measure. Structured critiques of gross domestic product give space to other measures of progress and well-being to come in the front and be used in more comprehensive way.

Keywords: GDP, GDP limitations, progress, well-being, alternative measures

Biography:

Dr. sc. Anita Frajman Ivković works as teaching assistant at the Faculty of Economics in Osijek. Her primary research area is the economics of happiness, i.e. societal progress analyses, well-being (subjective and objective) and the quality of life. She is an active member of NGO sector, she participated in numerous panels, lectures, conferences and workshops on alternative economy.